

**For All Users Traveling the Year 2017 Freely**  
 “TRAVELER'S notebook” “TRAVELER'S notebook Passport Size”  
 2017 Diary, 2017 Refill  
 “Plastic Sheet 2017” “Customized Sticker Set PAN AM for 2017 Diary”  
 Release Date: Thursday September 15, 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 September 15, 2016, Designphil's TRAVELER'S notebook – a notebook for people who travel through their daily lives – will release “TRAVELER'S notebook 2017 Diary” (Regular Size: 3 Types / Black, Brown, Camel... Total 3 Colors, 4,500 yen plus tax ~ 5,500 yen plus tax; Passport Size: 2 Types / Black, Brown, Camel... Total 3 Colors, 3,600yen plus tax ~ 4,300 yen plus tax) and 2017 Diary Refill (Regular Size: 3 Types, 800 yen plus tax ~ 1,800 yen plus tax; Passport Size: 2 Types, 640 yen plus tax ~ 1,340 yen plus tax). “TRAVELER'S notebook 2017 Diary” consists of a main leather cover and a diary refill. Out of all the diary refills being released, “TRAVELER'S notebook 2017 Diary Weekly Vertical” will change its format where all of the days on the week will have an equal amount of space.

Also, “Plastic Sheet 2017” [Regular Size: 360 yen plus tax, Passport Size: 320 yen plus tax] and “Customized Sticker Set PAN AM for 2017 Diary” [6 Sheets, 800 yen plus tax] will also be released. The Plastic Sheet can be used in TRAVELER'S notebook Regular and Passport Size, and the Sticker Set is best suited for customizing the diary.

All the products above will be released on Thursday September 15, 2016, and the number of items available will be limited during the diary season.

“TRAVELER'S notebook 2017 Diary” and “TRAVELER'S notebook Passport Size 2017 Diary” consists of three different colors of leather cover set with a diary refill. “Monthly,” “Weekly + Memo,” and “Weekly Vertical (Regular Size only)” is prepared for the diary refill.

On the “Monthly” diary, along with the popular monthly block type schedule, a time difference table, conversion table, size chart, and other useful information related to traveling is included. On “Weekly + Memo,” a weekly schedule is printed on the left side, and a grid free memo page is printed on the right side. The schedule refill is divided into two refills where one is from January to June, and another one is from July to December. By exchanging the two refills, it is possible to carry it around in a light fashion. The “Weekly Vertical” will have its format renewed, where all the days will have an equal amount of space. Before, Saturday and Sunday had a limited amount of space compared to weekdays. Through this change, it has become more useful. The diary refills set in “TRAVELER'S notebook” is also available as a single refill.

On each of the items, “Diary Guide” is included. This Diary Guide shows how to use the diary, and is included for supporting purpose. In the regular size, there is a mini diary refill kit that can be used for “TRAVELER'S notebook mini,” which is included in “TRAVELER'S notebook 10<sup>th</sup> Anniversary Can Set,” that was released to celebrate the 10<sup>th</sup> anniversary of “TRAVELER'S notebook”. In the Diary Guide of Passport Size, a cover with a customized design for the 2017 diary is included.



A diary to travel through year 2017

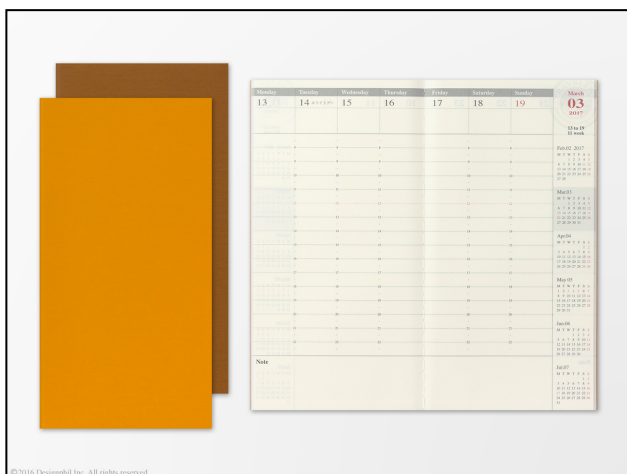
Also, "Plastic Sheet" that can be used as a bookmark or a ruler, and is useful when writing while standing, and a "Customized Sticker Set" with 6 sheets that have different designs will have its 2017 edition released.

"Plastic Sheet 2017" has a 10<sup>th</sup> anniversary limited design applied, and the back side has a 5mm square grid that goes well with the refills.

"Customized Sticker Set PAN AM for 2017 Diary" is an item that collaborates with Pan American Airlines, a past flagship carrier of America, and consists of index, schedule, transparent spherical stickers, pocket stickers, and stickers with designs of PAN AM aircraft, in-flight airmail, advertisement posters, and other motifs being applied.

