



Limited-edition products to celebrate 70 years of MIDORI!
An Instagram campaign will also be held
On sale Wednesday, October 20, 2021

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. To celebrate the 70th anniversary of Designphil's MIDORI product brand, 22 limited-edition products in popular MIDORI ranges such as the XS Stationery Series and Diamond Memo pads, will be released on Wednesday, October 20, 2021.

The MIDORI brand is our core brand, which began as a producer of letter paper, notebooks and sketchbooks 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. To celebrate its 70th anniversary and express its gratitude for everyone who has supported MIDORI over the years, we are releasing limited-edition items that symbolize our origins and challenges through the use of color.

On the day the products are released, we will hold a MIDORI's 70th Anniversary Thank-You Campaign on the official MIDORI Instagram account for everyone who buys our limited-edition items released in October.

*This campaign will be only open to persons living in Japan.

Green to symbolize the origin of MIDORI

Many of the limited-edition products, including the XS Stationery Series (a range featuring some of the world's smallest functional stationery) and the long-selling Diamond Memo range, will have a deep green color to symbolize MIDORI's origin and challenges.

Pale colors representing buds, flowers and seeds

MIDORI's approach to creating products is reminiscent of buds, flowers and seeds. These are represented here by soft, pale colors on various limited-edition products, such as our Mini Cleaner and Multi Ruler, which add color and joy to people's lives.



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Summary of the limited-edition 70th anniversary products being released on Wednesday, October 20

On Wednesday, October 20, MIDORI will release limited-edition items that symbolize our origins and challenges through the use of color. A bold green and soft, pale colors symbolize MIDORI's trajectory over the last 70 years in this extensive range of stationery that adds color to people's lives.

Green, a symbol of MIDORI's roots

MIDORI was established in 1950. The company name means "green" in Japanese and was chosen to represent the strength of a plant spreading its green leaves in a field. Expressed through the bold green of these limited-edition items, this resilience in adversity is the starting point for the MIDORI story and is part of our founding philosophy. With distinctive functions and formats, any one of these products is sure to brighten your daily routine.

•XS Stationery Series

The XS Stationery series takes its name from the concept that underpins its design, combining functionality and portability through some of the world's smallest stationery products.

•Multi-Year Diary

The Multi-Year Diary enables you to collect memories from the same date in different years on a single page. Look back on where you were this time last year, or even three years ago, and record small changes or gradual personal growth over time. The joy of using this journal continues to grow year after year.

•Diamond Memo

The Diamond memo has been a longstanding favorite since its release in 1961 as Japan's first pocket-sized memo pad. Setting the standard for ring-bound memo pads, it has gathered a loyal following over the years. Seven varieties have been made available to suit a range of uses.



Some of the smallest stationery in the world! This series was designed for functionality and portability.



Enjoy tracking the small changes in your days and the process of your growth.



Diamond Memo

Japan's first pocket-sized memo pads!
This long-selling series was released in 1961.

Pastel colors representing the cycle from buds to flowers and seeds

MIDORI's creations are born from the innovation to create new items that have never been seen before. Throughout our history, the ideas and technological advancements that form the buds of a new creation have been brought to flower through the efforts of large numbers of people. This flower then leaves the seeds that serve as the starting point for the next innovation. Our series of limited-edition items features three pastel colors that express the creative process through the cycle from buds (= green) to flowers (= pink) and seeds (=beige).

• Mini Cleaner/Mini CleanerII

This desktop cleaner is ideal for tidying up items such as eraser shavings and bread crumbs that are too small to pick up by hand. The small brushes sweep back and forth inside the car as it moves, gathering debris in the container. Choose between the Mini Cleaner, where you can see the brushes in action, and the charming rounded form of the Mini Cleaner II.

•Multi Ruler <30cm>

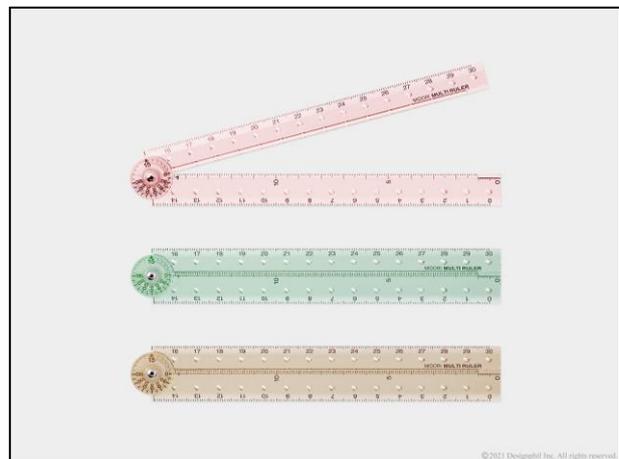
This compact ruler folds in half for easy storage and can also be used to measure angles. The zero point at the edge of the ruler enables convenient measurement of heights and depths.

