

Our new aged goat leather bag for your notebook
“MD Goat Leather Bag”

Release date: March 15 (Wed.), 2017

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.

We are pleased to announce a new addition to our line-up of “MD PAPER PRODUCTS”, which features in our popular “Midori” brand of Japanese-made and simple-design paper products that draw on the unique appeal of the paper to focus on the writing experience. The new “MD Goat Leather Bag” is ideal for carrying your notebook filled with precious records, information or memories. It is available from March 15 (Wed.), 2017 in two types: A5 Horizontal (¥8,000+tax) and A5 Vertical (¥9,000+tax) *.

The “MD PAPER PRODUCTS” series was launched in the 1960s using our original “MD paper” that we developed especially for writing in notebooks. In 2008 we launched the “MD Notebook” with a focus on writing comfort using a binding method to open the notebook flat, and featuring cream-colored paper that is soft on the eye and thick enough to resist ink seeping through the other side, even when writing with a fountain pen. The “MD Notebook” is widely loved by many people who savor the experience of writing itself, and have a penchant for a natural appearance that brings out the appeal of the product’s materials.

Similar to the “MD Goat Leather Cover”, the new “MD Goat Leather Bag” uses supple and resilient lightweight leather to sturdily protect your “MD Notebook”. The natural finish retains the original hue of leather, which deepens to an amber shade with use and age, so you can enjoy the unique sensation of how tanned leather acquires a glossy finish over time. Moreover, the bag’s simple yet stunning design compliments the natural style of the “MD Notebook”.

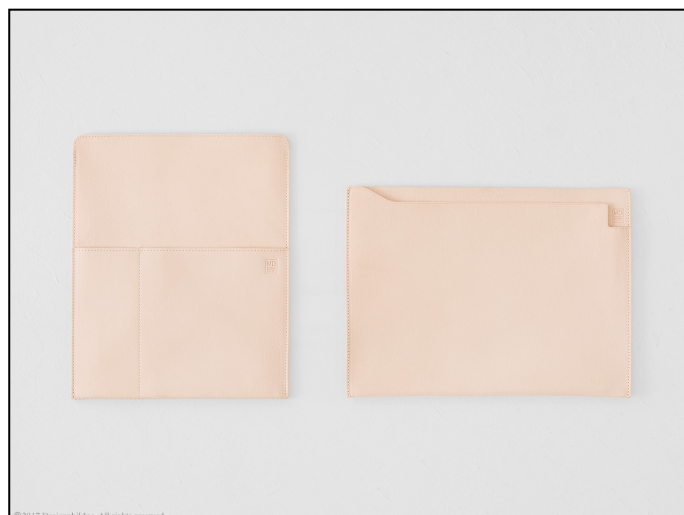
The “MD Goat Leather Bag” comes in a horizontal and vertical A5 size to suit each user’s needs.

The simple-style horizontal A5 size bag has a large pocket to fit both a “MD Notebook” and “MD Notebook Light”, or three “MD Notebook Light”, as well as space to store your favorite writing tool. This bag is best for people who want to take just the basics with them and carry their smart phone, memo pad and other items separately.

The vertical A5 size bag has a wide pocket to fit your notebook, and also a medium-sized pocket to hold your smart phone next to a smaller one for a few pens or pencils. This bag is ideal for people who like to carry their notebook and other items with them.

Both bags can fit a A5 size notebook or tablet, and either type can be used to neatly and stylishly carry essential items with you for meetings and appointments at work, or as a bag-in-bag.

Please refer to the “MD PAPER PRODUCTS” (www.midori-japan.co.jp/md/en) website for further details about the “MD Goat Leather Bag”.

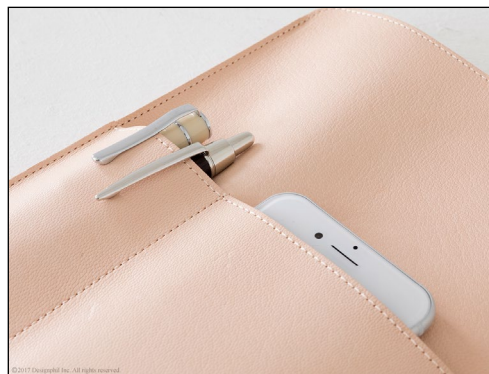


The pure “MD Goat Leather Bag” is perfect for carrying around your important records and information, and precious memories.

【PRODUCT DETAILS】



The horizontal type is simply designed
just to carry notebooks



The vertical type can hold an “MD Notebook”,
along with pens and a smartphone

Series name	“MD PAPER PRODUCTS”
Product name	“MD Goat Leather Bag”
Materials	Goat leather (tanned and natural color)
Specifications	Horizontal : Pocket ×1, with space to store one pen Vertical : Pocket ×1, Middle pocket ×1, Small pocket ×1
Type	2 types: Horizontal and vertical
Size	2 sizes Horizontal : H180×W250×D4mm Vertical : H230×W190×D5mm
Suggested Retail Price	Horizontal : ¥8,000+tax Vertical : ¥9,000+tax
On sale in stores (*)	From March 15 (Wed.), 2017

(*) 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