

Easily make original nail tips just for yourself!

“neltip” dedicated printing machines for nail tips Operation begins successively from early April 2021

Going out with friends, on a date, showing support with
matching team colors and logo designs... and more
Enjoy dressing up for a variety of situations!

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, Katsushika-ku, Tokyo) will begin operating “neltip” **dedicated printing machines for nail tips*** (play fee: JPY 500 per play) successively from early April 2021 across Japan at amusement facilities, department stores, commercial facilities, KIDDY LAND (some locations), variety stores, cosmetics and accessory shops, etc.

With “neltip,” users can easily make nail tips in their favorite designs using a touchscreen. Its appeal is the delicate and diverse designs (over 300 types) that make use of inkjet printing technology, and the material for nail tips has been carefully selected for comfort. The machine also works with a dedicated smartphone app, with which users can print their favorite photos and illustrations on nail tips.

Nail tips may be attached and removed easily, so users can enjoy dressing up their fingernails whenever they want, even if it is difficult to permanently decorate fingernails due to school, club activities, part-time jobs, etc. Nail tips are great for a variety of situations as they can accentuate fashion when going out with friends or on a date even when masks are required. Furthermore, as also original designs that use photos and illustrations can be printed, users can enjoy decorating their fingernails with matching team colors and team logos of their class or club for showing support at events or games.

Voices of middle school and high school students have been incorporated into the nail designs, and an up-and-coming model “naenano,” who currently boasts tremendous popularity on SNS mainly among teenagers, has been appointed as the product ambassador.

TOMY Company has established “Hits Business Headquarters, Fashion Entertainment Business Division” in November 2020 to expand new business domains. “neltip” will be deployed as the first initiative of the Fashion Entertainment Business Division, targeting teenagers and adults.

*Nail tips: “false nails” attached to fingernails with double-sided tapes or an adhesive.



*** Three Key Points of “neltip” ***

POINT (1): Easy-to-use touchscreen

By following the instructions on the touchscreen of “neltip,” users can easily and quickly (printing time is approximately 50 seconds) print their favorite designs on nail tips. After drying the ejected nail tips for roughly five to ten minutes, apply commercially available top coat or gel to finish. When the top coat or gel is dry, use the double-sided tapes for fingernails that come with the nail tips to attach them to fingernails. (Please use scissors or other tools to remove the nail tips from the sprue.)



1. Set the nail tips

Press the start button and set the ejected nail tips in the printing machine



2. Select the designs

Select the nail designs on the touchscreen



3. Print

Nail tips will be ejected with the selected designs printed on them.
Printing time is approximately 50 seconds



4. Top coat ► finish

After drying, apply commercially available top coat or gel to finish

POINT (2): Over 300 types of designs! A wide variety of colors

- Nail designs are put into six categories, which are “subdued colors,” “fashion,” “girlish,” “illustrations,” “animals,” and “seasonal.”
- In addition to printing the design selected on the touchscreen as-is, users can change the designs for each fingernail on the design edit view on the touchscreen, customizing them as they wish.
- There are over 300 types of designs users can choose from, including neltip original designs, solid colors, and collaboration nails available for limited time only. Its appeal is the delicate designs and color variations that make use of inkjet printing technology. Designs are planned to be updated each season (once every three to four months).

<Sample designs>

*The photos show nail tips after applying top coat.



Subdued colors



Fashion



Girlish



Illustrations



Animals



Seasonal

POINT (3): Works with a dedicated smartphone app! Create original nail tips



Design example: Printing photos of a cat



Design example: Printing photos of naenano

- By downloading a free dedicated smartphone app called “neltip app,” users can select and register their favorite designs from existing nail designs, and they can also register original nail designs using images such as photos and illustrations taken or saved by the users. Users can come up with designs using photos of pets, plants, landscapes, and more, as well as their favorite patterns. The variety of designs is limitless.
■Compatible operating systems■ Android ver. 8.0 or higher and iOS 13 or higher. The Android version is available as of Thursday, March 18, and the iOS version is planned to be released in late March.
- Up to 20 designs can be registered on “neltip app,” the dedicated smartphone app! Even when masks are required, nail tips are great for a variety of situations such as going out with friends or on a date, and showing support for events and games with matching team colors and team logos.
- The registered designs may be printed simply by connecting the “neltip” printing machine and a smartphone with “neltip app” installed via Wi-Fi and entering the “secret password” shown on the “neltip” screen.

<Outline of “neltip” Nail Tip Printing Machine>

- Title: “neltip”
- Genre: Nail tip printing machine
- Play Fee: JPY 500 per play (tax included)
- Start of operation: scheduled from early April 2021

*Advance operation will begin at the following six locations from Saturday, March 20, and nationwide operation will begin successively from early April.

<Locations for advance operation from Saturday, March 20>

- sepurish (LaLaport TOKYO-BAY)
- girls mignon SHIBUYA
- TAITO STATION Shinjuku East Exit
- girls mignon SHINSAIBASHI GATE
- KIDDYLAND Osaka Umeda
- KIDDYLAND Fukuoka PARCO

▶ For details, please see the official website (www.takaratomy.co.jp/products/neltip)

▶ The start date of operation may vary for each location. Thank you for understanding.

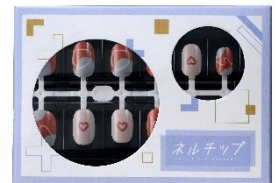
- Deployment locations: Across Japan at amusement facilities, department stores, commercial facilities, KIDDY LAND (some locations), variety stores, cosmetics and accessory shops, etc.

- Planning and sale: TOMY Company, Ltd.

- Official Website: www.takaratomy.co.jp/products/neltip

- Official Instagram: @neltip_official (www.instagram.com/neltip_official)

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Nail tip package

■ Campaign “commemorating the opening of the neltip official Instagram account” ■

neltip’s official Instagram account will be newly opened on Thursday, March 18. To commemorate the opening, “follow & like campaign” will begin on the same day with giveaways of “neltip” nail tips autographed by naenano, neltip’s product ambassador. Detailed information will be announced on the official website.

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