

**Look forward to journaling!**  
**Jot down your ideas and inspirations in these diaries**  
**MD Notebook Diary**  
**MD Notebook Diary 1 Day 1 Page, MD Notebook Diary Thin**  
**2021 Editions to go on sale**  
**Tuesday, July 21, 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.

On Tuesday, July 21, 2020, our product brand MIDORI™ will release the 2021 editions of the MD Notebook Diary, MD Notebook Diary 1 Day 1 Page and MD Notebook Diary Thin. The MD Notebook Diaries are part of the MD PAPER PRODUCTS™ series, a range with a simple design and innovative paper that provides the maximum comfort when writing, and feature a simple, user-friendly format complemented by plenty of blank space. The MD Notebook Diary 1 Day 1 Page is as thick as a dictionary to capture the story of your year in detail, while the MD Notebook Diary Thin is a slimmed down version containing only the monthly pages and note area. The MD Notebook Diary will be available in A6 size (990 yen including tax\*1), B6 Slim size (1,100 yen including tax) and A5 size (1,210 yen including tax); the MD Notebook Diary 1 Day 1 Page will be available in A6 size (2,530 yen including tax) and A5 size (3,850 yen including tax); and the MD Notebook Diary Thin will be available in A5 size (1,100 yen including tax) and a new A4 Variant size (1,980 yen including tax).

### Product Features

#### **MD Notebook Diary: Jot down your ideas and inspirations**

Based on the MD Notebook, this diary was designed by stripping away all extraneous elements to combine the essential functions of a diary with plenty of freedom. Its simple construction consists of a block type monthly schedule, weekly schedules consisting of two-page spreads divided into eight sections and blank pages for notes.

#### **MD Notebook Diary 1 Day 1 Page: As thick as a dictionary to capture the story of your year in detail**

In addition to the monthly schedule pages used in the MD Notebook Diary, this diary has 385 free pages. Times from 8:00am to midnight are written down the left side of each free page, while the right side has blank space for writing diary entries or drawing illustrations. Ideal for writing enthusiasts and those who want to get the most out of their diary.

#### **MD Notebook Diary Thin: Thinner design for easy carrying**

The note page section of the MD Notebook Diary Thin is slimmed down to make the diary easy to carry while providing all the key functions you are looking for. The monthly schedule pages have plenty of blank space for notes, illustrations and ideas. Write your plans for the month, add to-do lists and sketch your ideas, stick in extra sheets...the sky is the limit. The A4 Variant size of the MD Notebook Diary has been redesigned for the Thin series, adding a new option from 2021.

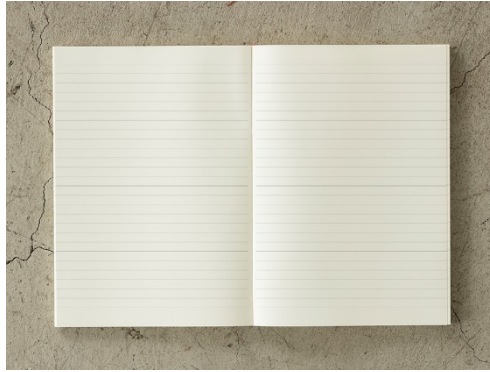


Designed with plenty of blank space:  
diaries for your ideas and inspirations

## Product Outlines

### MD Notebook Diary

- The monthly schedule pages are surrounded by conveniently broad margins where you can jot down notes and ideas and make drawings.
- The blank pages provide plenty of freedom—write to-do lists, sketch your ideas or stick in extra sheets.
- The ruled note pages are divided into eight sections. Each two-page spread can be used as a weekly diary to chronicle your year.
- Includes an index sticker to affix to the spine and a name sticker to write your name, your signature or the date you started your diary, which can be affixed to the inside cover or the cover page.



