

**Designphil Receives Awards of Merit at the DFA Design for Asia Awards 2018
for its
MIDORI Carton Opener
and PLOTTER 6 Ring Leather Binder**

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 suggest new lifestyles and provide inspirations that make life more fun. Designphil is pleased to announce that it has won awards of merit for its Carton Opener and PLOTTER 6 Ring Leather Binder at the DFA Design for Asia Awards 2018 (hosted by the Hong Kong Design Centre).

As well as opening boxes, the Carton Opener is perfect for cutting out single sheets from magazines and newspapers. Its ceramic blade prevents rusting and ensures that it remains sharp, allowing for easy opening of cardboard boxes. Single pieces of paper can also be cut out by placing the flat surface of the cutter horizontally against the page, making it ideal for cutting out sections of newspaper and magazines. Its round shape also acts as a cover for the blade, creating a portable, palm-sized product. The cutter itself opens 180 degrees, creating an easy to hold shape. The magnet located on its rear surface allows for it to be attached to metal desks and doors for storage, ensuring that it's always available when you need it, whether at the office, at home, or out and about.

Designphil's 6 Ring Leather Binder was launched as a core product for the company's new PLOTTER brand, which aims to create a variety of tools for people who love creative activities. The binder is cleverly constructed with a unique backplate and rings that encase a single piece of leather, creating a product that is at once light, thin, and easy to open. The product has become popular for its ability to be used like a notebook, or in combination with the brand's Refill Memo Pad, which uses a revolutionary form of natural glue for its binding, allowing single pages to be torn out. This has allowed it to reach an entirely new audience beyond typical users of system-style memo pads.

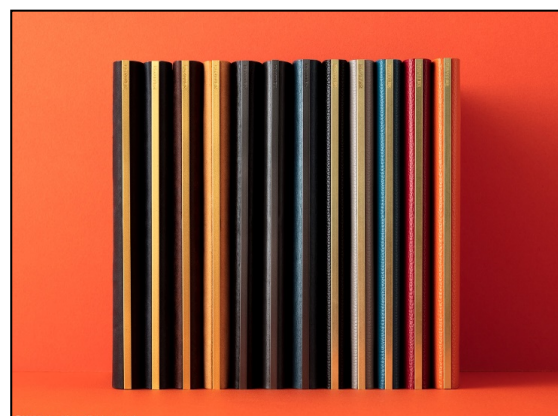
Spurred on by winning this award, Designphil will continue to create new products based around its core concept of "cultural creation through inventive design and experience".

***About the DFA Design for Asia Awards**

The DFA Design for Asia Awards started in 2003 as a way to celebrate products that incorporate the unique cultural values of Asian societies, are developed in a sustainable manner, are user-centric, and make use of technologies in a way that increases the quality of life for local people. By hosting these awards, the Hong Kong Design Centre aims to bring attention to excellent design, and to celebrate pre-eminent designs that incorporate Asian perspectives, with the DFA award acting as a major competition. The awards have also become a platform to allow for companies and individuals working in the design field to raise international awareness of their design projects. (From the Hong Kong Design Centre's website)



MIDORI Carton Opener



PLOTTER 6 Ring Leather Binder

■ **MIDORI Carton Opener** (Released March 2018)

A Carton Opener that is both highly-functional and durable

- Features a durable ceramic blade. Is perfect for opening boxes
- Single pieces of paper can also be cut by placing the flat surface of the cutter horizontally against the page, allowing for sections of newspaper and magazines to be cut out
- Made from a durable glass fiber infused PP resin design
- Opens 180 degrees, allowing it to fit perfectly in the hand and making it easy to hold
- Back cover features a magnet allowing it to be stored on refrigerators and metallic desks or doors

■ **PLOTTER 6 Ring Leather Binder** (Released September 2017)

A binder with a unique backplate and rings that encase a single piece of leather, creating a product that is at once light, thin, and simple

- Cover is constructed from just three parts, including a single piece of leather, backplate, and rings
- Can be opened up 180 degrees to make it fully flat, creating extra ease of use
- Features a stylish original backplate which is both simple yet elegant
- Can be used with the company's Refill Memo Pad, which uses a revolutionary form of natural glue for its binding, supporting those who enjoy creative work

*See the official Midori website (www.midori-japan.co.jp) and the official PLOTTER website, for more details (www.plotter-japan.com)

DESIGNPHIL Inc. www.designphil.co.jp/english

Award Winners www.designphil.co.jp/english/style/prize_dfa.html#2018copener
www.designphil.co.jp/english/style/prize_dfa.html#2018plotter