

July 25, 2019
Designphil Inc.

Your thoughts in the “margin”
A diary to fire your imagination and inspiration makes its debut in a new thin, portable size!

MD Notebook Diary Thin

2020 Edition to go on sale

On Friday, August 2, 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 Friday, August 2, 2019, our product brand MIDORI™ will release the 2020 edition of the MD Notebook Diary Thin. This diary is part of the MD PAPER PRODUCTS® series and is based on MD Notebook™, the brand's quality notebooks with a simple design and innovative paper that provides the maximum comfort when writing, and is a slim, easy to carry version of the MD Notebook Diary. The MD Notebook Diary Thin will be available in A5 size, with a suggested retail price of 1,000 yen plus tax.

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, to bring out the pleasure of 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.

First released in 2018, the MD Notebook Diary Thin provides all the standard features of a diary, but the note pages are thinner to make the diary as easy to carry as possible. The monthly schedule pages have large margins where you can scribble down notes, illustrations and ideas. In addition to writing your plans for each month, you can make notes, write to-do lists, add ideas or sketches and add sticky notes, providing plenty of ways for you to get your ideas on paper. The note pages have the same light blue grid ruling as the MD Notebook to provide a guide for writing, diagrams, notes and illustrations without overpowering your letters or picture.

The diary also comes with accessories, including an index sticker that you can stick on the spine and a name sticker for the front or endpaper where you can write your name, signature or the date you began using the diary.

In addition, the Diary comes with an index sticker which you can paste to the spine, and a name sticker on which you can write your name, signature, or the date you began using it to be pasted on the diary's endpaper or front. The diaries are available in the same sizes as the MD Notebooks – A6, B6 Slim, A5, and A4 Variant.

The MD PAPER PRODUCTS website (www.midori-japan.co.jp/md) will provide more details on these products, along with various downloadable inserts such as schedules, shopping lists and rulers that can be used with the diaries for even more convenience (*).

(*) The inserts are scheduled for release from fall onward.



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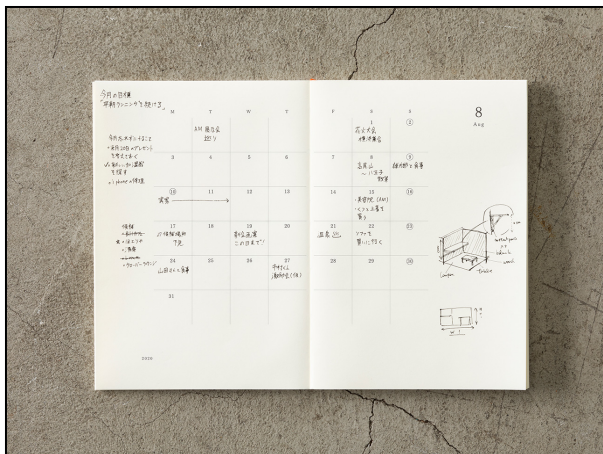
【Product Outlines】

MD Notebook Diary Thin

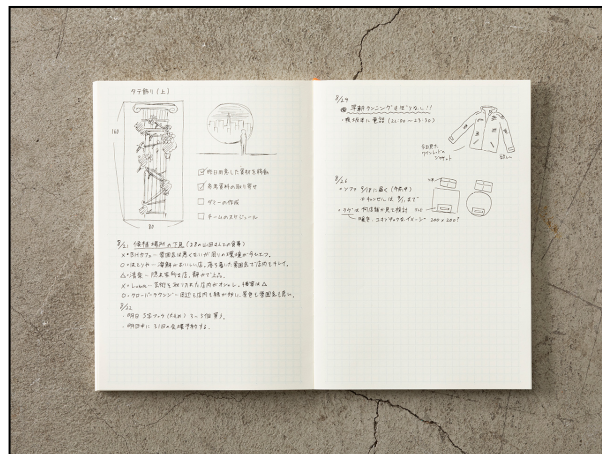
A simpler version of the MD Notebook Diary for a thin diary with increased portability

Monthly scheduling pages (for December 2019 through January 2021)

- The monthly scheduling square blocks are surrounded by conveniently broad margins where you can write down memos, ideas, etc., or make drawings.
- 5mm gridded memo pages support a variety of ways of using letters, diagrams, memos or illustrations without getting in the way of the written word or sketches
- Includes an index sticker to affix to the spine and a name sticker to write down the date you started your diary or other information which can be affixed to the inside cover or the cover page.



Monthly block pages with plenty of space in the margins, the same as the MD Notebook Diary



5mm gridded memo pages support a variety of ways of uses, such as letters, diagrams, memos or illustrations

Series Name	MD PAPER PRODUCTS™
Product Name	2020 MD Notebook Diary Thin
Specifications	Cover: Wrapped in paraffin paper Writing pages: MD Paper Binding: Thread-stitched, bookmark string attached Accessory: Index stickers
Pages	2 pages of annual calendar / 28 pages of monthly scheduling (for December 2019 through January 2021) 1 page of blank memo, 80 pages of gridded (5mm rule) memo ...111 pages total
Size	< A5 > : H210×W148×D8mm
Suggested Retail Price	JPY1,000 plus tax
Release Date (*)	From Friday, August 2, 2019, onwards

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

(*) MD PAPER PRODUCTS is trademark of Designphil Inc.

*DESIGNPHIL www.designphil.co.jp/english

*MIDORI www.midori-japan.co.jp/english/

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