



* W A S A R A

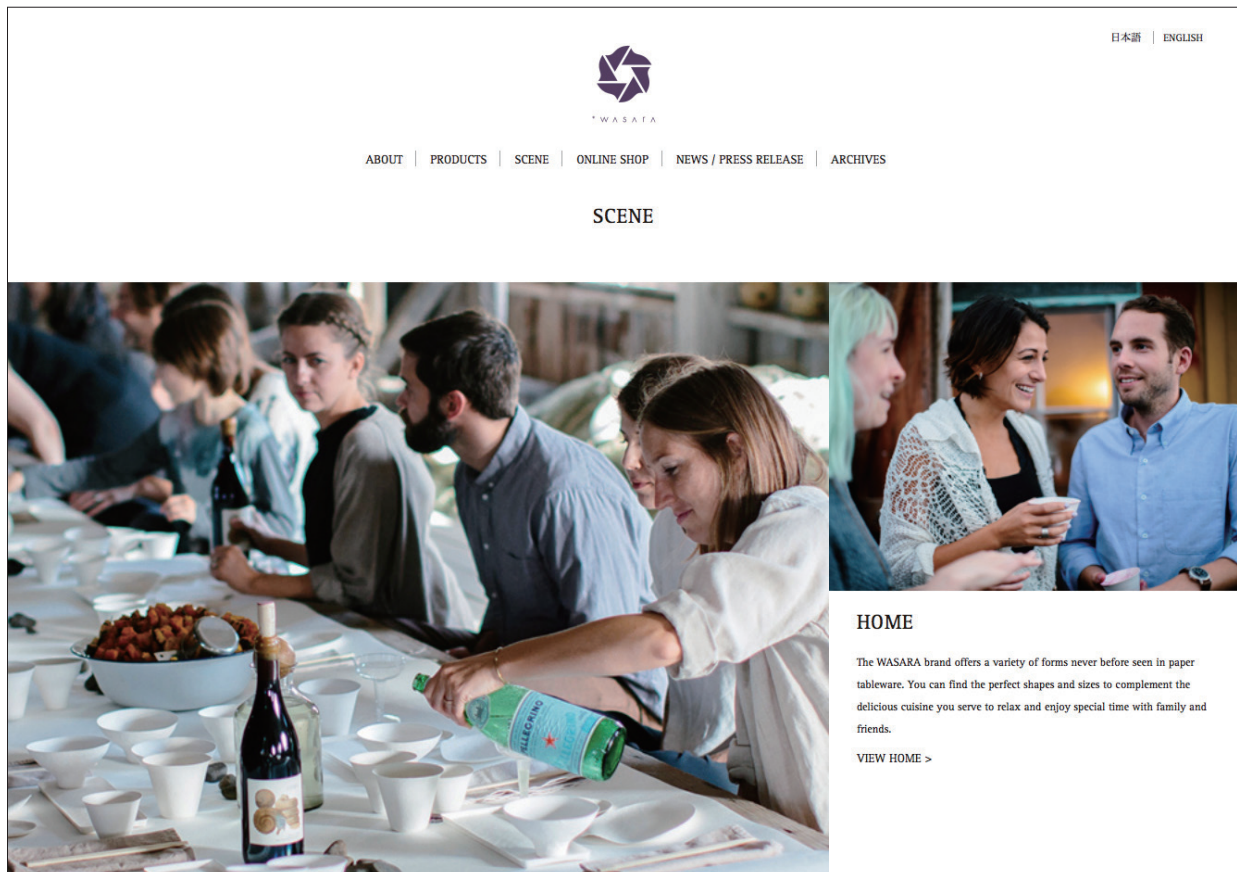
For release March, 2015

WASARA Website Renewal

This autumn, WASARA will celebrate its seventh anniversary. Since our launch, we have been touched by the warm reception we have received from people around the world. We are deeply appreciative of the support of our customers and friends, and proud of our progress we have made since our founding.

Our experiences have shown us that, with the support of its customers and fans, a disposable paper tableware brand can take one aspect of the dining scene to a whole new level. Now we want to take that lesson and apply it to our online presence. With that in mind, we have completely re-designed our website and its contents. We've even added lifestyle tips, as a thank-you to our fans, both old and new.

Our new "SCENE" section shows WASARA in as variety of dining events worldwide. This is something we can do only today, after being part of so many fantastic culinary moments over the last seven years. Over the course of these years, we have seen our products in an inspiring variety of ways, and holding an incredible array of culinary creations. It is our honor to share these beautiful images with old friends who have already used WASARA (some of you are actually in the pictures!), and those who are new to us.



