



July 8, 2021

“INNOVATIONS FOR MODERN PARENTS”
~Great happiness and a little convenience to your daily life~

“boon,” a baby goods brand that combines functionality and a sense of design, will be marketed in Japan.

First product “Dry rack” series of drainer racks

To be launched on Saturday, August 7, 2021

Colorfully coordinate your **kitchen interior** rethought during the “time at home”!

Make childcare and housework more fun!

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will market “boon,” a baby goods brand that combines functionality and a sense of design, from Saturday, August 7, 2021. As the first product, a total of 10 items, including **“boon Dry rack GRASS -GRASS-”** (total 2 types/SRP: JPY 2,750 each/tax included), from “Dry rack” series of drainer racks will be released successively at toy stores, baby goods sections of department stores/mass retailers, etc. in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

About “boon”

“boon” is a general brand of baby goods, offering with a product lineup having a combination of functionality that solves problems on child rearing and an innovative, sophisticated sense of design, including baby bottles, baby tableware, and baby bath goods. Products have been born under the key phrase **“INNOVATIONS FOR MODERN PARENTS.”**

The brand was born in the U.S., and has now been developed in the U.S., Europe, China, Australia and other countries around the world. With a catchphrase, the brand will be marketed at full scale in Japan.

“Dry rack” series of drainer racks that can be used for a long time for a wide variety of purposes

The “Dry rack” series to be released this time is kitchen and bathroom goods that can be used for a long time, for example to dry small parts that tend to be scattered for baby bottles, pacifiers, etc. or tableware for adults, or as a toothbrush rack in a lavatory. If you use dishwasher, you also can use the product conveniently by placing washed small things on it, and other means. The dry rack comes in three sizes of “GRASS,” “TURF” and “PATCH,” and has more uses depending on where you place it and ideas. Since materials of the lawn grass part are firm, you can put things on it stably.



The product is broken into two: the upper lawn grass part and a tray, so it is fully washable and also easy to care for every day.

“TWIG,” “STEM” and “STUMP” accessories sold separately are used by being stuck into the rack to keep small parts and cutlery together. In addition, a brush set featuring a motif of “cacti” and other products will be released, and their fresh design will adorn your kitchen fashionably.



“boon” products allow you to enjoy your daily housework time more with the colorful tones and photogenic design.



* The images are for visual representation purposes only. Items other than the main unit are not contained in the product.

Beginning of “boon”

An industrial designer Rebecca Finell who was raising two daughters launched “boon” brand in 2004 to make products that solve her own problems on child rearing. Then, the first product of “boon,” “Frog Pod” (BATH series) was born with the motto “Necessity is the mother” (Needs of your family...).



The one and only product series, which combines functionality that solves problems on child rearing and a sense of design with ideas previously unheard of, was put on the market by TOMY International Group, a group company of the Company, in 2005, and has grown to a brand that continues to be loved across the world.

Starting from “BATH” series that makes babies’ play in the bathroom fun, “Dry rack” series of drainer racks and “FEEDING” series of cutlery, dishes, etc. as well as series of baby bottles, pacifiers, goods for child’s rooms, and other products have been offered abroad.



<Product Outline>

Brand Name: “boon”

Launch Date in Japan: Saturday, August 7, 2021

Sales Channels: Toy stores, baby goods sections of department stores/mass retailers, etc. in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com)

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Product Website: www.takaratomy.co.jp/products/babyonline/lineup/boon/

Sales Target: 100,000 units (total of the series for the first fiscal year)

boon “Dry rack” series, list of products



(1) -GRASS- (2 types: green and grey)

Square in a size that perfectly fits into the side of a sink

SRP: JPY 2,750

Dimensions: W 238 × H 60 × D 238 mm

(2) -TURF- (green)

Rectangular in a smaller size that is easy to place even in a narrow space

SRP: JPY 1,980

Dimensions: W 267 × H 53 × D 165 mm

(3) -PATCH- (green)

Long rectangle in a size that is easy to put around a sink in a condominium, etc.

SRP: JPY 2,750

Dimensions: W 430 × H 65 × D 88 mm

(4) -TWIG- (2 types: white and grey)

Accessory featuring a branch motif used by being stuck into Dry rack series. It is useful to dry small parts, and adorns your kitchen stylishly.

SRP: JPY 880

Dimensions: W 140 × H 273 × D 67 mm

(6) -STUMP- (grey)

Accessory featuring a stump motif used by being stuck into Dry rack series. It is a stand to dry cutlery and others.

SRP: JPY 880

Dimensions: W 100 × H 98 × D 75 mm

(5) -STEM- (2 types: white and blue)

Accessory featuring a flower motif used by being stuck into Dry rack series. Just like TWIG, it is useful to dry small parts, and adorns your kitchen brilliantly.

SRP: JPY 880

Dimensions: W 115 × H 280 × D 110 mm

(7) -CACTI- (white)

Brush set featuring a cactus motif.

This set comes with four types of brushes from a brush in a large size with which baby bottles and mugs can be washed to the one in a mini size with which straws, etc. can be washed, and a case that can carry those brushes.

Because the case and the cover are separated, it is easy to drain water and take care of the product.

SRP: JPY 2,530

Dimensions: W 103 × H 240 × D 103 mm

* The accessories in (4) to(6) are specifically for “boon” Dry rack series. They cannot be used alone.

* All the prices include tax.

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