

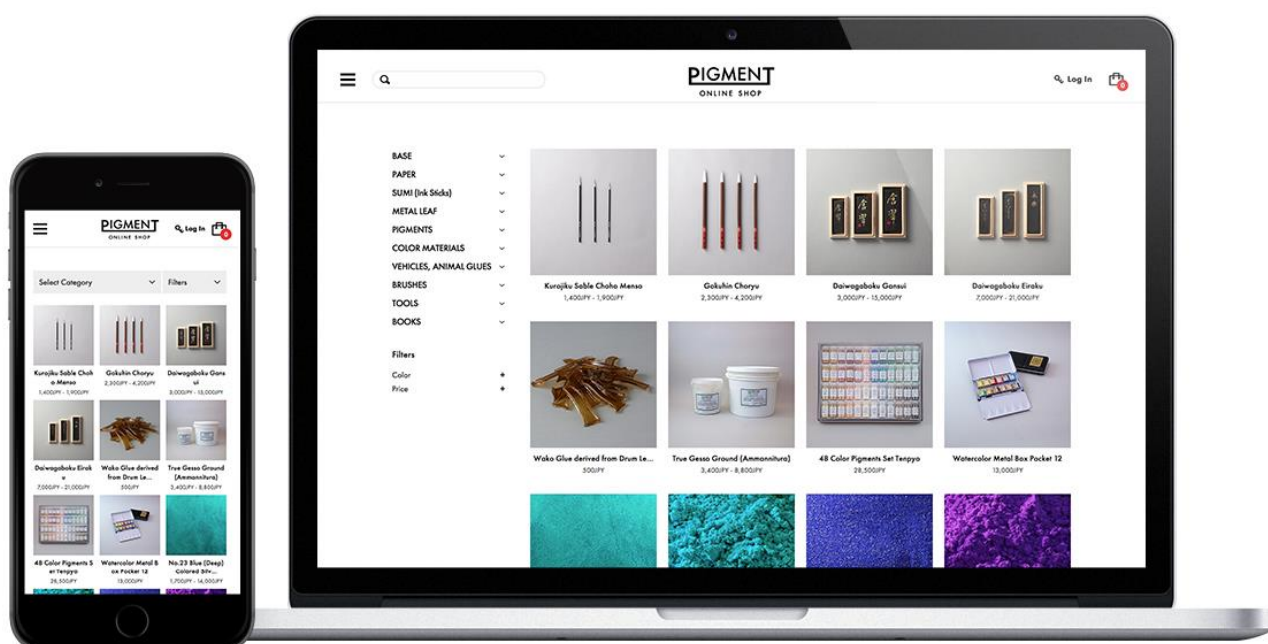
July 4th, 2017

Warehouse TERRADA Renewing Online Shop for PIGMENT, our Traditional Art Materials Lab

- Introducing bitcoin payment in response to demand for varied payment options –

Warehouse TERRADA (Shinagawa, Tokyo / CEO: Yoshihisa Nakano) is pleased to announce that PIGMENT, our traditional art materials lab has enhanced the functionality of its online shop (<https://pigment.tokyo>) by renewing the overall site design and introducing payment via bitcoin in response to increasing demands for varied payment options from overseas users.

PIGMENT, located in Tennoz, Tokyo, is a research lab specializing in “art materials” such as pigments ranging over 4,500 colors, adhesive vehicles for mixing paints, calligraphy brushes and paintbrushes; and the “expressions” produced from these materials. Also, PIGMENT functions as a unique creative center that combines an art academy and a museum. To commemorate the renewal of the online shop and introduction of bitcoin payments, the first 50 customers making bitcoin payments valued at 50,000 yen or more (excluding tax) will receive a custom PIGMENT Moleskine notebook. Bitcoin payments are also accepted for some services offered through our Main Storage Center. Warehouse TERRADA will continue to enhance our services in an effort to improve customer convenience.



[About the PIGMENT Online Shop] <https://pigment.tokyo>

- User interface designed for easy accessibility by overseas users.

Note: The renewed site is initially being launched in English, with the Japanese site scheduled for release in late July.

- Support for multiple payment methods: A bitcoin payment option is being introduced in addition to already available payment by credit card.

Note: Available only in the online shop.

- Multi-device compatibility: Layouts optimized for viewing on various screen sizes.
- Enhanced searching: Ease of searching and display speeds have been improved to allow for an even more stress-free purchasing process.
- To commemorate the site renewal, the first 50 customers using bitcoin to make a purchase valued at 50,000 yen or more (excluding tax) will receive a custom PIGMENT Moleskine notebook.

[About PIGMENT]

PIGMENT: an art materials research lab connecting artistic expression both with tradition and the future of artistic expression. We develop the ingredients for that expression – colorants and adhesive vehicles for mixing paints, calligraphy brushes and paintbrushes – in a unique creativity center fusing an art academy and a museum.

With pigments in 4500 hues, 200 varieties of aged ink sticks, 50 different vehicles for paint blending, we offer materials of rare and surpassing quality created with techniques from all times and places. We aim to pass down traditional production techniques to the next generations of artists through this unified approach to research, education, and dissemination.

With a team of experts comprised of highly-accomplished artists and researchers in materials and color science, as well as leading creative directors and producers active in bridging art with various industries, our "Atelier for Pigment and Textures" constantly engages in consulting and collaborative projects in color science with companies and research institutes throughout Japan and worldwide.

[About Warehouse TERRADA]

Since the foundation in 1950, Warehouse TERRADA has been cultivating better storage techniques and making proactive action on the capital investment in order to store and preserve items under the best environment. Expanding our business beyond the traditional warehousing, we are currently pursuing the preservation and restoration technique to raise the value of stored items and pass it on to the next generations. We are also developing a business to create a hub to output the new culture by making a full use of our knowledge as a professional in space creation. Our storage technologies for items that require high expertise such as artworks, audio-visual media, and wines have been receiving a great reputation by each industry.

Company Name: Warehouse TERRADA

Main Business: Preserving/Safekeeping Business and Related Business

Representative: CEO, Yoshihisa Nakano

Address: 2-6-10 Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan

Foundation: October 1950

URL: <http://www.terrada.co.jp/>

**[For Inquires, Press Only]**

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