

- 19th STATIONERY OF THE YEAR 2010 -

Grand Prix Winners are Announced!



Design Category:
MEMORANDUM CARD by DESIGNPHIL INC.

FUNCTION CATEGORY:
ALISYS by CARL MFG CO., LTD.

Grand Prix winners of 2 categories; Design Category and Function Category have been announced during 19th STATIONERY OF THE YEAR 2010 Award Ceremony, held July 7 [Wed], 15:30~. 'MEMORANDUM CARD' by DESIGNPHIL INC. won a Grand Prix in Design Category, and 'ALISYS' by CARL MFG CO., LTD. won in Function Category. Chairman of STATIONERY OF THE YEAR, Dr. Kazuo Kawasaki, Design Director, Professor, Graduate School of Osaka University added comments on these two Grand Prix winners.

<Comments from Dr. Kawasaki>

"MEMORANDUM CARD establishes new realm among portable memo pads."

"ALISYS is truly 'Universal Design Products', which sublimates its performance into user-friendly function."

All winning products are exhibited at 'STATIONERY OF THE YEAR Special Gallery' inside ISOT as well as each exhibitor's booth. Check out these epoch-making products to report widely!

Grand Prix Winners



<Design Category>

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.



<Function Category>

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.



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 coat 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.

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.

Press Registration Form

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Attn:
Chiharu Nishiura (Ms.)

*Please fill in the blank legibly

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Circle dates you wish to report	July 7, [Wed]	July 8 [Thur]	July 9 [Fri]

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