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**JETRO Presents Japanese Lifestyle Companies for the 18th time at
NY NOW® Winter 2014**

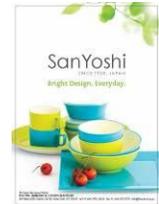
Latest in Japanese innovative merchandise to be showcased at world's premier gift show

New York, NY, January 22, 2014 -- JETRO, Japan External Trade Organization, is pleased to announce its participation for the 18th time since 2005 at NY NOW®, *the Market for Home & Lifestyle (formerly NYIGF®)*, which will be held from February 2 - 6, 2014 at the Jacob K. Javits Convention Center in New York City. Highlighting the latest in the Japanese lifestyle design products, the Japan Pavilion will showcase a number of companies and products that have never been seen in the U.S. market. 24 companies including 10 new participants will be represented in the Japan Pavilion:

SanYoshi (Booth #3870)

SanYoshi's high quality, smartly designed tableware is lightweight and durable. Using traditional laquerware techniques, we produce unbreakable tableware that is easy to clean, and unlike Melamine, is microwave-safe. Our bright designs will allow you to add flair to your table.

www.owanya.com/e_index.html



MARNA (Booth #3871)

MARNA, established in 1873, specializes in kitchen, bath, cleaning, health and beauty care items. Our products are not only functional, but unique and lovely and bring more fun into your life. www.marna-inc.co.jp/en



Skater (Booth #3872)

Founded in 1950, Skater has become a leading manufacturer of plastic household products, offering a wide selection of kitchen utensils, lunch boxes and water bottles. Our items are found in many major distribution channels and have won distinction with the Good Design Award 2010. www.skater.co.jp/profile_e/index.html



NEW aisen (Booth #3873)

We at aisen celebrated our 66th anniversary in 2013. In the future, we would like to supply American markets with convenient and functional household wares, such as kitchen sponges, kitchen wiping cloths, toilet brushes, and laundry hangars. www.aisen.co.jp



TAKENAKA (Booth #3874)

TAKENAKA supplies cute painted Bento boxes of superior design and microwave/dishwasher-safe plates. Our plastic Bento box design promotes good health and nutritional balance by providing a small portion container. Our shiny colored plates are perfect for festively decorating your dining table. www.takenaka-bentobox.com



NEW Lustroware (Booth #3875)

Our high quality Lustroware food storage containers provide unique design and functionality distinguishing them from other conventional goods. In the past two decades in Japan, our Lustroware products have received nearly 10 Good Design Awards for kitchen and home product categories. www.lustroware.co.jp



Eternal Glass for your lifetime (Booth #3877)

At Wired Beans, all of our glasses are individually handcrafted in a kiln that has produced internationally acclaimed brand glassware. Our glasses that reflect beauty and warmth are handmade by skilled craftsmen. We have received Good Design Awards in 2010, 2012 and 2013. <http://eternal-glass.com>



OHASHI (Booth #3878)

For over 60 years, our company has been the leading manufacturer of traditional handcrafted "Masu" boxes in Japan. Our boxes made from Japanese cypress have a crisp fragrance and by using recycled construction wood are environmentally friendly. www.ohashiryoki.com



monos (Booth #3879)

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." monos endeavors to give birth to many "things" in people's lives by adding characteristic Japanese style and attention to details passed down over the centuries. www.monos.co.jp/overseas



NEW PEN & DELI memopad for gift (Booth #3880)

PEN & DELI, a new brand of message memos in the shape of food, is a great choice for surprise gifts. Unlike desk memos, each piece comes in a precise, three-dimensional shape. Whenever you send a casual gift to someone, add a little color with the PEN & DELI memopad in stores now. www.pendeli.jp/en



CUBEEGG (Booth #3881)

We print cute designs on Japanese-made white kitchen gloves of outstanding fit. Our high-quality, yet chic rubber gloves have received high praise even from Dunlop Japan. Our fun-to-use products of simple design have sold more than 5,000 units within four months of release in Japan. www.cubeeegg.com/english/index.html



PAPER STORAGE COMPANY (Booth #3882)

