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“That’s So Cute!” Paper crafts color your life.

# Interior Toys

Pieces of paper are cut out, folded and bent to transform flat paper into something solid.

Paper crafts combine the fun of the creation process with the joy of decorating a finished piece.

Placed in a living room at home or in the corner of a desk at work, paper crafts can lend an accent of color to

a familiar scene, and even work as

a conversation starter when seen by others.

In this issue we take a closer look at the charm of *twelvetone* interior toys, which use paper and other natural materials to produce unique craft pieces.



## Origin of the Company Name

**twelvetone** is a design company that plans and manufactures original items from paper and wood materials created by husband and wife team **Takashi and Eri TSUNODA**, who are both designers. With **Takashi** focusing on character-based items while **Eri** concentrates on mobiles, they continue to release new items that are both

unique and adorable. The company name is derived from the “twelve tones” that make up music. Just like music, where combining only twelve different kinds of sound produces unlimited permutations of expression, with simple materials and techniques that strip away waste, **an organic approach to making things** is expressed.



By simply cutting pipes made from curled paper along guide lines and connecting them through their hollowed out holes, cute, palm-sized paper figures can be easily created. Currently sold by **KOTO Co., Ltd.**, **Piperoid** come in three series, namely characters, animals and friends, with a total of 34 types available (as of the end of May 2015).  
**KOTO Co., Ltd. Piperoid** : website: <http://piperoid.jp/>

## The roots of creating art

Mr. TSUNODA worked as a game designer at **KOTO Co., Ltd.** a Kyoto-based company that produces electronic educational devices and entertainment-related products such as game software. At the time, the company was selling products known as **Hinemosu Kits**. These were craft kits that included a special roller to curl

paper into pipes and a hole puncher. Mr. TSUNODA used the kit to create figures out of paper pipes and enjoyed doing it privately. When one day his figures caught the eye of his boss and were highly praised, the decision was made to commercialize the creations. Dubbed **Piperoid**, the paper craft attracted the attention of the art world,



### Designer Takashi TSUNODA

Born in 1975 in Gunma Prefecture. Graduated from the design course at Kyoto City University of Arts. After joining **KOTO Co., Ltd.**, he worked as a game designer and later devised **Piperoid** characters as interior crafts for adults. Involved from planning and design to manufacturing and sales, the product won a Good Design Award in 2007. In 2009 he struck out on his own and established **twelvetone, inc.** together with his wife **Eri**.

## Two Surprises

**Piperoid** enjoyed great popularity overseas, and as Mr. TSUNODA describes with a laugh, “I’ve heard every word of praise in the dictionary.” The concept of “simply assembling hollow

paper pipes to make a toy” was itself very Japanese, and was recognized as epitomizing the meticulousness of Japanese people, feels Mr. TSUNODA. One important aspect of the pieces that twelvetone create is “surprise.” **PLAY-DECO greeting**, for instance, provides two surprises: in addition to sending a message card placed in the included greeting envelope, when the letters of the wooden framed card are assembled, it turns into a robot.



Origin

Surprise

Customize

## twelvetone Interior Toys

This range of practical products that includes stationery, greeting cards and mobiles embraces the motif of simple yet cute and unique characters. One of the charms is the ability to pick them up, manipulate them with your own hands, and create unique arrangements, cultivating an attachment not found in existing products.

Starting Point

Communication



## Enjoying Different Arrangements

Natural materials such as paper and wood are used in the creations. By combining cheap and highly workable paper with wood to give the product strength, the products combine the fun of an interior item with practicality. They are also made in a distinctive way. Neither glue nor scissors are required. By eliminating dirty hands and the stress of drying glue, the product conveys the wish that users enjoy crafts in a casual way. Paper parts like faces for the figures can also be downloaded from the website. This is another aspect that customers find appealing. By customizing the expressions to suit their tastes, they can enjoy unlimited creativity.

## A catalyst for communication

The core target of **twelvetone** products is businesspeople in their 20s and 30s. Many of the products can be used as stationery, and they are popular as items to lighten up desks in a fun way. Thanks to their unique sense of presence, they spark conversations in a natural way with comments like “that’s so cute!” and “hey, look at this!” Topicality that triggers conversation is another significant feature of the products.



From characters and figures to stationery, mobiles and sticky notes, *twelvetone* offers a varied lineup of products.

Lineup



**PLAY-DECO BROWNIE/CITRON**

Used as memo holders, or pen holders, as well as small pouches for sticky notes, clips, etc., the items come in handy on desks.



**PLAY-DECO Characters & Vehicles**

Character heads and limbs, as well as tires and propellers are all movable, allowing users to create various poses.



