

February 14, 2017
Designphil Inc.

2017 Limited-Edition Colored Products!
“TRAVELER'S notebook OLIVE EDITION”
“PEN HOLDER <M> OLIVE EDITION” “BRASS BALLPOINT PEN OLIVE EDITION”
Release Date: Friday, March 24, 2017

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. Designphil Inc. is launching a range of new products for Japanese and overseas markets on Friday, March 24, 2017 under its “TRAVELER'S COMPANY” brand. These will be the 2017 limited-edition, olive-colored “TRAVELER'S notebook” and “TRAVELER'S notebook OLIVE EDITION” (¥4,200+ tax), the “PEN HOLDER <M> OLIVE EDITION” (¥900+tax), which compliments the notebook, and the “BRASS BALLPOINT PEN OLIVE EDITION” (¥2,400+tax)*.

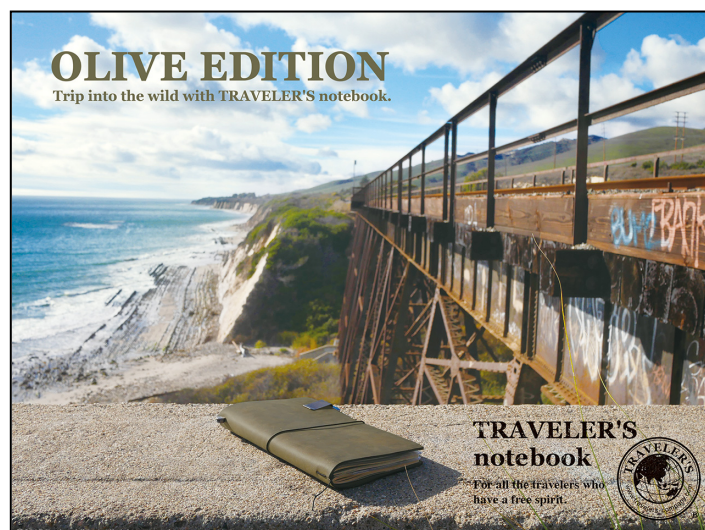
“TRAVELER'S notebook” was launched in 2006 as a notebook to accompany you on your everyday travels through life. With a leather cover that gets softer the more you use it and the freedom to customize it as you see fit, “TRAVELER'S notebook” products have become a favorite among a wide range of customers that range from students to seniors, and among men and women alike. The company's “TRAVELER'S FACTORY” brand will also be opening a store in Tokyo Station in April of this year, adding to its existing flagship stores in Nakameguro and in Terminal 1 of Narita International Airport.

To mark 10 years for “TRAVELER'S notebook”, last year we brought out Camel as a classic color option in response to demand from customers around the world. Seeing color as one theme for “TRAVELER'S notebook”, we then began searching for a way to make use of the inherent texture of leather and develop a color that would take on a richer character the more the notebook was used. Many prototypes later, the OLIVE EDITION was born.

Our aim was to achieve the color of old-growth forests that have been spreading their roots since ancient times. Forests have always given the energy to create new pieces to the many artists who have traveled through them. Taking inspiration from these dense forests, the yellow-hued deep green of the OLIVE EDITION goes well with outdoor travel.

Launched the same day, the “PEN HOLDER <M> OLIVE EDITION” is a leather pen holder.

“BRASS BALLPOINT PEN OLIVE EDITION” is a brass ballpoint pen painted in an olive green color, and comes with a cord and clip. The length-adjustable cord allows for wearing the pen around the neck or attaching it to a bag. This makes the pen easy to carry around when outdoors or on a trip. The clip can also be removed from the pen.



The new OLIVE EDITION, a 2017 limited-edition colored notebook!

With your “TRAVELER'S notebook OLIVE EDITION” in hand, and with that feeling of a traveler walking through the wilderness of untrodden lands, we invite you to spend every day as if on a journey.

Product details will become available on the “TRAVELER'S COMPANY”'s official website (www.travelers-company.com) beginning February 14, 2017.

*All suggested retail prices

[Product Overview]

TRAVELER'S notebook OLIVE EDITION

This is “TRAVELER'S notebook” in olive, a 2017 limited-edition color. A deep green tinged with yellow, olive is sometimes referred to as khaki green in Japan. The color is often seen as protective coloration in nature and goes well with the outdoors and travel.

PEN HOLDER<M> OLIVE EDITION

This pen holder made from olive -colored leather can be used together with “TRAVELER'S notebook OLIVE EDITION”.

BRASS BALLPOINT PEN OLIVE EDITION

Painted in an olive color, “BRASS BALLPOINT PEN” features a cord and clip. With the adjustable cord length, the pen can be worn around the neck or attached to a bag. This makes it easy to carry around when outdoors or on a trip. The clip can also be removed from the pen.



TRAVELER'S notebook OLIVE EDITION



PEN HOLDER<M> OLIVE EDITION



BRASS BALLPOINT PEN OLIVE EDITION

Name	TRAVELER'S notebook OLIVE EDITION
Material/Specification	Cover: Cow leather Notebook Refill: 64 pages, unruled, stitched binding, MD paper Spare Rubber Band: 1 olive-colored band Cotton Case: Cloth Casing: Paper
Color	Olive
Size	Cover: H 220 × W 120 × D 10 mm Notebook Refill: H 210 × W 110 × D 4 mm
Suggested Retail Price	¥4,200+tax
Name	PEN HOLDER<M> OLIVE EDITION
Materials	Clip: Metal Pen Holder: Cow leather
Color	Olive
Size	H 23 × W 66 × D 9 mm *Usable with writing implements up to 12 mm in diameter
Suggested Retail Price	¥900+tax
Name	BRASS BALLPOINT PEN OLIVE EDITION
Details	1 refill (black ink)
Materials	Pen: Brass Cord: Cloth Clip: Die cast zinc alloy
Color	Olive
Size	Pen: 11 mm diameter × 103 mm length Cord: 90 cm Clip: H 13 × W 20 × D 4 mm
Suggested Retail Price	¥2,400+tax
Retail Launch	Will be sold starting from Friday, March 24, 2017

(※) The release date may vary depending on the retail shop.

※“TRAVELER'S COMPANY”, “TRAVELER'S notebook” and “TRAVELER'S FACTORY” is a trademark of Designphil Inc.

*TRAVELER'S COMPANY www.travelers-company.com

*TRAVELER'S notebook www.travelers-company.com/products/trnote/about

*TRAVELER'S FACTORY www.travelers-factory.com