



Nosaku began manufacturing cast metal products in 1916. At the time of its founding, the company mainly manufactured Buddhist altars, tea ceremony utensils, and vases. A turning point came around 1965. With an eye on the increasing affluence in Japan and changing lifestyles, we developed vases with a modern design. These vases became a hit, and our business continued to expand. However, demand for traditional flower vases, tea ceremony utensils, and Buddhist altar equipment gradually declined due to changes in lifestyles, the economic downturn, and lower prices caused by increased outsourcing in the manufacturing industry throughout Japan. Nosaku found itself in a difficult situation. In 1984, Katsuji Nosaku, the current president and representative director, joined the company. After 18 years of working as a craftsman,



Katsuji finally decided that he wanted to develop his own products using the technology and technique he had refined. In 2001 at the exhibition "Rin, Rin, Rin" held in Harajuku, Tokyo his brass bells, which made the most of the beauty of the original material, attracted attention. Afterwards, select shops began to sell them. A salesperson at the time advised him to attach a strip of paper to the bell, which was not selling well. Following this advice, the bell became a big hit, selling more than 1,000 pieces a month. From then on, Katsuji was determined to develop products using customer feedback. The 100 percent tin products that are now the company's mainstay were also created after a salesperson told him that many people were looking for eating utensils.

Experience program

Shoryudo Tour Limited Drinking Set
 Nosaku's sake cups and delicacies are offered at the cafe.
 Prior reservation is required.

Tableware 05

Crafting high quality and long-lasting metalware for the past 100 years, we've become a center of metal casting in Japan.

Nosaku
 Takaoka, Toyama

