

Second overseas event for MD PAPER PRODUCTS™!
**MD PAPER PRODUCTS 10th Anniversary
Special Pop-up Shop in Hong Kong at LOG-ON Festival Walk**

September 1 (Sat.) – October 14 (Sun.), 2018

Special Event:

September 16 (Sun), 29 (Sat) and 30 (Sun), 2018

Venue: LOG-ON Festival Walk

Designphil Inc. (headquarters: Shibuya, Tokyo; president (CEO): Ichiro Aida) has announced that it will hold its second official overseas event for the MD PAPER PRODUCTS™ series launched by Designphil under the Midori brand. MD PAPER PRODUCTS 10th Anniversary Special Pop-up Shop in Hong Kong at LOG-ON Festival Walk will be held at LOG-ON Festival Walk in Hong Kong from September 1 (Sat.) to October 14 (Sun.), 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 to make writing a pleasure. 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. In the ten years since, Designphil has never stopped improving, making continuous enhancements to the paper quality, texture and construction of the notebook. By the time the series reached its 10th anniversary in January 2018, it had become a cherished series among many users.

This event will be a user event in Hong Kong to celebrate our 10th anniversary. Previously held in Tokyo, Kyoto and Taiwan, the special pop-up shop will be held at LOG-ON Festival Walk, a lifestyle store in Hong Kong.

The event venue will feature limited edition items including MD Notebook [A5] 10th Anniversary and MD Notebook Cover (Cordoba), which were released as limited-edition 10th anniversary products, along with items that were popular at the Japanese event, such as MD Knock Pencil and sale of MD Paper by weight.

The Hong Kong event will also feature a limited-edition collaboration between MD PAPER PRODUCTS and Chronodex, a series developed by a stationery senior buyer from LOG-ON, Patrick Ng. With an extensive knowledge of stationery around the world, Mr. Ng developed Chronodex, a scheduling tool enabling each day's schedule to be managed in the format of a clock, based on the style of notebooks that he himself wanted to use. The special edition for this event consists of a version of MD Notebook Light in this format, selling at 75HKD for a set of three.

All visitors upon purchase any MD PAPER PRODUCTS over 300HKD can enjoy an original tote bag with the event logo as a free gift. (Limit to 300pcs)



MD PAPER PRODUCTS 10th Anniversary
Special Pop-up Shop in Hong Kong at LOG-ON Festival Walk

Special events will also be held during the event to allow visitors to experience the pleasure of writing with MD PAPER PRODUCTS.

Journaling with MD Paper Products, a talk show featuring Malaysian stationary enthusiast Pooi Chin Chen will be held on September 16 (Sun.). Ms. Chen creates beautiful notebooks with a combination of handwriting and stickers, stamps and sealing wax. She has a huge following on Instagram and released the Pooi Chin – Love for Journaling in Taiwan last year. At this special event, Ms. Chen will share the techniques and tools she used to design the book, along with some stories about the creation process. She will also autograph copies that visitors have brought or purchased at the event.

On September 29 (Sat.) and 30 (Sun.), charismatic Hong Kong calligrapher Kalo Chu will hold calligraphy lessons with MD Paper. Visitors can try their hand at basic calligraphy, using a dip pen on the 29th (Sat.) or a brush pen on the 30th (Sun.).

These are just a few of the features to show Hong Kong users what a pleasure writing can be, with others including MD Notebook exhibits by the producer of MD PAPER PRODUCTS and other MD users.

For more details about the event, see the official LOG-ON Facebook (www.facebook.com/logonhk/).

*MD PAPER PRODUCTS is a trademark of Designphil Inc.

[About the Event]

Name of event

MD PAPER PRODUCTS 10th Anniversary Special Pop-up Shop in Hong Kong at LOG-ON Festival Walk

Event period

September 1 (Sat.) – October 14 (Sun.), 2018

11:00am-10:00pm Mon.-Thu.

11:00am-10:30pm Fri.-Sun. and public holidays

Venue

LOG-ON ToGather @Festival Walk store

Festival Walk UG Level, Shop 01, Kowloon Tong

www.citysuper.com.hk

Features

- ✓ Special MD PAPER PRODUCTS pop-up shop in the store
- ✓ Limited-edition 10th anniversary products and event-only products
- ✓ MD Paper sold by weight
- ✓ Event-only special edition product created through a collaboration between MD PAPER PRODUCTS and Chronodex.
- ✓ MD Notebook exhibits by the producer of MD PAPER PRODUCTS and other MD users
- ✓ All visitors upon purchase any MD PAPER PRODUCTS over 300HKD can enjoy an original tote bag with the event logo as a free gift. (Limit to 300pcs)



Special edition product created through a collaboration between MD PAPER PRODUCTS and Chronodex



Original tote bag with the event logo



MD paper sold by weight



Event-only Knock Pencil

[Special event]

1 Talk show with Malaysian stationery enthusiast Pooi Chin Chen: Journaling with MD Paper Products

Pooi Chin Chen has a huge following on Instagram and released the Pooi Chin - Love for Journaling in Taiwan last year. At this special event, Ms. Chen will share the techniques and tools she used to design the book, along with some stories about the creation process. She will also autograph copies that visitors have brought or purchased at the event.

Date and time: September 16 (Sun.)

Talk: 2:00-3:30pm (maximum 12 attendees), signing from 4:30pm

*Admission free



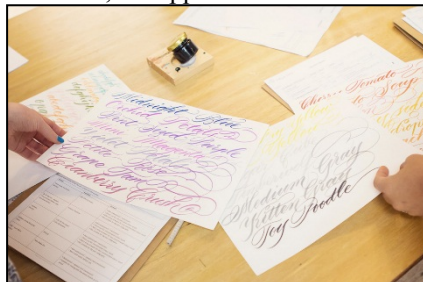
2 Calligraphy lesson on MD Paper with popular calligrapher Kalo Chu: Calligraphy with MD Paper

Kalo Chu is a popular Hong Kong calligrapher who runs calligraphy classes and has been involved in the design and printing of various stationery. In this lesson, Ms. Chu will teach basic calligraphy with various forms of ink on MD Paper.

Dates and time: 3:00-6:00pm September 29 (Sat.): Dip Pen

3:00-6:00pm September 30 (Sun.): Brush Pen

*Maximum 8 attendees per session, fee applies



For details on the events and how to participate, see the official LOG-ON Facebook (www.facebook.com/logonhk/).

About MD PAPER PRODUCTS™

MD PAPER PRODUCTS are classic, Japanese-made products that use the inherent appeal of paper to enhance the writing experience. The series is made with MD PAPER, an original paper developed by Designphil in the 1960s with a focus on easy writing. MD Notebook was released in January 2008 to maximize the appeal of this paper.

It has a simple, easy-to-use format with features such as paper that is resistant to smearing and bleed-through, thread binding enabling the notebook to open flat and plenty of blank space, and has a no-frills look that will not detract from the writing comfort or the appeal of the materials.

The series also includes a variety of other products to make writing a pleasure, including tabs that can be used with the notebook, notebook covers and bags that provide subtle support for the notebook, and a letter pad and envelopes designed with effective use of blank space.

Official website: : www.midori-japan.co.jp/md

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

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