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Designphil, Inc.

PLOTTER's Ballpoint Pen and Mechanical Pencil win German design award Red Dot Award 2020

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.

Our PLOTTER product brand won Red Dot Award 2020, an international design award given by Design Zentrum Nordrhein Westfalen in Germany, for its popular Ballpoint Pen and Mechanical Pencil.

The Red Dot Award is divided into three categories: Product Design, Brands & Communication Design and Design Concept. The winners for each year are judged by global design experts and presented with their awards at a glamorous ceremony attended by designers from around the world. Their works are exhibited at the Red Dot Design Museums in Germany, Singapore and China.

PLOTTER's Ballpoint Pen and Mechanical Pencil won the Product Design category for their strong performance in all nine judging criteria, including innovation, functionality, formal quality, ergonomics, durability and symbolic and emotional content.



reddot winner 2020



Product Summary

A sensory experience

- Small ridges all around the body provide a comfortable grip no matter how you hold your pen or pencil.
- The products twist on and off, combining the ultimate simplicity with a beautiful form.
- With a low center of gravity (at the tip), the products glide across the page with minimal force, making it easy to hold and write with these products.
- Each product is made with care by experienced craftspeople at our factory in Japan. The brass changes in appearance as it ages, developing more character with every use.

Visit the official PLOTTER website (www.plotter-japan.com) for details on these products.

Series Name	「PLOTTER」
Name	Ballpoint Pen Mechanical Pencil
Material	(both products) Body: Brass (shaft, cap, joints, cone, crown), steel (grip) Mechanical parts for twisting: plastic, metal Ballpoint Pen: Refill: Brass and nickel plating (ink tank), ceramic material (ball), stainless steel
Specifications/ Contents	(both products) Ridges all around the body, twist on and off Ballpoint Pen: Standard: G2, ink: neutral gel ink (black), thickness: fine (0.5mm ball width), 1 refill Mechanical Pencil: 0.5mm lead
Color	Black, gold
Size	Total length: 139mm (when the tip and pipe are retracted), shaft width: 9mm
Suggested Retail Price	Ballpoint Pen: ¥5,000 + tax Mechanical Pencil: ¥5,000 + tax
Release Date	Wednesday, February 20, 2019

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