



Contact Information:

Play Imaginative  
Mr Jacky TEO  
Business Development & Marketing Director  
jacky@playimaginative.com

Ms Daphne TAN  
Marketing & Communications Executive  
daphne@playimaginative.com

## PLUSH TO-FU INCREASES MOBILE PHONE PRODUCTIVITY

**Singapore – 30 June 2010** – A study conducted recently shows that Plush TO-FU is indeed beneficial for mobile phones, increasing their productivity levels. Findings indicate that mobile phones appear happier after being warm and snug inside their *Plush TO-FU mobile holders*.



Researchers say that *Plush TO-FU mobile holders* have encouraged users to better care for their mobile phones, thereby bringing them closer together. Mobile phones feel safer and more loved, thanks to a dedicated table space, a special microfibre screen wiper that keeps them squeaky clean and fingerprint-free, and a slot at the bottom for the charging cable.

“Both Play Imaginative and the DEVILROBOTS believe that *Plush TO-FU mobile holders* reinforce the special bond that users have with their mobile phones. This closeness enables them to work better with each other,” Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.

*Plush TO-FU mobile holders* are available in five (5) different designs - Mother, Son, Strawberry, Pop and Love.

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### About Play Imaginative Pte Ltd

<http://playimaginative.com>

Singapore-based Play Imaginative is dedicated to toy and character designs of the highest caliber and aims to be Asia's premier producer and retailer of limited edition art toys, mass market toy-related products, and designer lifestyle products.

The team endeavours to be at the forefront of avant-garde design concepts by bridging the gap between art, graphic and product design, pop culture, as well as a variety of products and services.

### About the DEVILROBOTS

<http://www.devilrobots.com/>

Established in 1997, DEVILROBOTS are a design team of five (5) from Japan that are well known for their whimsical, yet sometimes sinister characters and designs. Led by the Art Director Shinichiro Kitai (pictured right), DEVILROBOTS specializes in graphic and character designs, illustrations, motion graphics and web design. As the creators of the recognizable TO-FU OYAKO!, one of Japan's most popular contributions to the toy world, DEVILROBOTS has demonstrated how a simple character can be turned into a useful and emotive medium. With exhibitions held in Japan, New York, and Paris, they are highly recognized worldwide for their works. A little evil and robotic fun is their taste, and the original world of “Cute, but Toxic” is in effect.

