

**Date: July 6[Wed]-8[Fri]**

**Venue: Tokyo Big Sight**

**Organised by: Reed Exhibitions Japan Ltd.  
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◆◆◆ Concurrent Fairs ◆◆◆

22<sup>nd</sup> INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR TOKYO  
3<sup>rd</sup> PROMOTIONAL GOODS EXPO/ 9<sup>th</sup> Int'l Office Machines & Equipment Expo TOKYO  
2<sup>nd</sup> FASHION GOODS & ACCESSORIES EXPO/ 2<sup>nd</sup> DESIGN TOKYO

Nowadays, some people devote themselves into choosing daily necessities with good design and quality. Long experienced craftsmen make it possible to produce “premium products” made by traditional techniques and these products attract a great deal of attention. Reed Exhibitions Japan Ltd. organises Asia’s largest stationery and office product fair, ISOT 2011 (22<sup>nd</sup> International Stationery & Office Products Fair Tokyo 2011) and Japan’s leading trade fair for gift items from all over the world, GIFTEX World 2011 and so on. The fairs will be held from July 6 [Wed] – 8 [Fri] at TOKYO BIG SIGHT, Japan. Once in a year, modern design products made by traditional techniques gather under one roof. This release features part of exhibits. Please check following items and cover the fair!

## Tradition is still alive!

### Why don't you have premium goods made by traditional techniques?

#### The oldest extant brush in Japan has reproduced!

**Exhibitor's Name:** TSUBOKAWA CORP (ISOT)

**Product Name:** A brush, “FUKKO HOUNOU TEMPYOU FUDE”

**Feature:** “TEMPYOU FUDE” is the oldest extant brush preserved in Shosoin and was dedicated to emperor Shomu. However, the tip of the brush unfortunately does not remain because of worms, etc. According to documentary records, we guessed materials used for the brush in those days and manufacturing method and reproduced “Temptyo-Fude” faithfully. Its beauty based on the reason that it was not used as a daily commodity, but it's a decoration and a present for persons in high position in Tempyo era.



#### Cheers with cool lacquered glass. It's a blissful time!

**Exhibitor's Name:** ENDOUTADASHISHOUTEN LTD.  
(TABLEWARE & DINING EXPO)

**Product Name:** Lacquered glass

**Feature:** Lacquered Sake glass and champagne glass made in Aizu in Fukushima prefecture for everyday use.





### How about warming up atmosphere with Japanese brazier?

**Exhibitor's Name:** YAMACOH CO., LTD. (TABLEWARE & DINING EXPO)

**Product Name:** AKITA-SUGI Straight-grained Cedar HONMASA HIBACHI Brazier "Kotonowa Series"

**Feature:** It's made of strictly selected/straight-grained high quality. AKITA-SUGI with special-coating for water-repellency and hardness without spoiling mild touch. Drawers for GUINOMI SAKE cups and mini trays.

### Feel soft & splendid touch of these couple cups!

**Exhibitor's Name:** ODATE KOUGEISHA CO., LTD.

(TABLEWARE & DINING EXPO)

**Product Name:** YU (big) YU (small), "odate magewappa wasann"

**Feature:** Big and small cup which have pleasant feel, suitable for couple or gift for beloved person. Grain of beautiful Japan cedar and their soft shapes create new and splendid atmosphere.



### "INSHUTESUKI-WASHI"-Japanese paper

made by traditional craftsman!

**Exhibitor's Name:** KAMISIMA CO. (ISOT)

**Product Name:** KAMIKURA

**Feature:** Japanese paper called "INSHU-TESTUKI-WASHI" made by traditional craftsman. It is approved by Ministry of Economy in Japan.

### Just landed! Turkish hand-made glasses!

**Exhibitor's Name:** TSC CORPORATION

(TABLEWARE & DINING EXPO)

**Product Name:** Glass Tableware, Glass Candle Holder "DECORIUM"

**Feature:** Newly landed Turkish hand-made glass "DECORIUM" with various designs for wine glasses, whiskey tumblers, cups and decanters.



### Everything taste better with Japanese traditional chopsticks!

**Exhibitor's Name:** YUMEKOBO LTD.

(TABLEWARE & DINING EXPO)

**Product Name:** Inlaid Chopsticks & Chopsticks Rest

**Feature:** Shimmering pieces of mother-of-pearl and other materials are painstakingly inlaid into the chopsticks using a patented incrustation technique. Ebony Chopsticks Rests' modeled shell is inserted using Yumekobo's special technique, which was developed from mother-of-pearl inlay. A Minister of Economy, Trade and Industry Prize winner/

## Functional Muddler comes from Fukui

where is the holy place of eyewear!

**Exhibitor's Name:** YOSHIOKA LOGOTEC  
(TABLEWARE & DINING EXPO)

**Product Name:** Glass-muddler & Glass-maker

**Feature:** It's a new idea and took out a patent. The Muddler & Marker for glass which has a spring-clip that stuck to the brim of glass. The flexible-clip is made the most of eyeglass technique which is improved in Fukui prefecture known for a producing-center of eyewear.



## Japanese traditional designs:

“Fine Pattern”, “Grille”, “Yuzen” as one!

**Exhibitor's Name:** SUNNY CO., LTD (ISOT)

**Product Name:** OMANEKI “NAGORI”

**Feature:** It is a new style stationery of having original designs and being combined three Japanese traditional designs "the fine pattern", "the grille" and "yuzen". It is the cardcase called "Omaneki" suitable for small gift or business supplies.

## Classy fountain pen made in Kyoto!

**Exhibitor's Name:** ORGRAM DESIGN CO., LTD. (ISOT)

**Product Name:** Celluloid pen, kyoto celluloid

**Feature:** Kyoto Celluloid is offering a variety of celluloid goods which are smooth to touch and have deep and vivid colors with the soft luster.



## A brush with 330 years' tradition!!

**Exhibitor's Name:** AKASHIYA CO., LTD. (ISOT)

**Product Name:** Calligraphy brush “AKASHIYA”

**Feature:** These brushes are made of selected animal hair and shape various forms for beginners. The brush has an ideal touch of writing. We have reproduced them with traditional technique of brush making.

## Genial warmth of grain combined with digital goods.

**Exhibitor's Name:** HACOIA (DESIGN TOKYO)

**Product Name:** Wooden Case for iPhone4

**Feature:** This is the wooden case for iPhone4.

Its thickness is designed for the user to feel nice to bring and the natural wooden touch fits to user's hand well.



## Sharpness Created by Tradition!

**Exhibitor's Name:** FUJI CUTLERY CO., LTD.  
(TABLEWARE & DINING EXPO)

**Product Name:** Tojiro Flash

**Feature:** Adopted 63(or 37)-layer damascus steel. The core for edge VG10 realizes amazing keenness and the beautiful ripple patterns are proof of Tojiro skills. Micarta. Also, Its handle provides superior durability.

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