

June 6, 2013
Designphil Inc.

Designphil to run its booth at the International Stationery & Office Products Fair Tokyo (ISOT 2013)

Time period : Wednesday, June 26th through Friday, June 28th, 2013
Venue : Tokyo Big Sight, Hall East 5, Booth A13-6

Designphil Inc. has announced that the stationery company, whose head office is located in Shibuya Ward, Tokyo, and led by Representative Director Ichiro Aida, is to exhibit its booth at the ISOT 2013, International Stationery & Office Products Fair Tokyo, from Wednesday, June 26th through Friday, June 28th, 2013.

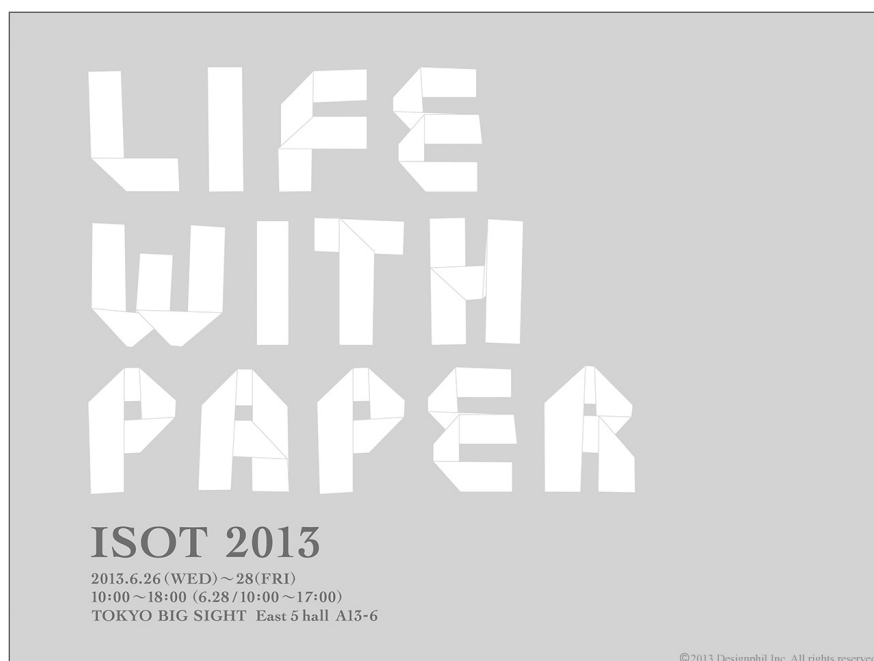
The company has always been developing its products with dedication and insistence on the best creativity and quality, ever since its founding in December 1950. Thus, Designphil's history of development is now longer than 60 years. The stationery company is determined to create ever new products, which suggest new lifestyles and spread their messages to users, taking advantage of all the designs and product development might the company has built up so far.

This year, the ISOT's exhibition theme is "LIFE with PAPER." Also, ever since its founding in 1950, Designphil has been working with "designs and paper" as the foundation of its creative activities. The company shows you the great variety of papers and the potentials they have. In fact, paper has been a major driving force that is driving our society and living to a brighter future. We, Designphil, want you all to see what paper can do, once again in this age.

Moreover, our booth is designed to the motif of paper's texture and quality. It lets you see and feel all the wealth of characteristics paper has.

Our booth exhibits, following the theme mentioned above, major items chosen from our existing and new products, which are to go on sale sometime between July and December this year. The booth also presents some corporate communication tools and services we provide.

While the ISOT exhibition is in progress, Designphil's website (www.designphil.co.jp/information) and Facebook page (www.facebook.com/designphil) are to show you what is going on at the exhibition's venue, among other things.



The ISOT's theme for 2013 is "LIFE with PAPER."
Presented there is a great diversity of forms and potentials paper has.

[Summary of our exhibition at the ISOT (International Stationery & Office Products Fair Tokyo) 2013]

■ Time and date

Wednesday, June 26th through Friday, June 28th, 2013
10:00am to 6:00pm * Closes at 5:00pm on Friday, 28th.

■ Venue

Tokyo Big Sight, Hall East 5, Booth A13-6
<http://www.isot-fair.jp/>

■ Theme

“LIFE with PAPER”

Ever since its founding in 1950, Designphil has been working with “designs and paper” as the foundation of its creative activities. The company shows you the great variety of papers and the potentials they have. Paper has been a major driving force that is driving our society and living to a brighter future. We, Designphil, want you all to see what paper can do, once again in this age.

■ Exhibits

- New products to be released under our “Midori” brand, between July and December 2013 (mainly paper products)
- Major existing items of the “Midori” brand
- Presentations of our corporate communication tools and services

■ Booth design

The booth’s walls, covered with paper, let you feel the flexibility and tenderness paper has. The exhibits’ tables, though containing materials other than paper as well, carry the texture and characteristics of paper as well. In short, the whole booth is a world of paper, where you can think about what paper can do.

* During the tradeshow, Designphil’s website and Facebook page carry reports on the show.

<Designphil’s website>

www.designphil.co.jp/information

<Designphil’s official Facebook page>

www.facebook.com/designphil

DESIGNPHIL Inc. www.designphil.co.jp/english