

Press Release  
Vol. 3 June 16, 2011  
For immediate release

## 3rd Baby & Kids Expo

6th INTERNATIONAL  
VARIETY-GIFT EXPO TOKYO

**ISOT** 2011  
22nd  
INTERNATIONAL STATIONERY &  
OFFICE PRODUCTS FAIR TOKYO

Baby & Kids Expo 2011

2nd **TABLEWARE &  
DINING EXPO** 2011

**Date: July 6 [Wed] – 8 [Fri] Venue: Tokyo Big Sight**

**Organised by : Reed Exhibitions Japan Ltd.**

**Special Sponsor: All Japan Stationary Association**

◆◆◆ Concurrent Fairs ◆◆◆

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

Sigh...Work, Study and Housework. We've been running non-stop! Why don't you take a short break and heal yourself with lovely and relaxing products? 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) 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, the latest and lovely products gather under one roof. This release features part of exhibits. Please check following items and cover the fair!

**Busy...Busy...Busy...!**

**But, just lay back & chill with lovely goods ♪**



INT'L VARIETY-GIFT  
EXPO TOKYO

Get moisture without waiting for 3 min!

**Exhibitor's Name:** JAPAN TRUST TECHNOLOGY INC.

**Product Name:** InstantNoodle Style Ultrasonic humidifier  
"USB CUP SHITSUKI"

**Feature:** It's a personal humidifier connectable to a USB or a power outlet. I bet its unique design will heal your mind and body!! It emits steam by ultrasonic waves so that children can use safely.

**ISOT** Smooth portable LED Egg will DO a good job in case of emergency!

**Exhibitor's Name:** SOLARRICH APPLIED ENERGY & TECHNOLOGY CO., LTD.

**Product Name:** E.gg LED Lamp 6.9W/6W "E.gg"

**Feature:** Pursuing new possibility of LED, SOLARRICH developed a highly efficient LED lamp with totally new form and technologies.





INT'L VARIETY-GIFT  
EXPO TOKYO

Taste the Sweet sound ♪

**Exhibitor's Name:** SYNEX INFOTEC CORP.

**Product Name:** CANDY SPEAKER

**Feature:** it's a pretty portable speaker! Just pull a stick of candy and put it into headphone jack. How about listening to music with friends wherever you want?

ISOT

Attention!! Do not put it your mouth!

**Exhibitor's Name:** ALICE AND LAW CO., LTD.

**Product Name:** 3D soap

**Feature:** Be relaxed with lovely soap like a cake ♪



ISOT

NO BITING! It's not real.

**Exhibitor's Name:** DAIKOU BOOKBIDING LTD.

**Product Name:** Choco na note "DBB"

**Feature:** Yummy note features a rich chocolate! It's made of genuine leather and formed like a chocolate bar. The premium leather feels so nice!

TABELWARE &  
DINING EXPO

Life is hard, but take it easy!

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

**Product Name:** Japanese paper toy "Okiagari-koboshi"

**Feature:** It's a Japanese traditional doll made in Aizu in Fukushima prefecture. It is considered a good-luck charm which has a kind of mind "ups and downs in life" and is really loved by local people. \* "Okiagari-koboshi" means "getting-up little priest"



Baby& Kids  
EXPO

How about keep laughing together??

**Exhibitor's Name:** KAWADA CO., LTD.

**Product Name:** Electric stuffed toy "Laughing animals"

**Feature:** It's a stuffed animal continues laughing...don't know why, but somehow..it's funny!!

INT'L VARIETY-GIFT  
EXPO TOKYO

Two hard workers Duck& Pig purify the air!

**Exhibitor's Name:** MK ENTERPRISE INC.

**Product Name:** Duck (Pig) Air Purifier "Raffine"

**Feature:** Use water and solution to clean up air!





**ISOT** Enjoy your daily work with Cute & lovely post-it note!

**Exhibitor's Name:** PLASTIC ARTS CO., LTD.

**Product Name:** **stipee**

**Feature:** it's a transparent post-it note which is easily stuck and taken off. If you stick it on the top of a book, what you can see is a lovely scene! It can be used as an interior.

**INT'L VARIETY-GIFT EXPO TOKYO**

**Populate them on your office desk..?**

**Exhibitor's Name:** OMAE CO., LTD.

**Product Name:** **woolen Santa, woolen sheep**

**Feature:** They are Santa Claus and sheep made of warm and fluffy wool. Their lovely smile will surely make you happy, even if you're very busy with work.



**INT'L VARIETY-GIFT EXPO TOKYO**

**New Sensation! Cool your finger!**

**Exhibitor's Name:** ELAICE S.A.

**Product Name:** FUN PEN Type-R "**Elaice**"

**Feature:** Ballpoint pen together with fan. Whichever you use, you must be satisfied with its quality.

**TABELWARE & DINING EXPO**

**Happy Smile is the best seasoning!**

**Exhibitor's Name:** NAGAO CO., LTD.

**Product Name:** Stainless Kitchen Tool and Cutlery "**Smile Series**", "**Niko**"

**Feature:** Utensils for cooking with happy smiling face!



**Baby & Kids EXPO**

**German popular toy is reproduced!**

**Exhibitor's Name:** HOSOKAWA SPIELWAREN CO.

**Product Name:** **kobutakun 21**

**Feature:** A German popular wooden balancing toy (co-pig 21), which production is already stopped, is reproduced! It's for Children above 3 years old.

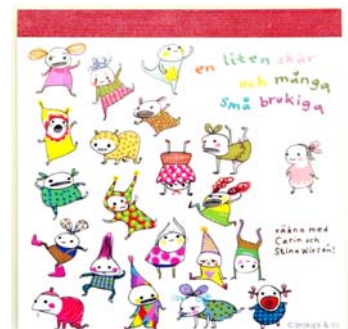
**ISOT**

**Just landed! Swedish popular picture book character!**

**Exhibitor's Name:** GREENFLASH INC.

**Product Name:** Memo pad Square "**Little Pink & Brokiga**"

**Feature:** Swedish popular character brand "Little Pink & Brokiga" has newly landed! Brand's themes are "sympathy" "tolerance" and "humor". Curiously, It seems that each character looks like somebody that we know. They respect their personality each other and produce happy and funny atmosphere. The brand's sense of value is suitable for nowadays.



**Press Registration Form****Send FAX to >>>  
+81 3 3344 2411****Attn:  
Chiharu Nishiura (Ms.)**

Company Name:	Magazine & Publication Name:	Your Name: Mr./Ms.	
If you have any accompanys, please fill out their names:			
TEL:	FAX:	E-mail:	
Circle dates you wish to report	July 6, [Wed]	July 7 [Thu]	July 8 [Fri]

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