

**New MD Notebook Journal Codex: with one page for each day,
you can fill a book with stories about your year.**

To be released on Thursday, May 14, 2020

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, May 14, 2020(*1), our product brand MIDORI™ will release MD Notebook Journal Codex 1 Day 1 Page (suggested retail price 2,200 yen plus tax). Thick but designed to open easily at every page, this notebook is a blank book that users can fill with stories about their year. The journal comes in A5 size with blank or dot grid pages, and a clear cover (MD Notebook Cover (A5) Codex – 1 Day 1 Page, suggested retail price 400 yen plus tax) will be released on the same day as a way for users to protect their notebook. 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.

With codex binding in the spine, MD Notebook Journal Codex 1 Day 1 Page opens flat from beginning to end despite its thickness (368 pages), enhancing the comfort that MD PAPER provides when writing. Colored thread is used to stitch the binding, adding a subtle accent. Each page has a perforated corner that can be torn off, making it easy for users to find their place each time they open their notebook. The notebook comes in two formats: blank pages for users who like free space for ideas and sketches or a 5mm dot grid to provide a handy guide for writing and drawing. Both notebooks are A5, the ideal size for journaling, and come with label stickers so that users can make chapters in the book of their year.

MD Notebook Cover (A5) Codex – 1 Day 1 Page has also been developed specifically for MD Notebook Journal Codex 1 Day 1 Page to keep it looking clean and inviting.

Features

With 368 pages, there is plenty of space. Users can fill a book with stories about their year

With 368 pages, there is enough space for users to fill a whole page about each day and then look back on a whole book full of memories. And of course, each page has the free space and writing comfort that the MD PAPER PRODUCTS™ series is known for.

Codex binding allows the notebook to open out flat for easy writing every day of the year

Codex binding with an exposed thread-stitched spine allows the notebook to open out flat from beginning to end, despite its thickness, for easy writing every day of the year. Colored thread is used to stitch the binding, adding a subtle accent.

Perforated corners make it easy for users to find their place

The bottom corner of each page is perforated. Users can tear off the corner of each page as they finish it, making it easy to find their place next time and providing a satisfying end to their entries.

A5 size with two formats: Blank or Dot Grid

The blank notebook is ideal for users who like free space for ideas and sketches. Users can write the date or number each page in the space at the bottom. The dot grid notebook provides a handy guide for writing and drawing, providing even more comfort and satisfaction. Two larger dots are included at the top to write the date.



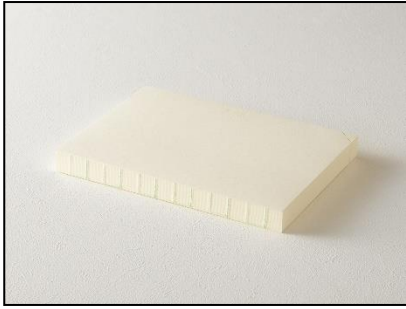
MD Notebook Journal Codex 1 Day 1 Page—fill a book with the stories of your life.

For more details on these products, see the MD PAPER PRODUCTS™ website (www.midori-japan.co.jp/md/en).

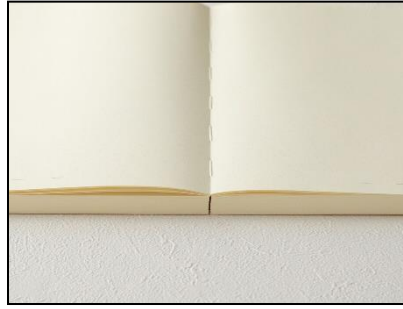
*The items are planned to be released from October 2020 for overseas markets.

*Please note the release date may vary depending on countries.

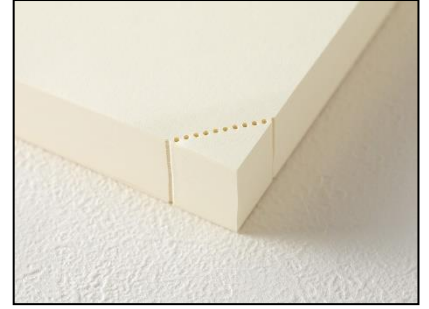
Summary



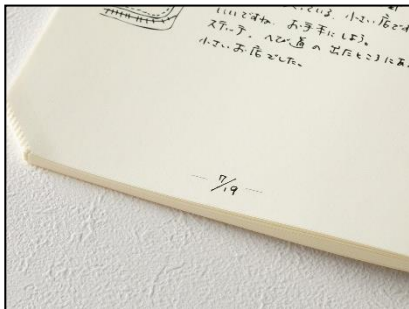
Codex binding allows the notebook to open out flat.



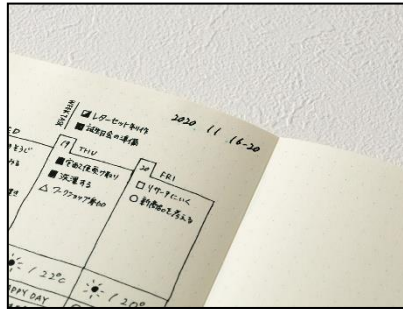
With 368 pages, there is plenty of space.



Perforated corners make it easy for users to find their place.



An area to write the date or number each page (Blank type).



Two larger dots are provided to write the date (Dot Grid type).



MD Notebook Cover (A5) – 1 Day 1 Page has been developed specifically for MD Notebook Journal Codex 1 Day 1 Page to keep it looking inviting.

About MD PAPER PRODUCTS™

MD PAPER PRODUCTS™ are simple, Japan-made products that are designed to get the most out of our exactly designed MD PAPER.

The MD Notebook was launched in January 2008 to fully capture the quality and appeal of this user-friendly paper that resists blotting and seep-through. The notebook features MD PAPER Cream, and thread-stitched binding allows the notebook to open out flat for comfortable writing. This was followed by the MD Notebook Cotton in 2013. The paper used in this notebook, MD PAPER Cotton, is made with 20% cotton pulp to provide the greatest possible comfort when writing. The series has garnered fans around the world for the experience these products provide when writing and drawing.

Series Name	MD PAPER PRODUCTS®
Product Name	MD Notebook Journal A5 Codex 1 Day 1 Page
Specifications/components	Pages: MD PAPER Binding: Codex Processing: Pages perforated in one corner 368 pages, includes label stickers
Types	2 types: Blank or Dot Grid
Size	A5: H210 × W148 × D20mm
Suggested Retail Price	2,200 yen plus tax
Product Name	MD Notebook Cover (A5) Codex – 1 Day 1 Page
Specifications/components	Clear PVC, includes pen holder
Size	H216 × W326mm (opened)
Suggested Retail Price	400 yen plus tax
Release Date *	Will be released successively from Thursday, May 14, 2020

*The release date may differ depending on the store.

* MD PAPER PRODUCTS is trademark of Designphil Inc.

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*MD PAPER PRODUCTS www.midori-japan.co.jp/md/en/