

Camel Color will be added to the Standard Lineup!
 “TRAVELER’S notebook” “TRAVELER’S notebook Passport Size” Camel
 A New Release of “Pen Holder,” “Pen Holder Sticker,” “Refill Kraft Paper”
 An Enriched Lineup will be Available for the Passport Size Refill!

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 March 25, 2016, Designphil Inc.’s brand TRAVELER’S COMPANY will be releasing “TRAVELER’S notebook Camel” (4,000 yen plus tax) and “TRAVELER’S notebook Passport Size Camel” (3,200 yen plus tax). This will be added to the standard lineup, and along with that, a camel colored “Pen Holder” (<S> and <M> each 900 yen plus tax) and a new “Repair Kit (6 Colors)” (700 yen plus tax) with the rubber band for camel included will be released.

Also, a new “Pen Holder Sticker” (Black and Brown, 300 yen plus tax) and a renewed regular sized “Refill Kraft Paper” (400 yen plus tax) will be released.

In addition to the lineup above, Passport Size Refill “Lined MD (001)” (240 yen plus tax), “Grid MD (002)” (240 yen plus tax), “Blank MD (003)” (240 yen plus tax), “Lightweight Paper (005)” (300 yen plus tax), “Sketch Paper (008)” (300 yen plus tax), and “Kraft Paper (009)” (300 yen plus tax) will be added to the standard lineup, making the alternatives more enriched.

“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 its 10th anniversary, new items are added to make the world of “TRAVELER’S notebook” more fun.

The camel colored “TRAVELER’S notebook” was released in 2011 and 2013 as a limited product, and has gained a lot of support from people around the world. This time, “TRAVELER’S notebook Camel” will be released as part of a standard lineup, and to release this, the color of the leather and texture was readjusted. Compared to black and brown, it is easy to spot the change in color camel undergoes, and the more one uses it, the more the texture changes. It is possible to say that out of the three colors, camel most reflects the characteristic of each of the users, making it attractive. In this item, along with the camel colored leather cover, a single blank refill and a green colored spare rubber band will be included.



Camel Color will be added to the Standard Lineup!

Along with the release of the camel notebook, a camel colored “Pen Holder,” and a new “Repair Kit (6 Colors)” with a string for a bookmark and rubber bands with 6 different colors will be released.

To enjoy the world of “TRAVELER’S notebook”, the lineup of the refills are enriched. “Pen Holder Sticker” (Black and Brown) is also released in which it can be pasted on the notebook refill, diary, and kraft folder.

The regular size “Refill Kraft Paper” changed its paper to our original paper that suits in writing. For the Passport Size refills, our original ‘MD Paper’ is used in the new released “Lined,” “Grid,” and “Blank.” Also, “Sketch Paper” and “Kraft Paper” will be released. “Refill Lightweight Paper” that will be added to the standard lineup will include a perforation line.

The quest to create and make a new product for the fan of “TRAVELER’S notebook” will be continued given its 10th anniversary.

The details regarding the new products will be uploaded on the official website of TRAVELER’S COMPANY on Tuesday February 16, 2016.

* All the prices shown here are suggested retail prices in Japan.

PRODUCT DETAILS

“TRAVELER’S notebook / TRAVELER’S notebook Passport Size Camel”

To answer our users’ request, the camel color will be added to the standard lineup.

In addition to the leather cover, a blank notebook refill and a green colored spare rubber band is included.

“Pen Holder <S> <M> Camel”

Along with the release of the camel color notebook, a camel colored Pen Holder will be added to the lineup.

“Pen Holder Sticker – Black / Brown”

A sticker that can be pasted on a notebook refill, diary, or a kraft folder. The holder can hold writing utensils with a maximum diameter of 11mm.

“Repair Kit (6 Colors)”

This is a renewed version where the spare rubber band for camel is included, making it a total of six colors. Also, the string used as a bookmark is included to reflect the request of the users.

<Regular Size Refill>

Refill Kraft Paper

The paper changed to Designphil’s original kraft paper, making it more suitable for writing.

