



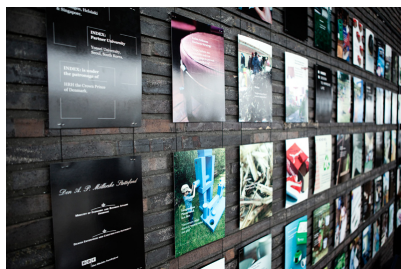
For immediate release:

## WASARA named INDEX: Award 2011 finalist

WASARA Co., Ltd. ( [www.wasara.jp](http://www.wasara.jp) ) is pleased to announce that its sustainable paper tableware, WASARA has been named an INDEX: Award 2011 finalist.

INDEX: Award ( [www.indexaward.dk](http://www.indexaward.dk) ) has since 2005 been awarded to designs that improve the lives of a vast number of people all over the world. The non-profit and Danish-based organization, INDEX: is looking for designs that target and solve the challenges and problems of human life. Out of almost 1,000 nominees from 78 countries, international INDEX: Jury selected 61 designs from 27 countries on six continents, which represent the finalists for INDEX: Award 2011. The award is split into five categories: Body, Home, Work, Play and Community and WASARA is a finalist for the Home category.

■ **INDEX**  
■ **AWARD**  
★ **FINALIST '11**



INDEX: Award 2009 Exhibition

WASARA is an INDEX: Award finalist because it truly offers the best in biodegradable, disposable tableware with its pure and elegant Japanese design. It is made entirely from tree-free renewable resources using materials such as sugar cane fibers, bamboo and reed pulps. And it is also praised for the design of one-of-a-kind Japanese spirit. While it is by design ephemeral, it represents the essence of Japanese tradition.

On September 1, 2011, five winning designs will be announced in the Copenhagen opera house, Operaen. A total sum of € 500,000 will be awarded to the five winners; one in each category.

WASARA as well as all of the other finalists will later be displayed in the world tour "INDEX: Award 2011 Exhibition" premiering in Copenhagen, Denmark, in September 2011.



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