

**“Chotto” - The little things that make something special
Introducing a Christmas & Valentine’s Season Limited Design!
“Clear Faced Bag Metallic” to go on sale
On Wednesday, November 9, 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.

Introducing a new item in the “Chotto” series from “MIDORI,” the product brand developed by Designphil. The popular “Chotto” series, on sale now, adds color to the special little (chotto) moments in everyday life. The limited design from the “Clear Faced Bag” range, the “Clear Faced Bag Metallic,” perfect for the Christmas and Valentine’s season (manufacturer’s recommended retail price: <S> size 380 yen excl. tax, <M> size 420 yen excl. tax), will be available for purchase from November 9, 2017.

The series name, “Chotto”, has lots of meanings. It wcan 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 “Clear Faced Bag Metallic” is a limited design of the popular “Clear Faced Bag” currently available, a wrapping bag that 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. This elegant product is a shining metallic gold and silver, only available during the Christmas and Valentine’s season when you have more occasions to give gifts.

This product was developed in two sizes: <S> size and <M> size. The <S> size is perfect for small confections such as chocolate, cake and candy, and the <M> size has ample space for a mixture of different confections, and a message card the size of a post-card.

In both sizes, the front of the bag is made of transparent film, so you can see what is inside, and the back is made from paper. Laminated with polyethylene, these bags can be used for wrapping food such as confectioneries. (*1)

The glittering metallic design is suitable for the Christmas and Valentine’s Season, and is embellished with ribbons or hearts etc. The <S> size comes in 6 patterns, and the <M> size is available in 4.



Releasing a limited design for Christmas and Valentine’s!

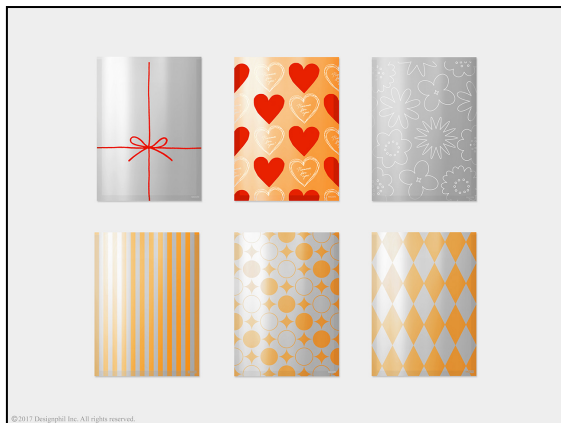
Visit the “Chotto” official homepage (www.midori-japan.co.jp/chotto/en) for new product information, and see different ideas for combining “Origami Origami” and items for wrapping, perfect for the Christmas and Valentine’s season. Or head over to the official “Chotto” Instagram (*2) and Pinterest accounts, where users share their ideas for wrapping and giving.

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

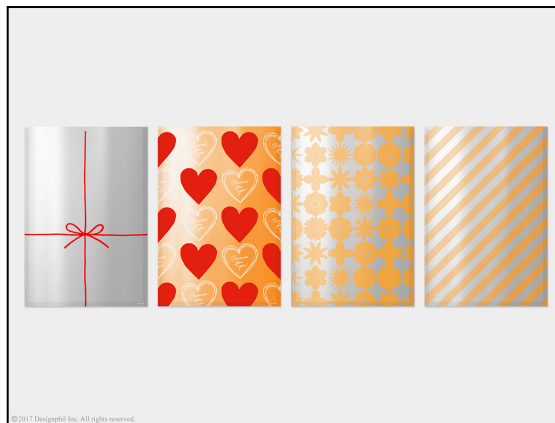
(*2) Instagram is a trademark of Instagram, LLC, both inside and outside the USA

End

[PRODUCT DETAILS]



The “Clear Faced Bag <S> Metallic,” for small confections such as chocolate and cake.



The “Clear Faced Bag <M> Metallic,” can be filled with confections and a post-card sized message card.

Range	“Chotto”
Product	“Clear Faced Bag Metallic”
Materials	PET+Paper (PE Laminate) *This product conforms to standards based on the Food Sanitation Act.
Patterns	<S> size : Front Print Ribbon Red / Front Print Heart / Front Print Flower / Stripe / Circle & Star / Diamond ... 6 patterns <M> size : Front Print Ribbon Red / Front Print Heart / Flower / Stripe ...4 patterns
Size / details	<S> size : H130 × W95mm [Inner size: H125 × W85mm], 10 sheets <M> size : H190 × W130mm [Inner size: H183 × W120mm], 8 sheets
Recommended retail price	<S> size : ¥380 excl. tax <M> size : ¥420 excl. tax
Available in stores	Rolled out starting November 9, 2017

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

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