

July 25, 2019
Designphil Inc.

Calendar for the maximum comfort in writing
2020 MD Calendar to go on sale
“Twin-type” which gives you a bird’s-eye view of your two-month schedule
2020 MD Calendar Twin to go on sale
On Friday, August 8, 2019

Designphil Inc., a design company headquartered in Shibuya, Tokyo, and led by president (CEO) Ichiro Aida, is pursuing a corporate mission to create designs that add joy to people’s lives and facilitate communication between people.

On Thursday, August 8, 2019, our product brand MIDORI™ will release the 2020 editions of the desktop MD Calendar (suggested retail price: 700 yen plus tax) and the twin-type MD Calendar Twin (suggested retail price: 800 yen plus tax), which allows you to see two months at a glance. These calendars are part of the MD PAPER PRODUCTS® series and are based on MD Notebook™, a quality stationery series with a simple design and innovative paper that provides the maximum comfort when writing.

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, for the maximum comfort in 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 Calendar based on the format of the MD Notebook Diary it is a work of minimalist design with just 12 calendar pages and unruled memo pages. Just like the Diary, the wide margins around each monthly calendar block make it easy to freely write down ideas and memos that come to you, as you want. The Calendar also contains four unruled memo pages, where you can write down things you want to record – be it short memos, illustrations, ideas, or whatever.

First released in 2019, the MD Calendar Twin features a two-month view that makes it easy to check your upcoming schedule and objectives. Like the MD Calendar, it comes with 20 unruled pages in addition to the twelve calendar pages, providing plenty of room for notes.

Both calendars stand on their own with a very simple trick of a single string. You can make them stand up or fold them down quite easily. While many desktop calendars come with a section to keep the calendar standing, which disturbs writing on the calendar, these products easily spread flat, just like a notebook, for easy writing. With a layout optimized for users who want to write things down just as they want, these calendars stimulate each user’s creativity.

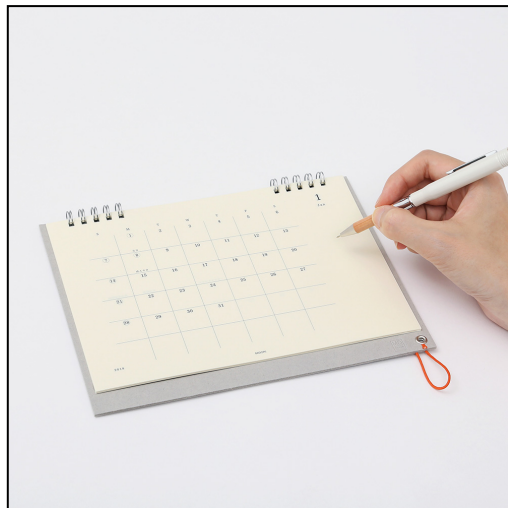
For further product information as well as schedules, shopping lists, rulers and other downloadable content, visit us at the MD PAPER PRODUCTS website (www.midori-japan.co.jp/md/en)



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Recreating the MD Notebook Diary in calendar form:
The MD Calendar and MD Calendar Twin are popular for their simple and highly versatile format

【Product Outlines】



Fold it down flat for easy writing



Stands up on a simple single string



The new MD Calendar Twin gives you a bird's-eye view of two months of your schedule!

Series Name	MD PAPER PRODUCTS™
Product Name	2020 MD Calendar 2020 MD Calendar Twin
Specification	Inside paper: MD paper Bound with double rings (silver color)
Details	MD Calendar Pages: 12 calendar pages (for January through December 2020), and 4 unruled memo pages MD Calendar Twin Pages: 12 calendar pages (for January through December 2020), and 20 unruled memo pages
Size	When folded down: H170×W220×D11mm When standing: H165×W220×D90mm
Suggested Retail Price	MD Calendar :JPY700 plus tax MD Calendar Twin:JPY800 plus tax
Release Date (*)	From Friday, August 8, 2019, onwards

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

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