

February 16, 2016
Designphil Inc.

TRAVELER'S notebook 10th Anniversary

A limited set that includes a mini size TRAVELER'S notebook

A limited release of "TRAVELER'S notebook Mini 10th Anniversary Can Set"

Release Date: Friday March 25, 2016 / Japan

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 this year March, "TRAVELER'S notebook" made by Designphil's product brand TRAVELER'S COMPANY, will be in its 10th year since the first release. To celebrate this anniversary, a box shaped can including a set consisting of a mini size "TRAVELER'S notebook", a refill kit, and customizing items will be released. This "TRAVELER'S notebook Mini 10th Anniversary Can Set" (Black/Brown/Camel...3 colors, 2,800 yen plus tax) will be released limitedly on Friday March 25, 2016.

"TRAVELER'S notebook" was launched in 2006 with the concept of "Traveling through one's daily life." The leather cover that deepens through its use and the fact that it can be customized based on the users' preference has gained support from both men and women from various generations. The retail shop TRAVELER'S FACTORY located in Nakameguro (the flagship store) and Narita Airport Terminal 1 is gathering various customers from both in and out of Japan.

To celebrate the 10th anniversary with the travelers around the world, a mini size "TRAVELER'S notebook" was made. By choosing one's favorite paper and binding it with a stapler, people can make their own mini notebook refill. Also, a mini charm and sticker is included, so it is possible to customize the refill using those parts as well. A guide that explains the ten years of history of "TRAVELER'S notebook" is also included in the can that is specially designed. It is worth noting that the size of the can allows people to store regular size refills. To go along with the standard lineup, black, brown, and camel will be released.

On the mini "TRAVELER'S notebook" being customized, please write down your favorite word or your name and address on it and use it as an ID tag or a baggage tag. You can carry this around and travel through your daily life.

Also, for those customers who bought the 10th Anniversary Can Set, there will be a campaign that celebrates TRAVELER'S notebook's 10th anniversary. This will be held from Friday March 25, 2016 to Wednesday March 1, 2017.

By writing down the required information on the application form (post card) and sending it, there is a chance of winning a white "TRAVELER'S notebook" or other 10th anniversary original products. For details of the campaign, please refer to the official website of TRAVELER'S COMPANY (www.travelers-company.com).



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<Comment by Atsuhiko Iijima, the Brand Manager of TRAVELER'S COMPANY>

Thanks to all the support by our customers, we were able to reach the 10th year of "TRAVELER'S notebook". When "TRAVELER'S notebook" was born ten years ago, what we really kept in mind was that we wanted the notebook to be tool that makes people's everyday lives exciting. Not only does the name "TRAVELER'S notebook" mean a notebook used when traveling, it also means a notebook that a "traveler" uses in their daily lives. The mini size "TRAVELER'S notebook" that fits in one's hand can be used lightly as an ID tag for example. The writing space is limited, but please use that as an advantage and instead write down your favorite word. And finally, please continue to have a nice trip with your "TRAVELER'S notebook"!

Product Information

"TRAVELER'S notebook Mini 10th Anniversary Can Set"

- 10th Anniversary Can
The logo part of the can is embossed.
This box shaped can has a size that can fit in a regular size refill. So this can be used as a stock box for the refills.
- "TRAVELER'S notebook Mini" Main Cover
10th anniversary logo is pressed on the back of the leather cover.



- "TRAVELER'S notebook Mini" Cotton Case
- "TRAVELER'S notebook Mini" Outer Box
- Notebook Refill Mini Kit (Refill Papers)
By combining different types of paper, people can make their own refill that reflects their taste.
Cover 10 sheets, Title Page 10 sheets
Inner Paper 35 sheets (MD Paper White: Lined, Grid, and Blank / MD Paper Cream: Lined, Grid, and Blank) x 5 sheets each plus Kraft Paper 5 sheets
- Mini Charm
- Sticker
Not only can this be used to customize the mini size, it can also be used to customize the Regular and Passport Size as well.
- Assembly guide for the mini notebook refill
- 10th Anniversary Guide
The ten years of history of TRAVELER'S notebook is included.
*As an appendix, an application form for the 10th anniversary campaign is included.

Name	TRAVELER'S notebook Mini 10 th Anniversary Can Set
Contents	<ul style="list-style-type: none"> ▪ 10th Anniversary Can, made of tin plate ▪ "TRAVELER'S notebook Mini" Main Cover, made of cow leather ▪ "TRAVELER'S notebook Mini" Cotton Case, made of cotton ▪ "TRAVELER'S notebook Mini" Outer Box, made of paper ▪ Notebook Refill Mini Kit (Refill Papers) ▪ 10 sheets of cover, 10 sheets of title page ▪ Inner paper (MD Paper White: Lined, Grid, and Blank / MD Paper Cream: Lined, Grid, and Blank) x 5 sheets each, 5 sheets of Kraft Paper... 35 sheets total ▪ Mini Charm, made of brass ▪ Sticker, made of paper ▪ Assembly guide for the mini notebook refill ▪ 10th Anniversary Guide ▪ *As an appendix, the application form for the 10th anniversary campaign is included
Type	Black / Brown / Camel ... Total of 3 types
Size	<ul style="list-style-type: none"> ▪ 10th Anniversary Can: H233×W124×D43mm ▪ "TRAVELER'S notebook Mini" main cover: H47×W32×D6mm ▪ "TRAVELER'S notebook Mini" Cotton Case: H88×W42×D2mm ▪ "TRAVELER'S notebook Mini" outer box: H70×W50×D15mm ▪ Notebook Refill Mini Kit: H41×W44 mm (all in same size) ▪ Mini charm: ϕ 7×D3mm ▪ Sticker: H210×W110 mm
Date of Release at Retail Shops	Will be sold from Friday March 25, 2016

* The date of release at retail shops will vary depending on the shop and its location

* The retail release date written here is for Japan. The release date for countries outside of Japan will vary, but it is expected to be around mid of April.

* The prices written here are suggested retail prices in Japan. Please note that the retail price for countries outside of Japan will vary.

* MD Paper... An abbreviation of "Midori Diary Paper"

※Designphil website www.designphil.co.jp

※TRAVELER'S COMPANY website www.travelers-company.com

※TRAVELER'S FACTORY NAKAMEGURO/AIRPORT website www.travelers-factory.com