<Passport Size Refill>

“001 Lined” “002 Grid” “003 Blank”

The paper used for these refills is changed to our original ‘MD Paper’. ‘MD Paper’ pursues the best feeling of writing and prevents ink from staining or sinking to the other end. The paper goes perfectly well with fountain pens.

“005 Lightweight Paper”

The paper changed to a lightweight paper and will include a perforation line.

“008 Sketch Paper” “009 Kraft Paper”

Sketch paper and kraft paper will be added in the standard lineup, making the ways in which people can enjoy the Passport Size widen.



Pen Holder (Camel)



Pen Holder Sticker



Repair Kit

Name	TRAVELER'S notebook Camel
Contents/ Specification	Main cover: Cow leather Notebook refill: 64 blank pages, stitch bound, MD Paper(*) Spare rubber band: One green colored rubber band Cotton case: Made of cotton Outer box: Made of paper
Color	Camel
Size	Main cover: H220×W120×D10mm Notebook refill: H210×W110×D4mm
Suggested Retail Price	4,000 yen plus tax
Name	TRAVELER'S notebook Passport Size Camel
Contents/ Specification	Main cover: Cow leather Notebook refill: 64 blank pages, stitch bound, MD Paper Spare rubber band: One green colored rubber band Cotton case: Made of cotton Outer box: Made of paper
Color	Camel
Size	Main cover: H134×W98×D10mm Notebook refill: H124×W89×D4mm
Suggested Retail Price	3,200 yen plus tax
Name	Refill Repair Kit (6 Colors)
Contents	6 different colors of spare rubber band, 1m each String used for bookmark, 2 colors, 40cm each Spare metal part, 1 pcs included
Suggested Retail Price	700 yen plus tax
Name	TRAVELER'S notebook Refill Kraft Paper
Contents	Kraft paper, 64 pages, stitch bound
Size	H210×W110×D4mm
Suggested Retail Price	400 yen plus tax
Name	Pen Holder Camel <S> <M>
Specification	Clip: Made of metal Pen Holder: Made of leather
Color	Camel
Size	<S>: H24×W55×D10mm *Can be used for pens that have a maximum clip size of 5mm width and 1mm thickness <M>: H24×W65×D10m *Can be used for pens that have a diameter of up to 12mm
Suggested Retail Price	<S> 900 yen plus tax <M> 900 yen plus tax
Name	Pen Holder Sticker
Contents	Made of PVC
Color	Black, Brown ... total of 2 colors
Size	H29×W91×D1mm *Can be used for pens that have a diameter of up to 11mm
Suggested Retail Price	300 yen plus tax
Name	TRAVELERS notebook Passport Size Refill 001 "Lined MD"
Contents	MD Paper, 6.5mm, lined, 64 pages, stitch bound
Size	H124×W89×D4mm
Suggested Retail Price	240 yen plus tax
Name	TRAVELER'S notebook Passport Size Refill 002 "Grid MD"
Contents	MD Paper, 5mm grid, 64 pages, stitch bound
Size	H124×W89×D4mm
Suggested Retail Price	240 yen plus tax
Name	TRAVELER'S notebook Passport Size Refill 003 "Blank MD"
Contents	MD Paper, blank, 64 pages, stitch bound
Size	H124×W89×D4mm
Suggested Retail Price	240 yen plus tax

Name	TRAVELER'S notebook Passport Size Refill 005 "Lightweight Paper"
Contents	Lightweight paper, blank, perforation line on each page, 80 pages, inner thread stitching
Size	H124×W89×D3mm
Suggested Retail Price	300 yen plus tax
Name	TRAVELER'S notebook Passport Size Refill 008 "Sketch Paper"
Contents	Sketch paper, blank, 32 pages, stitch bound
Size	H124×W89×D4mm
Suggested Retail Price	300 yen plus tax
Name	TRAVELER'S notebook Passport Size Refill 009 "Kraft Paper"
Contents	Kraft paper, blank, 64 pages, stitch bound
Size	H124×W89×D4mm
Suggested Retail Price	300 yen plus tax
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

* 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