

June 9, 2014
Designphil Inc.

**“ISOT (International Stationery and Office Products Fair Tokyo) 2014”
DESIGNPHIL runs its booth**

Time period: Wednesday, July 9th through Friday, July 11th, 2014
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 2014, International Stationery & Office Products Fair Tokyo, from Wednesday, July 9th through Friday, July 11th, 2014. Designphil has always developed its products with dedication and insistence on the best creativity and quality for over 60 years since its founding in December 1950. We are actively engaged in developing products which suggest new lifestyles and communication, based on the designs and development capability that we have built up so far.

The exhibition theme of this year is “INSPIRED BY PAPER – The Unlimited Potential of Paper”. Ever since our founding in 1950, we have cherished “designs and paper” as the very foundation of our creativity. Things we want from paper, and the potential that paper creates for us – both are unlimited. Hoping that visitors will “experience the mightiness of paper”, our booth will introduce many facets of the magic of paper from perspectives unique to us.

The booth exhibits major items from our existing product line, as well as new ones we plan to release from July to December this year. In addition, the booth makes suggestions about communication tools and services for corporates, while presenting relevant exhibits.

During the ISOT, Designphil’s website (www.designphil.co.jp/information) and Facebook (www.facebook.com/designphil) are showing some scenes from the venue, etc.



The exhibition theme for 2014 is
“INSPIRED BY PAPER - The Unlimited Potential of Paper”
Experience the mightiness of paper.

[Our exhibition at the ISOT (International Stationery & Office Products Fair Tokyo) 2014, in summary]

■ Time and date

Wednesday, July 9th through Friday, July 11th, 2014
10:00am to 6:00pm * Closes at 5:00pm on Friday, 11th.

■ Venue

Tokyo Big Sight, Hall East 5, Booth A13-6
www.isot.jp/en/

■ Theme

“INSPIRED BY PAPER - The Unlimited Potential of Paper”
Things we want from paper, and the potential paper creates for us – both are unlimited.
Our exhibition is designed to let you experience many different facets of the magic of paper.

■ Details

- Introduction of new products under the “MIDORI” brand to be launched from July to December 2014 (mainly paper products)
- Introduction of major “MIDORI” products already available on the market
- Presentations of communication tools for corporates and services

■ Booth design

The special flooring material conveys the warmth of paper. The paper bands on the walls demonstrate how beautiful shadows and shades can be. The display cases, though made of materials other than paper, do look like some processed paper. All in all, we have designed our booth to let you enjoy many different advantages, and the enchantment, of paper.

* During the period, our website and Facebook page are carrying reports about the event.

*DESIGNPHIL inc. www.designphil.co.jp/english