

Collaboration project with literary department of Kindai University



近畿大学  
KINDAI UNIVERSITY



Hakuzo Medical Corporation

# COTTON SWADDLE BLANKET —MAMORU—

MAMORU, which means “protect” in Japanese.

Made from medical-grade gauze fabric.

Can be used by new born baby.

3 patterns available



Kalanchoe



Hahana



Gyutto

Designed for baby's  
fragile skin



Product Feature  
①

## Medical-Grade Gauze

It is advised by WHO that newborn babies must be kept warm. To protect their fragile skin, we chose safe medical gauze fabric to produce MAMORU.



【Material】Cotton100% (Non-inclusive of fluorescent brightener)  
【Size】95cmx95cm / 6 layers

Product Features  
②

## Softened 6-Layered Fabric

MAMORU is softened by water washing process. To provide superb absorbency and heat perserving function, 6 pieces of gauze fabric are being layered. With moderate thickness, it can be used in all seasons.


Product Function  
③

## Collaboration with Kindai University


近畿大学  
KINDAI UNIVERSITY


HAKUZO

Hakuzo Medical Corporation

MAMORU is produced under a collaboration project with literary department of Kindai University, the project is inclusive of the package design the product concepts.


3 patterns are available  
Kalanchoe Hahana Gyutto

## Concepts

## ○「MAMORU」tag

The design of the tag is originated from traditional Japanese amulet. It also expresses our sincere wishes for mother and baby's health.

## ○「Kalanchoe」

The meanings of kalanchoe are "happiness" and "protection", which are our warm regards to both baby and mother.

## ○「Hahana」

Hahana is a combination word of "mother" and "flower" in Japanese.

## ○「Gyutto」

This pattern consists of globes and threads which symbolize the strong connection between mother and baby.

The MAMORU tag can be reused as a lovely decoration, and the container can be reused for toy/diaper storage.



## 【Storage】

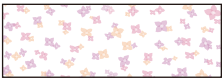





Avoid direct sunlight and fire. Keep it in a clean and dry place.

## 【Handling Instructions】



- Hand-wash.
- Avoid using detergent with optical brightener.
- Do not bleach.
- Do not soak it in water for long time.
- Dry it in shade.
- Do not iron it at high temperature.

## Specifications

Product No.	Product Name	Pattern	Qty/box, Size/weight	JAN Code
2590111	Cotton Swaddle MAMORU		1pc/box	
			φ 118mm×H200mm	
			Abt250g	
2590112			1pc/box	
			φ 118mm×H200mm	
			Abt250g	
2590113			1pc/box	
			φ 118mm×H200mm	
			Abt250g	



Design Your Voice

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