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## Press Release

Contact: Shinya Fujimoto  
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FOR IMMEDIATE RELEASE  
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### **PIPEROIDs Launch US Invasion in San Francisco International Gift Fair**

San Francisco, CA -- February 7, 2009 – Magnote, distributor of unique Japanese import goods, has announced Friday national launch of PIPEROID paper craft robot kits at the San Francisco International Gift Fair (SFIGF). Eleven different models will be showcased at booth #868 in the SOMA section of SFIGF.

PIPEROIDs are paper robots made from pipes with pre-drilled holes. Each package contains paper pipes with pictorial instructions, and all you need is a pair of scissors to cut, connect, and fold the pipes to assemble a robot in less than thirty minutes. There is no need of a tape or glue.

Inspired by designer Takashi Tsunoda of Japan, PIPEROID was born with the intention of unleashing the creative mindset buried deep inside every one of us. In 2007, PIPEROID received the Good Design Award in Japan given to superior design products from around the world. In addition, many museums and art galleries has featured the product and has been well received by adults who buy them for home or office décor.

PIPEROIDs are available in two series, PIPEROID classics and PIPEROID characters, each consisting of five and six different models respectively, and retail in the range between \$12 and \$16.

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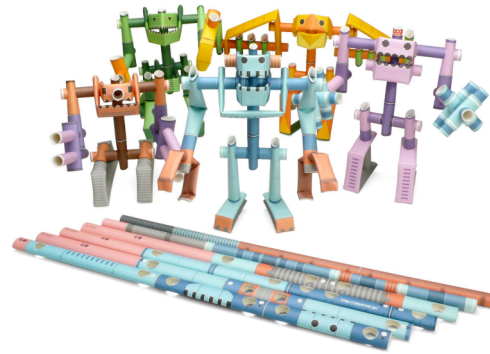
**Magnote**  
reaching beyond...

**Addendum: (digital images available on request)**



**The kit contains four to five paper pipes.**

**Tool you need is only scissors. No tape or glue is needed.**



**In less than 30 minutes, one can create a robot. No artistic talent is required.**

**PIPEROID classics consist of five different models (from left to right): Cannon Bull, Mantis Harry (Hurry), Muscle Joe (Jaw), Jet Jonathan, Hammer Rose**