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JETRO Presents Japanese Lifestyle Companies for the 19th Time at NY NOW® Summer 2014

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

New York, NY, August 5, 2014 -- JETRO, Japan External Trade Organization, is pleased to announce its participation for the 19th time since 2005 at NY NOW®, *the Market for Home & Lifestyle (formerly NYIGF®)*, which will be held from August 17 - 20, 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. 23 companies including 5 new participants will be represented in the Japan Pavilion:

Hachimankasei (Booth #3870)

Our products include the Mt. Fuji egg cup, which, depending on the color you choose, shows you different beautiful scenes of Mt. Fuji during the four seasons. Our coffee maker/filter holder is shaped like a stylish sailboat riding on waves. Our tea strainer uses as a motif the sand dollar, a kind of rare sea urchin which is said to bring peace. All products are made in Japan, BPA free, inspected and certified. www.hachimankasei.co.jp/english/index.html



CUBEEGG (Booth #3872)

Entertain your guests with CUBEEGG "Glass tags." These fun designer glass tags have an adhesive to stick to a drinking glass so you can tell at a glance which drink is your own. And you can reuse them as many times as you want. When the tag becomes dirty, just wash it with water and use it again like new. www.cubeeegg.com/english



monos (Booth #3874)

The origin of "monos" is the archaic Japanese word "monosu," 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 the characteristic Japanese style and attention to details passed down over the centuries. www.monos.co.jp



NEW WOODY PUDDY (Booth #3876)

WOODY PUDDY creates safe, durable, interactive and attractive toys from natural products, to bring joy and opportunities for the emotional development of young children. <http://woodypuddyusa.com>



NEW CHITOSE (Booth #3878)

Applying furniture-manufacturing techniques, we make tableware and accessory items from Apple wood. Our knowledge and experience in processing the distinct texture and characteristics of the apple tree allow us to create truly unique products. We are currently introducing a new line of miscellaneous bath products. www.kimumoku.com



p+g design (Booth #3880)

GMC Toy's Field Inc., the manufacturer of a uniquely designed line of products sold under the name p+g design in Tokyo, has created a round, silicone pouch featuring one-of-a-kind texture and color. Named POCHI, it has been well received in over 30 countries. p+g design products received a Good Design Award 2013. www.pendeli.jp/en



PEN&DELI memo pad for gift (Booth #3882)

Add some fun and surprise to your next gift with a note in the shape of food! PEN&DELI is a new brand of memo pads that, unlike desk memos, come in a variety of precise, three-dimensional shapes, specifically in the shapes of various foods. In stores now. www.pendeli.jp/en



INOUE (Booth #3970)

INOUE is a Japanese manufacturer of elastic hair ties made from safe raw materials, all individually hand-made and carefully inspected by our staff. These seamless and durable elastic ties will not damage your hair. We also have on hand other products, including shoelaces and anti-static hair ties. www.inoue-braid.co.jp



d-torso (Booth #3971)

d-torso products are cardboard construction kits cut with fine lasers. They are easy to build by anyone without glue or scissors. We take 3D images, similar to a CT scan, and slice them into cross-sectional pieces which are then rebuilt using our own special system. Our products are available in art museums and select design shops within and outside of Japan. d-torsoshop.com



MARNA (Booth #3972)

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



Birdy Plan (Booth #3973)

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-america.jp



KOTODO (Booth #3974)

Established in Tokyo in 1922, KOTODO has been producing tea canisters for over 90 years. KOTODO tea canisters are offered in a variety of styles and sizes. From traditional Japanese to sleek, modern designs, KOTODO canisters are the ideal storage solution to protect your teas and stored goods from light, air and humidity. The tea canisters feature an airtight cap with an additional interior lid, ensuring that the seals are seamless and smooth. Experience the quality and craftsmanship of KOTODO. www.kotodocan.com



YAMAMOTO PAPER (Booth #3975)

We, YAMAMOTO PAPER, are paper experts, and paper lovers. Since establishing our company in 1972, we have spent a pleasant life among paper, and with over 2,500 varieties of paper in stock, our warehouse is a paper lover's paradise. Not being the typical paper company, we go beyond the usual paper products to produce and offer original and cool paper items. Come visit our booth so we can share with you our love for paper. yamamotopaper.com



OHASHI (Booth #3976)

For over 60 years, OHASHI has been the leading manufacturer of traditional, hand-crafted "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



NEW Kiso Life Style Labo (Booth #3977)