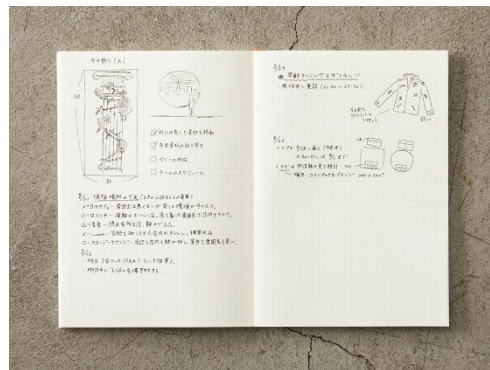
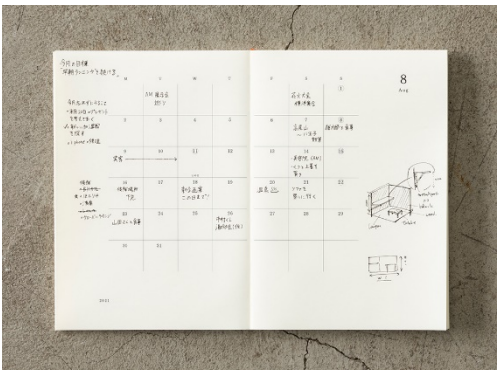
### MD Notebook Diary 1 Day 1 Page

- Plenty of blank space to write down your ideas or things that happened each day.
- Times are written vertically from 8:00am to midnight to manage your daily schedule.
- The seven dots at the top can be used as a to-do list or for scheduling from 1:00am to 7:00am.
- The pages on the right hand side have marks to stick the included index stickers in just the right spot.
- The lines are faintly visible on the other side of the page, providing a guide when writing on the right side.
- The year is stamped on the spine.



### MD Notebook Diary Thin

- The monthly schedule pages are surrounded by conveniently broad margins where you can jot down notes and ideas and make drawings.
- The 5mm grid on the note pages is clear enough to provide a guide for writing, diagrams, notes or illustrations but faint enough not to get in the way.
- Includes an index sticker to affix to the spine and a name sticker to write down your name, your signature or the date you started your diary, which can be affixed to the inside cover or the cover page.
- \*The monthly schedule pages are the same as those in the MD Notebook Diary



Pages from the MD Sticky Memo Pad (existing product) can be added to any of these diaries so that you can jot down your daily inspirations even more flexibly. Please check the MD PAPER PRODUCTS website ([www.midori-japan.co.jp/md](http://www.midori-japan.co.jp/md)) to see more details on these products and download a variety of handy inserts such as a schedule, shopping list and ruler\*2.

\*1 All prices in this release are suggested retail prices. \*2 Inserts scheduled for release in fall 2020.

### **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	2021 MD Notebook Diary
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 2020 through January 2022) / 113 eight-section memo pages (7mm ruled lines) / 32 unruled pages ...175 pages in total
Size	< A6 > : H148×W105×D10mm < B6 Slim > : H175×W105×D10mm < A5 > : H210×W148×D10mm
Suggested Retail Price	< A6 > : JPY 990 (including tax) < B6 Slim > : JPY 1,100 (including tax) < A5 > : JPY 1,210 (including tax)
Product Name	2021 MD Notebook Diary 1 Day 1 Page
Specifications	Cover: PVC Pages: MD Paper Binding: Thread-stitched, two bookmark strings attached Accessory: Index stickers (12 with a number, 12 blank)
Pages	2 pages of annual calendar / 28 pages of monthly scheduling (for December 2020 through January 2022) / 385 daily pages ...415 pages in total
Size	< A6 > : H154×W112×D23mm < A5 > : H216×W157×D23mm
Suggested Retail Price	< A6 > : JPY 2,530 (including tax) < A5 > : JPY 3,850 (including tax)
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 2020 through January 2022) 1 unruled page, 80 gridded (5mm rule) memo pages ...111 pages total
Size	< A5 > : H210×W148×D8mm < A4 Variant > : H275×W210×D8mm
Suggested Retail Price	< A5 > : JPY 1,100 (including tax) < A4 Variant > : JPY 1,980 (including tax)
Release Date (*)	From Tuesday, July 21, 2020, onwards

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

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