

Your thoughts in the “margin”
A diary to fire your imagination and inspiration
“MD Notebook Diary”
“MD Notebook Diary 1 Page Per Day”
2017 Editions to go on sale
On Thursday, August 4, 2016

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, August 4, 2016, our product brand, MIDORI, will release the 2017 editions of “MD Notebook Diary” and “MD Notebook Diary 1 Page Per Day.” These Diaries are based on “MD Notebooks,” the brand’s quality notebooks designed and made for the maximum comfort in writing, and will come in four sizes for “MD Notebook Diary”: A6 size - 900 yen plus tax; B6 Slim size - 1,000 yen plus tax; A5 size - 1,100 yen plus tax; and A4 Variant size - 2,000 yen plus tax, as well as two sizes for “MD Notebook Diaries 1 Page Per Day”: A6 size - 2,300 yen plus tax; and A5 size - 3,500 yen plus tax (*).

“MD PAPER PRODUCTS” are a product series featuring “MD 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, seeking to provide the ultimate in writing comfort, we released the “MD Notebook,” which features attractive cream-colored writing paper that does not easily blot, even when using a fountain pen, and opens up flat thanks to its special binding. With a pure and simple appearance that makes the most of its materials, this product is appreciated by countless users who insist on the best comfort in writing.

First released in 2009, “MD Notebook Diary” is based on the “MD Notebook” and consists of monthly scheduling pages of square blocks, 2-page spreads broken into eight sections by horizontal ruled lines, which are nice for weekly scheduling, and unruled pages for scribbling. A special feature is the monthly scheduling pages, which have ample margins around the blocks, where you can scribble down memos, ideas and make drawings as well. In addition to your monthly schedule, you can use the Diary to put your thoughts into words, jotting down memos, writing to-do lists, and adding sticky memos. The ruled memo pages can of course be used for notes, and with their eight sections can also be used to create a double-page “week to view” diary for the year.

In addition, the Diary comes with an index sticker which you can paste to the spine, and a name sticker on which you can write your name, signature, or the date you began using it to be pasted on the diary’s endpaper or front. The diaries are available in the same sizes as the “MD Notebooks” – A6, B6 Slim, A5, and A4 Variant.

The “MD Notebook Diary” is an attractive product that is simple and easy-to-use, and will surely stimulate the creativity of the user.



Your thoughts in the “margin” -
 A diary to fire your imagination and inspiration

“MD Notebook Diary 1Page Per Day” consists of monthly scheduling pages, similar to those of “MD Notebook Diary,” and 385 free pages. Each free page contains a time scheduling section from 8am to midnight on the left, and a space for diary entries and illustrations and anything else you may want to write on the left. The seven dots enable you to use the Diary according to your own personal style, including writing to-do lists or scheduling from 1 am to 7 am. Also, as the ruled lines of the previous page are slightly visible when you turn the page, you can use the faint image of these lines to guide you as you write in the margins.

The product also serves as a diary, with large margins on each page, where you can write down what you experience, both factually and emotionally, every day. Dates are not printed, and you can use the pages freely within the year. The diary’s spine has the year engraved on it, and it also comes with 12 index stickers numbered from 1 through 12, so you can easily find which pages correspond to which month. The diary can become a dictionary of your own memories.

By combining either of these diaries with “MD Sticky Memo Pads” (already available for purchase) you can further expand the ways you use these products to record what inspires you from day to day.

* All the prices shown here are suggested retail prices.

[Product Outlines]



“MD Notebook Diary”

Monthly scheduling pages (for December 2016 through January 2018)

- The monthly scheduling square blocks are surrounded by a conveniently broad margins, where you can write down memos, ideas, etc., and make drawings.
- Two-page spreads are divided into eight sections by horizontal ruled lines, to facilitate weekly scheduling (seven days plus a memo section).
- On the unruled pages, you can write down what fires your imagination and inspiration as you want to.
- An index sticker can be pasted on the spine, and a name sticker on which you can write the date you began using it can be pasted on the endpaper or front.

“MD Notebook Diary 1Page Per Day”

Monthly scheduling pages (for December 2016 through January 2018) + A free page for each day (385 days)

- The large margin can accommodate your experiences and emotions of each day, like a diary.
- The vertical scheduling section from 8 am to midnight allows you to schedule your activities every day.
- The seven dots are helpful for you to write down your to-do list, or they can be used for the hours from 1 am to 7 am.
- Each page has a scale on its edge, so that you can neatly paste the accompanying index stickers.
- You can write horizontally in the right-side margin of the page, as the rule lines on the other side of the previous page are slightly visible.
- The spine has the year engraved on it.
- Comes with index stickers.

Product Name	2017 MD Notebook Diary
Specifications	Cover: Wrapped in paraffin paper Writing pages: MD Paper Binding: Thread-stitched, bookmark string attached Accessory: Index stickers
Pages	2 pages of annual calendar / 28 pages of monthly scheduling(for December 2016 through January 2018) / 113 eight-section memo pages (7mm ruled lines) / 32 unruled pages ...175 pages in total
Size	< A6 > : H148×W105×D10mm < B6 Slim > : H175×W105×D10mm < A5 > : H210×W148×D10mm < A4 Variant > : H275×W210×D10mm
Suggested Retail Price	< A6 > : JPY900 + tax < B6 Slim > : JPY1,000 + tax < A5 > : JPY1,100 + tax < A4 Variant > : JPY2,000 + tax
Product Name	2017 “MD Notebook Diary1Page Per Day”
Specification	Cover: PVC Pages: MD Paper Binding: Thread-stitched, two bookmark strings attached Accessory: Index stickers (12 with a number, 12 blank)
Pages	2 pages of annual calendar / 28 pages of monthly scheduling (for December 2016 through January 2018) / 385 daily pages ...415 pages in total
Size	< A6 > : H154×W112×D23mm < A5 > : H216×W157×D23mm
Suggested Retail Price	< A6 > : JPY2,300 + tax < A5 > : JPY3,500 + tax
Release Date (*)	From Thursday, August 4, 2016, onwards

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

*MIDORI Company/Designphil Inc. www.midori-japan.co.jp/english

*MD PAPER PRODUCTS www.midori-japan.co.jp/md/en