

FOR IMMEDIATE RELEASE

February 2026



Noboda Co., Ltd.

Noboda Launches "Sukiyabashi Jiro" Exclusive Model and Proprietary Brand "WAbber": Premium Japanese Rubber Cutting Boards Launch in February 2026

~ Introducing a highly anticipated new lineup following the success of our "RUBBER Raba" series ~

Funabashi, Chiba – Noboda Co., Ltd. (Headquarters: Funabashi, Chiba; CEO: Kunitaro Tachikawa), a leading Japanese producer of high-end kitchenware, is proud to announce the official launch of two premium cutting board lines in February 2026: the "Sukiyabashi Jiro Special Selection Rubber Cutting Board" and Noboda's original professional brand, "WAbber."

■ Background: Evolution of the Modern Kitchen

Following the immense success of our "RUBBER Raba" series—known for being entirely dishwasher-safe and highly practical—Noboda is expanding its portfolio to cater to culinary professionals and enthusiasts who seek the pinnacle of "blade-feel" and aesthetic excellence.

■ Product Highlights

1. Sukiyabashi Jiro Special Selection Rubber Cutting Board

For over 40 years, the legendary Michelin-starred sushi restaurant "Sukiyabashi Jiro" in Ginza, Tokyo, has relied on this specific rubber cutting board. Crafted by blending synthetic rubber with wood powder, it offers exceptional blade feel that preserves the razor-sharp edge of professional knives.



- Ultimate Blade Protection: The elastic surface prevents blade chipping and offers approximately three times the surface durability compared to traditional wooden boards.

- Superior Hygiene: Low water absorption prevents the growth of bacteria and mold. It is resistant to staining and supports boiling water sterilization (up to 130°C).
- Lifetime Durability: The surface can be sanded down to restore it to a brand-new condition, making it a sustainable, lifelong companion.
- Available Sizes: 5 sizes ranging from Medium (380mm) to 4L (750mm).

2. WAbber (Original Brand)

"WAbber" is a professional-grade, matte-black cutting board designed under the philosophy that "the sharpness of the knife changes the flavor of the food." Manufactured in a Japanese factory with over 60 years of history, it is trusted by Michelin-starred chefs in Japan.



- Functional Beauty (Matte Black): The sleek black surface provides high contrast for ingredients, improving visibility and preventing visible staining.
- Ergonomic Design: The rubber material absorbs the impact of the knife, reducing wrist fatigue during long hours of food preparation.
- High Heat Resistance: Rated for temperatures up to 130°C (30 min), allowing for versatile use in busy kitchens.
- Available Sizes: 6 professional sizes available.

Note: Neither model is dishwasher safe.

■ Future Outlook

Starting February 2026, these products will be available through premium kitchenware boutiques, department stores, and our official e-commerce platform. While our "RUBBER Raba" line remains the go-to for daily household use due to its full dishwasher compatibility, the "Sukiyabashi Jiro" and "WAbber" lines represent the gold standard for those who treat cooking as an art form.

■ About Noboda Co., Ltd.

Based in Chiba, Japan, Noboda is a specialized trading and manufacturing company that curates and produces world-class kitchenware. From representing global brands like Tramontina to developing original Japanese-made tools, Noboda is dedicated to bringing "the real tools" to kitchens worldwide.

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