

Petit Gift Market Relaunched
“Chotto” – The little things that make something special
New items available
“THIN PAPER WRAP” “STRETCH PAPER” “GIFT STICKER”
“SEAL TAPE” “PAPER TAG” “POCKET PAPER TAG” “PAPER STRING”
On sale: Wednesday September 21, 2016

Designphil Inc. (Head Office: Shibuya-ku, Tokyo; President: Ichiro Aida) is a design company that facilitates communication through design, accentuates the fun side of life and offers new lifestyle solutions.

Part of Designphil's “MIDORI” product brand, “Petit Gift Market” is a popular range aimed at providing ideas to brighten up everyday life through hand-made items such as origami and gift wrap. It has now been relaunched under the new name “Chotto,” with the aim of providing an even more extensive variety of ideas combining ranges such as “Origami Origami” with wrapping items.

To coincide with the relaunch, new items that can be used in a wide range of possible combinations will also be added to the lineup. A total of seven new items will go on sale from Wednesday September 21, 2016. These include basic wrapping items “THIN PAPER WRAP” (8 patterns, ¥580 excl. tax) and “STRETCH PAPER” (4 patterns, ¥300 excl. tax), and decorative wrapping accessories “GIFT STICKER” (6 designs, ¥260 excl. tax), “SEAL TAPE” (4 designs, ¥380 excl. tax), “PAPER TAG” (6 designs, ¥300 excl. tax), “POCKET PAPER TAG” (6 designs, ¥300 excl. tax) and “PAPER STRING” (6 designs, ¥460 excl. tax) ^{(*)1}.

“Chotto,” the name of the new range, is a Japanese word with lots of meanings. It can mean “little” or “slight,” “casually” or “simply.” Whether you're wrapping a little gift or present, throwing a casual party at home, or having a small celebration to mark a special day... It's the little (chotto) things that make something special and show how you feel.



“Chotto” – The little things that make something special
 Having a small (Chotto) celebration to mark a special day...
 It's the little (Chotto) things that make something special and show how you feel.

The newly released items consist of two paper items and five accessories, to finish off decoration and wrapping in style.

“THIN PAPER WRAP” is a thin glassine paper laminated with polyethylene on the reverse side, so that it can be used to wrap confectionary and other food items^{(*)2}. The glassine paper can be cut to any size you want using the dispenser case. Each roll is eight meters long, to ensure there is plenty to go round.

“STRETCH PAPER” is a unique type of wrapping paper that consists of craft paper laminated with polyethylene on the reverse side and slits running vertically, so that the pattern changes as you stretch the paper horizontally^{(*)2}. It can be used to wrap around bottles and other items with bulky shapes.

“GIFT STICKER” are stickers designed to accentuate wrapping. They feature messages that go perfectly with gifts, such as “For you,” “Nice day” and “Thanks always.”

“SEAL TAPE” are sticker tapes that can be used to add simple decoration. They feature popular patterns such as dots and stripes, or messages such as “For you” and “Thank you.”

“PAPER TAG” are small paper tags with wire fastenings. Messages can be written on the reverse side of each tag, while the front contains text such as “For you” or “Thank you,” along with patterns such as dots and checks.

“POCKET PAPER TAG” are paper tags with wire fastenings, where the idea is to write a message on the small card and put it inside the pocket. The inside of the pocket features the water pattern from “Origami Origami.” Tags enable you to add messages to bottles, boxes and other such items after they have been wrapped.

“PAPER STRING” are paper strings made from two entwined colors. Options include red and blue or yellow and purple, enabling you to add a bit of color to finish off your wrapping.

All of these items can be used in combination with the extensive range of “Chotto” products, so you can have fun coming up with your own unique arrangements.

As part of the relaunch, “Chotto” will be getting its own official website (www.midori-japan.co.jp/chotto/), which will go live on Wednesday September 21. As well as product details, the site will feature a range of ideas for ways of combining products with “Origami Origami” and wrapping items. Official “Chotto” accounts on Instagram^{(*)3} and Pinterest meanwhile will feature wrapping and presentation ideas submitted by users.

(*1) All prices are recommended retail prices

(*2) Compliant with standards in accordance with the Food Sanitation Act

(*3) Instagram is a trademark of Instagram, LLC, both inside and outside the USA

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【商品概要】

■Logo



Range logo



Range logo (packaging)

■Concept

-The little things that make something special-

Wrapping a little (Chotto) gift or present...

Throwing a casual (Chotto) party at home...

Having a small (Chotto) celebration to mark a special day...

It's the little (Chotto) things that make something special and show how you feel.

