

August 9, 2017
Designphil Inc.

For All Users Traveling the Year 2018 Freely
“TRAVELER'S notebook” “TRAVELER'S notebook Passport Size”
2018 Diary, 2018 Refill
“Plastic Sheet 2018” “Customized Sticker Set for 2018 Diary”
Release Date: Thursday September 14, 2017/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 14, 2017, Designphil's “TRAVELER'S notebook” – a notebook for people who travel through their daily lives – will release “TRAVELER'S notebook 2018 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 2018 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 2018 Diary” consists of a main leather cover and a diary refill. Out of all the diary refills being released.

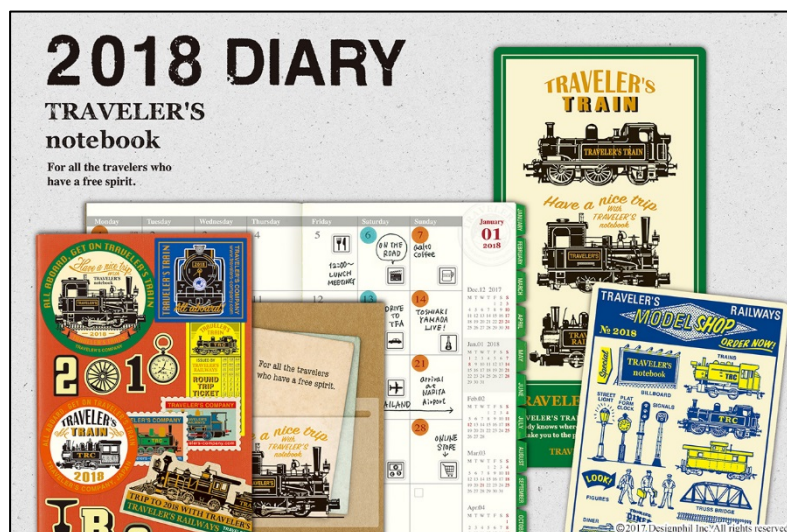
Also, “Plastic Sheet 2018” [Regular Size: 360 yen plus tax, Passport Size: 320 yen plus tax] and “Customized Sticker Set for 2018 Diary” [6 Sheets, 800 yen plus tax] will also be released. The Plastic Sheet can be used in “TRAVELER'S notebook” Regular and Passport Size, and the Sticker Set is best suited for customizing the diary. (*1)

All the products above will be released on Thursday September 14, 2017, and the number of items available will be limited during the diary season.

“TRAVELER'S notebook 2018 Diary” and “TRAVELER'S notebook Passport Size 2018 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 diary refills set in “TRAVELER'S notebook” is also available as a single refill.

The diary also includes stickers you can use to customize it.

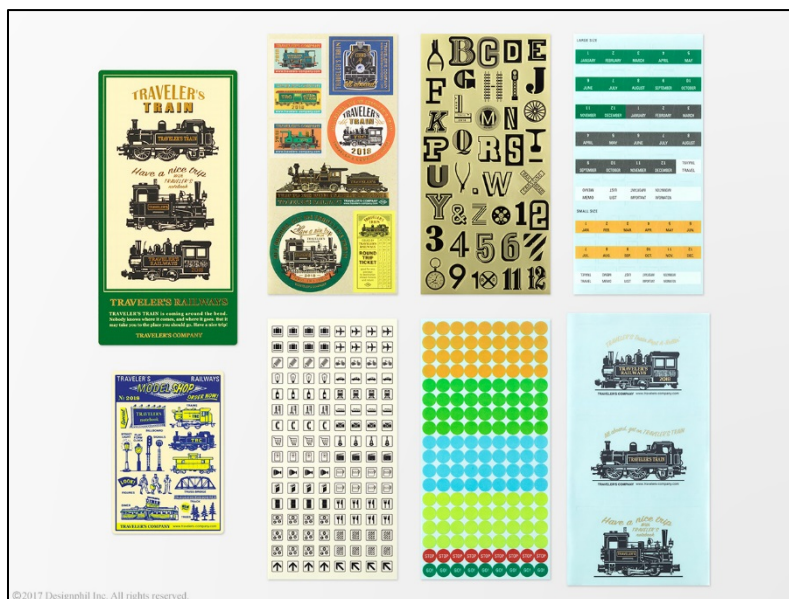


Our diary is a companion for your journey
into the undiscovered future of 2018!

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 2018 edition released. We used a design motif of TRAVELER'S TRAIN for our “Plastic Sheet 2018”. The regular size is printed with a TRAVELER'S TRAIN steam engine and is stamped in gold leaf. The passport size is designed after an advertisement for a model TRAVELER'S TRAIN.

Our “Customized Stickers for the 2018 Diary” are also designed after a TRAVELER'S TRAIN motif, similar to our “Plastic Sheet 2018”. The customization stickers and pocket stickers use a layout mimicking an irregular service overnight sleeping called TRAVELER’S TRAIN. The gold leaf particularly stands out. The letter and number stickers are also interspersed with the TRAVELER’S TRAIN motif.

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” (*2). Also, the official website contains information on products, blog written by the producer, user’s customize, and other related information.



TRAVELER’S TRAIN is our motif for 2018!

*1 All suggested retail prices

*2 The download items for 2018 diary is expected to be available around the beginning of October, 2017

【Product Details】

Name	TRAVELER'S notebook 2018 Diary
Color	Black / Brown / Camel
Types	Monthly / Weekly + Memo / Weekly Vertical
Contents	<p><All in Common></p> <p>Outer box / Cotton case / Cow leather cover / Spare rubber band / Diary Guide (Sticker included)</p> <p>Monthly : 2018 Monthly Refill (December 2017 to January 2019)</p> <p>Weekly + Memo : Two 2018 Weekly + Memo Refills (January 2018 to June, and July to December)</p> <p>Weekly Vertical : Two 2018 Weekly Vertical Refills (January 2018 to June, and July to December)</p>
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 2018 Diary
Color	Black / Brown / Camel
Types	Monthly / Weekly
Contents	<p><All in Common></p> <p>Outer box / Cotton case / Cow leather cover / Spare rubber band / Diary Guide (Sticker included)</p> <p>Monthly: 2018 Monthly Refill (December 2017 to January 2019)</p> <p>Weekly: Two 2018 Weekly Refills [total of one week on both sides] (January 2018 to June, and July to December)</p>
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 2018 Diary
Types	Monthly / Weekly + Memo / Weekly Vertical
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 2018 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 2018
Size	Regular Size: H210 × W106 × D1 mm Passport Size: H124 × W85 × D1 mm
Contents	Front: Design based on a motif of the TRAVELER'S TRAIN / 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 for 2018 Diary
Contents	Design based on a motif of the TRAVELER'S TRAIN. 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 14, 2017 (*3)

(*1) Monthly schedule: December 2017 to January 2019

(*2) Weekly schedule / Vertical: January 2018 to June, and July to December

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

* "TRAVELER'S COMPANY" and "TRAVELER'S notebook" are trademarks of Designphil Inc.

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