In Kiso, an area of Japan known for its "forests from which Japanese history emerged," KISO LIFE STYLE LABO introduced the Japanese traditional culture of "Furo" (Japanese bath) to the world through the traditional Hinoki bathtub and related products. Hinoki is a Japanese wood that lives over 100 years and is used in the most august shrines in Japan. Today we manufacture products both traditional and redesigned for today's lifestyle.



aisen (Booth #3978)

Aisen specializes in manufacturing high quality housewares. Since our company was founded in 1947, we have been developing and producing simple, unique and eco-friendly products including kitchen sponges and cloths, laundry accessories, and bathroom cleaning products. www.aisen.co.jp/ebook/en/top.html



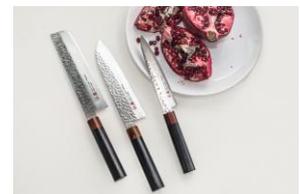
NEW Fujiwara Woodworking (Booth #3979)

Fujiwara Woodworking is devoted to the production of kitchen items that make preparing the daily meals an enjoyable experience. Minimum and maximum temperatures vary greatly in the Tajima area of Hyogo Prefecture making it one of Japan's premium cypress growing regions. Cypress grown in this area is carefully selected and is slowly dried for six months to create superior quality woodworking material. Traditional craftsmanship passed down through the ages - Himeji Castle is a World Heritage listed site. For hundreds of years, Fujiwara artisans have been producing timber products in the castle town. This long history and tradition have been passed down and incorporated into our woodworking technologies. Every one of our kitchen items is carefully hand-made by craftsmen that have inherited these superior materials and skills in the art of woodworking. Every Tajima Cypress chopping board is carefully crafted paying full respect to this blessing from nature. The pinnacle of chopping boards. <http://fujiwarawoodworking.com>



NEW SUNCRAFT (Booth #3980)

SUNCRAFT CO., LTD. manufactures kitchen knives and tools in Seki City, Japan, which is world-renowned as a center of knife manufacturing. All our knives are made by skilled craftsmen, and are of the highest quality and sharpness. We are proud to introduce our Japanese-style kitchen knife series, "SENZO." We are also introducing a unique and high quality peeler, as well as a long peeler. www.suncraft.co.jp



Skater (Booth #3981)

Founded in 1950, Skater is a leading manufacturer of plastic household products, offering a wide selection of kitchen utensils, lunch boxes and water bottles. Our multicolor bento collection appeals to all ages, cultures and gender. Our containers are microwave and dishwasher safe with the lid off. Our items are found in many major distribution channels and have won distinction with the Good Design Award 2010. www.skater.co.jp



SanYoshi (Booth #3982)

SanYoshi's high quality, smartly designed tableware is light and durable, based on manufacturing techniques derived from our history of making traditional laquerware. Our products won't break like ceramic, are easy to clean, and unlike Melamine are microwave safe. Bright designs add fun and flair to your table. www.owanya.com



NEW YOSHIKAWA (Booth #3983)

The EATOCO series of kitchen and dining utensils and tableware is manufactured by the Yoshikawa Group in Tsubame, Niigata Prefecture, Japan. The products are designed by H-Concept, a Tokyo-based design house that works with manufacturers to bring new, functional goods to the market. 'EAtOCO' aims to convey the joy of cooking and eating by creating fun and comfort around the kitchen and the dining table in an integrated way. www.yoshikawa-group.co.jp/e/kitchen/top/top.htm



TAKENAKA (Booth #3974)

TAKENAKA supplies cute painted Bento boxes featuring superior design. Our plastic Bento boxes are microwave/dishwasher-safe and promote good health and nutritional balance through small-portion sizing. Our shiny colored plates are perfect for festively decorating your dining table. www.takenaka-bentobox.com/index.html



UCHICOOK (Booth #3985)

Founded in 1946 in Niigata Prefecture, Japan, Aux Co., Ltd. has become renowned for its craftsmanship in creating kitchenware, cutlery and metal accessories. Today our products continue to encourage people to create nourishing meals in their own kitchens through the concept of "uchi(home) cooking." As we say: "Cook at home, eat at home." www.uchicook.com



NY NOW, the Market for Home & Lifestyle

Drawing 33,000 attendees from all 50 states and 80+ countries, NY NOW® is produced twice annually by Emerald Expositions and is open to the trade only. Held in January and August in New York City, the Market 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 Summer 2014

Dates: August 17 - 20, 2014
Hours: 9:00am - 6:00pm (August 17 - 19)
9:00am - 2:00pm (August 20)
Location: Booth#3986 / Level 3
Jacob K. Javits Convention Center
655 W34th St., New York, NY 10001

www.jetro.go.jp/usa/japanus/design/nynow2014summer.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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