

Diary stickers that bring out the pleasure of writing
2019 MD Diary Sticker to go on sale
On Friday, August 3, 2018

Designphil Inc., a design company headquartered in Shibuya, Tokyo, and led by president (CEO) Ichiro Aida, is pursuing its corporate mission to create designs that facilitate communication, put more joy into people's lives, and suggest new lifestyles.

The MD Diary Sticker, diary stickers that bring out the pleasure in writing when paired with MD PAPER™ will be released on Friday, August 3, 2018 for a suggested retail price of 600 yen plus tax. These stickers are from MD PAPER PRODUCTS™, simple Japanese products designed with writing in mind by utilizing the appeal of paper as developed by our product brand, MIDORI™.

MD PAPER PRODUCTS are a product series featuring MD PAPER, an original quality writing paper we developed in the 1960s and have been improving ever since, to bring out the pleasure of writing. In anticipation of our 10th anniversary this year, these diary stickers, popular for pairing with MD PAPER products, were sold at the "10th Anniversary Special Pop-up Shop" in the fall of 2017, and will now enter our standard lineup beginning with this 2019 edition.

The MD Diary Sticker is a 16 sticker calendar set containing 14 monthly calendars (December 2018 to January 2020) and two yearly calendars (2019, 2020). These can be attached wherever you prefer in the pages of your notebook, so you don't have to worry about writing space or the number of pages as you would in a normal diary. Attach them to the MD Notebook Light™ to create a portable notebook to your own individual specifications. These stickers were made using MD PAPER (cream) for flawless integration with your MD Notebook that ensures a completely comfortable writing experience.

For further product information as well as schedules, shopping lists, rulers and other downloadable content, visit us at the MD PAPER PRODUCTS website (www.midori-japan.co.jp/md/en).

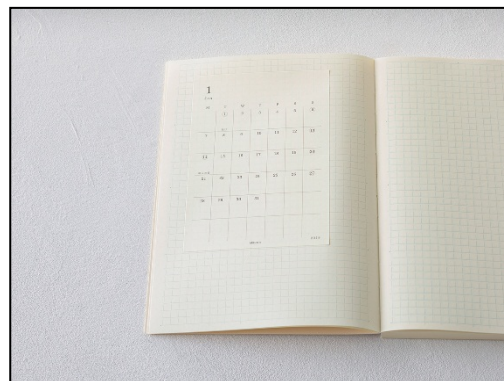


Stickers attached to MD PAPER for a brand new way to bring out the pleasure of writing!

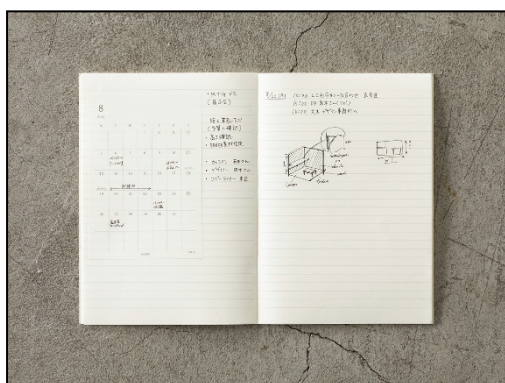
【Product Overview】



A set of 14 monthly schedule stickers and 2 annual calendars



Uses “MD Paper” for perfect integration with your MD Notebook



Attach it wherever you prefer in your notebook to create your own, unique diary!



Easy to position thanks to backing paper that is peeled off in two parts

Series Name	MD PAPER PRODUCTS™	
Product Name	2019 MD Diary Sticker	
Specifications	MD PAPER (Cream), stickers attached	
Pages	14 monthly schedule stickers (from December 2018 to January 2020) 2 Annual Calendars (2019, 2020)	... 16 stickers in total
Size	H138×W95mm	
Suggested Retail Price	JPY600 plus tax	
Release Date (*)	From Friday, August 3, 2018, onwards	

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

(*) MD PAPER PRODUCTS is trademark of Designphil Inc.

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

*MD PAPER PRODUCTS www.midori-japan.co.jp/md/en/