

February 4, 2014
Designphil Inc.

“TRAVELER’S notebook & company”
Nostalgic items to commemorate Braniff International, a legendary airline,
make their debut!
 “STICKER BRANIFF,” “ROLL STICKER <M> BRANIFF,”
 “CHARM BRANIFF,” and “STAMP BRANIFF”
 Available from Thursday, March 13, 2014

Designphil Inc. is a design company with its headquarters in Shibuya, Tokyo, whose president (CEO) is Ichiro Aida. Its corporate mission is to create designs that facilitate communication, put more joy into people’s lives, and suggest new lifestyles.

Now, Designphil Inc. has announced the release, under its product brand name “Midori,” of new items developed to commemorate “BRANIFF International” (“BRANIFF”), a legendary airline that enjoyed the world’s attention and appreciation of its adaption of the latest trends back in the 1960s and ‘70s.

They are: “Spiral Ring Notebook” designed after the airline’s boarding pass and time table (Pocket BRANIFF: size slim A5 [900 yen plus tax] / size B6 [800 yen plus tax], Envelop BRANIFF: size B6 [800 yen plus tax]); “Sticker” designed after the boarding memory stamp and the baggage tag (BRANIFF 01, 02, 03, and 04 [300 yen plus tax]); “Roll Sticker” having, as motif, the airline’s on-board playing cards and airmail labels (<M> playing cards design, <M> circle design, <M> airmail label design [480 yen plus tax]); “Charm” designed after BRANIFF’s chest badge with the Bird logo (bird design, plane design [900 yen plus tax]); and “Stamp” of a BRANIFF’s aircraft and Bird (aircraft-in-frame design, airmail-in-frame design [1,200 yen plus tax]) (*1), which will go on sale on Thursday, March 13, 2014.

With the catch phrase, “THE END OF THE PLAIN PLANE,” the airline BRANIFF gathered together creative talents of the 1960s and ‘70s, including Alexander Girard, known as the master of mid-century modern designs, and Emilio Pucci, and won the whole world’s attention. The airline gave up its operations in 1982, and today, BRANIFF is appreciated by numerous fans as a legendary airline.

Now, a marriage has taken place between BRANIFF and “TRAVELER’S company,” a group of stationery items sharing the same concept with “TRAVELER’S notebook,” a notebook to accompany you everyday in your journey of life (*2). The results are the new notebook that, as you hold it in your hand, reminds you of a flight with the dream airline, as well as items to customize the notebooks for more fun.



The legendary airline is back! Customize your Braniff for fun!

“Spiral Ring Notebook” comes in three types including “Pocket BRANIFF,” featuring BRANIFF’s time table and boarding pass in its cover, all the pages having a paper pocket (sizes: slim A5/B6), and Window Envelope Braniff (size: B6) with inside sheets designed after the airmail used on board. These handy notebooks can contain customer cards of the stores and museum tickets you visited on your travels, and maps, etc., together with your memory.

“Sticker” features the boarding memory sticker distributed as part of BRANIFF’s campaign, and a baggage tag and label as motifs with different tastes. Paste it on your notebook to customize it, just as you do with your suitcase, and you can carry the notebook around, while feeling like you are on an airplane voyage.

“Roll Sticker” comprises assorted rolls of stickers of many different designs, including: playing cards distributed on board, which served as a phrase booklet as well; BRANIFF’s logo and campaign logo stickers; and airmail labels used on board. Paste it onto your notebook, letter, card, etc., to easily customize them.

“Charm,” made of brass, is designed after a BRANIFF aircraft and the Bird logo chest badge worn by the airline’s cabin attendants, who were worshipped by many American girls in the 1960s. A Charm can make a nice bookmark, if you tie its string down to the spiral binding of a notebook. You can also use it as a key holder or a strap.

“Stamp” features a BRANIFF aircraft and BRANIFF Bird. In the blank space, you can write down a title, date, name, etc., to make your customization easier. For instance, you can place a “Stamp” on your notebook and write the title in the space. Or place a “Stamp” on a letter, and write your name or date there.

All our BRANIFFcommemoration items carry leading-edge designs made by the best creative talents of the age. We also meticulously chose the right printing and processing technologies to re-create the feel and texture of the era. The dream airline is now back in stationery!

Beginning on Tuesday, February 4, more detailed information on these items will be available on our official website, www.midori-japan.co.jp/tr/.

(*1) The prices shown are all suggested retail prices.

(*2) The sale of TRAVELER’S FACTORY and BRANIFF commemoration items, which took place with limited quantities in April 2013, had a good response, and so we decided to release them all over Japan.

[Product Outline]



“Spiral Ring Notebook” printed with the choicest printing technology and style



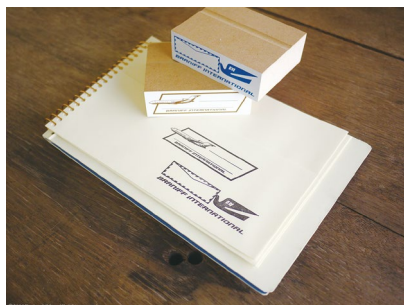
Paste “Sticker” for fun, as if putting on your suitcase.



“Roll Sticker” with a large number of stickers



“Charm” ideal for bookmark and key holder



“Stamp” for various uses – notebook, letter, and many more

Name	“Spiral Ring Notebook”
Type	<Size slim A5> Pocket Braniff, <Size B6> Pocket Braniff, and <Size B6> Window Envelope Braniff; total of 3 types
Details	Pocket type: 32 pockets (on 16 sheets, printed only on the first one) Window Envelope: 12 window envelopes, printed only on the first one
Material/specification	Cover: paper; Color of the rings: copper; Inside pages: cream-colored “MD (Midori Diary)” paper *Only for the “Pocket” type Binding: single rings
Size of main body	<Slim A5> Pocket: H218×W130×D18mm <B6> Pocket and <B6> Window Envelope: H130×W193×D18mm
Suggested retail price	<Slim A5> Pocket: 900 yen plus tax <B6> Pocket and <B6> Window Envelope: 800 yen plus tax
Name	“Sticker”
Type	Braniff 01, Braniff 02, Braniff 03, and Braniff 04; total of 4 types
Details	2 sheets
Material	Paper
Size of the package	H210×W114mm
Suggested retail price	300 yen plus tax
Name	“Roll Sticker”
Type	<M> Braniff playing cards design, <M> Braniff circles, and <M> Braniff airmail label design; total of 3 types
Sticker size/ Details	<M> Braniff playing cards design: 9 designs assorted, 90 stickers / H27×W20mm <M> Braniff circles: 7 designs assorted, 70 stickers / 27mm in diameter <M> Braniff airmail label design: 4 designs assorted, 40 stickers / H27×W48mm
Material	Paper
Suggested retail price	480 yen plus tax
Name	“Charm”
Type	Braniff Bird design and Braniff aircraft design; total of 2 types
Material	Brass
Details	1 piece
Size of the package	H125×W94mm
Suggested retail price	900 yen plus tax
Name	“Stamp”
Type	Braniff aircraft design with a frame, and Braniff airmail design with a frame; total of 2 types
Material	MDF (Medium Density Fiberboard [recycled wood])
Details	1 piece
Size	Main body: H24×74×D62mm, Image face: H21×W72mm
Suggested retail price	1,200 yen plus tax
Market launch	Thursday, March 13 th , 2014

(*) The release date may differ depending on the store.

*TRAVELER’S COMPANY www.travelers-company.com

*TRAVELER’S FACTORY www.travelers-factory.com