**PLAY-DECO character stationery POSTMAN & WAGON**

The PLAY-DECO character stationery series. The wagon can be used to hold business cards and other small items.



**STICKY NOTES PIGEON**

These are free-standing sticky notes that can be bent to produce different expressions. Along with CAT, BLACK CAT and MONSTER, there are four types in all.



**PAPER DECORATION POLLENS & FLYING CAT**

Mobles with story elements. Other varieties with gibbon, bird and sheep motifs are also available.



**PLAY-DECO BLANK & MIGHTY**

This set of two robots allows a smartphone to be charged while standing. The paper faces can also be switched out.

**Future Aspirations**

*twelvetone* currently outsources sales to distributors in North America and Europe, with Mr. TSUNODA handling orders from other regions. Moving forward, they aim to expand *twelvetone* products further on a global scale. There are also plans to develop picture books and animations featuring the characters appearing in the *PLAY-DECO* series. "I want as many people as possible to enjoy crafts. When you develop an attachment for something you've created with your own hands, you will treat it with care, and knowing the effort that goes into making it develops a respect for the creators. It's in this day and age that is overflowing with things that I want to create products that will make people re-examine the value of individual things," says Mr. TSUNODA. The creativity cultivated through crafts may even bring about a subtle change in society.

**HOW TO BUY** *twelvetone* products are sold on Amazon and various other e-commerce sites. Check out the *twelvetone* website for product details. <http://twelvetone.jp>



Future



**01 Paper Jewelry**  
Sold by: VIVACE [www.vivace-life.jp](http://www.vivace-life.jp)

An elegant, new-feel type of jewelry that makes use of the unique characteristics of paper

*Paper Jewelry* is a completely new kind of accessory, which takes advantage of the unique characteristics of paper to cater to the feelings of women who want to enjoy fashion more. The first thing that catches the eye is its intricate silhouette. The elaborate cutting that makes this possible is also something that can be realized because of the fact that the material being used is paper. The jewelry makes full use of the characteristics of paper; it's lightweight to the point that you forget that you are wearing it, and can be worn with complete peace of mind even by those with metal allergies. Wearers can also feel secure with regard to the feel of wearing it, and its durability. A special treatment is applied to the cut edges to ensure that it does not hurt the wearer's skin. It is also resistant to sweat and moisture, and even if it becomes wet it can be dried and repeatedly worn again. There is also a rich variety of designs and colors. Why not try enjoying wearing it in various scenes—from attending glitzy and glamorous parties to dressing up on your day off?



Sakura (Cherry blossom) Message



Chocolate Rose Milky Way Layer

**02 Danbokko Kitchen**  
Sold by: KAYAC inc. <http://danbokko.kayac.com>

Cardboard & smartphones combine to give a realistic cooking experience in a new form of "play house" goods

*Danbokko Kitchen* is a "play house" toy set that combines the strengths of light, durable, warm-feeling cardboard with those of a smartphone. By attaching a smartphone to the cardboard cooking instruments and starting up the dedicated smartphone app, children can enjoy the light, crispy tap-tapping sound of chopping with a kitchen knife as fish or meat are cut up into pieces on the screen of the phone set into the cardboard "chopping board." When the "frying pan," is shaken, ingredients slide around the screen according to the tilting of the pan, and "steam" and sizzling noises are given off. There are even elaborate theatrics, such as in the food becoming charred if over cooked. The toys engage children's interests, and allow them to enjoy a cooking experience filled with realism. This really is a new era of "play house" goods. We recommend it as a present for a child or grandchild.



Cooking recipes are being continuously updated with new recipes. Children won't tire of playing with it even after repeated use.

\*The initial batch of this product (made possible by cloud funding) has now been fully sold out. The second lot is scheduled to go on sale around summertime.

# Making Letters Speak

Tomone UEMURA

Handwritten letters are a suitable medium for expressing one's personality. Charm that can touch our hearts overflows from the beautiful letters and sentences these missives contain. This essay delves into notable individuals and their emotions through letters the author has received from them.

