

- 19th STATIONERY OF THE YEAR 2010 -
Award Winners are Announced!



21st INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO (ISOT 2010)

Date: July 7 [Wed] – 9 [Fri], 2010 Venue: Tokyo Big Sight, Tokyo

Organised by: Reed Exhibitions Japan Ltd.

Special Sponsor: All Japan Stationery Association

'19th STATIONERY OF THE YEAR 2010,' which is a contest of selecting and awarding the distinctive stationery from functional and design perspectives. This Award is known as one of the most important event in the industry, gaining great attention from not only the stationery industry but also from a variety of media such as magazines and TVs. The screening process for this year's award took place thoroughly on June 9 [Wed], 2010 in Shinjuku, Tokyo. 5 award winners for each category were selected. GRAND PRIX for each category will be announced during the Award Ceremony at the Special Gallery inside ISOT on the first day of the show, July 7 [Wed], 2010 from 3:00p.m. Also, those winning products will be exhibited at the Special Gallery for 3 days. Below are the details of this year's award winning products.

Screening Committee

(in a random order)



Kazuo Kawasaki Ph.D.,
Design Director,
Professor,
Graduate School of Osaka University



Atsushi Hasebe,
Editor-in-chief,
Best Gear,
(Tokuma Shoten)



Hideo Yamamoto,
President,
Ottimo Design Co., Ltd.



Shigeki Shimizu,
Editor-in-chief,
Shumi no Bungubako,
(Ei Publishing Co., Ltd.)



Kyoichi Shinada,
Editor-in-chief,
mono magazine,
(World Photo Press Co., Ltd.)

Strict and thorough screening was held by these Screening Committee members. They had an animated discussion to select 10 award winning products by checking all products. The details of this year's award winning products are on the next page.

Design Category

(in alphabetical order by company name)



Company Name: A-ONE CO., LTD.

Product Name: @mark index marker

No more index will stick out by using the “@mark index marker”. By affixing this index maker with topics written on and sorting pages according to colors, you can easily find the topic by color-coding. It is designed to make stationeries to look well organized and smart.



Company Name: DESIGNPHIL INC.

Product Name: MEMORANDUM CARD

This is a card sized memo designed for carrying it in your wallet, card case pocket, etc. It's thin as 1.6mm for 31 pages, but tough. Using typewriting paper made it difficult to let the ink go through.



Company Name: HAIBARA CORP.

Product Name: [JABARA] bellows letter paper -stepping rabbit-

The line of perforation will enable you to cut this letter paper wherever you finish writing. It can be used for any short or long message. It is a functional letter pad with new recording paper technology and Japanese traditional scroll letter. *90 letter papers and 10 envelopes.



Company Name: OMOCHABAKO CO., LTD.

Product Name: GROOVE GRAPHITE

The polka dot patterned dent and thick triangle shaped grip was designed based on ergonomics. Users can hold this with less grip pressure, leading to the correct way of holding a pen. This product has won the “reddot design award” in Europe!



Company Name: SUMITOMO 3M Ltd.

Product Name: Scotch® Titanium coated scissors

High hardness titanium coating enabled to make the high quality scissors. It is durable enough to keep the sharpness even after 100,000 cut.

Function Category

(in alphabetical order by company name)



Company Name: CARL MFG CO., LTD.

Product Name: ALISYS

This compact 2-hole punch adopts double leverage structure for the first time in the world. With this structure, this small punch requires far less pressure to punch than the existing lines. Functionality and the design are pursued by having a non-bothering paper stopper, flat gauge, etc.



Company Name: MARUMAN CORP.

Product Name: SMOOTH-TO-WRITE LOOSE-LEAF WIDE

Groundbreaking loose leaf! It becomes double size when you open it. Draw diagrams, paste handouts, etc. and use it as a double-page in a notebook. It is already folded, so there will be no difficulty to file it.



Company Name: NICHIBAN CO., LTD.

Product Name: Liner Beauty

This is a tape cutter with fewer serrated edges at the cutting-plane. The tape would be cut in a beautiful straight line. The new cutting edge (patent pending) will enable you to cut with less pressure than conventional products, and will improve work efficiency. The sharpness will remain the same even after 50,000 cut.



Company Name: PILOT CORP.

Product Name: ELABO

The soft tip of this fountain pen makes it easier to write powerful and thin letters. It features not only delicate but also distinctive, strong, and beautiful writing.



Company Name: ZEBRA CO., LTD.

Product Name: Surari

“Surari” is the world’s first ballpoint pen which uses new W/O type emulsion ink. Combining the advantage of both oil-based ink and gel ink, it features smooth writing and thick bright stroke.

Other Entry Products

(excerpted & in random order)

Followings are excerpted of entry products. Most of the products are exhibited inside ISOT. Check them out during the show!



OHTO



SUN-STAR STATIONERY



MEIKOSHOKAI



APICA



KOKUYO S&T



PLATINUM PEN



HORIKINPAKUFUN



Zero Seiko



TOMBOW PENCIL



ALrT TOKYO



TOKYO-SHIKI



ARNY



ITO SHIGYO



P&A



KAMIWASHO



ESSELTE JAPAN



NSPLANNING



BUNNY YEAR



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