

For Immediate Release



May 30, 2025

**The newest Punirunes turns Clickity Click!?****Punirunes Puni 3 set to air on the network of 6 broadcasting stations affiliated with TV TOKYO****Weekly Saturday morning broadcasts will go to air on July 5, 2025 at 9:45 a.m.!**

The new character “Jewerun” is voiced by Fuka Izumi!

There are also comments from the superb cast, which includes Megumi Han playing Airun and Daisuke Ono providing narration!

TOMY Company, Ltd.

Weekly Saturday morning broadcasts of Punirunes Puni 3, Season 3 of the original animation series, which follows the LCD care toy with a new texture “Punirunes,” is set to air on the network of six broadcasting stations affiliated with TV TOKYO, starting July 5, 2025 at 9:45 a.m.! A new key visual and the official website for Season 3 of the animation will be released today.

The original animation TV series Punirunes Puni 3 was created by TOMY Company Ltd. (Representative Director, President & COO: Akio Tomiyama; headquarters: Katsushika-ku, Tokyo) and OLM Digital, Inc. (President: Misako Saka; headquarters: Setagaya-ku, Tokyo). TOMY Company was in charge of creating the original animation storyline, as well as toy development and sales. OLM Digital produced the animation.

The world perspective of the original animation Punirunes featuring the squishy cute characters and their curious and fun daily lives has been well received, and previously, the TV animation has been produced up through Season 2\*. Currently, Punirunes Puni 2 Selection, a collection of the most popular episodes from Season 2 of the animation, is now airing every Saturday morning at 9:45 a.m. with great popularity.

In this latest work, which is the third season in the series, the “punipuni” (squishy) cute Punirunes change into a form that’s “Clickity Click” (crystal-hard)!? A great adventure unfolds in the new setting of “Crystal Land.” Of course, it will also deliver plenty of squishy and fun moments from their daily lives. The unveiled key visual lets you enjoy the “punipuni” and “Clickity Click” world perspectives all at once. It’s full of new elements, including Airun’s crystal-hard form and the newly added character Jewerun!



Expectations for the story of the powered-up Punirunes are on the rise.

The website released today has a hidden gimmick, possibly the first ever for an animation work. If you give Airun on the front page a squish, something will happen. Please check the website to see what happens for yourself.

Furthermore, to coincide with the launch of the TV animation Punirunes Puni 3, four new products will be released. The Company plans to launch new products focused on “texture,” which is the key characteristic of “Punirunes,” from Saturday, July 5, 2025, including “Punirunes Puni-star,” the latest version of the “Punirunes” LCD care toy with a new “texture,” a house-shaped toy, and a big-sized action plush toy.

Animation Season 3 official website: [www.tv-tokyo.co.jp/anime/punirunes3](http://www.tv-tokyo.co.jp/anime/punirunes3)

\*Season 1: Aired from October 2, 2022 to March 26, 2023; Season 2: Aired from October 6, 2024 to March 30, 2025

### Synopsis of the program Punirunes Puni 3



Title: Punirunes Puni 3

Broadcast Info: Weekly Saturday morning broadcasts go to air on the network of six broadcasting stations affiliated with TV TOKYO from July 5, 2025 at 9:45 a.m.

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Abbreviations: © T/P3,TX

**(Please employ this notation when using images)**

Animation Season 3 official website: [www.tv-tokyo.co.jp/anime/punirunes3](http://www.tv-tokyo.co.jp/anime/punirunes3)

Official X: [x.com/punirunes](https://x.com/punirunes)

Official Instagram: [www.instagram.com/punirunes\\_official/](https://www.instagram.com/punirunes_official/)

Official TikTok: [www.tiktok.com/@punirunes\\_official](https://www.tiktok.com/@punirunes_official)

**TOMY Company Official YouTube Channel** [www.youtube.com/c/takaratomychannel](https://www.youtube.com/c/takaratomychannel)

## ■ Story

The Punirunes are curious squishy creatures with squishy bodies.

They just love being squished. They thrive on being squished every day.

A new squishy friend has joined the Punirunes.

It's Jewerun, who has a sparkling jewel on their head.

Jewerun asks Airun for a favor. "I want you to come with me."

They travel to Crystal Land, a curious place where everything shines like crystal.

And what's more, both Jewerun and Airun undergo a dazzling transformation, turning their bodies crystal-hard!

The Punirunes' adventure to search for the 12 shards of the Puni-star, treasures said to be located in Crystal Land, begins now!

## ■ Staff

Original Story: TOMY Company

Director: Haruki Kasugamori

Series Composition: Gigaemon Ichikawa

Character Design: Sayuri Ichiishi

Music: Takahiro Obata

Sound Director: Noriyoshi Konuma

**Sound Creation Studio:** Imagica Entertainment Media Services, Inc.

Production: OLM Digital

Production: Punirunes 3 Puniject

## ■ Cast

Airun	Megumi Han	Coorun	Hina Kino	<b>Komugi</b>	Hina Kino
Jewerun	Fuka Izumi	Yuka	Yuna Taniguchi	<b>Toggyrun</b>	<b>Ryota Iwasaki</b>
Enerun	Mikako Komatsu	<b>Aoi</b>	Mikako Komatsu	Tomorun	Madoka Asahina
Loverun	Aya Uchida	Yuka's Dad	<b>Shinya Takahashi</b>	Narration	Daisuke Ono
Ururun	Tomohiro Yamaguchi	Yuka's Mom	Aya Uchida		

## ■ Main Cast Comments

There are comments from the superb cast!