## Part 3: Saburo SHIROYAMA

When I look back on his life, I feel that there has been no individual with a purer heart than **Saburo SHIROYAMA**. Although he was extremely well-known, he possessed the innocence and single-mindedness of a child. My relationship with him began when we met to discuss the production of a TV show. There was an anthology he edited entitled **Otoko no Ikikata Yonjussen** (A Collection of 40 Ways

for Men to Live Their Lives). It described the manly way in which some Japanese men led their lives. I worked out a plan to produce a televised show of this anthology, and he agreed as soon as he heard the plan. That was around 20 years ago. Unfortunately, the TV show never came to be, but my relationship with him lasted for about a decade until his death. Mr. SHIROYAMA was reportedly extremely shy, and had few acquaintances in the world of literature. In the early days of his writing career he was treated extremely well by people above him in literary circles, such as **Hideo KOBAYASHI** and **Tatsuo NAGAI**, and played golf with them. In the latter years of his life, he had only a few acquaintances, such as **Akira YOSHIMURA** and **Shuhei FUJISAWA**, both of whom were as old as him. He met **Saiichi MARUYA** and **Michiko NAGAI** in the waiting room at the **Tokyo Kaikan** Building during a gathering held to commemorate the publication of one of my works. Although he gave them an awkward greeting, the three barely spoke with one another. Perhaps they may not have got along with one another. But more important than that, I think each pursued an extremely different style of literature.

I held Mr. SHIROYAMA in great esteem from the moment I met him. I was particularly delighted by the fact that he never looked down on me. Each time I had a meeting of some kind, I asked him to come with me. If he was free and had nothing else to do at that time, he would join me. I played golf with him several times at the **Three Hundred**

**Club** in Chigasaki, where he had a membership. At that time I lived in Kamakura with the family of my second son while my house in Tokyo was being rebuilt. He visited my temporary home several times. At one party I made **soba** buckwheat noodles, **Motoyuki ARAI**, the sommelier and owner of Vini di Arai, selected the wine, and **LIU Hongjun** entertained us with music. Those parties were a lot of fun.

“Thank you again for the cordial meal in verdant Kamakura. Although gray days seem to continue, I enjoyed the dazzling colors that evening.” I received a letter like this after each party we had. A year after I became acquainted with him, he lost his beloved wife **Yoko**. His sense of loss could be seen everywhere. He lamented how his weight had fallen below 50 kg, which was a little alarming because he was already a thin man. Every day must have been gray for him. When I humbly referred to my wife as a **kerai** (dependent) or **gusai** (stupid wife), he would furiously tell her what I had said. There is one particular episode that I feel reflects the man Mr. SHIROYAMA was.

At the end of 2002, **Kyoko SONE**, who used to work for advertising agency **Dentsu**, served as the guide on his trip to Turkey. The following year was Turkey Year in Japan. At a commemorative party at the Imperial Hotel in Tokyo, Mr. SHIROYAMA, Ms. SONE, and her friends all shared a table while waiting for the festivities to start. The Japanese government minister scheduled to speak showed up 30 minutes late, and hurriedly began to give his speech after he arrived. Mr. SHIROYAMA stood up and left for home without saying a word to us. Perhaps he found the arrogance of the tardy minister to be unacceptable.

A while later, I received a letter from him, saying, “Please allow me to apologize for my abrupt departure the other day before the end of the event. I’m not the type of person suited for those kinds of events. I’m sorry if I acted in an inappropriate or disgraceful manner.”

I don’t think I need to make any particular conclusion here. **Takashi TSUJII**'s memorial message, which described Mr. SHIROYAMA as a **man who lived the samurai way**, reflected



the keen insight the author had as a novelist. — He sought to describe the splendor of human high-mindedness through his portrayal of **Koki HIROTA** in **Rakujitsu Moyu** (War Criminal: The Life and Death of Hirota Koki) or **Shozo TANAKA** in **Shinsan** (Hardships). He searched for the samurai that is now gone. Today, it is extremely hard to find people with the samurai spirit, so Mr. SHIROYAMA took it upon himself to live the samurai way. — That was the point of TSUJII's message if I recall it correctly. I find this to be the clearest explanation of Mr. SHIROYAMA's uncompromising purity.

### Saburo SHIROYAMA 1927-2007

Novelist



Born in the city of Nagoya in Aichi Prefecture, **Saburo SHIROYAMA** studied as a special executive trainee in the navy at the end of World War II. After the war he graduated from Hitotsubashi University and taught courses on economic conditions and the principles of economics at Aichi Gakugei University (currently known as Aichi University of Education). He is known as the pioneer of economic novels, winning the 4th Bungakukai newcomer award for his work **Yushutsu** (Export) in 1957, the Naoki Prize for **Sokaiya Kinjo** (Extortionist Kinjo) in 1958, and the Eiji Yoshikawa Prize for Literature and Mainichi Publication Culture Award for **Rakujitsu Moyu** (War Criminal: The Life and Death of Hirota Koki) in 1975. The Saburo Shiroyama Award, a prize created in his honor, was launched by the Kadokawa Culture Promotion Foundation in 2014.



