



MIDORI is 70 years old! A special website will be launched with ongoing opportunities to win an exclusive commemorative prize!

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.

It has been 70 years since Designphil launched its MIDORI product brand. We're celebrating in various ways, with exclusive commemorative products and competitions to win free gifts.

The MIDORI brand is our core brand, which began as a producer of letter paper and envelopes in 1950. Since then, we have continued to develop a range of design-focused products that will enrich and add color to people's daily lives. MIDORI has maintained its base in design and paper while evolving into a comprehensive manufacturer of stationery items, where our mainstay paper products that allow users to express themselves freely are now accompanied by functional writing materials that people can enjoy using with our paper items.

Special 70th anniversary website

We will launch a special 70th anniversary website (www.midori-japan.co.jp/70th/) on Wednesday, September 8, 2021. In addition to details on the limited-edition 70th anniversary products we will release in October and November, you'll find information on promotions and events we'll be holding to thank you all for your support over the years.

Opportunities to win great free gifts!

A 70th anniversary quiz with great prizes will be held on our 70th anniversary website. We've created questions about popular MIDORI products and the history of MIDORI, with some helpful hints. If you answer all of them correctly, you'll go in the draw to win one of 70 special-edition Message Letter Pads (not for sale).

We'll also hold a post-based campaign on our official MIDORI account on Instagram (www.instagram.com/midori_designphil/) with the release of our limited-edition products. Details will be posted at a later date.

Release of limited-edition products

In October, we will release limited-edition products. Color is a key theme, with a deep shade of green symbolizing the origin and challenges of MIDORI and buds, flowers and seeds in pale colors that represent what creating products means to us. In November, we will release a limited-edition 70th anniversary set that encapsulates all the best features of our popular products. Details on both will be provided later in press releases and on our 70th anniversary website.



MIDORI 70th ANNIVERSARY

MIDORI is 70 years old!

We have various special plans to express our gratitude to you all!

Special MIDORI 70th anniversary website

www.midori-japan.co.jp/70th/en

MIDORI is now 70 years old!

Throughout those 70 years, our products have been a part of so many people's lives.

The memo pad someone keeps in their shirt pocket.

The diary where someone pours out their joy and worries.

The set of matching compact stationery someone splurged on.

The message cardboard students use to write messages to those who are graduating.

The letter pad someone used to share feelings they usually can't express.

【Outline】

MIDORI's 70th Anniversary Quiz: Win an exclusive commemorative prize!

■ Promotion dates

Wednesday, September 8 – midnight at the end of Sunday, October 31, 2021

■ Taking part

• Answer all of the quiz questions correctly for your chance to win.

• Entries are limited to one per person.

• Please note that the entries of participants who cannot be contacted or to whom prizes cannot be delivered as a result of inaccurate or insufficient contact information will be invalidated.

*This competition is only open to persons living in Japan.

See the competition website for details (information is in Japanese only).

■ Prize

Special-edition MIDORI 70th Anniversary Message Letter Pad (not available in stores)

Launched in 1950, MIDORI (Japanese for “green”) was chosen as the company name to represent the strength of a plant spreading its green leaves in a field. This Message Letter Pad is printed with a wreath of clover, a wildflower known as a symbol of happiness, to represent that strength. The circle of the wreath expresses eternity and a promise that happiness will always come.

We've hidden a four-leaf clover in there—can you find it?



■ MIDORI 70th anniversary website

www.midori-japan.co.jp/70th/en

■ Announcement of winners

Winners will be selected completely at random after the deadline for entries. Winners will not be announced publicly, prizes will be shipped directly to winners and are scheduled to be shipped in late November.

* Please note that shipping dates may vary due to unforeseen circumstances.

*MIDORI Company/Designphil Inc. www.midori-japan.co.jp/english/