PAPER STORAGE COMPANY, a storage box brand, has been established to promote traditional Japanese handmade storage boxes often used to ornament products. Broadening our technical skills, we are developing new potential for boxes that provide joy for many in their aesthetic appeal. www.yamabun-85.com



Birdy Plan (Booth #3883)

These preserved flowers are actually real flowers but do not require any water or care. We are a company specializing in preserved flowers, and our customized arrangements bring smiles and joy as gifts for displays or weddings. www.birdyplan.jp



PRAIRIE DOG (Booth #3970)

PRAIRIE DOG has been a leading design company for unique gifts and home goods in Japan for more than 15 years. Enjoy our designer Japan bags & Kyukyu micro-fiber cleaning pouches, both designed by multiple leading artists and designers from Japan! www.prairiedog.com/index.php/en



p+g design (Booth #3971)

GMC Toy's Field, a manufacturer of unique design items in Tokyo, is the originator of unique texture and colorful silicone round pouches. POCHI, our first product, has been well received in 30 countries. This year our p+g design items received a Good Design Award. www.pgdesign.com



NEW LANDBAG (Booth #3972)

LANDBAG has been the No. 1 school bag company for more than a decade in Japan. LANDBAG is beautiful, durable, sustainable and contamination-free as proven by SGS and Tokyo Metropolitan Industrial Technology Research Center. The bags comply with EU REACH and other global standards. www.landbag.com



Gladee (Booth #3973)

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 NY NOW, we'll have products you have never seen anywhere else. www.gladlygladee.com/index_e.html



NEW Privee AG Corporation (Booth #3974)

Hazuki Loupe magnification eyeglasses have been a favorite for people who handle detailed tasks. Our clear lens and blue light lens cut 55% of blue lights, making them suitable for a personal computer, video games or a smartphone. Primomo Crayons are manufactured using non-toxic materials safe for children. www.agport.co.jp



INOUE (Booth #3975)

We are a Japanese manufacturer of elastic hair ties made of safe raw materials, all individually hand-attached, and well inspected by our staff. These seamless and durable elastic ties will not damage your hair. We are also ready to show other products, including shoelaces and anti-static hair ties. www.inoue-braid.co.jp



NEW GOEI (Booth #3976)

We have incorporated diamonds into the cosmetic and health field, and created a first-class file for polishing heels and nails. Our Silky Nail diamond file for nails contains more than 50,000 diamond particles, while our Silky heel file has more than 30,000 particles for ultra-smooth finishes. www.goei-dia.co.jp



NEW echino produced by KOKKA (Booth #3978)

echino is a wonderfully unique Japanese brand that exemplifies modern Japan. Japanese designer Etsuko Furuya creates majestic designs with striking colors on high quality fabric. Her products overflow with unique charm that makes echino so appealing to a wide audience. <http://kokka-fabric.com/en>



NEW Becky Candle (Booth #3979)

Becky Candle has created an original candle that goes beyond its function as a light source to reflect beauty. Our Aurora candle uses original candle making technique to mimic the beauty of nature found in the Aurora Northern lights. www.candles.jp/en/index.html



NEW COCORO and L'atelier (Booth #3981)

COCORO is one of our brand names for our shopping cart. This is a light weight and user friendly cart for shopping and outdoor leisure. L'atelier is another one of our brand names for aprons, cushion covers and other home furnishings. The feathers of L'atelier are very delicate design and vivid color tone from nature. www.rep.co.jp/company.html



NEW BlueBird Trading Corp. (Booth #3983)

You will discover Violet, a very cute kitten character for the first time at NY NOW Winter 2014. The Violet kitten glass art world was created by Mai Komurasaki, illustrator from Tokyo. We will also introduce Mieko Noguchi, another handmade glass artist from Yokohama, who will introduce her new vision in the U.S.



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

Japan Pavilion at NY NOW Winter 2014

Dates: February 2 - 6, 2014
Hours: 9:00am - 6:00pm (February 2 - 5)
9:00am - 2:00pm (February 6)
Location: Booth#3985 / Level 3
Jacob K. Javits Convention Center
655 W34th St., New York, NY 10001
www.jetro.go.jp/usa/japanus/design/nynow2014.html

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.go.jp

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