

An even wider range of items to make writing a pleasure!
New MD Message Letter Pad and MD Card to go on sale
On Thursday, September 19, 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, September 19, 2019, our product brand MIDORI™ will release MD Message Letter Pad (360 yen plus tax) and MD Message Letter Pad Cotton (400 yen plus tax), letter paper that provides a beautiful layout for the finished letter, and MD Card (700 yen plus tax) and MD Card Cotton (760 yen plus tax)(*), a set of single-folded cards. These products are part of the MD PAPER PRODUCTS™ series, a stationery series with a simple design and innovative paper that provides the maximum comfort when writing.

MD PAPER PRODUCTS™ is 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 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. In 2013, the MD Notebook range expanded to include MD Notebook Cotton, made from MD PAPER Cotton. Cotton pulp accounts for 20% of the materials in this paper. 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.

MD Message Letter Pad and MD Message Letter Pad Cotton are greeting paper that makes the same effective use of blank space in the layout as our popular MD Letter Pad. The wide 10mm ruling provides plenty of space when writing. The line color is carefully chosen to suit the mood of the paper, with gray lines on M Message Letter Pad and brown ones on Message Letter Pad Cotton. With 50 in a pack, there are plenty of sheets for those times when you need to write a short missive in English, from messages with gifts to a quick letter.

MD Card are single-folded cards with a simple, no-frills design. The cards themselves are made from the same material as the cover of MD Notebook, while the message paper inside is made from MD PAPER to provide comfort when writing. The MD PAPER logo is embossed on the back of each card to add an understated accent. Two types are available: MD Card, which complements the ink of fountain pens, and MD Card Cotton, which has a soft texture for writing. Both come with MD Envelopes, another MD PAPER product. Eight cards and message sheets are included in each pack.

The MD PAPER PRODUCTS website (www.midori-japan.co.jp/md) will provide more details on these products.
 (*) All prices are suggested retail prices.



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Product Details



MD Message Letter Pad and MD Message Letter Pad Cotton:
The layout makes effective use of blank space for a beautiful finish.



MD Card and MD Card Cotton:
Cards with a simple design



The MD PAPER logo is embossed on the back of the cards.

Product Details

Series Name	MD PAPER PRODUCTS®
Product Name	Message Letter Pad, Message Letter Pad Cotton
Specifications	Message Letter Pad: MD PAPER Message Letter Pad Cotton: MD PAPER Cotton Vertical Ruled Lines 5 lines (10mm) 50 sheets per pack (both products)
Size	H170xW80xD7mm
Suggested Retail Price	MD Message Letter Pad: 360 yen plus tax MD Message Letter Pad Cotton: 400 yen plus tax
Product Name	MD Card, MD Card Cotton
Materials	MD Card Message paper: MD PAPER MD Card Cotton Message paper: MD PAPER Cotton
Specifications	8-pack (8 sheets of message paper and 8 cards)
Size	H105xW164xD7mm
Suggested Retail Price	MD Card: 700 yen plus tax MD Card Cotton: 760 yen plus tax
Release Date(*)	Will be released successively from Thursday, September 19, 2019(*)

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

(*) MD PAPER PRODUCTS is trademark of Designphil Inc

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