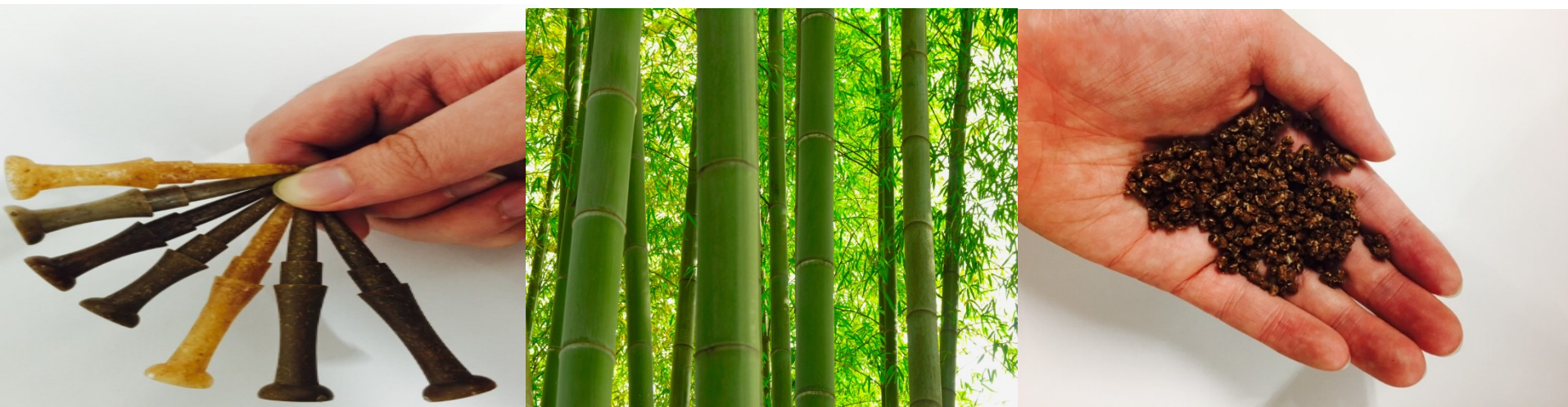


Same level of productivity and pricing as the
conventional plastics, yet friendly to the earth

PHYSERON

100% Natural Biomass Plastics

KeiKei Inc.



Kei Kei Inc.

Founded in 1990, Located in Yazu-cho, Tottori, Japan

President: Kunitake, Naito

Businesses: Di-casting die making, Injection molding mold making and other mold making, Injection molding, Secondary processing, etc.

Main clients: Daido Solderless Terminal MFG Co. Ltd, Nidec Corporation, Ohizumi MFG. Co., Ltd., etc

PHYSERON Is ...

the 100% natural biomass plastic

1. Unlike other biomass plastics, PHYSERON allows 100% recyclability as it is produced purely from plants (ex. bamboo) without petroleum ingredients.



Hence, no hassle of after use, as it can be disposed and burned like other burnable waste without toxic gas emission, and when it is in soil, it collapses and degrades in three to eight months.

PHYSERON Is ...

a 100% natural biomass plastics



2. Like other other biomass plastics,
but unlike conventional plastics,
PHYSERON has a nice natural touch,
color, and a sense of safety, because of
it is 100% natural.

3. Like conventional plastics,
PHYSERON maintains the same
level of productivity, pricing, and
hardness as ABS.



PHYSERON Can Be Used For ...

PHYSERON is a 100% natural biomass plastic, so that:

- 1. it is 100% recyclable,**
- 2. it has a nice natural touch, color, and a sense of safety,**
- 3. it can be treated like conventional plastics.**

