

Subj: WASARA Compostable Tableware From Japan Debuts at NY NOW

Manhattan, New York - Sept 1., 2015 - WASARA, maker of compostable single-use tableware from Japan, successfully debuted to North American retailers at NY NOW, the home, lifestyle and giftwares trade show recently held in New York City. The WASARA exhibition drew considerable attention and praise from trade show participants, and even earned Best in Show honors from the IFDA New York Chapter for Innovative Booth Design.

Designed to accentuate food and drink, WASARA elevates single-use tableware to a whole new level. Offering the best in Japanese design, WASARA products fit comfortably in the hand, with an elegant texture and sturdy quality that are unparalleled in the category.

Beautiful design is only half the story, though: WASARA is also an earth-conscious product. Made from 100% tree-free renewable materials (specifically bagasse, bamboo, and reed pulp), and fully biodegradable and compostable, WASARA is as good to the earth as it is to your culinary creations.

Originally founded in 2008, WASARA is now available to re-sellers, event planners, caterers and institutional buyers. To place an order, request a sample kit or obtain more information, please contact agent@actus-usa.com

Additional photos, media assets and Frequently Asked Questions are attached.

About Actus

Based in New York, NY with additional headquarters in Boston, Chicago, Detroit & Atlanta, Actus is a cross-cultural marketing consultancy and sales agent for Japan's finest producers of homewares and lifestyle goods.

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