Brief Biography  
of the Author

Tomone UEMURA  
Essayist

Tomone UEMURA was born in Matsuyama in Ehime Prefecture, Japan. His uncle was the novelist Sanjugo NAOKI, and his father was Seiji UEMURA, a historian of the Oriental world. After graduating from the Department of History, the Faculty of Letters, Arts and Sciences (day school) at Waseda University in 1962, he worked for Toei Co., Ltd. and TV Tokyo Corporation, where he was appointed managing director in 1994. He later became president and representative director of PROTX in 1999. He now serves as an advisor to the DAC Group and Niki Hills Farm (agricultural production corporation). He won the Ozaki Hotsuki Memorial Popular Literature Research Award in 2005 for his work titled **Naoki Sanjugo Den** and the Nihon Essayist Club Award in 2007 for **Rekishi no Kyoshi Uemura Seiji**. His major publications include **Natsu-no Misaki** (Cape in the Summer) and **Kikotsu no Hito Shiroyama Saburo** (Saburo Shiroyama: A Man of Determination).

## Ideal as a novelty item or personal commemorative gift Dainichi Sankyo original memo pads, with extra added value

Memo pads are seen as convenient items for aiding our memories by writing things down, such as phone numbers when we get a call while we're out of the office, or ideas when we get a sudden flash of inspiration. Or they are regarded as a means of conveying information, when we want to leave a message at home or at work. We now live in a digital age, and memo pads are being reevaluated. Yet among them, one company that is attracting attention with a particularly unique range of products is Shizuoka-based firm **Dainichi Sankyo Co., Ltd.** The basics of their product manufacturing lie in producing items that are “order-made” to cater to the needs of customers and the application of their use. Their products—which achieve the realization of original and creative design and specifications—have been rated highly, and have been widely adopted as advertising and sales-promotion novelties by the mass media, companies, universities and local municipal authorities.

“We pay particular attention to the beauty of our products,” says Mr. **MOCHIZUKI**, manager of the company’s Sales Planning and Promotion Department. “One of our recommended products—the **Art Block Memo**—allows full color photographs to be printed across all side surfaces of a memo block. We worked hard to improve our processing techniques, such as our printing and cutting methods, so as not to leave any margins, areas of uneven color, or misalignments from printing.” Also, in addition to making use of know-how acquired through the company’s original core business of paper wholesaling in the selection of their paper types, Dainichi Sankyo also developed their own original glue (what ultimately determines the quality of a memo pad), taking into account its compatibility with the inks and paper types used. The company says that, in order to produce vivid coloring and strength that resists cracking even when twisted, they modify the composition of this glue according to the changing of the seasons. The **Art Block Memo** is also popular as a gift. There is also an optional service to have it packed in a clear acrylic plastic case or paulownia-wood box. “The number of orders from private customers via the Internet is increasing. There are some people who order them for gifts to give to their guests at weddings, to commemorate a child’s birth or **Shichi-Go-San** (a Japanese rite of passage festival), or even to commemorate getting a hole-in-one in a golf game,” says Mr. **MOCHIZUKI**. This **Art Block Memo** can be ordered from a minimum of twenty units. These world exclusive, one-and-only original goods are also items that can symbolize a milestone in a person’s life.



The factory has a one-stop production system, with printers, cutting machines and binding machines etc. all concentrated on one floor.



(From left) Vice-President MIZUNO with Mr. MOCHIZUKI, Manager of the Sales Planning & Promotion Department; Mr. TSUKAMOTO with Section Chief MORI

In addition, the company has a diverse lineup of other products, such as the **Cut Memo**, which makes use of a special, patented processing technique for diagonal off-cutting after printing to enable unique three-dimensional expression; **Memo Nandesu!**, which utilizes a 3D effect to transform into a cylindrically shaped artistic object; scented products; and even products that enable users to enjoy flip book comics. Dainichi Sankyo’s individualistic memo pads are drawing attention as items that are ideal for personal use, and that are also appreciated when given as gifts.



The composition of the glue used in the memo pads is adjusted according to subtle changes in the paper and ink from variations in temperature, humidity and so on due to the changing of the seasons.

### Dainichi Sankyo Co., Ltd.

Headquarters: 12-1  
Distribution Center, Aoi-ku,  
Shizuoka-shi, Shizuoka-ken

TEL: 054-263-2435  
(main reception)

TEL: 050-3387-8596  
(product inquiries only)

Website: Memo Koubou  
<http://dainichi-p.co.jp>



## DAINICHI SANKYO ORIGINAL MEMO



### 1 Art Block Memo \*patent pending

A block memo that allows full-color, high-resolution printing on all sides. It can also be used to decorate interiors, such as by assembling the four sides to create a beautiful landscape scene, and so on.

