



For release February, 2014

WASARA - Beware of Imitations



There are cheap and low quality copies of our paper products, WASARA out there especially in European market at the moment.

WASARA was launched in 2008 and obtained the design rights in the name of the designer, Shinichiro Ogata in Japan.

WASARA products are result of excellent techniques of metallic molds, and the skills of trimming, which had never been used before in the paper tableware industry. And these are the incomparable manufacturing backed by Japanese craftsmanship. It comes with the aesthetic and spirit of Japan, where has one of the most refined food cultures in the world, a spirit of hospitality, and the attention to details. The high quality of the products is the result of a long development effort and of our constant will to improve our products in order to satisfy our customers.

In fact, the shape of these fake products looks similar to ours, but the quality and detail of design is very low and does not meet any of our quality standards.

We strongly recommend you to ask for our products by our brand name WASARA, and the trade mark on each product when you buy them.

If you have any doubts about the product you have bought, please contact us at: info@wasara.jp

This way, we will, together, contribute to the protection of the trademark WASARA and of the quality of the WASARA products.

WASARA Co., Ltd.



WASARA trade mark



WASARA trade mark on products



WASARA kaku closeup view



WASARA kaku S, M, L, XL



WASARA is...

- * 100% Tree-free, Made from Bagasse and Bamboo (water/oil resistant)
- * Biodegradable and Compostable (ASTM D-6400)
- * Designed in Japan, Made in China (Manufactured at ISO9001, 14001 authorized factory)
- * A part of WASARA's profits is donated to the protection of forests through NPO, Eco Future Fund (www.eco-future.net)

[Awards]

2009 Design For Asia Award Gold Award & Grand Award (Hong Kong)

2010 The GOOD DESIGN Award from Chicago Athenaeum: Museum of Architecture & Design (US)

2011 INDEX: Award Finalist (Denmark)



[Exhibitions]

Sep. 2008 "WASARA" Loanch Exhibition, SFT GARELLY The National Art Center Tokyo [Japan]

May. 2010 "National Design Triennial", Smithsonian 's Cooper-Hewitt National Museum, New York [US]

Sep. 2010 "Eat Drink Art Design", Museum of Arts and Design (MAD) , New York [US]

Oct. 2010 "Month of Design/Big Box 2010", Ljubljana Event Site [Slovenia]

Oct. 2010 "ENVIRONMENTAL DESIGN PRODUCTS Exhibition", Tokyo Designers Week 2010 [Japan]

Nov. 2010 "Biennale International Design 2010", Saint-Etienne [France]

Dec. 2010 "Panealpane: Mediterranean Food & Design", Palazzo Ducale [Italia]

Jun. 2011 "JAPAN : Traditional, Innovation,," Canadian Museum of Civilization, Quebec [Canada]

Jun. 2011 "GOOD DESIGN SHOW 2011", Chicago Athenaeum: Museum of Architecture & Design [US]

Sep. 2011 "INDEX: Award 2011 Exhibition", Copenhagen [Denmark]

Sep. 2011 "mahoroba" Japanese culture and design, book&food fair , Turku [Finland]

Jan. 2012 "356 Charming Everyday Things" Exhibition, Bastille Design Center, Paris [France]

Feb. 2014 "Material attraction-Scandinavia likes Japan", Stockholm Furniture Fair, Stockholm [Sweden]

[Material Libraries]

Materfad. Materials Center Barcelona [Spain]

materiO [France]

Materialbiblioteket [Sweden]

SCIN Gallery London [UK]

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