

April 28th, 2015
Mitsubishi Paper Mills Ltd.

CHINA BEAUTY EXPO 2015

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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