

August 3rd, 2018
Designphil Inc.

Your thoughts in the “margin”
A diary to fire your imagination and inspiration makes its debut in a new thin, portable size!

MD Notebook Diary Thin

2019 Edition 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.

On Friday, August 3, 2018, our product brand, MIDORI™, will release the 2019 edition of the MD Notebook Diary Thin. This Diary is based on MD Notebook™, the brand's quality notebooks designed and made for the maximum comfort in writing. The MD Notebook Thin (A5) is a slimmer, more portable version of the currently available and highly popular MD Notebook Diary, and goes on sale for a suggested retail price of 1,000 yen plus tax.

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 2008, seeking to provide the ultimate in writing comfort, we released the MD Notebook, which features attractive cream-colored writing paper that does not easily blot, even when using a fountain pen, and opens up flat thanks to its special binding. With a pure and simple appearance that makes the most of its materials, this product is appreciated by countless users who insist on the best comfort in writing.

The MD Notebook Diary, which has been in development since 2009, stretches its MD Notebook foundations to the limits with the goal of diary functionality that also brings out the pleasure of free-form writing.

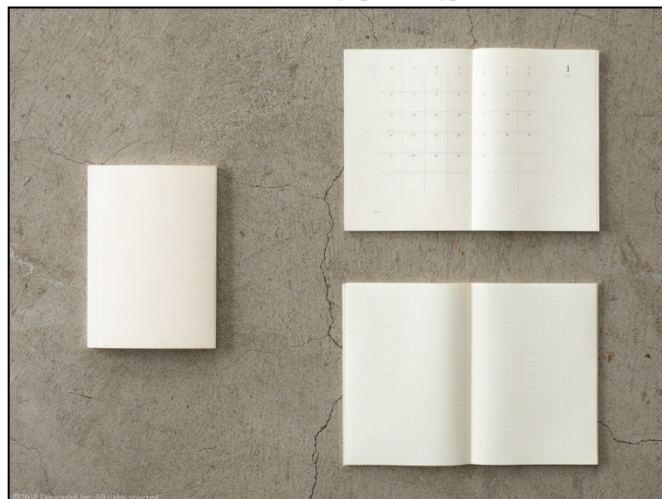
The soon-to-be-released MD Notebook Diary Thin retains that same diary functionality and slims down the memo pages into a more portable format. The A5 size ensures ample writing space but in a sleek size with removable stickers for even greater usability.

A special feature is the monthly scheduling pages, which have ample margins around the blocks, where you can scribble down memos, ideas and make drawings as well. In addition to your monthly schedule, you can use the Diary to put your thoughts into words, jotting down memos, writing to-do lists, and adding sticky memos. Upon user request, grid ruling has been adopted for the memo pages. This is the same light blue 5mm grid as the MD Notebook to support a variety of ways of using letters, diagrams, memos or illustrations without getting in the way of the written word or sketches.

In addition, the Diary comes with an index sticker which you can paste to the spine, and a name sticker on which you can write your name, signature, or the date you began using it to be pasted on the diary's endpaper or front.

This Diary can be taken with you everywhere so you can be ready to take it out and start writing whenever inspiration strikes.

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).



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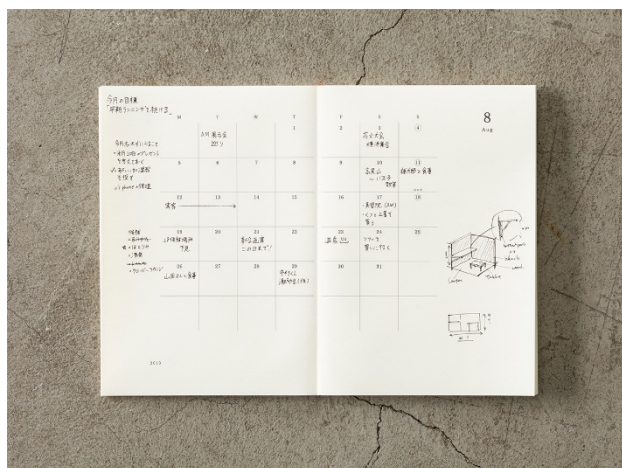
【Product Outlines】

MD Notebook Diary Thin

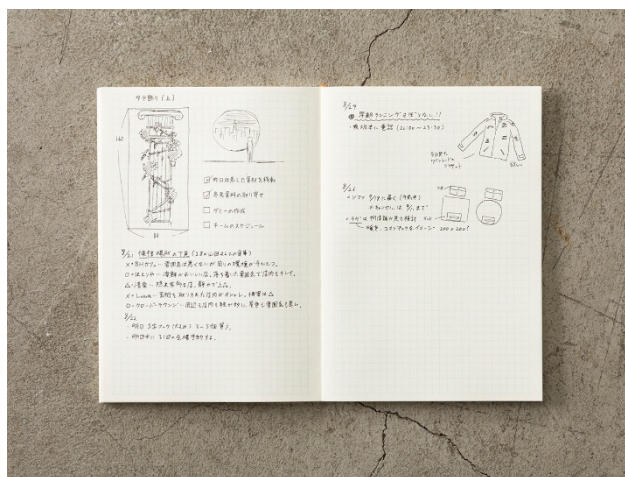
A simpler version of the MD Notebook Diary for a thin diary with increased portability

Monthly scheduling pages (for December 2018 through January 2020)

- The monthly scheduling square blocks are surrounded by conveniently broad margins where you can write down memos, ideas, etc., or make drawings.
- 5mm gridded memo pages support a variety of ways of using letters, diagrams, memos or illustrations without getting in the way of the written word or sketches
- Includes an index sticker to affix to the spine and a name sticker to write down the date you started your diary or other information which can be affixed to the inside cover or the cover page.



Monthly block pages with plenty of space in the margins, the same as the MD Notebook Diary



5mm gridded memo pages support a variety of ways of uses, such as letters, diagrams, memos or illustrations

Series Name	MD PAPER PRODUCTS™
Product Name	2019 MD Notebook Diary Thin
Specifications	Cover: Wrapped in paraffin paper Writing pages: MD Paper Binding: Thread-stitched, bookmark string attached Accessory: Index stickers
Pages	2 pages of annual calendar / 28 pages of monthly scheduling (for December 2018 through January 2020) 1 page of blank memo, 80 pages of gridded (5mm rule) memo ...111 pages total
Size	< A5 > : H210×W148×D8mm
Suggested Retail Price	JPY1,000 plus tax
Release Date (*)	From Friday, August 3, 2018, onwards

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

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