Mitsubishi Paper Mills Ltd. will exhibit at the CHINA BEAUTY EXPO 2015.

Date: May 19-21, 2015
Place: Shanghai New International Expo Center
Booth number: E4E13
URL: http://en.chinabeautyexpo.com/

Exhibition Content: Rewritable Card
- Rewritable Cards are currently being used in many beauty salons because useful information for customers can be printed on the card’s surface.
  - Treatment records and reward points can be rewritten.
  - Points are shown on the card, which triggers repeat business.
  - Customer can check their status easily.
  - Updating advertising information on the card increase the willingness of customers to purchase.
Mitsubishi Paper Mills Ltd. is conducting demonstration of Rewritable Cards and its system at the booth E4E13.

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