

February 23, 2018
Designphil, Inc.

Limited Edition Items to Celebrate the 10th Anniversary of MD Paper Products™:
MD Notebook (A5) 10th Anniversary Edition
MD Notebook Cover 10th Anniversary Edition (Cordoba Paper)
Released Friday, February 23, 2018

Designphil, Inc. (headquarters: Shibuya, Tokyo; president (CEO): Ichiro Aida) is a design company that constantly reimagines all aspects of communication, adding accent into everyday life to contribute to culture and society through design.

Designphil is releasing new limited edition products to celebrate the 10th anniversary of MD Paper Products™, a quality stationery series under the Midori Brand that is thoughtfully designed for easier writing. The MD Notebook (A5) 10th Anniversary Edition is an range of 10 versions of the brand's A5 notebook, each with a different ruling (Dot Grid, Sketch Journal, Lined with Sections, Storyboard, Graph Paper, White Grid, Lined with Margin, Grid with Margin, Oversized Grid and Vertical Lines) Each notebook retails for ¥900 plus tax. The MD Notebook Cover 10th Anniversary Edition is a notebook cover made from Cordoba paper. It is available in brown and dark brown, with four sizes: A6 size (¥600 + tax), B6 Slim size (¥700 + tax), A5 size (¥900 + tax) and A4 Variant size (¥1,600 + tax). All of these limited-edition products will be released on Friday, February 23, 2018.

MD Paper Products™ is a stationery series made with MD Paper, an original paper developed by Designphil in the 1960s with a focus on easy writing. The MD Notebook was released in 2008. Featuring MD Paper (cream), which has undergone continuous improvements to prevent smearing, bleed-through, and provide maximum writing comfort. The notebook is made with a special binding method that allows it to be opened flat for easier writing. In the ten years since, Designphil has never stopped improving, making continuous enhancements to the paper quality, texture and construction of the notebook.

A 10th anniversary event was held for users last year. Based on the concept of “feel the paper”, the exhibition drew crowds from Japan and overseas alike with a wide range of exhibitions and products for sale featuring MD Paper, the series' starting point.

The 10th anniversary is also being celebrated with the release of A5 sized notebooks with 10 different types of ruling to make writing even more of a pleasure, and the brown and dark brown Cordoba notebook covers that were popular at the 10th anniversary event.

The range of A5 size notebooks includes Dot Grid (5mm apart for text and diagrams), Sketch Journal (an unruled format based on the format used for research notes), Lined with Sections (7mm-wide sections on two-page spreads with orange borders, enabling use as a weekly diary), Storyboard (16 frames on two-page spreads), Graph Paper (1mm grid providing an unobtrusive guide), White Grid (5mm grid with faint lines that the user will find themselves unconsciously following with their pen), Lined with Margin (a new style with 7mm ruling and adjacent blank space), Grid with Margin (a new style of 5mm grid enabling free writing of ideas or to-do lists), Oversized Grid (a Japanese writing grid with spaces for 600 characters on two-page spreads) and Vertical Lines (with 9mm lines for easy writing in languages with vertical writing such as Japanese.) This variety of different ruling types provides an even wider range of support as you put your thoughts on paper.



The limited-edition products being released to celebrate the 10th anniversary of MD Paper Products™

The MD Notebook Cover (Cordoba) designed for the MD Notebook is also being released in limited-edition 10th anniversary colors of brown and dark brown. Made with Cordoba paper that recreates the rich, smooth texture of leather, this light, robust cover withstands frequent use without tearing, while the creases that are only possible with paper add depth for even greater enjoyment.



Designphil has plans to further develop the MD Paper Products™ series to make writing and drawing so enjoyable that users will always keep them close at hand.

For more information on the limited-edition 10th anniversary products and a report on the users' event held last year, see the 10th Anniversary page on the MD Paper Products™ website (www.midori-japan.co.jp/md)

*Note: All prices quoted in this release are recommended retail prices.

Products

MD Notebook (A5) 10th

✓ Dot Grid

5mm dotted lines. Provides unobtrusive support for more comfortable writing, as well as drawing of diagrams. Ideal for bullet journals.

✓ Sketch Journal

An unruled notebook format modeled on research notebooks, making it easy to draw diagrams and sketches and take notes.

