

February 27, 2018
Designphil, Inc.

SPIRAL RING NOTEBOOK has a new partner!

Watercolor Paper <A5 Slim><B6>

Card File<A5 Slim>

Photo File<B6>

Released Thursday March 29, 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.

Introducing new TRAVELER'S COMPANY™ products from Designphil: SPIRAL RING NOTEBOOK Watercolor Paper <A5 Slim> (700 yen + tax) and SPIRAL RING NOTEBOOK Watercolor Paper <B6 > (600 yen + tax), with a durable resin-containing cover and inner pages in different paper types; Card File <A5 Slim> (800 yen + tax) file-type notebook with a transparent cover and Kraft paper; Photo File<B6> (700 yen + tax) (*1), available in three types worldwide on Thursday 29 March 2018.

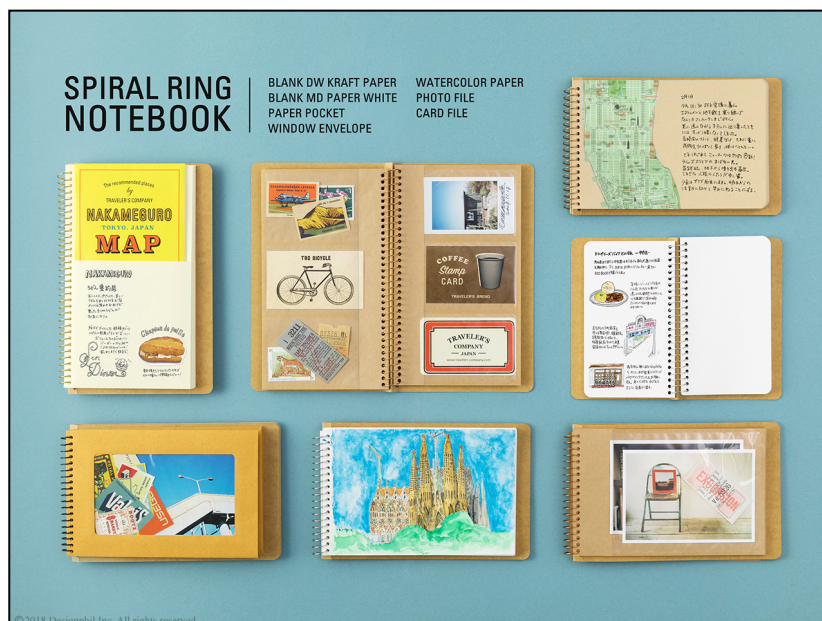
At the same time, we will be redesigning the packaging of current products and renaming them as follows: Blank DW Kraft Paper) (*2) (formerly Camel), Blank MD Paper White (*3) (formerly Polar bear), Paper Pocket (formerly Kangaroo), Window Envelope (formerly Honey bee).

SPIRAL RING NOTEBOOKs consists of a durable resin-containing cover, a range of different paper types: white paper for comfortable writing, roughly textured Kraft paper, paper pockets, window envelopes and more. The rings are attached to the notebook one by one by our craftsmen's hands with great care. SPIRAL RING NOTEBOOKs are also highly versatile. You can customize the front cover, write down your thoughts, draw pictures that come to mind or paste paper items that you have found when travelling.

Three new SPIRAL RING NOTEBOOKs will soon be available.

SPIRAL RING NOTEBOOK Watercolor Paper is made from highly water-resistant, vivid color-producing watercolor paper. The watercolor paper, used for painting backgrounds in anime, is recommended not only for water coloring but also for sketching with pencil and pen and for photo and ticket collages. The range includes the A5 Slim size, convenient for travelling and the B6 size, similar to a small sketchbook.

All the pages in SPIRAL RING NOTEBOOK Card File and Photo File have a transparent sheet attached to a Kraft paper mount. The A5 Slim Card File can hold not only business and store cards but also 72 prints etc. of “instax mini” photos (Fujifilm Corporation). The B6 size Photo File can hold up to 24 postcards and photos. You can use it as a notebook by writing the date in the margin of the Kraft paper mount, or writing a comment on the transparent sheet with a permanent marker.



SPIRAL RING NOTEBOOK has a new partner new partners !

At the same time as the release of new products, we will also be redesigning the packaging of other products currently being sold and renaming Camel, Polar Bear, Kangaroo and Honeybee.

For more details on these products, please visit the TRAVELER'S COMPANY™ website (www.travelers-company.com).

Take it with you wherever you go, to jot down ideas that have popped into your mind, draw landscapes you have discovered or to store tickets and photos.

*Note1: All prices quoted in this release are recommended retail prices.

*Note2: Designphil Writing Paper craft(Original paper)

*Note3 MD PAPER White (Original paper)

<Products Outline>

SPIRAL RING NOTEBOOK Watercolor Paper

The inner pages of the Watercolor Paper notebook are made from strongly water-resistant, great color-producing watercolor paper. The watercolor paper, used for painting backgrounds in anime, is recommended not only for water coloring but also for sketching with pencil and pen and for photo and ticket collages. The notebook is inscribed with the symbol of a swan, symbolizing the white paper. Carry it with you wherever you go and draw pictures of people you meet at a café or a landscape that you find while travelling.

SPIRAL RING NOTEBOOK Card File, Photo File

All the pages in Card File and Photo File have a transparent sheet attached to a Kraft paper mount. The A5 Slim Card File can hold not only business and store cards but also 72 prints etc. of “instax mini” photos (Fujifilm Corporation). The B6 size Photo File can hold up to 24 postcards and photos. You can use it as a notebook by writing the date in the margin of the Kraft paper mount, or writing a comment on the transparent sheet with a permanent marker.



Redesigned packaging!

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| Series name | SPIRAL RING NOTEBOOK |
| Type | 3 Types Watercolor Paper, Card File, Photo File |
| Materials/Specifications/ Content | <Watercolor Paper> Watercolor Paper, 20sheets (40 pages), bound with single rings (silver) <Card File> 12sheets (72 pockets), bound with single rings (copper) <Photo File> 12sheets (24 pockets), bound with single rings (copper) |
| Size | <Watercolor Paper> A5 Slim: H218×W130×D18mm B6 : H130×W193×D18mm <Card File> A5 Slim: H218×W130×D18mm <Photo File> B6 : H130×W193×D18mm |
| Suggested Retail Price | <Watercolor Paper> A5 Slim : 700 yen + tax B6 : 600 yen + tax <Card File> A5 Slim : 800 yen + tax <Photo File> B6 : 700 yen + tax |
| Release Date (*) | Will be sold starting from Thursday March 29, 2018 |

*Release dates may vary, depending on the retail outlet.

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

*SPIRAL RING NOTEBOOK www.travelers-company.com/products/spiral

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