

May. 11, 2023
Sales Div.
Specialty Materials Business HQ.
Core Business Center
Tokushu Tokai Paper Co., Ltd.

Tokushu Tokai Paper is winner of iF DESIGN AWARD 2023

[May 11th, 2023] – We, Tokushu Tokai Paper Co., Ltd. are winner of this year's iF DESIGN AWARD, the world-renowned design prize. The winning product, "OBOROGAMI PAPER SAMPLE BOOK", won in the discipline communication, in the product and service branding. Each year, the world's oldest independent design organization, Hannover-based iF International Forum Design GmbH, organizes the iF DESIGN AWARD



"OBOROGAMI SAMPLE BOOK" won over the 133-member jury, made up of independent experts from all over the world, with its memorable square shape, graphics that convey Japanese aesthetics, processing samples that address user concerns, and dyeing technology using natural dyes. The competition was intense: almost 11,000 entries were submitted from 56 countries in hopes of receiving the seal of quality. This is the first time that we has won this award.

More information about Oborogami sample book can be found in the "ALL Winners" section on www.ifdesign.com and on <https://ifdesign.com/en/winner-ranking/project/oborogami-sample-book/566481>.

About the iF DESIGN AWARD

Since 1954, the iF DESIGN AWARD has been recognized as an arbiter of quality for excellent design. The iF Design brand is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. It honors design achievements in all disciplines: product, packaging, communication and service design, architecture and interior architecture as well as professional concept, user experience (UX) and user interface (UI). All award-winning entries are featured on www.ifdesign.com.

About OBOROGAMI SAMPLE BOOK

We launched a new line “OBOROGAMI” in Sept. 2022, as a new face of Fancy paper brand “KAMI Lab.”, which is developed to focus on Chinese market.



Paper sample book contributes to designers who choose suitable paper, however, it has come to be difficult to catch their eyes. The first reason of this matter is overflow of sample books, with various shapes, from various manufacturers. Furthermore, the role as catalogue has recently tended to become digitalized. Our sample books of KAMI Lab. brand, therefore, pack with a wide variety of ideas into square shape, as we would like our customers to directly hold and feel the unique texture and tactile surface of our paper.

Oborogami website (in Chinese) <https://kami-lab.com/oborogami/>

About KAMI Lab.

KAMI Lab. is a Fancy paper brand developed by Tokushu Tokai Paper, which manufactures and sells more than 5,000 varieties of specialty paper, with a focus on the Chinese market from 2018. By continuously exploring new technologies and techniques to carry out research and development, we aim to provide users with innovative and curious products.

KAMI Lab. website (in Chinese) <https://kami-lab.com/>

Untitled (The Oriental Fancy Paper #61-91), 2022 © Gottingham
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