### 2 Flavor Art Block Memo

A sweet-smelling block memo, scented with fragrance made from natural ingredients that also comes equipped with a pen-hole. There are three fragrances to choose from: rose, forest bath and lavender.

### 3 Memo Nandesu!

A 3D memo pad that takes full advantage of high-precision special cutout processing techniques. When expanded out to 360° it transforms into an impressive artistic object.

### 4 Cut Memo \*patent acquired

A 3D memo pad that uses a special manufacturing process that enables cutting of curved lines with a “bulge” effect. There is also a “Super Cut Memo” variety with a pop up design attached to the cover sheet.

### 5 Cut Memo (wide 300) \*patent acquired

A wide type cut memo pad for added impact. The one shown in the photograph is a 300-sheet book with a 12-month calendar printed on the cut surface.

### 6 Flip Book Memo

An “idea memo” pad that allows users to enjoy watching moving characters or lettering. There are two types: 20 pictures x 3 repeats (60 sheets) and 16 pictures x 3 repeats (48 sheets).

# The magical beauty of paper crafts — *Yamaga Tourou* (Lantern Festival)

Yamaga City, Kumamoto lies on the border of Kumamoto and Fukuoka prefectures. The *matsuri*, or festival, that is held here every year from August 15 to 16 at Omiya Shrine is called *Yamaga Tourou* (Lantern Festival). The origins of this festival are said to date back to when the twelfth emperor of Japan, Emperor *Keikou*, made a visit to the area during a royal procession through Kyushu. When a blanket of thick fog hindered his party's progress, the countrymen of Yamaga raised flaming torches to greet him and light his way. It is said that the lights of these flaming torches were the beginning of the festival tradition. Since then, the people of Yamaga dedicated the festival to the Emperor as the main festival deity, and the custom of offering torches became firmly established. It is said that people started dedicating paper lanterns made from *washi* (Japanese paper) instead of torches during the Muromachi era. The *Yamaga Tourou* festival is a ritual that conveys 600 years of tradition—dating back to that Muromachi period—to us now, in the present day.

The most pivotal event in the festival is the *Thousand-Lantern Dance*, in which girls dressed in *yukata* (Japanese summer gowns) dance gracefully around. The way in which the lights of the *Kintourou* (gold lanterns)—that they wear upon their heads like crowns—spread out and flow flickering into the pale darkness is truly magical. Every year, crowds in excess of around 200,000 people visit Yamaga to try and catch a glimpse of this beautiful spectacle.

Along with the golden *Kintourou* lanterns, another item that adds a splash of color to the festival are the *Hounou lanterns*, which draw on a variety of differently styled historical buildings as their motifs. These delicate and beautiful pieces of paper art are created using only *washi* and a small quantity of glue. Even the interiors of the buildings—everything from the tatami mats in the sitting parlors to the wall scrolls hanging in the alcoves—are finely and precisely made and finished to an artistic degree of quality. These techniques, which utilize a fine sense of intricacy, have been passed down over many long years through the hands of the *Touroushi* (Yamaga lantern masters), and were designated as a national traditional handicraft in 2013.

At this beautiful and graceful *Yamaga Tourou* festival, the paper lanterns—made with all the heart and soul of the lantern masters, carrying on the area's ancient traditions—magically paint the midsummer night in fantastic color.



The *Thousand-Lantern Dance* that fantastically colors the midsummer night (photo: top)  
Girls crowned with “*Kintourou*” (golden lanterns)—made by layering various types of paper such as gold and silver gilded leaf and colored papers, *tesuki washi* (Japanese hand-made paper) and so on—dance elegantly (photo: bottom).



*Hounou lanterns*, which are made using techniques that are accurate down to a scale of 0.1mm, and Mr. *Masahiro TOKUNAGA*, who remains active as the oldest of the *Yamaga Touroushi* lantern masters.

