

**ISOT 2010**  
21st  
INTERNATIONAL STATIONERY &  
OFFICE PRODUCTS FAIR TOKYO

**PROMOTIONAL  
GOODS EXPO 2010**  
Premium/Novelty OEM Sales Promotion

5th INTERNATIONAL  
VARIETY-GIFT EXPO TOKYO

1st DESIGN TOKYO  
TOKYO DESIGN PRODUCTS FAIR

FASHION GOODS &  
ACCESSORIES EXPO 2010

Date: July 7 [Wed] – 9 [Fri], 2010

Venue: Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

## Don't be Ignorant. Be Eco-Friendly!

'Eco-Friendly' is a universal language. We have to be aware of it, don't you think so? Inside Asia's largest stationery fair '21st INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO ISOT 2010', 'PROMOTIONAL GOODS EXPO 2010,' '1st DESIGN TOKYO -TOKYO DESIGN PRODUCTS FAIR-', '5th INTERNATIONAL VARIETY-GIFT EXPO TOKYO' and other concurrent fairs, number of 'eco-friendly products' will be exhibited. This time, we will feature the part of exhibits. Come and report our show!



### DESIGN TOKYO

### Stylish & Clean Battery Charger

Exhibitor's Name: **PLEIADES SYSTEM DESIGNS., INC. (Japan)**

Product Name: miniwiz (battery charger)

Feature: Depending on where you are, you can select from 6 charging types; wind power, solar power, USB and etc. With attached band and adaptors, charging will be done while you jog and bike.

### ISOT

### Sunny Day! Let's Charge battery!

Exhibitor's Name: **LINKS INTERNAIONAL CO., LTD. (Japan)**

Product Name: iCharge DX (battery charger)

Feature: Mobile battery charger using solar power 'iCharge.' Chargeable for mobiles, iPhone/iPod and games.



### DESIGN TOKYO

### Dressing up your Bags

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

Product Name: Frame Bag

Feature: The frame is double structured and you can enjoy different look by tacking scarf in between and change inner parts. No more extra bags needed!

### ISOT

### Notebook Made out of Sugarcane from Egypt

Exhibitor's Name: **MINTRA (MISR FOR INDUSTRY AND TRADE) (Egypt)**

Product Name: Mintra (Eco-friendly stationery)

Feature: Eco-friendly stationeries using bagasse, recycled paper and recycled plastics, are out from Egypt.



**ISOT**

**File Book Made of Resource Rice**

Exhibitor's Name: **LIHIT LAB. INC. (Japan)**

Product Name: Biomass File Series

Feature: Biomass plastic used the resource Rice partly. The mixing rate is 10%, which makes 10% of CO2 exhaust reduction while incinerating material.



**INT'L VARIETY-GIFT EXPO**

**Progress of Eco-Bags**

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

Product Name: sibori eco bag

Feature: No more stress with folding bags. The material is elastic, and fit to what you put.

**ISOT**

**Burnable or Nondurables? Don't throw away everything together!**

Exhibitor's Name: **KUSUNOKI INC. (Japan)**

Product Name: Haga SERO (Envelope)

Feature: When you open from the perforation, it will automatically divide plastic part on window and paper part. It may be a trivial thing, but it is definitely for the earth!



**INT'L VARIETY-GIFT EXPO**

**Cute & Colorful Eco-Friendly Warmers**

Exhibitor's Name: **SUN FAMILY CO., LTD. (Japan)**

Product Name: Colorful Hot Water Bottle (mini portable warmer)

Feature: Colorful & small portable warmer. It is not too big so that it will not get too heavy when you fill out with hot water. You can easily take them out for shopping and outside activities during winter time.

**PROMOTIONAL GOODS EXPO**

**Learning about Ecology on the Playground**

Exhibitor's Name: **KUSUNOKI INC. (Japan)**

Product Name: Chair, Table and Slider for Kids

Feature: Made of strengthened cardboard. Kids furniture such as chair, sliders etc., will be exhibited. Of course, you can recycle same as regular cardboard.



**FASHION GOODS & ACCESSORIES EXPO**

**Earnest of Denim Manufacturer**

Exhibitor's Name: **BIG JOHN (Japan)**

Product Name: Remake Hat and Bag

Feature: Using waste part of denim, transforming into new product. They keeps unique touch of denim. Yes. You can see how denim manufacturer is working on ecology!

**INT'L VARIETY-GIFT EXPO Shampoo & Conditioner...No More Plastic Bottles!**

Exhibitor's Name: **SANKI CO., LTD. (Japan)**  
 Product Name: Bath & Toiletry Products  
 Feature: You can attach these directly onto refill packs. You don't need to pour into new bottles. Also, the liquid will not be exposed to air.



**ISOT This will Check your Carbon Emission**

Exhibitor's Name: **KING JIM CO., LTD. (Japan)**  
 Product Name: CO2caluc (CO2 Calculator)  
 Feature: Are you really aware of how much is your carbon emission? You can easily check with this calculator.

**PROMOTIONAL GOODS EXPO I Know it's Early... But Lifesaver for Winter Time**

Exhibitor's Name: **OKAWA KIKAKU CO., LTD. (Japan)**  
 Product Name: Instant Heat (Portable warmer)  
 Feature: Just pressing the button inside, it'll quickly get warm up to 50 degrees. You can reuse unlimited times. The containing liquid is used for food so that it's also safe.



**INT'L VARIETY-GIFT EXPO Simply Adding Water, and It Beats Oil!**

Exhibitor's Name: **SUNREFRE CO. (Japan)**  
 Product Name: ENJO (Kitchen Glove)  
 Feature: Eco-Friendly kitchen products from Australia. It's able to remove oil stain from sink, gasring, intelligent heater and others in the kitchen only by water.

**Press Registration Form**

**Send FAX to >>>  
+81 3 3344 2411**

**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:			
TEL:	FAX:	E-mail:	
Circle dates you wish to report	July 7, [Wed]	July 8 [Thur]	July 9 [Fri]

**Inquiries to...**

Chiharu Nishiura (Ms.),  
 International PR, Show Management Office  
 TEL: +81 3 3349 8505 FAX: +81 3 3344 2411  
 URL: <http://www.isot-fair.jp/en/> E-mail: [nishiura@reedexpo.co.jp](mailto:nishiura@reedexpo.co.jp)