

New tools that bring enjoyment to drawing!
New Products On Sale:
MD Notebook Cotton F Size and MD Pencil Drawing Kit
MD Notebook Bag Chita Cotton <F3 Variant>
MD Tote Bag Chita Cotton
On Sale: Thursday, February 14, 2019

Designphil (headquarters: Shibuya, Tokyo, president: Ichiro Aida) is a design company that inspires greater enjoyment of daily life and suggests new ways to live through design.

Expanding on our MIDORI brand of products, we are releasing new tools for the enjoyment of drawing from our Japan-made line of MD PAPER PRODUCTS™, simple products that utilize the inherent appeal of paper for an incredible writing experience. The MD Notebook Cotton boasts a wide, expanded canvas size for drawing freedom and is available in three sizes, <F0>, <F2> and <F3 Variant> for ¥1,000, ¥1,600 and ¥1,800 (plus tax), respectively*. The MD Pencil Drawing Kit collects everything you need for pencil drawing and is on sale for ¥1,100 (plus tax). The MD Notebook Bag Chita Cotton <F3 Variant> and MD Tote Bag Chita Cotton are Chita cotton bags for storing F size notebooks, priced at ¥2,800 and ¥3,800 (plus tax), respectively. All products go on sale on Thursday, February 14, 2019.

MD PAPER PRODUCTS is a product series that began development in the 1960s. These products utilize the company's original MD PAPER designed specifically for writing by hand to bring enjoyment to writing. In 2008, the company released the MD Notebook to deliver a comfortable writing experience. These notebooks utilize MD PAPER (Cream), designed in pursuit of quality usability that prevents smudging and bleed-through, and employ a bookbinding method that allows them to open flat. Since first being released, its simple structure that makes use of the inherent quality of the materials to offer an excellent writing experience has made it a favorite both in Japan and abroad.

This time, the concept of MD PAPER PRODUCTS has been revised. MD PAPER (Cream) that creates an emotional response when writing letters on the soft cream color has been reformulated for writing, while MD PAPER (Cotton), which is made with a 20% cotton pulp blend and shines in the white of a cotton flower, is perfectly suited to drawing. The company will continue to develop products with an even greater variety of features moving forward.

The newly available F size MD Notebook Cotton is a notebook that enhances enjoyment of drawing ideas, sketches and drafts. These notebooks are available in three sizes featuring a wide, expanded canvas for drawing freedom over a massive 200 pages, whether in the easy-to-carry <F0>, the <F2> with its perfect blend of size and portability or the <F3 Variant> ideal for drawing large motifs such as landscapes and people. The packaging was designed to express a sketched image on a stack of paper. The MD Pencil Drawing Kit is also available. This kit contains pencils in a wide range of gradations, caps and a sharpener perfectly suited to MD Notebook Cotton. The pencil lineup includes five types: HB and B for drawing fine lines, and 2B, 4B and 6B excellent for drawing soft lines. Use this set for an enjoyable drawing with incredible feel.



Introducing new tools that bring enjoyment to drawing!

Two types of bag have been made available to perfectly fit the shape of the MD Notebook Cotton. These bags utilize the soft whiteness and feel characteristic of Chita cotton. Chita cotton, a traditional textile of the Chita Peninsula, is slowly, carefully woven using the same shuttle looms that have been employed since the Meiji era. A single fine vertical thread and two fine horizontal threads are overlapped and woven by hand to create a tassel weave that creates a faint horizontal ridge pattern on the textile. This cloth is thin and soft yet durable thanks to its dense weave, which makes it a perfect everyday bag. This quality textile is finished with the minimalistic stitching characteristic of MD PAPER PRODUCTS.

The MD Notebook Bag Chita Cotton <F3 Variant> is a protective bag to store in your normal bag and keep your notebook from tearing or bending. To make it easy to pull out of your bag, it's equipped with a short handle. The MD Tote Bag Chita Cotton is a single-strap bag great for a variety of uses. It's easy to put items in and take them out, so you can store both your notebook and any other implements you use with it. Both bags have a tag-style leather pen holder attached to the outside that stores two pens.

For further information on these products, visit the MD PAPER PRODUCTS website (www.midori-japan.co.jp/md).

*All prices listed are recommended retail prices

Product Overview



A canvas size perfect for drawing
MD Notebook Cotton F Size (3 types)



The MD Pencil Drawing Kit contains pencils in five gradations, caps and a sharpener perfectly suited to MD Notebook Cotton



The MD Notebook Bag Chita Cotton <F3 Variant> is a bag that perfectly fits your MD Notebook Cotton <F3 Variant> to keep it inside your usual bag



The over-the-shoulder bag is excellent for taking your writing and drawing with you MD Tote Bag Chita Cotton

Series	MD PAPER PRODUCTS™
Product	MD Notebook Cotton
Specifications / Content	Cover : Wound paraffin paper Inside pages: MD PAPER (Cotton), unruled Binding: Stitched with a bookmark string attached Index stickers included, 200 pages
Type	<F0> / <F2> / <F03 Variant> ... 3 total
Size	<F0> : H180×W140×D11mm <F2> : H240 x W190×D11mm <F3 Variant> : H273×W210×D11mm
Recommended Retail Price	<F0> : ¥1,100 plus tax <F2> : ¥1,600 plus tax <F3 Variant> : ¥1,800 plus tax
Product	MD Pencil Drawing Kit
Specifications	Caps: Brass (nickel plated) Sharpener: Styrene resin with SK-2 steel blade
Content	Pencils: HB/B/2B/4B/6B×1 each...5 total Caps: 5 Sharpener: 1
Size	Pencils: Φ7×176mm Caps: Φ9×55mm Sharpener: H20×W29×D12mm
Recommended Retail Price	¥1,000 plus tax
Product	MD Notebook Bag Chita Cotton <F3 Variant>
Specifications	Bag: Chita cotton Pen holder: Goat leather
Size	H290×W240×D8mm
Recommended Retail Price	¥2,800 plus tax
Product	MD Tote Bag Chita Cotton
Specifications	Bag: Chita cotton Pen holder: Goat leather
Size	H400×W350×D8mm (handle length 600mm)
Recommended Retail Price	¥3,800 plus tax
Retail Shop Release Date*	Released sequentially from Thursday, February 14, 2019

*Individual retailer sales start dates are subject to change.
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