## Yamaga Tourou festival

### ■ Saturday, August 15

- **Hounou Lantern Exhibition**  
(In the afternoon / on street corners in each neighborhood)
- **Hounou Lantern Dance**  
(From 18:30- / at Omiya Shrine)
- **“Noryo” Fireworks Display**  
(20:00–21:00 / on the Kikuchi River)  
\*In the event of rain, the fireworks will be postponed until Monday, August 17.
- **Lantern Dance**  
(18:30–23:00 / in the festival plaza)

### ■ Sunday, August 16

- **Ancient Emperor Keikou Welcoming Ceremony**  
(20:05- / at the Kikuchi River riverside)
- **Taimatsu (Flaming Torch) Traditional Parade**  
(20:35–21:05 / Kikuchi River→City Center→Yamaga Elementary School playground)
- **Thousand-Lantern Dance**  
(Part 1 / 18:45–20:15, Part 2 / 21:00–22:00 / both at Yamaga Elementary School playground)
- **Agari (Rising) Lanterns**  
(From 22:00- / each neighborhood → Omiya Shrine)



■ **Charge : free**  
\*There is a charge for special grandstand tickets to view the Thousand-Lantern Dance. These tickets are on sale via various play-guides from Saturday, July 4.

■ **Inquiries:**  
*Yamaga Tourou Festival Executive Committee* Office  
(inside Yamaga City Commerce and Tourism Section)  
TEL: 0968-43-1579

## ▶ Envelopes and business cards have been added to our lineup of recycled products for confidential documents

KPP promotes the Office Ecom security recycling system for confidential documents. The service collects the confidential documents produced at offices, produces raw material from them at a dedicated facility, and after recycling the materials into paper products, provides those products back to the participating companies. Until now, KPP has been offering two types of recycled products, namely copy paper and toilet paper, but new business cards and envelopes have been newly added to the lineup. Business cards and envelopes are often used externally, and by switching to recycled products, companies not only contribute to ecology but also draw attention to their CSR activities.



## ▶ OSAKA R&D held at the Kansai Branch

At the KPP Kansai Branch, an information exchange session dubbed OSAKA R&D (Research and Development) was held with the aim of coordinating with customers to expand sales channels for products not limited to paper. On March 13, various wholesaler business partners were invited to attend. Under a “disaster prevention” theme, functional products such as simple toilets, paper food containers and disaster prevention maps including braille text were displayed. In addition, representatives of the manufacturers of those functional products served as lecturers and delivered explanations about the features of their products and who their customers were. In the future we will continue to plan collaborations between suppliers and customers with KPP serving as the platform.



## Editorial Postscript

Do you all like *hiyashi-chuka* (chilled ramen noodles)? Actually it is one of my favorite dishes, and as we move into an increasingly hotter season, this is something I will order almost every time I eat at a Chinese restaurant, and there are also more opportunities to make it at home. I started eating *hiyashi-chuka* in May this year. Perhaps one of the appeals is that it is limited to summer. I'm going to try counting how many times I am able to eat *hiyashi-chuka* this summer. Challengers are welcome! (M.T)

In the rooftop garden at the head office, lots of strawberries have ripened again this year, and the customary strawberry picking session by volunteer employees has also finished. While the garden is temporarily idle, members of the gardening club are proceeding steadily with preparations for the next harvest. The Oriental paperbushes planted in the rooftop garden last year produced yellow and red flowers this March, while the Juneberry bushes became heavy with fruit in May. Meanwhile, the blueberry flowers were visited by honeybees (from the Ginza Honeybee Project, perhaps?), so we feel as though we made more than a little contribution to Ginza's honey harvest. For this issue we are showing a few scenes from the rooftop garden in the editorial postscript. (J.S)



Oriental paperbushes flowers and new Oriental paperbush shoots emerging from a stump



The kumquat also bore fruit

Blueberries (we look forward to them in the future)

August 6 (Thurs.) to 8 (Sat.)

EVENT

## Sendai Tanabata Festival 2015

The *Tanabata* Festival is a well-known summer tradition in Sendai, also known as the *mori-no-miyako*, or "forest city." Some 3,000 gorgeous *sasakazari* bamboo branch decorations are hoisted around the town, offering a feast for the eyes of more than two million tourists each year. The *sasakazari* are a type of decoration adorned with *nanatsu-kazari* ("seven decorative items") hand crafted from *Yuzen-style chiyogami* paper from Kyoto and *Edo-style chiyogami* paper, and placed over green bamboo.



DATA

- Venue: Sendai, Miyagi Prefecture (All areas throughout Sendai, central areas such as Chuo-dori Avenue and Ichibancho Arcade)
- Admission: Free
- Contact: Sendai Tanabata Festival Support Association (Part of the Sendai Chamber of Commerce and Industry)
- Tel: 022-265-8185
- HP: [www.sendaitanabata.com](http://www.sendaitanabata.com)

Until August 21 (Fri.)

EXHIBITION

## KPP Head Office Tanabata Decorations

*Tanabata* decorations produced by KPP subsidiary *Narumiya Kamishoji Co., Ltd.* are displayed at the entrance of the KPP head office. We encourage everyone to enjoy the sight of the exquisite, uniquely displayed authentic *Tanabata* decorations.

