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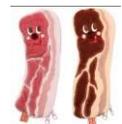
**JETRO Presents Japanese Lifestyle Companies for the 17<sup>th</sup> time at  
NY NOW® Summer 2013**

*Latest in Japanese innovative merchandise to be showcased at world's premier gift show*

**New York, NY, August 7, 2013** -- JETRO, Japan External Trade Organization, is pleased to announce its presence for the 17<sup>th</sup> time since 2005 at NY NOW®, *the Market for Home & Lifestyle (formerly NYIGF®)* to be held August 18 - 21, 2013 at the Jacob K. Javits Convention Center in New York City. Highlighting the latest in the world of gift-able Japanese design products, the Japan Pavilion will showcase a number of products to the American market. 25 companies including 4 new participants will be represented in the Japan Pavilion:

**Gladee** (Booth #3870)

Established in 1991, GLADEE is well-known among quirky people in Japan. By breaking the boundaries of normality, we develop unique products that will capture your imagination. At the upcoming NYNOW, we'll have products that you've never seen anywhere else and that we just know will shock and surprise you. [www.gladlygladee.com/index\\_e.html](http://www.gladlygladee.com/index_e.html)



**Skater** (Booth #3871)

Our multi-color bento collection appeals to all genders, ages, regions and cultures. Containers are microwave- and dishwasher-safe when the lid is removed. [www.skater.co.jp/profile\\_e/index.html](http://www.skater.co.jp/profile_e/index.html)



**Hachimam** (Booth #2872)

At Hachimam, we plan, design and manufacture unique, colorful and functional plastic household, kitchen and gift items in Japan. All items are made with the highest quality in Japan and shipped from Los Angeles. We'll be showing new products at the show, and we look forward to seeing you there! [www.hachimankasei.co.jp/English](http://www.hachimankasei.co.jp/English)



**geografia** (Booth #3873)

geografia is a series of products themed on geography, topography and our planet. We will present a number of different items that utilize unique processing techniques and also printing technology methods employed by printing companies. Using printing technology as a means to convey information, we strive to make new developments in products that let you feel information. [www.geo-grafia.jp](http://www.geo-grafia.jp)



**Table Top Celebration "KAGAMI"** (Booth #3874)

Kishimoto Kichiji Syouten manufactures nearly all of the *komodaru* (Japanese sake casks) for "*Kagamibiraki*" (the traditional Japanese sake cask-breaking custom). Our casks are still made today by hand by skilled craftsmen. "*Kagamibiraki*" is a special and joyful event at parties such as weddings or banquets, or any celebration at all. We are participating this time so that you can discover the fun of the traditional culture of Japan at NYNOW.

<http://www.komodaru.net/>



**p+g design** (Booth #3875)

We are a manufacturer of unique design items, established in 2003 in Tokyo, Japan. p+g design is our silicone items brand, featuring round pouches in unique textures and colors. Our original item "POCHI" has been very popular in 30 countries around the world for its unique and beautiful design. Dress up your mood with cheerful p+g design items! [www.pgdesign.com](http://www.pgdesign.com)





### **PRAIRIE DOG** (Booth #3876)

PRAIRIE DOG is a leading company for unique and practical gifts in Japan for more than 15 years. With Designer Japan, each bag is designed by Eco-conscious artists in Japan. Enjoy these uniquely designed bags each day! [www.prairiedog.com/index.php/en](http://www.prairiedog.com/index.php/en)

### **Ohashi Ryoki** (Booth #3877)

For over 60 years, our company has been the leading manufacturer of traditional hand-crafted "Masu" boxes in Japan. They are made from Japanese cypress which has a crisp fragrance, and also by the effective recycling of wood. We have also been experimenting in recent years with the construction of new and unique Masu goods to be used as interior items for various themes. [www.ohashiryoki.com](http://www.ohashiryoki.com)



### **b Prize** (Booth #3878)

NODATE mug: NODATE mugs use natural materials and are 100% handmade by craftspeople. SHIBUICHI lacquered glass: Edo glass coated in lacquer to allow you to enjoy its texture with your hands and your lips. Cavre Urushi-Lacquered iPhone Cover : Hand-finished by an "Aizu nuri" lacquer-ware craftsman and decorated by a traditional "makie" craftsman. [www.b-prize.co.jp](http://www.b-prize.co.jp)



### **NEW wabie** (Booth #3879)

Cute! Kawaii!! Easy!!! Our wabie gift packaging series is made in Japan and features elastic cords, cords, charms and jointed parts to enrich your own personal packaging ideas. <http://www.cordon.jp/e/wabie.html>



### **BITOWA FROM AIZU** (Booth #3880)

Aizu lies northeast of Tokyo, about three hours away by train, and it is the birthplace of Aizu lacquer-ware — a traditional lacquer-ware craft with a history of more than 400 years. In 2006, a movement occurred in the world of Aizu lacquer-ware. This movement was "BITOWA", a new brand born from the fusion of traditional technique and modern sensibility. <http://bitowa-from-aizu.jp/>



### **NEW Birdy Plan** (Booth #3881)

These preserved flowers are in fact real flowers but do not require any water or care. We are a company specializing in preserved flowers, and our arrangements bring smiles and joy as gifts, in displays and in wedding scenes. Flower designers, constructors, and our many staff members who themselves love flowers carefully arrange them one by one. Enjoy the premium flower arrangements of Tokyo. <http://www.birdyplan.jp/>



### **@aroma** (Booth #3882)

@aroma proposes the creation of aromas that reflect the essence of our brand and proposes comprehensive aroma marketing through "Aroma Space Designers" who specialize in fragrances. We are proud to have the world's greatest achievements in introduction of "Aroma Space Design", the ability of total design and achievements in designing aromas, and just the right implements to match any clients' needs.

