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CLAIMER: CASE 1 and CASE 2 are a pair of Japanese genre films available for on-line rental or purchase from Japan Flix. In CASE 1, Naoto, the head of the customer service branch of a food and beverage company, receives a call from a claimer (someone calling to make a claim or a complaint) about bugs in his mineral water. This creepy claimer, however, soon calls the home of Naoto, asking personal and inappropriate questions.

When he receives a package with the tainted bottles of water, Naoto is certain the caller has planted the bugs somehow. The caller proves that he can find Naoto at any time, becoming more and more dangerous as he glues a razor blade to Naoto’s doorknob and escalates from there.

Highlighting the work ethic and the politeness of Japanese society, CLAIMER: CASE 1 turns those strengths into weaknesses. Naoto’s hard work has paid off but the stress of the situation becomes overwhelming and makes normal life impossible. In accordance with cultural norms, Naoto is overly polite to the claimer, even as he becomes increasingly abusive to the point of being dominated by his tormentor. The film also plays on the string of product recalls from China and Japan that were rampant at the time in 2008. Food, beverages, personal hygiene products and even pet products were found to be tainted and poisonous if consumed, making the possibility of dangerous ingredients from factory-produced goods more frequent.

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