DATA

- Venue: 1F Entrance, Kokusai Pulp & Paper Co., Ltd. Head Office (6-24 Akashi-cho, Chuo-ku, Tokyo)
- Admission: Free
- Contact: CSR & Public Relations Section, Corporate Planning Division, Kokusai Pulp & Paper
- Tel: 03-3542-4169
- HP: [www.kppc.co.jp](http://www.kppc.co.jp)

July 13 (Mon.) to 15 (Wed.)

EXHIBITION

## 7th Promotional Goods Expo

With 550 companies under one roof the Promotional Goods Expo is the promotional goods industry's largest trade show exclusively for business meetings. Special seminars touching on the latest trends and case studies are also held. KPP will also be exhibiting.

DATA

- Venue: Tokyo Big Sight (3-11-1 Ariake, Koto-ku, Tokyo)
- Admission: Free (however, an expo invitation is required)
- Contact: Promotional Goods Expo
- Tel: 03-5302-3038
- HP: [www.spex.jp/](http://www.spex.jp/)

August 6 (Thurs.)

EVENT

## Tourou-nagashi (Floating Lighting Lanterns) with Messages of Peace

In this annual event held in Hiroshima to mourn the loss of the war dead and civilians alike, lit lanterns are set afloat on the Motoyasu River, which flows in front of the Atomic Bomb Dome. The "embers of the atomic bomb" are used as the pilot light for the lanterns, which are inscribed with messages. The 8,000 or so beautiful lights floating on the surface of the water represent a message expressing wishes for peace.



DATA

- Venue: Motoyasu River, from the Atomic Bomb Dome to near the Motoyasu-bashi Bridge
- Admission: Free (floating lanterns cost 600 yen each)
- Contact: The executive committee of Tourou-nagashi
- Tel: 082-245-1448
- HP: [www.urban.ne.jp/home/tourou](http://www.urban.ne.jp/home/tourou)

July 25 (Sat.) to 26 (Sun.)

EVENT

## 24th Odawara Chochin (Lantern) Summer Festival

This summer festival uses the traditional *Odawara chochin* (lantern) as its symbol. Held around Odawara Castle Park, the festival features an avenue of lanterns, the parading of *mikoshi* portable shrines and around 2,300 lanterns created by elementary school students.

DATA

- Venue: Odawara Castle Park, Ninomaru Square and Surrounding Area
- Admission: Free
- Contact: Odawara City Tourist Association
- Tel: 0465-22-5002
- HP: [www.odawara-kankou.com](http://www.odawara-kankou.com)

August 6 (Thurs.) to 7 (Fri.)

EXHIBITION

## Stationery & Paper Products Messe 2015

This is an exhibition featuring dominant stationery and paper products manufacturers where all manner of stationery and paper products can be seen. A wide range of products are on display, from long sellers to hit products and concept goods.

DATA

- Venue: MyDome OSAKA (2-5 Honmachi-bashi, Chuo-ku, Osaka)
- Admission: Free
- Contact: Bunshi MESSE Council
- Tel: 06-6768-4919
- HP: [www.bunshi-messe.com/](http://www.bunshi-messe.com/)

\*Please check the websites of the above-mentioned organizations for information about open days and hours.

\*The events and exhibitions may be subject to change for some reasons. Before visiting, please confirm in advance if each event and exhibition is open according to schedule by website or telephone.



We have adopted a bookbinding method free of wire, paste and heat with consideration to recycling and the risk of injuries.