✓ Lined with Sections

7mm horizontal lines. Divided into 8 sections on a two-page spread, making this product useful for records or for a weekly diary with 7 days plus a space for notes.

✓ Storyboard

4 vertical sections and 4 horizontal sections, making 16 frames on a two-page spread. Helps to create a progression of ideas or the layout of a presentation.

✓ Graph Paper

A 1mm graph grid. The faintly colored lines provide an unobtrusive guide while still enabling content to be seen clearly.

✓ White Grid

A 5mm white grid with faint lines that the user will find themselves unconsciously following with their pen. The ruled lines are light enough to enable the written or drawn content to be seen clearly, and do not show up when the page is copied.

✓ Lined with Margin

A unique style with 7mm ruling and blank space. Ideal for free writing and drawing of sudden ideas, sketches and to-do lists.

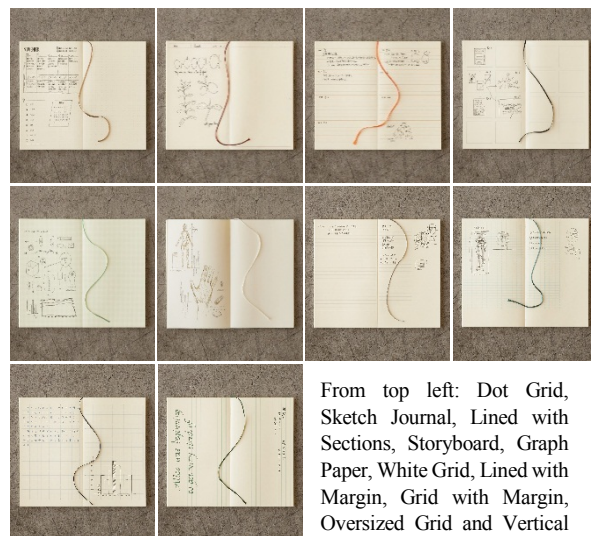
✓ Grid with Margin

A 5mm grid with blank space. Ideal for free writing and drawing of sudden ideas, sketches and to-do lists.

✓ Oversized Grid

A Japanese writing grid with spaces for 600 characters (20 high x 30 wide) on two-page spreads.

Can also be used as a large grid.



From top left: Dot Grid, Sketch Journal, Lined with Sections, Storyboard, Graph Paper, White Grid, Lined with Margin, Grid with Margin, Oversized Grid and Vertical Lines

✓ **Vertical Lines**

9mm vertical lines for comfortable writing of languages such as Japanese that can be written vertically.
Can also be rotated 90 degrees to use the two-page spread as an A4 sized horizontally ruled page.

✓ **10th Anniversary Notebook Set with Book Shelf**

A special set containing all 10 of the MD Notebook 10th products is also available in a dedicated case (¥9,000 + tax).



10th Anniversary Notebook Set

MD Notebook Cover 10th Paper

- ✓ Notebook cover made from Cordoba paper recreating the rich, smooth texture of leather.
- ✓ Light, robust and withstands frequent use without tearing.
- ✓ The creases that are only possible with paper add depth for even greater enjoyment.
- ✓ Limited-edition 10th anniversary colors: Brown and Dark Brown.



Series name	MD PAPER PRODUCTS™
Product name	MD Notebook <A5> 10th
Specifications/ Content	Cover: Wrapped in paraffin paper Writing pages: MD Paper(Cream) Inside paper: 168pages Binding: Thread-stitched, bookmark string attached Accessory: Index stickers
Type	10ypes Dot Grid, Sketch Journal, Lined with Sections, Storyboard, Graph Paper, White Grid, Lined with Margin, Grid with Margin, Oversized Grid and Vertical Lines
Size	<A5> : H210×W148×D10mm
Suggested Retail Price	¥900+tax
Product name	MD Notebook Cover 10th Paper
Materials	Cordoba paper
Color	2colors Brown, Dark Brown
Size(open)	<A6> : H158×W225mm <B6> : H185×W225mm <A5> : H220×W310mm <A4> : H285×W435mm
Suggested Retail Price	<A6> : ¥600+tax <B6> : ¥700+tax <A5> : ¥900+tax <A4> : ¥1,600+tax
Release Date (*)	Will be sold starting from Friday February 23, 2018

*The release date may vary depending on the retail shop

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