

**Created for maximum comfort in writing, the “MD Notebook” now has luxury jackets:
“Paper Cover for MD Notebook” and
“Goat Cover for MD Notebook” to go on sale
On Thursday, March 12th, 2015**

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

On Thursday, March 12th, 2015, the design company’s product brand, MIDORI, will release “Paper Cover for MD Notebook,” jackets created especially for the “MD Notebook,” a series of quality notebooks designed and made for maximum comfort in writing. The notebook jackets are made of “Cordoba,” a brand of leather-like paper. [<Size S> JPY600 + tax, <Size M> JPY700 + tax, <Size A5> JPY900 + tax, <Size A4> JPY1,600 + tax --- four sizes in all] On the same day, the brand will also introduce “Goat Cover for MD Notebook,” jackets for the same notebook series made of thin and tough goat leather. [<Size S> JPY5,000 + tax, <Size M> JPY5,500 + tax, <Size A5> JPY8,000 + tax, <Size A4> JPY13,000 + tax (*) --- four sizes in all]

“MD Notebook” is a series of notebooks featuring “MD PAPER,” quality paper the company developed on its own in the 1960s exclusively for diaries, for maximum comfort and performance in writing. Try writing on this paper with a fountain pen, and you will find the ink does not easily bleed over to the other side. The paper comes in a gentle, creamy color. Also, the series notebooks, bound in a special way, open up completely flat, for easiest use. They come in simple designs so that the quality materials speak for themselves. Ever since the series was released in 2008, the notebooks have found countless users who cherish writing, and cherish the series.

To go on sale soon, “Paper Cover for MD Notebook” is made of a special type of paper named Cordoba, which is tough and lightweight, so you can enjoy all the comfort of writing on a MD Notebook with a jacket on it. The jackets come in a natural hue, with some “wrinkles” on them, which create a very natural and appreciative feeling. The jackets are designed to convey all the raw and natural pleasures of the material, Cordoba.



Lightweight and sturdy – “Paper Cover for MD Notebook”

We are revamping the “Leather Cover for MD Notebook” jackets, which have enjoyed immense popularity among those who insist on quality ever since its debut in 2009. The new jackets, renamed “Goat Cover for MD Notebook,” features goat leather, in place of traditional bull leather. Goat skin is known to be flexible, elastic, light weight and sturdy. With no artificial coloring, the jackets retain some of the hues their goat leather originally had. In addition to its raw feel, the tanned goat leather becomes more light brown the more you use it. This way, you can let the leather “mature” for lasting enjoyment.

The new jackets are very helpful practically as well – they come with an embedded pen holder that has the “MD PAPER” logo engraved in it, as well as slits in the inner sleeves that can hold memos, name cards, bookmarks, etc.

They grow nicer the more you use them, and you’ll love it! They make nice presents as well.



The more you use them, the more silky-smooth they become --
“Goat Cover for MD Notebook”

Beginning Thursday, March 12th, 2015, MIDORI’s official website (www.midori-japan.co.jp/md/) will publish more information on products in the series.

(*) All prices listed are retail prices suggested by the manufacturer.

[Product Outline]

■ How a “Goat Cover for MD Notebook” jacket can mature with the years (examples):

* In this experiment, the jacket was exposed to scorching sunlight on August, 8 hours each day.



Product lineup	MD PAPER products
Name	Paper Cover for MD Notebook
Sizes (when opened)	<S> : H158 × W225mm <M> : H185 × W225mm <A5> : H220 × W310mm <A4> : H285 × W435mm
Material	Paper (Cordoba)
Suggested retail price	<S> : JPY 600 plus tax <M> : JPY 700 plus tax <A5> : JPY 900 plus tax <A4> : JPY 1,600 plus tax
Name	Goat Cover for MD Notebook
Sizes (when opened)	<S> : H160 × W235mm <M> : H187 × W235mm <A5> : H222 × W320mm <A4> : H287 × W445mm
Specifications	Material: Goat leather (without coloring, tanned) Others: Card pocket x 2 and a pen holder
Suggested retail price	<S> : JPY 5,000 plus tax <M> : JPY 5,500 plus tax <A5> : JPY 8,000 plus tax <A4> : JPY 13,000 plus tax
To go on sale on	To go on sale item by item, beginning Thursday, March 12 th , 2015

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

※Designphil Inc. <http://www.designphil.co.jp/english/>
 ※MIDORI Company/ Designphil Inc. <http://www.midori-japan.co.jp/english/>
 ※「MD PAPER PRODUCTS」 <http://www.midori-japan.co.jp/md/en/>