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Taiyo Yuden: Announcing That's CD-R, DVD-R Packaging with Search Function and Portability *Second Version of "Raku-Raku Storage Series"*



Taiyo Yuden announced the sale of a second-generation version of its popular "Raku-Raku Storage Series," a storage box for packaging the company's "That's" brand products that features improved search capability and portability. The CD-R 20-disc pack, with 5mm plastic cases and 48x data recording speed, is to go on sale on July 21. The DVD-R version, with 5mm plastic cases and 8x video and data recording speed, will go on sale in September (open prices for both products). Naturally, the recording media is high-quality made-in-Japan media.

Consumers are increasingly opting for bulk case* products for their CD-Rs, mainly for reasons of price. However, storing recorded media in this bulk case is a problem, since users have a difficult time extracting the disc they want, or even of figuring out what was recorded on a disc. As a result, consumers who have purchased bulk case products are compelled to purchase special storage cases for storing and organizing their recording collections.

On the other hand, consumers who have purchased products containing several discs in plastic cases find that the discs tend to get scattered after the original film packaging has been opened. As a result, consumers who want to carry these discs around have to resort to tossing them into briefcases or backpacks, or to purchasing specially made traveling cases.

In response to these inconveniences, Taiyo Yuden came out in February 2005 with a new easy-to-use storage box format, the "Raku-Raku Storage Series." While the first generation emphasized easy disc access and space savings, the second generation product now coming into the market offers the following features.

① Eliminates need to purchase storage cases

In bulk cases it is hard to extract the disc wanted. Previously, the solution was to separately purchase special storage cases. Now the product packaging itself serves as the storage box, eliminating the need to purchase special storage cases. This is the basic concept behind the “Raku-Raku Storage Series.”

② Easy searches of recorded media

In bulk cases searching for the recording media wanted is a problem. The new product packaging features V-shaped openings front and back that allow easy searches with quick access to label surfaces and of titles written on the plastic cases.

③ Convenient carrying function for improved portability

Plastic cases and bulk cases are not convenient for carrying recording media around while keeping them neat. The new product includes a handle on the side of the storage box, for quick portability in carrying media from home to the car.

* : Bulk case (see illustration)

One common type of packaging for CD-R, DVD-R or other recording media. It features a round base with spindle, around which the media discs can be stacked. Because it does not bother with separate cases for each disc, it can be priced lower than alternative packaging formats.

