

“ISOT (International Stationery and Office Products Fair Tokyo) 2015” DESIGNPHIL runs its booth

Date: Wednesday, July 8th through Friday, July 10th, 2015
Venue: Tokyo Big Sight, Hall East 5, Booth A13-6

Designphil Inc., a design company with its headquarters in Shibuya, Tokyo, whose president (CEO) is Ichiro Aida, has announced that it will exhibit its booth at the ISOT 2015, International Stationery & Office Products Fair Tokyo, from Wednesday, July 8th through Friday, July 10th, 2015.

Designphil has always developed its products with dedication and insistence on the best creativity and quality for 65 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 “Products & Experiences – Tools to express your emotions.” We hope our products will communicate and record the “emotions” of their users, and in doing so brighten up each user’s life. Our booth will show exhibits that allow you to imagine “how” our products actually come to be used by end users.

Along with this theme, the booth will exhibit our major items, mainly paper ones, chosen from both our existing products and those to be released in July to December this year. The booth will also show and propose communication tools and services for businesses.

Our booth is designed after a museum interior that features a projection of “verbal messages,” which come down from the ceiling to suit a great variety of situations. This stands for our business mission, “to enrich communication through designs.”

During the ISOT, Designphil’s website (www.designphil.co.jp/information) and Facebook (www.facebook.com/designphil) will show scenes from the venue, as well as information on our products displayed there.



The exhibition theme for 2015 is
“Products & Experiences – Tools to express your emotions”
Allowing you to imagine how our products come to be used in daily life.

[Overview of the exhibition at the ISOT (International Stationery & Office Products Fair Tokyo) 2015]

■ Time and date

Wednesday, July 8th through Friday, July 10th, 2015

10:00am to 6:00pm * Closes at 5:00pm on Friday, 10th

■ Venue

Tokyo Big Sight, Hall East 5, Booth A13-6

www.isot.jp/en/

■ Theme

“Products & Experiences – Tools to express your emotions”

We hope our products will communicate and record the “emotions” of their users, and in doing so brighten up each user’s life. Our booth will show exhibits that allow you to imagine “how” our products actually come to be used by end users.

■ Details

- Introduction of new products to be launched under the “MIDORI” brand from July to December 2015
- Introduction of major products of “MIDORI,” mainly paper products available in the market
- Presentations of communication tools and services for businesses

■ Booth design

Designed after a museum interior.

The booth features a projection of “verbal messages,” which come down from the ceiling to suit a great variety of situations.

This stands for our business mission, “to enrich communication through designs”.

* During the ISOT, our website and Facebook page will show reports from the show, as well as information on our products displayed there.

<Designphil’s website>

URL: www.designphil.co.jp/information

<Designphil’s official Facebook page>

URL: www.facebook.com/designphil

※Designphil’s website www.designphil.co.jp

※ISOT photo report www.designphil.co.jp/isot/2015.html

※Designphil’s official Facebook page www.facebook.com/designphil