

**Calendar for the maximum comfort in writing  
2016 "MD Calendar" to go on sale  
On Wednesday, August 19th, 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 Wednesday, August 19th, 2015, our product brand, MIDORI, will release another item in the "MD PAPER PRODUCTS," a hot-selling series of simple made-in-Japan products that make the most of quality paper for the maximum comfort in writing. Desktop "MD Calendar" for 2016 carries a suggested retail price of JPY700 plus tax.

The "MD PAPER PRODUCTS" are a product series featuring "MD (Midori Diary) paper," an original quality writing paper we developed in the 1960s and have been improving ever since, for the maximum comfort in writing. In 2008, we released the "MD Notebooks," featuring the quality writing paper in a creamy color, which is nice to look at, and writing comfort. The ink does not easily penetrate the paper even when you write on it with a fountain pen, and the notebook opens up flat thanks to its special binding. The series includes the "MD Note Diary," whose pages are set to a monthly scheduling format with large margins, to offer greater degrees of freedom to the user. The series' pure and simple design makes the most of its material, and is appreciated by countless users who insist on the best comfort in writing.

Designed after the "MD Note Diary," the new "MD Calendar" is also a work of minimalist design with just 12 calendar pages and unruled memo pages. Around each monthly calendar block there are good margins, where you can write ideas that hit you, as you want. The Calendar also contains four unruled memo pages, where you can write down things you want to record - be it short records, illustrations, ideas, or whatever.

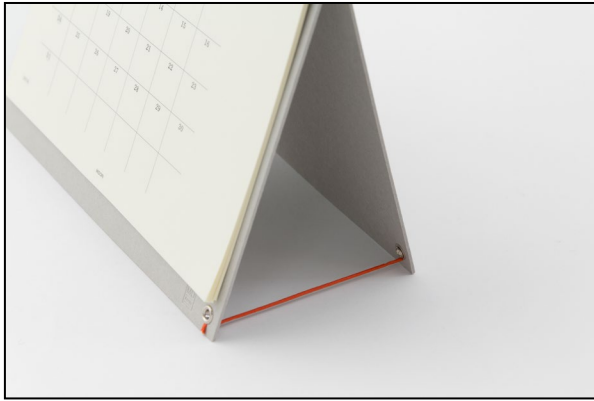
The Calendar stands on its own with a very simple trick of a single string. You can make it stand up or fold it down quite easily. While many desktop calendars come with a section to keep the calendar standing, which disturbs writing on the calendar, this product easily spreads flat, just like a notebook, for easy writing.

With a layout optimized for users who want to write things down just as they want, the Calendar stimulates each user's creativity.

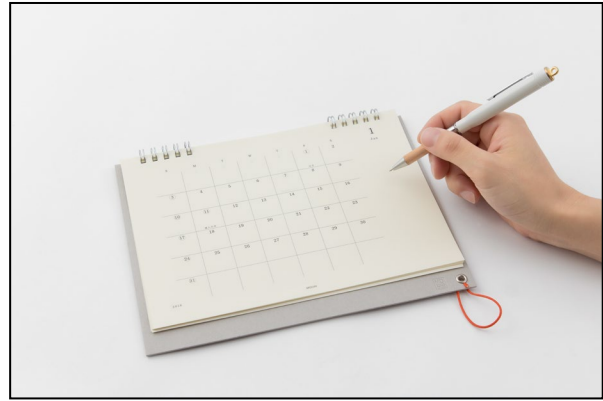


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The "MD Calendar" debuts with the 2016 edition, for the best comfort in writing.



Stands up on a simple single string



Fold it down flat for easy writing.

**[Product Outline]**

<b>Name</b>	"MD Calendar"
<b>Specification</b>	Inside paper: MD (Midori Diary) paper Pages: 12 calendar pages (for January through December, 2016), and 4 unruled memo pages Bound with double rings (silver color)
<b>Size</b>	When folded down: H173×W220×D12mm When standing: H165×W220×D90mm
<b>Suggested retail price</b>	JPY700 plus tax
<b>To go on sale on</b>	Wednesday, August 19th, 2015, and later*

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

\* MIDORI Company/ Designphil Inc. [www.midori-japan.co.jp/english](http://www.midori-japan.co.jp/english)

\* "MD PAPER PRODUCTS" [www.midori-japan.co.jp/md/en](http://www.midori-japan.co.jp/md/en)