A Brief History of BANDAI

Always with the Dreams of the Times

**Signature Products**

BANDAI-YA Inc. established in Asakusa-Kikuyabashi, Taito-ku, Tokyo

BANDAI enters the apparel market

**Milestones at BANDAI**

- 1950  BANDAI-YA Inc. established in Asakusa-Kikuyabashi, Taito-ku, Tokyo
- 1955  Industry pioneering quality-control system established, and sales of BANDAI's first toy with product warranty begin.
- 1961  Name changed from BANDAI-YA Inc. to BANDAI Inc.
- 1971  The Kamen Rider Henshin (Transformation) Belt becomes a hit product.
- 1974  Chogokin Mazinger Z launch
- 1975  Super Sentai action hero series launched
- 1977  BANDAI enters the capsule products market
- 1978  Ultraman soft vinyl figures launch
- 1980  Gunpla launch
- 1981  BANDAI enters the candy toy market
- 1983  BANDAI adopts “Dreams and Creation” as a corporate slogan and renews its corporate logo to the current version
- 1984  Donjara children's mahjong games launch

**Signature Products**

- 1950  Muscleman (Muscleman) eraser
- 1986  Nekoyanbou becomes a hit product
- 1987  BANDAI enters the lifestyle goods market
- 1988  BANDAI enters the card game market
- 1993  The Sailor Moon series becomes a hit among young girls.
- 1995  The BANDAI Children’s Questionnaire is launched
- 1996  Tamagotchi launch
- 1997  Hyper Yo-Yo launch
- 1999  Principal talking stuffed toys launch

Since BANDAI’s establishment in 1950, the Company has developed numerous hit products through the years that reflect the spirit of the times. Here, we trace BANDAI’s footsteps in time through a genealogy of some of these hit products.

With the catchphrase of "In the name of the moon, I will punish you!" Sailor Moon captured the admiration of girls all over Japan. BANDAI merchandised a range of hit products from the show, such as transformation items, rods, and dolls. The TV animation series went on to become a long-running hit that was broadcast for five consecutive years.

Tamagotchi (Egg) Watch – Tamagotchi. Based on the innovative concept of a “portable digital nursing game,” Tamagotchi became an astounding, overnight hit among high school girls, recording domestic and international sales of 40 million units. Reintroduced as the Tamagotchi Plus series in 2004, it is now growing again in popularity among elementary school girls.

Principal’ is an emotionally soothing stuffed toy with a built in optical sensor that talks in a wide range of phrases and sings songs in reaction to being touched or cuddled. The doll has a fan base from young to old and was developed as a toy to be enjoyed across three generations; mainly for seniors finished with child rearing, but also for their children and grandchildren.

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BANDAI - From Japan to All Over the World

The Toys and Hobby Strategic Business Unit’s mid-term vision from fiscal 2015 through fiscal 2017 is the idea of wanting the individual employees of the Toys and Hobby SBU to become stars acting globally.

BANDAI created a buzz with Hako Vision, a palm-sized device, in 2014.

Transformers Kanji-Animal
BANDAI Museum
Omochanomachi Center
BANDAI Hobby established
BANDAI NAMCO

Milestones at BANDAI

2005
- Management integration with NAMCO LIMITED; formation of BANDAI NAMCO Holdings Inc.
- Operation of DATACARDDASS begins
- The BANDAI Hobby Center plastic model production plants opens in Shizuoka Prefecture
- Omochanomachi BANDAI Museum opens in Mibu Town, Tochigi Prefecture
- Tamagotchi Department Store opens in Harajuku, Tokyo as an official Tamagotchi shop

2006
- BEN 10 toys become a hit product on the global market

2007
- The official Premium Bandai shopping site opens

2008
- The candy toy Mejiroku Kanji-Animal Transformers launch
- GUNDAM Cafe opens in Akihabara, Tokyo as an official Gundam cafe
- Cumulative sales of Gunpla surpass 400 million units

2009
- Akatsuna series launched
- STRIC-G, an apparel brand capturing the spirit of Gundam, launch

2010
- The official Premium Bandai shopping site opens

2012
- Merchandise targeting the women market become a hit
- A series of products, content and events commemorating the 35th anniversary of Gundle is launched

2013
- Merchandise designed to realize the childhood dreams of women became a hot topic in Japan. BANDAI created Sailor Moon and other beloved childhood animation heroines of women in their 20s and 30s to turn out a wide array of products including cosmetics and collectors figures.

Signature Products

DATACARDDASS arcade game machines were introduced in March 2005 as a new digital card interface for hosting video games played together with BANDAI’s character card games. In the first year of their release, 7000 of these machines were installed in the Japanese market. After robust growth driven by combing the popularity of animation characters from Dragon Ball Z and NARUTO with the play capability of DATACARDDASS, the game machine lineup was strengthened in 2010 to include Tamagotchi for girls and Digital Monsters for boys.

Akatsuna is an animation series featuring a girl striving to become a true idol as the main character. BANDAI’s merchandising of the series has expanded beyond TV broadcasts and DATACARDDASS to the marketing of apparel imbued with the same spirit as the school uniform and clothing worn by the main character. The life-sized silhouette of the heroine striving to realize her dreams has struck a chord among elementary school girls.

The official Premium Bandai shopping site opens

In fiscal 2015, BANDAI, the Toys and Hobby Strategic Business Unit, launched the official Premium Bandai shopping site.

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