

February 23, 2018
Designphil, Inc.

**New items to make writing a pleasure:
MD Paper Pad,
MD Clear Notebook Bag,
MD Pencil, MD Colored Pencils
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 products in its MD Paper Products™ line, a quality stationery series under the Midori Brand that is thoughtfully designed for easier writing. Five products will be released on Friday, February 23, 2018: the MD Paper Pad (blank, A5: ¥500 + tax, A4: ¥800 + tax) and MD Paper Pad Cotton (blank, A5: ¥600 + tax, A4: ¥900 + tax), notepads that are glued on adjacent edges; the MD Clear Notebook Bag (landscape format, A5: ¥300 + tax, A4: ¥500 + tax), a bag that is just right for carrying the MD Paper Pad; and the MD Pencil (set of 6, B, ¥600 + tax) and MD Colored Pencils (set of 6 (2 each in gray, pale blue and orange), ¥800 + tax), pencils designed to be suited to the MD Notebook.

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.

The MD Paper Pad, MD Pencil, MD Colored Pencils and the MD Clear Notebook Bag for holding the MD Paper Pad were released in response to many requests from customers.

The MD Paper Pad is already sold in the Midori Online Store and overseas, and is now being released in Japan in response to popular demand. In addition to the standard MD Paper (Cream) version, an MD Paper (Cotton) version is being released to the permanent line-up.

The pages are glued along two adjacent edges, securing them firmly and enabling the pad to be held in both portrait and landscape orientation for greater freedom of use. The pad has also been designed for ease of use, with features such as a cut in one corner allowing users to grip just the right part of the paper when turning the page. It is available in two sizes – a handy, portable A5 size and an A4 size that can be used together with documents or a notebook. Both are unruled to provide total freedom when putting ideas on paper, whether writing or sketching.

The MD Clear Notebook Bag has also been launched to hold these products. It has a simple design to provide protection without interfering with the natural esthetic.



The new range of items to make writing enjoyable

The MD Pencil has a B lead that is not too hard or too dark, for comfortable writing on MD Paper, and its body is the same cream color as MD Paper. This pencil is sure to spark new ideas and inspirations when writing and drawing.

The MD Colored Pencils come in three colors that are also featured in the ribbon and ruled lines of the MD Notebook: gray, pale blue and orange. These soft colors coordinate perfectly with MD Paper.

For more details on these products, see the MD Paper Products™ website (www.midori-japan.co.jp/md).

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

【Product Outline】

Series name	MD PAPER PRODUCTS™
Product name	MD Paper Pad
Specifications/Content	(Same specification) Blank Binding glued along two sides 90 sheets
Type	2types... Blank, Blank Cotton
Size	A5:H210×W148×D10mm、A4:H297×W210×D10mm
Suggested Retail Price	A5 Blank :¥500+tax、A4 Blank :¥800+tax A5Cotton:¥600+tax、A4 Cotton:¥900+tax
Product name	MD Clear Notebook Bag
Materials	Transparent PVC
Type	2types... <A5>Horizontal、<A4>Horizontal
Size	A5:H167×W238×D2mm、A4:H229×W315×D2mm
Suggested Retail Price	<A5>Horizontal :¥300+tax <A4>Horizontal :¥500 円+tax
Product name	MD Pencil,
Specifications/Content	Pencil lead : B 6pieces
Size	Diameter 7×176 mm
Suggested Retail Price	¥600+tax
Product name	MD Colored Pencils
Specifications/Content	Color: gray, pale blue and orange each color 2pieces, total 6 pieces
Size	diameter 7×176 mm
Suggested Retail Price	¥800+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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