

DESIGNPHIL will exhibit its booth at “ISOT (International Stationery and Office Products Fair Tokyo) 2016”

Date : Wednesday, July 6, 2016 through Friday, July 8, 2016

Venue: Tokyo Big Sight, Hall East 5, Booth E14-6

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 2016, International Stationery & Office Products Fair Tokyo, from Wednesday, July 6th through Friday, July 8th, 2016. 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 engaging in developing products which suggest new lifestyles and communication, based on the designs and development capability that we have built up over the years.

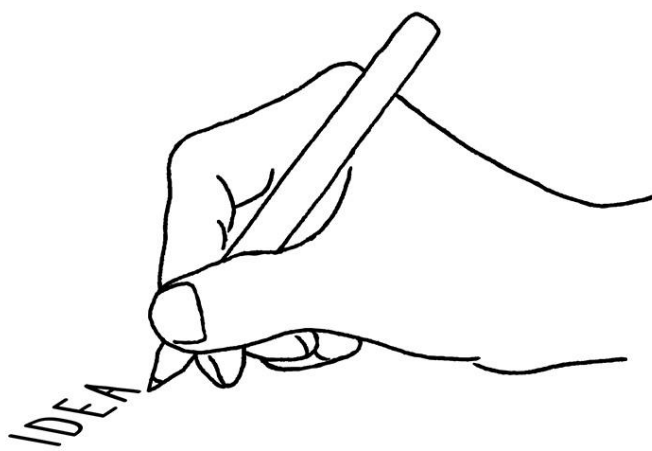
The exhibition theme of this year is “IDEA – The Origin of Product Making.” We think idea is the origin of a product. By building, training, and polishing the ideas that come up, the product comes into shape. We designed the booth by expressing the notion of “idea,” which is an important aspect incorporated in our products. By visiting our booth, it is possible to see the ideas flying down from the ceiling, and being stacked up to create the products.

Along with this theme, the booth will exhibit our major items, 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.

During 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.

ISOT 2016
IDEA

2016.7.6 [WED] - 7.8 [FRI]
10:00 - 18:00 [7.8 / 10:00 - 17:00]
TOKYO BIG SIGHT
East 5 hall E14-6



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incorporated in our products.

[Overview of the exhibition at the ISOT (International Stationery & Office Products Fair Tokyo) 2016]

■ Time and Date

Wednesday, July 6 through Friday, July 8, 2016
10:00am to 6:00pm *Closes at 5:00pm on Friday, 8th

■ Venue

Tokyo Big Sight, Hall East 5, Booth E14-6
<http://www.isot.jp/en>

■ Theme

“IDEA – The Origin of Product Making”

We think idea is the origin of a product. By building, training, and polishing the ideas that come up, the product comes into shape. We designed the booth by expressing the notion of “idea,” which is an important aspect incorporated in our products.

■ Details

- Introduction of new products to be launched under the “MIDORI” brand from July to December 2016
- Introduction of major products of “MIDORI,” that are mainly available in the market
- Presentations of communication tools and services for businesses

■ Booth Design

We showed “ideas” flying down from the ceiling and being stacked up to create the products.

※During 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