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STATIONERY GOES URBAN

Singapore – 20 August 2010 – Stationery has gone all urban designer, with Play Imaginative releasing new products to add to their stationery line. In a bid to reach out to more fans, popular artworks and characters from designers Joe Ledbetter, Mori Chack, the DEVILROBOTS, TOKIDOKI, as well as licenses Care Bears, and SpongeBob SquarePants, have been transformed into products that can be used by any and everybody.

Introducing new clear folders, mousepads, and TOKIDOKI notebooks, deskwork has never been more bright and happy.

“Having urban artwork readily available as everyday items means that fans will be able to own more art by their favourite designers. We hope that this will help to build the community of urban artwork fans,” Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.

#END#

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.

PLAY IMAGINATIVE: URBAN STATIONERY

Clear Folders: 1PP/2PP

Keep your notes and documents crisp and cool with these stylish clear folders. 2PP Folders come with a pocket on each side for more filing indulgence!



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Mousepads

Funk up your desktop! Say hello to funky new mousepads for your mouse!



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TOKIDOKI Notebooks & Clear Folder

Taking notes is always fun when you have cool TOKIDOKI notebooks with spiffy pages! Keeping you company at school or at work, they make sure you never get bored! Keep your notes and documents crisp and cool with a stylish TOKIDOKI clear folder.

A5 Notebooks



A6 Notebooks



Notebooks



1PP Folder



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