

February 27, 2018

Designphil, Inc.

**Introducing new items that add even more convenience and enjoyment to the ways
you use TRAVELER'S notebook!**

TRAVELER'S notebook™ Refill

TRAVELER'S notebook Passport Size Refill

New TRAVELER'S notebook Brass Clip On Sale

On sale: Thursday, March 28, 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.

TRAVELER'S COMPANY™, our brand created from the concept of notebooks for people to spend every day like they are on a journey, is pleased to introduce new refills and other products for our TRAVELER'S notebook and TRAVELER'S notebook Passport Size. These new items are sure to add even more convenience and enjoyment to the way you use your notebook.

A variety of new products go on sale on Thursday, March 28, 2019: MD Paper Cream, made with our original MD PAPER (Cream) for an incredible writing experience (regular size: ¥300 plus tax, passport size: ¥240 plus tax); Dot Grid, useful for both writing and illustrating (regular size: ¥300 plus tax, passport size: ¥240 plus tax); Watercolor Paper that is resistant to water and perfect for watercolor art (regular size: ¥400 plus tax, passport size: ¥300 plus tax); Card File for keeping shop business cards sorted by location and other organizing (regular size: ¥500 plus tax); Three-fold File, perfect for neatly folding and storing A4 size ticket printouts or hotel vouchers (regular size: ¥320 plus tax); Refill Binder for filing passport size refill paper (passport size: ¥800 plus tax); and our TRAVELER'S notebook Brass Clip for keeping your TRAVELER'S notebook open (two types, TRC Logo Pattern and Airplane Pattern...¥1,200 each plus tax*).

TRAVELER'S notebook was created in March, 2006, and is now loved by writers throughout the world in over 30 countries and regions. Last year, through exhibition at MAISON&OBJET (France), events in South Korea and Spain as well as TRAVELER'S FACTORY™, we were able to share TRAVELER'S notebook with a variety of customers and listen to everyone's ideas. We also came up with new ideas about what kinds of items would make use more enjoyable by looking at pictures of our customer's notebooks that they posted to social media. From the opinions we heard and usage we saw, we decided to add the new Refills and Brass Clips to the lineup.



Introducing new items that add even more convenience and enjoyment to the ways you use
TRAVELER'S notebook!

A total of 9 refills will be released, 5 regular sizes and 4 passport sizes.

“MD PAPER Cream” is our original paper designed for quality writing which utilizes MD PAPER Cream that won’t smudge or bleed-through, even when writing with a fountain pen. We added the refill to our regular lineup after users told us they wanted to use this paper in their previous journal or notebooks. “Dot Grid” was added for the kind of customers who have been increasing in recent years who want to create their own boxes inside their notebook, make a journal in an original style or keep track of tasks. There are a myriad of enjoyable ways to make use of the dots, from making comic book panels or a layout like a magazine, to using them to keep track of spacing like traditional Japanese writing paper. “Watercolor Paper” notebook refill is perfect for watercolors because it is water-resistant. Besides watercolor paper that is a little thicker and more textured than “Sketch Paper” is also perfect for pencil and pen sketches or collages of photos and tickets. The pages are perforated so they can be easily removed. Cards can be stored in every page of “Card File”. There are 60 spaces to store business cards from associates shop business cards or even “instax mini” photos.

“Three-fold File” stores A4 sizes folded in three. It’s made to neatly fold and store A4 size papers and take them with you. Use it for anything you need to take with you, from ticket printouts and hotel vouchers to schedules and map copies, whether traveling or just every day at the office. The file is made in regular size only. “Passport Size Refill Binder” is for holding TRAVELER’S notebook Passport Size. Use it to store up to five volumes of Passport Size Refills you have already filled.

We are also releasing “TRAVELER’S notebook Brass Clip”, which can be used to keep your TRAVELER’S notebook open. Made in a factory in the old downtown area of Tokyo, this clip’s materials, size, design and spring strength are especially created for use with TRAVELER’S notebook. When taking your TRAVELER’S notebook on the go, attach it to the leather cover or the end of a refill so it’s ready to use when you want to write or take a picture of your work. There’s also a hole in the back that you can use to hang it on a wall and use your notebook for decoration. We made two styles, the TRC Logo Pattern designed after TRAVELER’S notebook logo, and the Airplane Pattern, with a TRAVELER’S Air motif.

Once you get your hands on items from our new TRAVELER’S notebook lineup, there will be even more ways to enjoy your notebook!

*All prices listed are recommended retail prices



Introducing new refills for even greater enjoyment!



Use “Three-fold File” to keep ticket printouts and maps when you travel.



This binder holds 5 Passport Size Refill volumes!



“TRAVELER’S notebook Brass Clip” for taking photos of your notebook or using it for decoration.

<Products Outline>

Name	TRAVELER'S notebook Refill
Types	5Types MD Paper Cream/Dot Grid/Watercolor Paper/Card File/Three-fold File
Materials/Specifications	<MD Paper Cream> 64 Pages, MD PAPER(Cream), blank (stitch bound) <Dot Grid> 64 Pages, MD PAPER(White), Dot Grid 5×5mm(stitch bound) <Watercolor Paper> 24 Pages, Watercolor Paper, Blank, Perforated (stitch bound) <Card File> 60 pockets (stitch bound) <Three-fold File> Polypropylene, for A4 sizes
Size	MD Paper Cream, Dot. Grid, Card File:H210×W110×D4mm Watercolor Paper:H210×W110×D5mm Three-fold File:H210×W310 (open)
Suggested Retail Price	MD Paper Cream, Dot Grid:300 yen + tax Watercolor Paper:400 yen + tax Card File:500 yen + tax Three-fold File:320 yen + tax
Name	TRAVELER'S notebook Passport Size Refill
Types	4 Types, MD Paper Cream/Dot Grid/Watercolor Paper/Refill Binder
Materials/Specifications	<MD Paper Cream> 64 pages, MD PAPER (Cream), blank (stitch bound) <Dot Grid> 64 pages, MD PAPER (White), Dot Grid 5×5 mm (stitch bound) <Watercolor Paper> 20 Pages, Watercolor Paper, blank, perforated (stitch bound) <Refill Binder> (content) paper, (fittings) iron, holds up to 5 notebooks
Size	MD Cream, Dot Grid ,Watercolor Paper : H124×W89×D4mm Refill Binder : H144×W105×D40mm
Suggested Retail Price	MD Cream, Dot Grid : 240 yen + tax Watercolor Paper : 300 yen + tax Refill Binder : 800 yen + tax
Name	TRAVELER'S notebook Brass Clip
Types	2 types, TRC Logo/Airplane
Materials	Solid brass
Size	H44×W44×D20mm
Suggested Retail Price	1,200 yen + tax
Date of Release at Retail Shops	Will be sold starting from Thursday March 28, 2019

*The release date may vary depending on the retail shop

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*TRAVELER'S COMPANY www.travelers-company.com

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