### Airun: Megumi Han

Thanks to everyone, the Punirunes animation got a third season!! The squishy soft world gets a touch of hardness...! And there are new squishy friends, starting with Jewerun! There's a world perspective that's a bit harder than the previous one, but Yuka, Airun, and the others will still be sharing their squishy fun daily lives with everyone!! The Punirunes that everyone will pick up have also gotten powered up, so look forward to those, too!



**Jewerun: Fuka Izumi**

I'm Fuka Izumi, and I voice the role of Jewerun!

Starting from Puni 3, it seems that not everything is "punipuni"...! What's going to happen when the healing, squishy world gets a dose of "Clickity Click"...?!

Jewerun is an adorable and sparkly Punirunes!

I'm looking forward to seeing Airun and their squishy friends getting along and having fun together!

Puni 3, Punini~! (Don't miss it!)



**Yuka: Yuna Taniguchi**

Everyone!!!

The Punirunes are back again!

And Yuka is with them! I'm so happy ♪

Once again, it's packed full of curious, delightful, and punipuni-fun stories.

The new squishy friend Jewerun and Crystal Land... I'm so curious about them. Aren't you...?

Please give it a watch~ ♪ I hope you look forward to it!

**■ Theme Song:**

"Punipuni Punirunes Punix Version"

Artist: Nanahira

Lyrics/music/arrangement: Ayato Shinozaki, Ryosuke Tachibana \*Continued from Season 1.

**Introducing the main toys associated with Punirunes Puni 3**

With the launch of TV animation Punirunes Puni 3, four new products will be released. The Company plans to launch new products focused on "texture," which is the key characteristic of "Punirunes," from Saturday, July 5, 2025, including "Punirunes Puni-star," the latest version of the "Punirunes" LCD care toy with a new "texture," a house-shaped toy, and a big-sized action plush toy.

### ●Punirunes Puni-star (three different colors: clear pink, clear blue, clear purple)

The “Punirunes” LCD care toy with a new “texture” has been fully revamped. In addition to the basic play of the LCD care toy with a new texture, “Punirunes,” which offers the fun of care play with a texture that feels like directly touching a character in the LCD screen by operating the “punipuni (squishy) button” at the depth of the hole on the side of the main unit, a new “Clickity Click (crystal-hard) button” has been added. If you flip the main unit over, it unlocks new mini games operated via the “Clickity Click button,” allowing for enjoyment of both the “punipuni” and “Clickity Click” textures. In addition, care play and mini games have been added, featuring more than 75 characters, the largest number ever. This product can be enjoyed by those who are new to “Punirunes” as well as those who have already played with it before.

SRP: JPY 7,150 (tax included) Dimensions: W 83 × H 76 × D 59 mm

Batteries Required: 3 × AAA alkaline (not included)



Experience the  
“punipuni” texture...



and see it turn into “Clickity  
Click” with a flip!

### ●Punirunes Puni Click Surprise Land

This product lets you play in Puni Land and Crystal Land, which are featured in the animation. With this toy’s surprising mechanism, you can enjoy replaying the memorable scene when Airun travels from Puni Land to Crystal Land and changes from punipuni to Clickity Click.

SRP: JPY 4,180 (tax included) Dimensions: W 270 × H 205 × D 125 mm



### ●Punirunes Puni Click Surprise

There are 16 different figurines with “punipuni” and “Clickity Click” textures in total. These palm-sized toys can also be enjoyed as fidget items, and are compatible with the separately sold Punirunes Puni Click Surprise Land for even more fun.

\* 1 × house case, 1 × figurine, 1 × room sticker and 1 × stand are included. Figurines and stickers are allocated randomly.

SRP: JPY 1,348 (tax included) Dimensions: W 78 × H 72 × D 55 mm



### ●Punirunes BIG Punitto! Talking Airun

This is an action plush toy of “Airun” in a big size. Airun responds in a wide variety of ways, such as talking when its head or cheeks are squished and replying when spoken to. Close attention was paid to achieving the “mochi-puni” squishy texture. Enjoy the feeling of actually living with Airun.

SRP: JPY 6,930 (tax included) Dimensions: W 250 × H 270 × D 150 mm

Batteries Required: 2 × AAA alkaline (not included)



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**Information for all toys**

Release Date: July 5, 2025 (Sat.)

Recommended Age: 6 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, and TOMY Company's official online store "Takara Tomy Mall" ([takaratomy.com/takaratomy-mall/](https://takaratomy.com/takaratomy-mall/)), etc.

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TOMY Company Ltd. official website: [www.takaratomy.co.jp/products/punirunes/](https://www.takaratomy.co.jp/products/punirunes/)

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