

“Chotto” – The little things that make something special
New items available
“CLEAR FACED BAG <L> WITH ZIPPER” to go on sale
“CLEAR FACED BAG WITH GUSSET” “ROLL STICKER”
new patterns to be released
On Wednesday, September 13, 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.

Designphil is pleased to announce the release of new items in the “Chotto” series of its “MIDORI” product brand. The popular “Chotto” series, on sale now, adds color to the special little (chotto) moments in everyday life. The “CLEAR FACED BAG <L> WITH ZIPPER” (460 yen excl. tax), “CLEAR FACED BAG WITH GUSSET” (420 yen excl. tax) and “ROLL STICKER” (380 yen excl. tax)(*1) will be available for purchase from September 13, 2017.

The series name, “Chotto” has 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.

The company is releasing three items with new designs: the “CLEAR FACED BAG <L> WITH ZIPPER,” a wrapping bag with a zipper, the “CLEAR FACED BAG WITH GUSSET,” which can hold thick baked goods, jars, small bottles, and cans, and the “ROLL STICKER,” stickers that serve as decorative accents for wrapping.

The “CLEAR FACED BAG <L> WITH ZIPPER” will be available in a new size, as well as the <S> and <M> sizes of the popular “CLEAR FACED BAG” available now. This wrapping bag can be used for everyday gifts, such as return gifts, a portion of a gift given to you that you offer to someone-else, and thank-you presents, given in casual situations. The front is made of transparent film, so that you can see what is inside, and the back is made from paper. (*2)

To ensure that this bag can hold more large items than before, it has a zipper so you can close the top tightly. Four patterns are available: “Watercolor Forest,” “Kraft Dots,” “Kraft Stripe,” and “Watercolor Dots.” These patterns combine the popular colored patterns of “Origami Patchwork,” proposed by “Chotto,” which sticks together “Origami Origami” paper like patchwork.

You can use this bag for combinations of different items, such as when you want to put several different souvenirs together, or pack a variety of snacks to give to someone. It is also a great fit for small but thick items like hand towels and handkerchiefs, or miscellaneous presents.



Releasing new items in the “Chotto” series that allow a wider range of combinations!

Three patterns, printed on the transparent film at the front of the “CLEAR FACED BAG WITH GUSSET,” a wrapping bag with a gusset convenient for thick confections and small items, have been newly added to the range: the “Front Print Ribbon Red,” which appears to be tied with a ribbon, the “Front Print Heart,” recommended for the Valentine season, and the “Front Print Flower,” with various charming flowers in a simple brilliant white. Enjoy combining the bag patterns with the items you put in them.

Seal the bag with the “ROLL STICKER,” a sticker that serves as a decorative accent for wrapping. Five patterns will be available; add the perfect message to your gift with the heart-shaped “Red Heart,” the sparkling, eye-catching metallic “Flower Metallic” and “Triangle Metallic,” or the larger patterns, the “Red Ribbon Metallic” and “Rosette Metallic,” which are easy to use for detailing. These rich patterns offer even more variation in addition to the 13 patterns, with different shapes and sizes, already available.

Visit the “Chotto” official homepage (www.midori-japan.co.jp/chotto/en) for new product information, and see different ideas for combining “Origami Origami” and items for wrapping. Or head over to the official “Chotto” Instagram (*3) and Pinterest accounts, where users share their ideas for wrapping and giving.

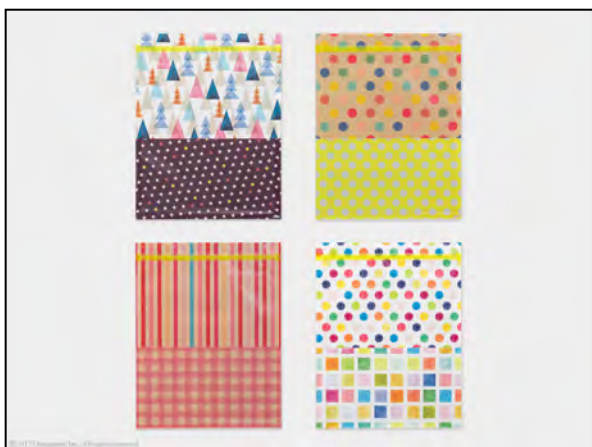
(*1) All prices are recommended retail prices

(*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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[PRODUCT DETAILS]



New release: “CLEAR FACED BAG <L> WITH ZIPPER,” an easy-to-use bag with a zipper that can hold plenty of items.



“CLEAR FACED BAG WITH GUSSET”with exterior designs: now with all new patterns.



The new designs of the “ROLL STICKER,” useful for many situations, are easily noticeable just by sticking them on!

Range	“Chotto”
Product	“CLEAR FACED BAG <L> WITH ZIPPER”
Materials	PET+ Paper (PE Laminate) *This product conforms to standards based on the Food Sanitation Act.
Patterns	Watercolor Forest / Kraft Dots / Kraft Stripe / Watercolor Dots ... 4 patterns
Size / details	H230×W180mm [interior dimensions beneath the zipper : H200×W165 mm], 6sheets
Recommended retail price	¥460 excl. tax
Product	“CLEAR FACED BAG WITH GUSSET”
Materials	PET+Paper (PE Laminate) *This product conforms to standards based on the Food Sanitation Act.
Patterns	Front Print Ribbon Red / Front Print Heart / Front Print Flower ... 3 patterns
Size / details	H200×W150×D60mm [Inner size : H200×W140×55mm], 8 sheets
Recommended retail price	¥420 excl. tax
Product	“ROLL STICKER”
Materials	Paper
Patterns	Red Heart / Flower Metallic / Triangle Metallic / Red Ribbon Metallic / Rosette Metallic ... 5 patterns
Size / details	Red Heart : H25×26mm, 11 patterns, 180 sheets Flower Metallic : H26×W23-26mm, 11 patterns, 180 sheets Triangle Metallic : H26×W27.5mm, 11 patterns, 180 sheets Red Ribbon Metallic : H30-32×W51mm, 6 patterns, 70 sheets Rosette Metallic : H33-34.5×W49-50.5mm, 6 patterns, 70 sheets
Recommended retail price	¥380 excl. tax
Available in stores	Rolled out starting September 13, 2017

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

* MIDORI Company/ Designphil Inc. www.midori-japan.co.jp/english