

Press Release



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transcosmos inc.

transcosmos helps IRIS OHYAMA boost retail sales at the brand's physical stores in Taiwan

Leveraging its offline store network, transcosmos assists the brand in expanding its OMO business

transcosmos hereby announces that the company has begun offering offline sales support services to IRIS OHYAMA Inc. in Taiwan. Leveraging its offline store network including RT-MART—a major Taiwanese hypermarket store chain operating across Taiwan—and convenience stores, transcosmos helps IRIS OHYAMA boost its brand recognition and grow sales in the Taiwan market.



Since its foundation in 1958, IRIS OHYAMA has been diversifying its business domains into home appliances, household products, pet products, gardening products, and more. Upholding its corporate philosophy—provide a comfortable living—IRIS OHYAMA is well-known for its high quality, innovative design, and affordable products. In addition to establishing its brand positioning in the Japanese market, the company has been actively entering international markets. As the brand celebrates its five-year anniversary in the Taiwan market, IRIS OHYAMA has faced the challenge of penetrating the brand into the market. With the goal of growing its Online-Merge-Offline (OMO) business as a whole, IRIS OHYAMA chose transcosmos as its partner.

To assist IRIS OHYAMA in achieving its goal, transcosmos has set Japanese-style display shelves specifically designed for the brand at Bade/Taoyuan City and Chong Hsiao/ Hsinchu City two popular stores operated by RT-MART Group—a leading hypermarket chain in Taiwan—showcasing and selling a variety of small home appliances by IRIS OHYAMA brand, highlighting the brand's best-selling items such as portable vacuum cleaners with a tick dust sensor, electric pressure cookers, and circulator fans. Going forward, transcosmos plans to gradually expand product lines to include LED ceiling lights, storage furniture, Japanese foods including bento, or packed meals, rice, water, and mochi rice cakes in RT-MART group stores.



IRIS OHYAMA operates 31 subsidiaries across the globe with 37 production sites in Japan and abroad, developing and manufacturing more than 25,000 types of products annually. Since entering the Taiwan market, the company has introduced more than 1,000 types of its brand items, bringing a comfortable Japanese lifestyle to Taiwanese consumers. To date, as many as 115 products have received the Good Design Award, and the brand has been named the winner of the Energy Conservation Grand Prize for the eighth straight year. By delivering a comfortable and environmentally friendly lifestyle, IRIS OHYAMA is fulfilling its corporate social responsibility. Since 2021, its annual sales continue to reach the ¥700 billion mark with as many as 6,290 employees.

transcosmos has established its unique market position focusing on digital, with both strong sales skills in e-commerce and branding capabilities in the Taiwan market. Today, transcosmos provides clients with diverse services including e-commerce one-stop services, digital marketing and contact centers. In the market, transcosmos has been offering sales support services for both online and offline stores to many valuable local as well as international brands as their partner of choice. Through this partnership with IRIS OHYAMA, transcosmos aims to further grow its OMO business. As its strategic partner, transcosmos will work together with IRIS OHYAMA to help the brand deliver high-quality services and grow its share in the market.

*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 182 bases across 35 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

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