

Make your notebooks and diaries more usable, and more fun!

Latest items to customize your notebooks

New color for “Pen Holder Sticker with pocket for title” and “Eyelets & String Sticker,” new designs for “Roll Sticker,” and “Alphabet & Numbers Sticker”

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 stickers to let you easily customize your notebooks and diaries for fun, on Thursday, March 13, 2014, which are: “Pen Holder Sticker with pocket for title” (orange, 280 yen plus tax), “Alphabet & Numbers Sticker” (Gold: 400 yen plus tax; Kraft: 300 yen plus tax), “Eyelets & String Sticker” (Orange, 300 yen plus tax), and “Roll Sticker” (three designs including <M> Match label design / <M> Ticket design / <M> Round milk cap design, 420 yen plus tax for each). (*1)

These items can be simply pasted to customize your plain notebook or diary into your “one and only,” and have gained a reputation as useful products among a very broad range of customers since their launch in April 2012. The latest additions come in three kinds: hit items named Pen Holder Sticker with pocket for title” and “Eyelets & String Sticker” in a new color, orange, three new designs for “Roll Sticker,” and a brand-new item, “Alphabet & Numbers Sticker.”

“Pen Holder Sticker with pocket for title” is a pen holder equipped with a pocket to be attached to your notebook or diary simply by sticking it. The new color, orange, now joins the existing two, black and brown, to make a lineup of three colors. The pen holder can hold a pen up to 11mm in diameter. You can also write down a title or a date on a paper card of your choice, and insert it into the pocket, to accentuate your notebook.

The brand-new item, “Alphabet & Numbers Sticker,” consists of stickers of alphabet letters and numbers, designed after store windows and signboards of foreign countries. The stickers come in two versions, Gold and Kraft. The Gold version employs a nostalgic, traditional font that reminds us of an old traditional barber in New York. One package contains three sheets of stickers. The Kraft version, whose gothic font is a little scratchy, comes in a pack containing three sheets, red, blue, and green. In a “frame” sticker, you can write a year, a travel destination, etc., to use as the title of a notebook. Use these items on the front cover of your notebook, and turn it into your own “signboard,” as part of the fun of customizing.



Customize your notebook, diary,, etc., your own way!

“Eyelets & String Sticker” features a retro atmosphere which can easily keep your notebook and diary shut with the string contained. The sticker has very tough adhesive on its back, and you can attach it to a file, envelope, and many other things. (*2) With the new color, orange, added to the existing black, brown, and bluish gray, there are four colors available now.

“Roll Sticker” consists of rolls of assorted stickers you can paste onto your notebook, diary, cards, and so on to customize them. To the three existing designs each in sizes "S" and "M", three new designs – match labels, tickets, and milk caps – debut in size "M". We have carefully chosen the feel of the printing and texture of each design. Choose any ones you like, and paste them onto a notebook's front cover, a letter, cards, etc., to customize them.

You can also apply these new items to your “TRAVELER’S notebook,” “Spiral Ring Notebook,” “Kraft Envelope,” and so on, in addition to the notebooks and diaries you have.

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

(*2) If applied to a textured surface, the sticker may come off.



[Product Outline]

■ “Pen Holder Sticker with pocket for title”

Just paste it onto your notebook or diary, and it has a pen holder on it!

Write down a title, date, etc., on a paper card of your choice, and insert it into the pocket.

New color: Orange

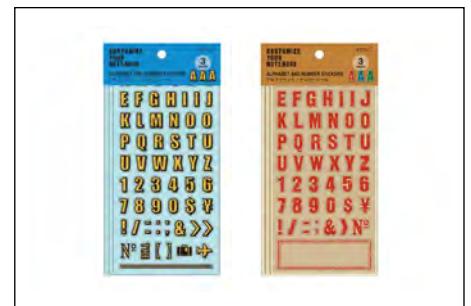
Suggested retail price: 280 yen plus tax

■ “Alphabet & Numbers Sticker”

Stickers of alphabetical letters and numbers, designed after store windows and signboards of foreign countries.

Types available: Gold and Kraft (two in all)

Suggested retail price: Gold - 400 yen plus tax; Kraft – 300 yen plus tax



■ “Eyelets & String Sticker”

Retro stickers with string to fasten a notebook, diary, file, envelope, etc., without a fastening mechanism.

New color: Orange

Suggested retail price: 300 yen plus tax



■ “Roll Sticker”

Stickers in a great diversity of designs to customize your notebooks, diaries, etc., as you want to.

Each roll contains a large number of stickers.

New designs: “<M> Match label,” “<M> Ticket,” and “<M> Round milk cap”

Suggested retail price: 420 yen plus tax



Name	Pen Holder Sticker with pocket for title
Color	Orange
Size of main body	H30×W93mm
Material/Details	PVC: Each package contains one sticker.
Suggested retail price	280 yen plus tax
Name	Alphabet & Numbers Sticker
Type	Gold and Kraft; total of 2 types
Size of main body	H200×W100mm
Specification/Details	Gold: PET (with overlay of gold), 3 stickers in each package Craft: Paper, 3 stickers in each package (of 3 different colors)
Suggested retail price	Gold: 400 yen plus tax Craft: 300 yen plus tax
Name	Eyelets & String Sticker
Color	Orange
Size of main body	Dia: 25mm
Material/Details	PVC, 2 pairs in each package
Suggested retail price	300 yen plus tax
Name	Roll Sticker
Type	<M> Match label, <M> Ticket, and <M> Round milk cap; total of 3 designs
Sticker size/Details	<M> Match label: H27×W38mm, 5 designs assorted, 50 stickers in a package <M> Ticket: H27×W50mm, 4 designs assorted, 40 stickers in a package <M> Round milk cap: 27mm in diameter, 7 designs assorted, 70 stickers in a package
Material	Paper
Suggested retail price	420 yen plus tax
Market launch	To be launched in sequence beginning on Thursday, March 13 th , 2014

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

※Designphil Inc. www.designphil.co.jp
 ※TRAVELER'S COMPANY www.travelers-company.com