On "TRAVELER'S COMPANY" official website (www.travelers-company.com), there are useful download items such as subway maps, world map, and memo tables that resemble a departure card that can be pasted on TRAVELER'S notebook (\*3). Also, the official website contains information on products, blog written by the producer, user's customize, and other related information.

Please have a nice trip with "TRAVELER'S notebook" in year 2017!



The Weekly Vertical Refill has been renewed!



A 10<sup>th</sup> anniversary limited design "Plastic Sheet" and a "Customized Sticker Set" that collaborates with PAN AM

\*1 Only Regular Size

\*2 All suggested retail prices

\*3 The download items for 2017 diary is expected to be available around the beginning of October, 2016

**【Product Details】**

Name	TRAVELER'S notebook 2017 Diary
Color	Black / Brown / Camel
Types	Monthly / Weekly + Memo / Weekly Vertical *New Format
Contents	<All in Common> Outer box / Cotton case / Cow leather cover / Spare rubber band / Diary Guide (Sticker included) Monthly : 2017 Monthly Refill (December 2016 to January 2018) Weekly + Memo : Two 2017 Weekly + Memo Refills (January 2017 to June, and July to December) Weekly Vertical : Two 2017 Weekly Vertical Refills (January 2017 to June, and July to December)
Size	Main Cover: H220 × W120 × D10mm
Suggested Retail Price	Monthly: 4,500 yen plus tax / Weekly + Memo: 5,500 yen plus tax / Weekly Vertical: 5,500 yen plus tax
Name	TRAVELER'S notebook Passport Size 2017 Diary
Color	Black / Brown / Camel
Types	Monthly / Weekly
Contents	<All in Common> Outer box / Cotton case / Cow leather cover / Spare rubber band / Diary Guide (Sticker included) Monthly: 2017 Monthly Refill (December 2016 to January 2018) Weekly: Two 2017 Weekly Refills [total of one week on both sides] (January 2017 to June, and July to December)
Size	Main Cover: H134 × W98 × D10mm
Suggested Retail Price	Monthly: 3,600 yen plus tax / Weekly: 4,300 yen plus tax

Name	TRAVELER'S notebook Refill 2017 Diary
Types	Monthly / Weekly + Memo / Weekly Vertical *New Format
Contents	<All in Common> Yearly Calendar / Diary Guide (Sticker Included) Monthly : Yearly calendar / Monthly schedule (*1) / Travel information / Memo ...Total 48 pages Weekly + Memo: Monthly schedule (*1) / Weekly schedule (*2) + Grid memo ...Total 68 pages × 2 Refills Weekly Vertical: Monthly schedule (*1) / Weekly vertical (*2)...Total 68 pages × 2 Refills
Size	Monthly: H210 × W110 × D3 mm / Weekly + Memo, Weekly Vertical: H210 × W110 × D8 mm
Suggested Retail Price	Monthly: 800 yen plus tax / Weekly + Memo: 1,800 yen plus tax / Weekly Vertical: 1,800 yen plus tax
Name	TRAVELER'S notebook Passport Size Refill 2017 Diary
Types	Monthly / Weekly
Contents	<All in Common> Yearly calendar / Diary Guide (Sticker Included) Monthly: Yearly schedule / Monthly schedule (*1) / Travel information / Memo ... Total 48 pages Weekly: Monthly schedule (*1) / One week schedule (*2) ... Total 68 pages × 2 Refills
Size	Monthly: H124 × W89 × D3mm / Weekly: H124 × W89 × D8 mm
Suggested Retail Price	Monthly: 640 yen plus tax / Weekly: 1,340 yen plus tax
Name	Plastic Sheet 2017
Size	Regular Size: H210 × W106 × D1 mm Passport Size: H124 × W85 × D1 mm
Contents	Front: 2017 limited "TRAVELER'S notebook" 10 <sup>th</sup> anniversary graphic / Back: Grid printing ...1 sheet
Material	PP
Suggested Retail Price	Regular Size: 360 yen plus tax / Passport Size: 320 yen plus tax
Name	Customized Sticker Set PAN AM for 2017 Diary
Contents	6 Sheets included
Material	PET, paper
Suggested Retail Price	800 yen plus tax
Date of Release at Retail Shops	Will be sold starting from Thursday September 15, 2016 (*3)

(\*1) Monthly schedule: December 2016 to January 2018

(\*2) Weekly schedule / Vertical: January 2017 to June, and July to December

(\*3) The release date may vary depending on the retail shop

\*TRAVELER'S COMPANY [www.travelers-company.com](http://www.travelers-company.com)

\*TRAVELER'S notebook [www.travelers-company.com/products/trnote/about](http://www.travelers-company.com/products/trnote/about)

\*TRAVELER'S FACTORY [www.travelers-factory.com](http://www.travelers-factory.com)