< "SCENE" display image (PC) >



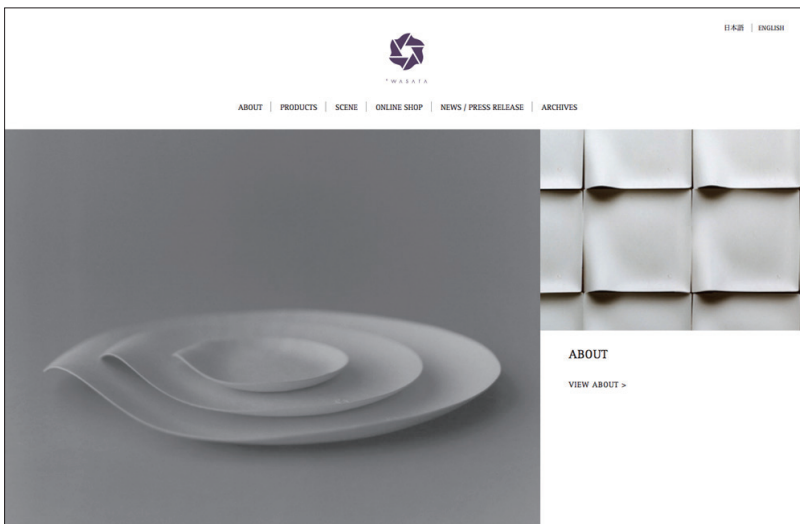
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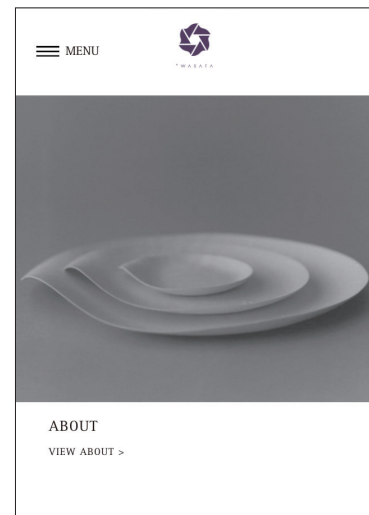
Our new website reveals the essence of WASARA; the design, the manufacturing techniques, and the people who brought this brand to life. Although it has been seven years since our launch, we are still almost the only company in this category. WASARA is truly about the combination and the balance of all the aspects we have, including Japanese philosophy and craftsmanship. Our redesigned website, like everything WASARA does, balances function and beauty, and reflects our commitment to those values.

< "ABOUT" display image (PC) >

Our new site employs responsive web design to function seamlessly across all electronic devices. We have even revised our online store (unfortunately, it is available only for orders from within Japan).



< Top Page display image (PC) >



< Top Page display image (Smartphone) >



* W A S A R A

[WASARA Website]

URL: <http://www.wasara.jp/e/>

Art Direction : Shinichiro Ogata (SIMPLICITY)

Design : Naoto Kishi

Copyright : WASARA Co., Ltd.

Shinichiro Ogata:

Established Simplicity Co., Ltd. in 1998.

Pursuing the concept of redefining the next generation of Japanese culture and design, Ogata has developed his own establishments including the Japanese dining club and tea house yakumo saryo, the Japanese confectionery brand HIGASHIYA, and the product line S[es]. In addition to his own company's brands, Ogata is responsible for the design and direction of a wide range of projects in architectural, interior, product, graphic, and packaging design. Since 2006, he has been managing the direction and overall design of WASARA. In 2011, he completed the interior and spatial design for the University Museum of the University of Tokyo's INTERMEDIATHEQUE and was appointed Affiliate Associate Professor. In 2014 he was in charge of interior and spatial design for Hyatt Hotel's Andaz Tokyo Toranomom Hills.

www.simplicity.co.jp

WASARA:

WASARA is elegant yet sustainable, compostable tableware. Underlying the spirit of WASARA is the legacy of the Japanese aesthetic and values. Comfortable and stable in your hands, the style and texture of WASARA clearly distinguish it from other disposable tableware. These forms add beauty to a casual gathering and create a rich and warm atmosphere. WASARA is from 100% renewable, tree-free materials, specifically, bamboo and bagasse (a by-product of the sugar refining process), and totally compostable.

Brand Adviser: Michiyo Tanabe / Creative Director: Shinichiro Ogata (Simplicity)

100% Tree-free, Made from Bagasse - sugarcane waste and bamboo (water/oil resistant)

Biodegradable and Compostable (ASTM D-6400 certified)

Designed in Japan, Made in China (Manufactured at ISO9001, 14001 authorized factory)

[Awards]

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

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

2011 INDEX: Award Finalist (Denmark)

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WASARA Co., Ltd.

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