

## ABSTRACT

A container holding device includes a container guide member (60) that holds a toner container (50). The toner container (50) can be detachably attached to the container guide member (60). The toner  
5 container (50) includes a soft, shrinkable bag (51) for storing contents such as toner. The container guide member (60) can move between a first position at which the toner container (50) is detachably attached and a second position at which the contents of the toner container (50) can be discharged. A moving unit moves the container guide member  
10 (60) between the first and second positions. An external pressurizing unit shrinks the bag (51) by applying external pressure, and applies a lower pressure when the container guide member (60) is at the first position than at the second position.