



Date: July 7 [Wed] - 9 [Fri], 2010
Venue: Tokyo Big Sight
Organised by: Reed Exhibitions Japan Ltd.

Wow! What are they? 'Oh, I see.' Stationeries and Products

How do you enjoy your life...? We believe a part of factor, which fills up your satisfactory ratio, is when you are surrounded by the exciting and lovable 'products'. Inside four trade shows Reed Exhibitions Japan Ltd. organises; Asia's largest stationery fair '21st INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO ISOT2010', 'PROMOTIONAL GOODS EXPO 2010', '1st DESIGN TOKYO -TOKYO DESIGN PRODUCTS FAIR-', and 'FASHION GOODS & ACCESSORIES EXPO 2010', you can discover fun and interesting stationeries and products. Those exhibits will definitely make you say 'Wow! What is this?', 'How do I use this for?' and 'A-ha...I see.' Come and report our show to feature items with tricks.



ISOT Writing Instruments Exclusively for Taking Memo

Exhibitor's Name: FUEKINORI KOGYO CO., LTD. (Japan)

Product Name: METAPHYS corda (desk pen)

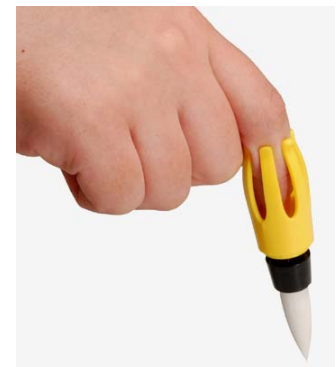
Feature: You can pick up quickly whenever you want to write. The weight and its balance is carefully considered especially for taking memo, but it is not for long-time writing.

ISOT Writing with a finger -Universal Design Ink Brush-

Exhibitor's Name: BOKUUNDO (Japan)

Product Name: POP CORN YUBIFUDE (Finger Ink Brush)

Feature: New ink brush writing with a finger. This ink pen enables people who have difficulties to grip, to write. Also, you can put them on multiple fingers and enjoy new style of drawing.



ISOT Dear Greedy Hogs...

Exhibitor's Name: DEBIKA CO., LTD. (Japan)

Product Name: Hand Made Sweets Eraser Candy (Craft Kit)

Feature: Making lollipop candy eraser with the three kinds of material, which gets soft soaking into hot water. It got sweet vanilla scent...but don't eat this. This is an ERASER!

ISOT Rub This Before You Get Stressed Out!

Exhibitor's Name: CHECKER SUPPORT CO., LTD. (Japan)

Product Name: PUNYO PUNYO PUDDING (Slimy Pudding)

Feature: As you rub this, this will get slimy..., and you'll be stuck with it! This is definitely fun novelty with new touch. Lab examination of brain chemistry shows it got healing effect.



ISOT

Venomously CUTE!

Exhibitor's Name: **HYBRID HANBAI CO., LTD. (Japan)**

Product Name: **Felt Article** (Felt wrapped pen)

Feature: Full of cuteness and warmness in these pens comes from handmade quality. Don't you think it's waste of time to get stressed out when you see these cuties? Aw...I gotta enjoy my life.



ISOT

No More Stickers. Directly Write on This Files!

Exhibitor's Name: **SILKY ACT (Japan)**

Product Name: **Files**

Feature: Writable, erasable and being able to organize. You can take notes on these clear files. No more battle with tiny stickers. If you think you are lazy, this is it.

DESIGN TOKYO

Tradition of the Inuit on Your Desk

Exhibitor's Name: **TROIKA K.K. (Japan)**

Product Name: **INUKSHUK** (Paper weight)

Feature: The design for this paper weight got the inspiration from 'INUSHUK' which is a name of the objects the Inuit living in northern Canada, create with stones and rocks. It has magnet inside. Winning 'Red Dot Award 2010' in Germany.



ISOT

Need a Pocket? Here you are.

Exhibitor's Name: **ISHIHARA SHIKOU CO., LTD. (Japan)**

Product Name: **HATTE POCKET** (Corner Pocket)

Feature: This sticks to anywhere, and becomes instant pocket. To stock some documents quickly, to scrapbook your memories in a relaxing time, this will help you to organize easily.

PROMOTIONAL GOODS EXPO

Stimulate Your Brain with Waggly Toy

Exhibitor's Name: **TANGLE INC. (USA)**

Product Name: **TANGLE**

Feature: The joint parts attached to short circular lines rotate 360°, and this changes its shape in various ways. This is used for therapy and medical treatment at schools and hospitals in worldwide.



DESIGN TOKYO

Eco-Stylish Staple Free Stapler

Exhibitor's Name: **HOUSE OF RAN (Netherlands)**

Product Name: **STAPLE FREE STAPLER**

Feature: Staple free stapler. This can staple up to 10 pieces of papers. This is such a perfect stationery because this is not only stylish but also eco-friendly.



DESIGN TOKYO**Eco-Friendly Evolutional Memo**

Exhibitor's Name: **INNOSPHERE PRODUCT DEVELOPMENT CO.**
(Hong Kong)
Product Name: **ECO-MEMO, EC-02, EC-03**
Feature: You can write with a pen, and erase with no marks left. Of course, this is reusable, and is waterproof!!

**ISOT****Erase Just a Single Line!!**

Exhibitor's Name: **KOKUYO S&T CO., LTD. (Japan)**
Product Name: **KOKUYO MILIKESHI (Plastic Eraser)**
Feature: With this eraser, you can erase an exact letter and single line. You don't need to be bothered to erase other letters & lines anymore!

ISOT**Question. Magnet + Tape =? Answer. Duplation of Usage**

Exhibitor's Name: **KAI RONG INDUSTRIAL CO., LTD. (Taiwan)**
Product Name: **3+ Magi Mags Magnetic Adhesive Tape**
Feature: Magnetic on one side, adhesive on the other. Simply tear by hand. Special adhesive designed to be removed without damaging most items. How do you want to use this?

**ISOT****I'll Transform as You Want**

Exhibitor's Name: **SUN-STAR-STATIONERY CO., LTD (Japan)**
Product Name: **Tenifit (Ball Point Pen)**
Feature: With the rotation ring attached, you can adjust the softness of the grip from 4 levels. It will release your stress of writing, and gives you comfortable writing time.

Press Registration Form

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Attn:
Chiharu Nishiura (Ms.)

*Please fill in the blank legibly

Company Name:	Magazine & Publication Name:	Your Name: Mr./Ms.	
If you have any accompanies, please fill out their names:			
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Circle dates you wish to report	July 7, [Wed]	July 8 [Thur]	July 9 [Fri]

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