

## DESIGNPHIL will exhibit its booth at “ISOT (International Stationery and Office Products Fair Tokyo) 2017”

Date: Wednesday, July 5, 2017 through Friday, July 7, 2017

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 2017, International Stationery & Office Products Fair Tokyo, from Wednesday, July 5th through Friday, July 7th, 2017.

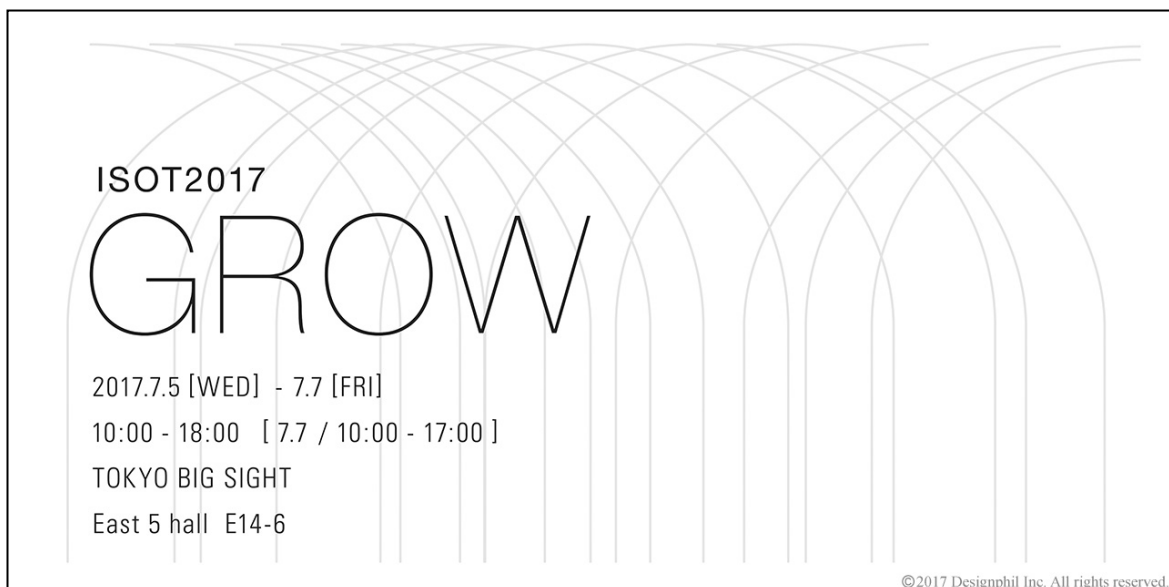
Since the company's founding in December 1950, Designphil Inc. always approached product development with a great sense of sincerity, and we continue to proactively apply our designs and development capabilities to the development of products which suggest new lifestyles and modes of communication.

The theme of ISOT this year is “GROW - Cultivating Culture”. Since our founding, we have continued to develop products that can serve as a window into culture. We have expressed the output of our cultural creation and communication in the form of Designphil products according to the “GROW” theme.

Our booth design includes the Designphil Forests, in which paper twine extends towards the ceiling to represent our company's growth (GROW). Each forest presents products (tangible things) and experiences (intangible things) that make people's lives more abundant, with knowledge, function, and culture.

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](http://www.designphil.co.jp/information)) and Facebook ([www.facebook.com/designphil](https://www.facebook.com/designphil)) will show scenes from the venue, as well as information on our products displayed there.



The theme for 2017 is “GROW - Cultivating Culture”  
The overall design theme of the Designphil booth is a forest of growth.

## **[Overview of the exhibition at the ISOT (International Stationery & Office Products Fair Tokyo) 2017]**

### ■ Time and Date

Wednesday, July 5 through Friday, July 7, 2017

10:00am to 6:00pm \*Closes at 5:00pm on Friday, 7th

### ■ Venue

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

<http://www.isot.jp/en>

### ■ Theme

“GROW - Cultivating Culture”

For many years, we have expressed the output of our cultural creation and communication in the form of Designphil products according to the “GROW” theme.

### ■ Details

- Introduction of new products to be launched under the “MIDORI” brand from July to December 2017
- Introduction of major products of “MIDORI,” that are mainly available in the market
- Presentations of communication tools and services for businesses

### ■ Booth Design

Paper twine extends towards the ceiling to represent our company’s growth (GROW).

The Designphil Forests will be installed in the venue.

\*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](http://www.designphil.co.jp/information)

<Designphil’s official Facebook page>

URL: [www.facebook.com/designphil](http://www.facebook.com/designphil)

※Designphil’s website [www.designphil.co.jp](http://www.designphil.co.jp)

※ISOT photo report [www.designphil.co.jp/information](http://www.designphil.co.jp/information)

※Designphil’s official Facebook page [www.facebook.com/designphil](http://www.facebook.com/designphil)