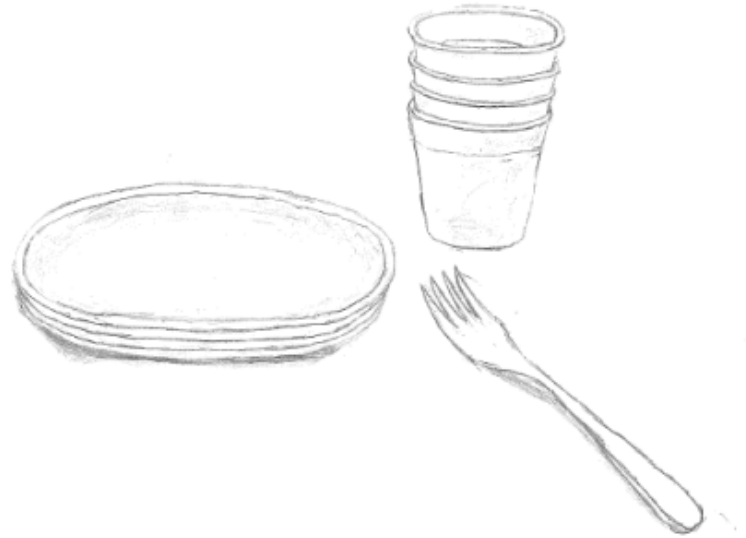
With PHYSERON, you can make products that are friendly to both the earth and humans.

Daily necessities directly touch our skins so that we want to assure to use safe ones. PHYSERON-made products, unlike conventional plastic products with an artificial touch, gives us a nice and natural warm touch. Enjoy a sense of safety physically and mentally with the 100% natural PHYSERON-made products.

PHYSERON Can Be Used For ...

Outdoor tableware

You enjoy outdoor activities such as camping or BBQ as you want to be part of nature. If so, you want to be friendly to the earth and to yourself.



With PHYSERON-made outdoor tableware, you can enjoy a nice natural touch and you won't damage nature even if you leave them out as they go back to nature eventually.

PHYSERON Can Be Used For ...



Bath accessories

With 100% natural PHYSERON-made bath accessories which give you nice natural scent, look and touch, you can enjoy superb bathing experience.

Ease your stress piled up after a day with the PHYSERON-made bath accessories.

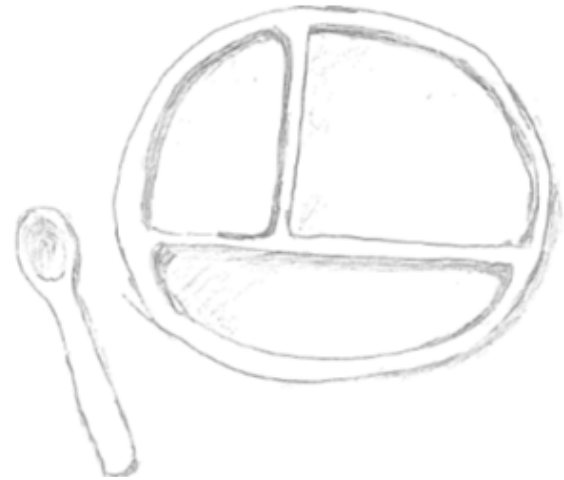
PHYSERON Can Be Used For ...

Tableware for babies

Your babies want to eat meals with dishes friendly to them, don't they?

100% natural PHYSERON-made tableware for babies are friendly to baby's sensitive skin.

Besides, just like conventional plastic ones, they won't break even if babies happen to drop them from a table.



***PHYSERON* Has Been Recognized by the 2013 National Tree Planting Festival.**

The National Tree Planting Festival is an event held every spring intended to raise nation's awareness of blessings from forests and richness of green.

PHYSERON Has Been Recognized by the 2013 National Tree Planting Festival.

PHYSERON-made flowerpots were used for tree planting at the 2013 National Tree Planting Festival held in Tottori, because PHYSERON is recognized as friendly to both trees and the earth.



With PHYSERON-made flowerpots, you can plant trees together with it so that you don't damage their roots. The PHYSERON-made flowerpots are going to collapse as time goes on because they are 100% natural.

Summary

PHYSERON is a 100% natural biomass plastic, so that:

1. it is 100% recyclable,
2. it has a nice natural touch, color, and a sense of safety,
3. it can be treated like conventional plastics.

With PHYSERON, you can make products that are friendly to both the earth and humans.

Designed by:

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isono marketing & design lab

Tottori University of Environmental Studies

www.makotoisono.com