■About “Chotto”

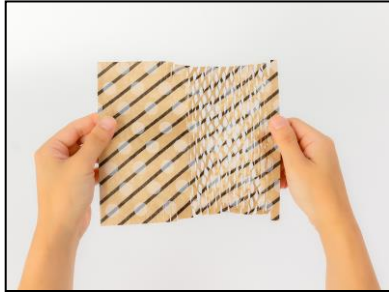
The Japanese word “chotto” has lots of meanings. It can mean “little” or “slight,” “casually” or “simply.”

Combining “Origami Origami” with items for wrapping and a whole host of other products, we intend to offer an even wider variety of options with “Chotto.”



“THIN PAPER WRAP” (8 patterns)

Glassine paper laminated with polyethylene on the reverse side so that it can be used to wrap confectionary and other food items. It can be cut to any size you want using the dispenser case.



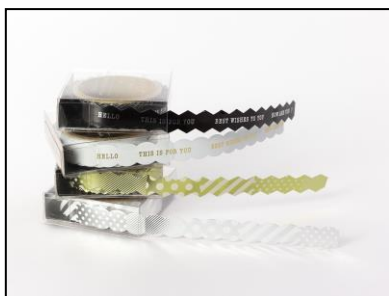
“STRETCH PAPER” (4 patterns)

Unique type of wrapping paper consisting of craft paper laminated with polyethylene on the reverse side and slits running vertically, so that the pattern changes as you stretch the paper horizontally. Recommended for wrapping jars of jam or spices, bottles and other items with bulky shapes.



“GIFT STICKER” (6 designs)

Stickers designed to accentuate wrapping, featuring messages that go perfectly with gifts, such as “For you,” “Nice day” and “Thanks always.”



“SEAL TAPE” (4 designs)

Ticker tapes that can be used to add simple decoration to finish off wrapping.

“PAPER TAG” (6 designs)

Small paper tags with wire fasteners. Messages can be written on the reverse side, while the front features printed messages.



“POCKET PAPER TAG” (6 designs)

Paper tags with wire fasteners, where the idea is to write a message on the small card and put it inside the pocket

“PAPER STRING” (6 designs)

Paper strings made from two entwined colors, to finish off wrapping

Range	“Chotto”
Product	“THIN PAPER WRAP”
Materials	Glassine paper (reverse side laminated with PE) *Compliant with standards in accordance with the Food Sanitation Act
Patterns	8 in total: Dots with border (black) / Patchwork (pink and blue) / Diamonds (pink and yellow) / Triangles (yellow and blue) / Stripes (yellow and green) / Checks (red and light blue) / Flowers (pink and yellow) / Flowers (navy and light blue)
Size	Dispenser: H150×W22×D22mm Length: 8m Width: 150mm
Recommended retail price	¥580 excl. tax
Product	“STRETCH PAPER”
Materials/details	Craft paper (reverse side laminated with PE), 10 sheets
Patterns	4 in total: Dots and stripes (black) / Flowers (pink) / Triangles (yellow) / Checks (blue)
Size	H150×W150mm
Recommended retail price	¥300 excl. tax
Product	“GIFT STICKER”
Materials/details	Paper, 10 sheets
Patterns	6 in total: For you (white) / For you (craft) / Nice day (grey) / Nice day (black) Thanks always (gold) / Thanks always (silver)
Size	For you H54×W78mm Nice day H65×W65mm Thanks always H83×W50mm
Recommended retail price	¥260 excl. tax
Product	“SEAL TAPE”
Materials	Paper
Patterns	4 in total: Dots and stripes (gold) / Dots and stripes (silver) / Text (white) / Text (black)
Size	Dispenser: H54×W54×D14mm Length: 5m Width: 12mm
Recommended retail price	¥380 excl. tax
Product	“PAPER TAG”
Materials/details	Paper, gilt coated (except “Hello best (black)”), wire fasteners 10 sheets (2 designs/5 sheets in packs of “Hello best (black)” only)
Patterns	6 in total: Dots (gold) / Stripes (silver) / Checks (red) / Flowers (pink) / Triangles (light blue) / Hello best (black)
Size	H60×W30mm
Recommended retail price	¥300 excl. tax
Product	“POCKET PAPER TAG”
Materials/details	Paper, wire fasteners, 5 sheets, message cards (5, blank)
Patterns	6 in total: Watercolor dots / Watercolor tiles / Watercolor border / Watercolor diamonds / Watercolor flowers / Watercolor crystals
Size	Tags: H82×W41mm Message cards (blank): H64×W37mm
Recommended retail price	¥300 excl. tax
Product	“PAPER STRING”
Materials	Paper
Colors	6 in total: White and red / White and blue / Yellow and purple / Green and light blue / Red and blue / Brown and dark brown
Size	Dispenser: H47×W47×D32mm Length: 10m Width: 1mm
Recommended retail price	¥460 excl. tax
Available in stores	Rolled out starting Wednesday September 21, 2016

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

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www.midori-japan.co.jp/chotto/

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