[www.at-aroma.com/english/products.html](http://www.at-aroma.com/english/products.html)



### **Sakai City** (Booth #3883)

Sakai, a port city located in southern Osaka, is famous for producing the world's finest cutlery, but that's not the only thing that it's best at. "Everything comes from Sakai" is a phrase that expresses Sakai's manufacturing-oriented aspect. Along with Kyoto, Sakai is one of the oldest cities in Japan and has been a supplier for the nation throughout history. This millennia-long tradition is the backbone of Sakai's product-making and the source of highly-valued Sakai quality. [www.sakai-ipc.jp](http://www.sakai-ipc.jp)



**YAMAZAKI** (Booth #3970)

A producer and seller of well-designed interior products, YAMAZAKI presents a wide range of products that are modern, fascinating, humorous, and functional. [www.yamajitsu.co.jp](http://www.yamajitsu.co.jp)



**TAKENAKA** (Booth #3971)

We supply well-designed, cute painted plastic Bento boxes and plates which are microwaveable and can be put in the dishwasher. The Bento box is good for your health, as it allows you to control calorie intake and nutritional balance. The shiny-colored plates will festively decorate your dining table, and the many various colors will satisfy everyone. [www.takenaka-bentobox.com](http://www.takenaka-bentobox.com)



**MARNA** (Booth #3972)

Marna Inc., established in 1873, specializes in Kitchen, Bath, Cleaning, Health and Beauty Care items which are not only functional but also very unique and lovely and bring more fun into your life. [www.marna-inc.co.jp/en](http://www.marna-inc.co.jp/en)



**UCHICOOK** (Booth #3973)

UCHICOOK is distinguished from other companies and is established as a highly value-added brand, with support from many consumers in many department stores and select shops in Japan. The concept of UCHICOOK is kitchenware for cooking and dining in the home. [www.aux-ltd.co.jp/eng](http://www.aux-ltd.co.jp/eng)



**SanYoshi** (Booth #3974)

SanYoshi manufactures high-quality tableware based on the tradition of Aizu lacquering (a famous lacquering center in Japan). Our plastic products are manufactured using original-design dyes. SanYoshi also offers wooden tableware that preserves the natural beauty of the wood. [www.owanya.com/e\\_index.html](http://www.owanya.com/e_index.html)



**monos** (Booth #3975)

The origin of "monos" comes from the archaic Japanese word "monosu," written as a symbol for "thing" and also meaning "to go" or "to be born." The company endeavors to give birth to many "things" in people's lives by adding characteristic Japanese style and attention to detail which have been passed down over the centuries. [www.monos.co.jp](http://www.monos.co.jp)



**Cubeegg** (Booth #3976)

CUBEEGG's philosophy: "To continuously offer a variety of high-quality Japanese products, to deliver innovative ideas with fun." Our iPhone Cases offer a high level of transparency while providing excellent fit and come with iStickers available in 3 types: cypress slice, foil decal and print. The sticker adhesive does not leave any residue on the iPhone when removed, which allows you to create your own unique design easily. [www.cubeegg.com/english/index.html](http://www.cubeegg.com/english/index.html)



**NOUSAKU** (Booth #3977)

Since 1916, NOUSAKU has been manufacturing Buddhist altar furnishings, tea utensils and flower vases, and it has also added tableware, home accessories and architectural products to its lineup. The fine appearance of the bells and tableware is a product of traditional casting techniques and refined finishing. As we collaborate with over 20 designers within and outside of Japan, we continue to explore opportunities with and concepts in handicrafts. [www.nousaku.co.jp](http://www.nousaku.co.jp)



**JOBOJI** (Booth #3979)

Our products include lacquer-ware pieces that are each made by the hands of local artisans using rich layers of Joboji lacquer. The designs of our lacquer-ware are kept simple in order to bring out the color and sheen which are characteristic of lacquer. With their minimal decoration, they are designed for daily, long-term use. They fit comfortably in the hand, and so you can feel their high quality day after day. [www.japanjoboji.com/english](http://www.japanjoboji.com/english)



**KOTODO (Booth #3981)**

KOTODO has been producing tea canisters since 1922 for nearly 100 years. The canisters feature an airtight cap with an additional inner lid, ensuring that the seals are seamless and smooth. KOTODO canisters are the ideal storage solution for protecting your teas and stored goods from light, air and humidity. The canisters are offered in a variety of styles and sizes and will perfectly accent your home.

[www.kotodo-can.co.jp](http://www.kotodo-can.co.jp)



**NY NOW, the Market for Home & Lifestyle**

Drawing 35,000 attendees from all 50 states and 80+ countries, NY NOW is produced twice annually by GLM Shows and is open to the trade only. Held in January and August in New York City, the Fair hosts 2,800 exhibiting companies showcasing the very best lines across the home, lifestyle and gift spectrum. [www.nynow.com](http://www.nynow.com)

**Japan Pavilion at NY NOW Summer 2013**

Dates: August 18 - 21, 2013

Hours: 9:00am - 7:00pm (August 18 - 19)

9:00am - 6:00pm (August 20)

9:00am - 2:00pm (August 21)

Location: Booth#3980 / Level 3

Jacob K. Javits Convention Center

655 W34th St., New York, NY 10001

**Japan External Trade Organization (JETRO)**

JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus is helping small to medium size Japanese firms maximize their global export potential and promoting U.S. companies set up an office in Japan. Our eight North American branches are located in Atlanta, Chicago, Houston, Los Angeles, New York, San Francisco in the U.S. and Toronto, Vancouver in Canada. [www.jetro.org](http://www.jetro.org)

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