

LIMEX Business Card Received "Good Design Award for 2017 Good Design Best 100"

PRESS RELEASE OCT 4, 2017 02:00 EDT

Tokyo, Japan , October 4, 2017 (Newswire.com) - "LIMEX" is new material developed by TBM Co., Ltd. ("TBM") which are mainly made of limestone and turned into paper and plastic without using water nor pulp. TBM's LIMEX business card has been awarded "Good Design Best 100" (Sponsored by Japan Institute of Design Promotion). LIMEX business card has been highly evaluated as a result of pursuing innovative environmental performance and its design. Taking this opportunity□

■ Product name: LIMEX business card

■ Product summary: While producing one ton of regular paper would normally require roughly 20 trees and 100 tons of water, LIMEX can be produced one ton of LIMEX paper with 0.6 – 0.8 tons of limestone and roughly 0.2 – 0.4 tons of polyolefin and without using wood or water. One box of business card which contains 100 of LIMEX business card could save 10 liters of water. Memory engraved in a box is designed as a design that makes it easy for users to recognize the contribution to water resources when users take out business cards.

■ **Producers**□Nobuyohi Yamasaki(The CEO of TBM), Keishi Kataoka(Future creation room, amana inc,)

■ **Directors**□Takayuki Sasaki(Operating officer of TBM), Masafumi Watanabe□Risako Kijima

■ **Designer**□Yoshinaka Ono (Art director of DENTSU INC,)

■ About Good Design Award The Good Design Award is a comprehensive design-promotion system that picks good design out of a variety of unfolding phenomena, and aims to enrich our lives, industries, and society as a whole by highlighting and celebrating these works. It is hosted by the Japan Institute for Design Promotion, a public interest incorporated foundation. It's precursor, the Good Design Selection System (or G Mark System), was founded in 1957 by the Ministry of International Trade and Industry (the current Ministry of Economy, Trade and Industry), and has been engaged in this work for about 60 years. Submissions come from a wide range of fields, and roughly 1200 designs are recognized every year. Over 60 years, around 44,000 designs have been recognized by the awards.

Recipients of a Good Design Award are granted use of the G Mark symbol, which has been an emblem of good design for over half a century. <https://www.g-mark.org/about/?locale=en>

■ TBM Co., Ltd

CEO: Nobuyoshi Yamasaki

Head Office : 2-7-17-6F, Ginza, Chuo-ku, Tokyo

Founded : 2011

Capital: 5.07 billion yen (Including legal capital surplus) / as of May 2017 **Business**

description: Development, manufacture and sale of LIMEX **LIMEX products URL:** <https://tb-m.com/en/>

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Source: TBM CO. Ltd

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Original Source: www.newswire.com