

Panasonic Launches New Professional Clipper Series “THE BARIKAN” Tailored for Barbers

Designed for Barbers, Powered by Japan.

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Panasonic has announced the launch of a new professional clipper series, **THE BARIKAN**, developed specifically for barbers. Combining Japanese precision engineering with a focus on the needs of professional barbers, the new line is set to debut in September, with the **ER-XT70 T-Shaped Trimmer** launching simultaneously in Japan and Europe.

Positioned to meet the growing demands of modern barbering, the ER-XT70 brings together performance, all-access visibility, and cutting comfort in a tool designed for professionals.

A Barber’s Tool, Precision Engineered in Japan

The ER-XT70, available in gold and silver, is built for professional barbers who value control and clarity during precision work. Featuring Panasonic’s slimmest neck design to date, the trimmer offers an unobstructed view of the cutting area - crucial for clean lines, smooth fades, and detailed trimming around difficult contours like the ears and hairline.

Incorporating Panasonic’s in-house engineered 45° blade-edge technology, the trimmer delivers a sharp, efficient cut with minimal resistance, even on dense, thick hair. A high-torque motor ensures steady power, while precision rounded blade tips engineered with advanced Japanese technology offer a gentle experience for clients.

Key features include:

- Slim-neck profile for all-access visibility, reach, and detailing
- 45° Japanese stainless-steel blades paired with a high-torque motor for precise, effortless cutting without tugging
- Precision rounded blade tips for clean, gentle cutting
- Customisable speed settings, offering both power and finesse

The ER-XT70 is intended to support barbers' artistic and technical standards, especially for fade work, outlining, and tapering - styles that have become cornerstones of contemporary men's grooming.

A Brand Born from Barber Culture

Panasonic's move into the global barbering scene with THE BARIKAN is a natural extension of its decades-long expertise in grooming technology. The company first entered the professional clipper market nearly 40 years ago and has since gained leading market share in Japan and parts of Europe.

The new series signals a shift in focus toward the professional barbering community, whose influence has expanded in recent years with the rise of fade cuts and personalised grooming styles. As barbers once again rise to prominence, Panasonic is aligning its product development with their evolving needs.



Global Collaboration, Local Relevance

THE BARIKAN series is launching with a global mindset. Alongside the initial release in Japan and Europe, Panasonic plans further expansion into the US and Asia - markets where barbershop culture continues to thrive and evolve.

To support the brand's integration into local scenes, Panasonic has entered ambassador partnerships with top barbers in Japan, the US, and Europe, each representing distinct regional aesthetics and traditions. These ambassadors will also contribute to original content campaigns, sharing how THE BARIKAN products perform in real barbershop environments.

The brand is also partnering with [MR.BROTHERS CUT CLUB](#), a Tokyo-based barbershop known for blending American classic barbering with Japanese design sensibilities. Together, they are engaged in international initiatives, including barber training programmes in Ghana.

A Name with Roots in History

The name THE BARIKAN references the early days of barbering in Japan, when European clippers were first introduced during the Meiji era. The word "barikan", now a uniquely Japanese term for clippers, is believed to have originated from a 'Japanisation' of the name of the French company *Bariquand et Marre*.

By connecting that historical turning point to the present, Panasonic aims to reimagine what Japanese craftsmanship can bring to the modern global barbering scene. The goal is not only to offer high-performance tools but to contribute to the ongoing evolution of barber culture worldwide.

Looking Ahead

Panasonic plans to expand the THE BARIKAN lineup significantly over the next three years, with the ambition of becoming the most trusted professional clipper brand globally. The company is positioning itself not just as a manufacturer, but as a collaborator and supporter of the barbering profession, offering tools that meet the precision and performance that barbers demand.



About the Panasonic Group

Founded in 1918, and today a global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, devices, B2B solutions and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022 with Panasonic Holdings Corporation serving as a holding company. The Group reported consolidated net sales of Euro 51.6 billion (8,458.2 billion yen) for the year ended March 31, 2025. To learn more about the Panasonic Group, please visit: <https://holdings.panasonic/global/>
