

B.W. BOYD COMBINES MODERN TECHNOLOGY WITH TRADITIONAL METHODS



Utsumi

In 1987, Utsumi, Inc. was founded by Chimaki Utsumi, whose vision was to create the highest-quality shears available to professional barbers and hair stylists.

With a reputation for his design of the popular “Tenyo” barber shears, Utsumi became the first to successfully produce professional shears by using Computer Numerical Controlled (CNC) technology. This manufacturing process allows for very fine tolerances in the grinding of shears, which achieves a precision not otherwise attainable. Once the CNC process is complete, skilled craftsmen use time-honored methods to perform the final finish by hand.

Utsumi’s CNC innovation led to the creation of the next generation of high-tech shears under such brands as U&U and NOVA. In 1994, Utsumi developed a new double-bladed thinning shear by collaborating with leading hair stylists, and he created other forms of shears—and a series of video tapes on how to use them—that contributed to the growth in popularity of thinning shears in Japan.

He next acquired the Tenyo factory in Japan, and in 1998, purchased B.W. Boyd Shears Inc., a California-based business that had been distributing Japanese shears since 1976. This acquisition allowed Utsumi to better expand and improve the marketing of his company’s products in North America and beyond. Kazumi “Christy” Hagino, CEO, heads the new company, “Utsumi America,” which uses the B.W. Boyd Shears trade name.

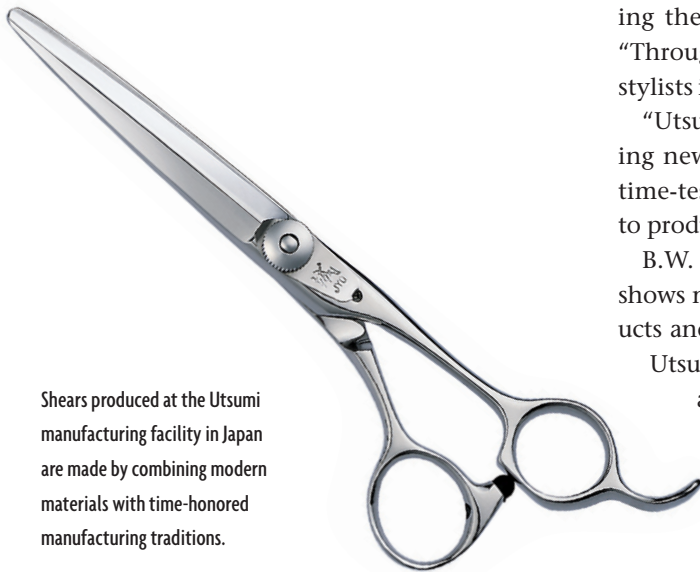
“The Utsumi manufacturing facility in Osaka, Japan, has been producing the highest-quality shears for more than 60 years,” says Hagino. “Throughout our history, the company has consulted with the best hair stylists in the world to obtain ideas for improvements to our product line.

“Utsumi research and development efforts have emphasized combining new technological innovations and state-of-the art materials with time-tested, traditional methods used in hand-forging Japanese swords to produce the finest shears available.”

B.W. Boyd is known for its participation in conventions and trade shows nationwide, and for the seminars it conducts introducing its products and explaining the proper use and maintenance of shears. In 2000,

Utsumi began manufacturing and marketing an original nail clipper after receiving requests from manicurists.

Utsumi completed construction of his company’s new headquarters in Settsu City, Osaka, Japan, in 2004. “At Utsumi, we continue to utilize both modern technology and traditional methods to create shears with a heart and spirit that meet the most exacting quality standards and are guaranteed to please all professional hair stylists,” says Hagino. ❀



Shears produced at the Utsumi manufacturing facility in Japan are made by combining modern materials with time-honored manufacturing traditions.