

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

**Organised by: Reed Exhibitions Japan Ltd.
Special Sponsor: All Japan Stationary Association**

◆◆◆ Concurrent Fairs ◆◆◆

3rd Baby & Kids Expo / 2nd TABLEWARE & DINING EXPO
9th International Office Machines & Equipment Expo Tokyo

As you know, there are various tools around us. Since we use them quite often, we want to choose fully worked-out useful items. Reed Exhibitions Japan Ltd. organises Asia's largest stationery and office product fair, ISOT 2011 (22nd 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, newly-devised stationeries and variety gift items gather under one roof. This release features part of exhibits. Please check following items and cover the fair!

[Part 2]

Anti-disaster & Energy-saving Goods! Don't Miss Them!

Against heavy rain & flood!

A bag is getting 18 kg by immersing it in water.

Exhibitor's Name: HILIFE INC./LIFE+GEAR (DESIGN TOKYO)

Booth No.: B29-38

Product Name: Life+Gear Emergency Sandbag

Feature : These bags are made out of quality Burlap material and inside is a crystal clay formula which expands up to 40 pounds in just minutes! Suitable for shopping mall, office and residential district that don't have enough places to store emergency goods.



A stylish light can be used also as a light for evacuation!

Exhibitor's Name: TWINBIRD CORPORATION (DESIGN TOKYO)

Booth No.: B29-11

Product Name: LED Andon "O LIGHT"

Feature : This LED light illuminates various places in your living space effectively. The light comes on when you lift it, so you can lighten your step at night in your house. It's made of silicon.



**Keep saving energy during fall & winter!
Be warm without electricity!**

Exhibitor's Name: SUN FAMILY CO., LTD.
(INTERNATIONAL VARIETY-GIFT EXPO TOKYO)

Booth No.: B26-29

Product Name: NEW! Collapsible warm Eco-Mat

Feature : Warm mat can be used everywhere without electricity. It adsorbs sweat and generates heat! Of course, it's washable.



Just twist the package and then it gets cold!

Exhibitor's Name: GREEN CROSS CO., LTD. .
(PROMOTIONAL GOODS EXPO)

Booth No.: A6-27

Product Name: Instant Ice

Feature : Twist the package and it will be cold!
Recommended for avoiding heat stroke.



Suitable for teaching kids about importance of ecology.

Exhibitor's Name: CAST JAPAN INC.
(Baby & Kids Expo)

Booth No.: B3-2

Product Name: Eco Light "ecotronic"

Feature : "ecotronic" is a flashlight which generates electricity by it self. It's light enough for kids to carry. LED light lasts long time and it's available for 8 types of animal characters.



**Improve your blood circulation
just by dressing knitted cashmere!**



Exhibitor's Name: ALLES INC.
(FASHION GOODS & ACCESSORIES EXPO)

Booth No.: B19-18

Product Name: "NUKUMOA Cashmere"

Feature : It's a sweater which has a function to raise wind-chill factor. How it works is that capsicum will promote blood circulation and squalane as a moisturizer is adhered to the textile so that the ingredient improve the circulation during wearing knitted cashmere.

Light as Display.

Exhibitor's Name: JT CO., LTD. (DESIGN TOKYO)

Booth No.: B28-42

Product Name: TRINGONO, Smart Chandelier

Feature : It's a light as a display. This concept comes from a phrase "Lighting is not just a tool". It has a unique shape that changes its form by angle. Also, it lasts 40 thousands hours and lights twice as bright as standard one.





Portable Toilet will save you in any situation!

Exhibitor's Name: TOKOSHA INC. (PROMOTIONAL GOODS EXPO)

Booth No.: A4-26

Product Name: Portable Toilet

Feature : This portable toilet can be used outdoors, in time of disaster, water outage, traffic jam and travel as well. It can be placed on a toilet seat, corrugated board or bucket.

Without water, sterilization of a baby bottle will be completed within 15 sec!

Exhibitor's Name: THREE HEART CO.,LTD. (Baby & Kids EXPO)

Booth No.: B7-18

Product Name: Electrolytic water for sterilization and deodorization "ACQUASSIMO 400ml spray"

Feature : Various bacteria stuck in a baby bottle will be sterilized within about 15 seconds by 5 times spray, and then you can make dried milk safely. A bottle can be used for 60 times. It is very useful to manage sanitary conditions when the water supply is stopped.



LED Lanthanum, no battery is needed!

Exhibitor's Name: METEX CORPORATION

(INTERNATIONAL VARIETY-GIFT EXPO TOKYO)

Booth No.: B26-11

Product Name: EVERBRIGHT Lanthanum "EBERBRIGHT"

Feature : Just turn the grip 3 times. No battery is needed
It is useful items for outdoors or dealing with disaster.

Being able to use both hands in case of emergency, it's convenient for mother!

Exhibitor's Name: SAMRISE CO., LTD. (Baby & Kids Expo)

Booth No.: B8-18

Product Name: Mother's bag "Bag-Pack"

Feature : With this bag, mothers can use both hands. From its usefulness, inquiry about this bag has been increasing after the huge earthquake.



Security buzzer like a card!

Exhibitor's Name: RAYMAY FUJI CORPORETION (ISOT)

Booth No.: A12-47

Product Name: Card Buzzer

Feature : Security. buzzer shaped as card. It can be used to let somebody know where you are If you are locked up and need help/

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