

Paper Index Clips, made of paper
They come in a case – easy to carry along!
『Paper Index Clip』
Available from February 9th, 2012

Tokyo, January 18th, 2012 –Designphil Inc. is a design company located in Shibuya Ward, Tokyo, whose president (CEO) is Ichiro Aida. Its corporate mission is to create designs that facilitate communication, put more joy in people's lives, and suggest new lifestyles. Now, under its product brand name "Midori," the company is releasing a new product, "Paper Index Clip", on Thursday, February 9th, 2012. Available in six types. The price suggested by the manufacturer is 630 yen for each type (including tax).

"Paper Index Clips" are made of fiber paper, sturdy and eco-friendly. The clips themselves are made of functional paper which is resistant to abrasion and shock, but has a lovely texture employed in interior materials. These paper clips are sturdy enough for years of use. Each type comes in three different colors, to help you organize (index) your papers. The case containing the paper clips is made of synthetic paper and polypropylene, which is classified as a paper product. When you no longer need the case any more, you can dispose of it as combustible garbage. Unlike common plastic products, the case, when burned, does not generate dioxin. (*) Also, its production process does not generate much CO2. In short, this new product is made of eco-friendly materials.

A single Paper Index Clip can bundle and hold 10 sheets of paper or so. In addition to just holding sheets of paper together, it makes a lovely index (bookmarker) for a book or datebook. The index clips come in adult colors that are nice for offices.

(*) Neither the paper clips nor the case can be recycled as used paper. The right way to dispose of them differs depending on the municipality.



Paper clips made of eco-friendly fiber paper.
 Made in lovely, yet not "too cute" designs, they fit so well into your office!

[Product Outline]

Name	『Paper Index Clip』
Types available	Cat/Rabbit/Duck/Bird/Penguin/Dolphin ...6 animals designs
Specifications	Clip:made of fiber paper Case:51% paper + 49% PP / Japan Material
Size	Product Size : H25~35 x W21~28 x D1mm Case Size : H37 x W55 x D16mm
Types and quantity	Cat/Rabbit: Red,White,Grey Duck/Bird: White,Grey,Yellow Penguin/Dolphin: Blue,White,Grey ...3 colors x 6pcs = 18pcs in paper case / Design
Suggested retail price (incl. tax)	630 yen
Market launch	First types on Thursday, February 9th, 2012, followed by other types

The release date may differ depending on the store.

*MIDORI Company/Designphil Inc. www.midori-japan.co.jp/english/