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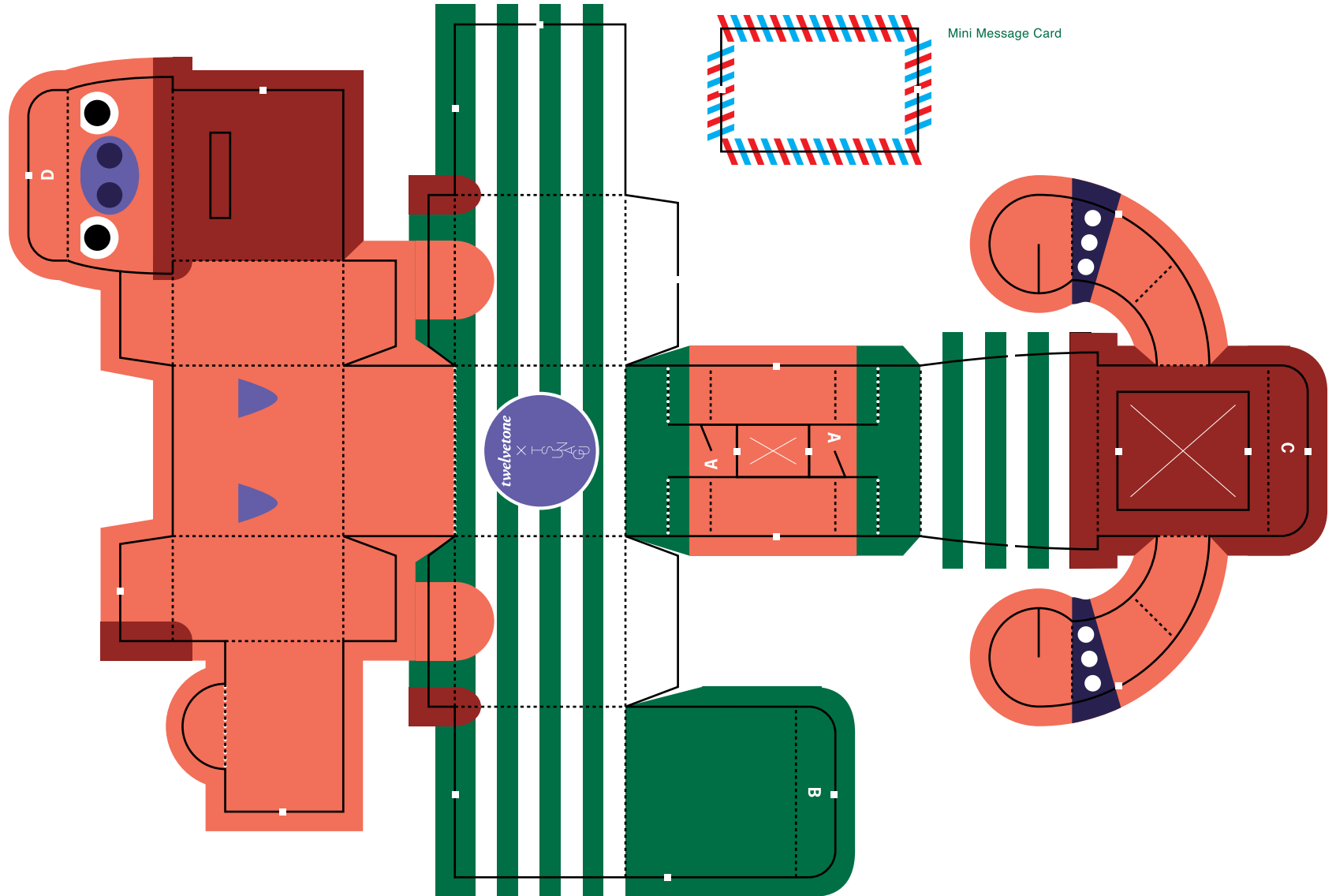
Make It  
Feel the texture of paper  
PAPERCRAFT on the DESK

Front Side

The instructions for making the case are on the back. ▶

# twelvetone presents Monster Cube BIG HOG

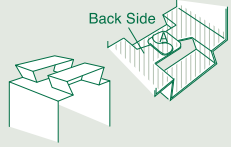
This special interior toy has been produced through a collaboration between *twelvetone* and TSUNAGU.  
This cute monster which can be made without the use of glue or scissors can even store small items like candy in its tummy.  
Together with the included mini message card, it is the ideal gift for a friend or colleague.



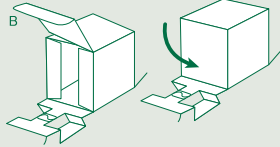
**I**nstructions

**1** Cut out the outside shape along the hole punched lines and clip out the part marked "X."

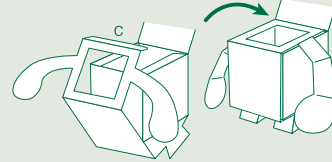
**2** Fold as shown in the diagram to connect the A parts with one another.



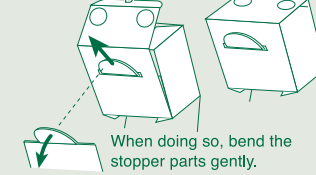
**3** Fold the parts that correspond to the stomach part into a box shape and close the tongue section denoted B.



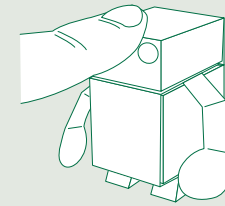
**4** Close the tongue section denoted C and fold the parts corresponding to the arms.



**5** After taking out the mouth part, close it and attach the stoppers.



**6** Lastly, close the mouth.



Done!