•Mesh Pen Case / Mesh Pen Pouch

These pencil pouches and pencil cases are made from a light mesh material that makes it easy to see the items inside, ideal for sorting writing implements and other small items



Mini Cleaner/ Mini Cleaner II
A charming palm-sized helper



Multi Ruler <30cm>
Folds to a compact size, and can be used to measure angles.



Mesh Pen Case/ Mesh Pen Pouch
A handy way to organize small items

Special MIDORI 70th anniversary website

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

Details about our limited-edition products can be found at

<https://www.midori-japan.co.jp/70th/english/items/color/>

<Product Outlines>

Series Name	XS Stationery Series
Color	Green
Product Name	70th Limited Edition XS Correction Tape
Materials/Specifications	Polycarbonate, POM, ABS Correction Tape:5mm×4.2m / Disposable type
Size	H50×W17.5×D11.5mm
Suggested Retail Price	JPY308(including tax) (*1)
Product Name	70th Limited Edition XS Glue Tape
Materials/Specifications	Polycarbonate, POM, Rubber Glue Tape:5mm × 8m/ Disposable type
Size	H25×W55.5×D13.5mm
Suggested Retail Price	JPY 330(including tax) (*1)
Product Name	70th Limited Edition XS Compact Stapler
Materials/Specifications	Polycarbonate, POM, Steel Stapler with a remover
Size	H21×W66×D14.5mm
Suggested Retail Price	JPY 594(including tax) (*1)
Product Name	70th Limited Edition XS Cutter
Materials	Body: Polycarbonate, POM Blade:SK-2 Steel
Size	H15×W69×D11mm
Suggested Retail Price	JPY 418(including tax) (*1)
Product Name	70th Limited Edition XS Tape Measure <1.5M>
Materials	Body: Polycarbonate, PP Tape Measure: PVC, Glass Fiber
Size	H38×W38×D11mm
Suggested Retail Price	JPY 660(including tax) (*1)
Product Name	70th Limited Edition XS Compact Punch
Materials	Polycarbonate, POM, Steel
Size	in storage: H28×W67×D17.5mm in use : H56×W109×D45mm
Suggested Retail Price	JPY 1,056(including tax) (*1)
Product Name	70th Limited Edition XS Compact Scissors
Materials	Body: Polycarbonate, POM, Blade: Stainless steel
Size	in storage: H19×W76×D16mm in use : H72.5×W108×D16mm
Suggested Retail Price	JPY 660(including tax) (*1)
Product Name	70th Limited Edition XS Tape Cutter
Materials	Body: Polycarbonate, Blade: Stainless steel Tape: Cellophane 12mm ×5m (Φ22.5mm), replaceable with dedicated refills
Size	in storage:H25.5×W56×D18mm in use : H25.5×W86×D18mm
Suggested Retail Price	JPY 528(including tax) (*1)
Product Name	70th Limited Edition Multi-Year Diary Gate Recycled Leather
Materials/Specifications	Case: Gold foil stamping / Cover: Recycled leather, Foil stamping Diary Page: 366 pages (MD PAPER) / 3years: 6mm lined, 5years: 7mm lined Appendix: 3 pages (Prologue, Epilogue, Personal memo) Thread sewn binding, with 2 bookmarks
Color /Types	Green /3-Year Diary, 5-Year Diary...2Types
Size	H185×W117×D25mm
Suggested Retail Price	JPY 3,300(including tax) (*1)

Product Name	70th Limited Edition Diamond Memo <M>
Materials/Specifications	Cover: PP Inner Paper: MD PAPER, 40 sheets
Color	Green
Types	4 Sections / 7 Sections / Grid 2.5mm / Grid 5mm/ Dot Grid / To Do / Frame ...7 types
Size	H123×W76×D10mm
Suggested Retail Price	JPY 132 (including tax) (*1)
Product Name	70th Limited Edition Mini Cleaner
Material	Polycarbonate
Color	Pale Pink / Pale Green / Pale Beige ...3 colors
Size	H32×W55×D42mm
Suggested Retail Price	JPY 616 (including tax) (*1)
Product Name	70th Limited Edition Mini Cleaner II
Material	Polycarbonate
Color	Pale Pink / Pale Green / Pale Beige ...3 colors
Size	H35×W47×D60mm
Suggested Retail Price	JPY 616 (including tax) (*1)
Product Name	70th Limited Edition Multi Ruler <30cm>
Material	Polycarbonate
Color	Pale Pink / Pale Green/ Pale Beige ...3 colors
Size	Closed: H25×W165×D5mm Open: H22.5×W310×D5mm
Suggested Retail Price	JPY 330 (including tax) (*1)
Product Name	70th Limited Edition Mesh Pen Case
Material	Nylon Mesh
Color	Pale Pink / Pale Green / Pale Beige ...3 colors
Size	H45×W195×D25mm
Suggested Retail Price	JPY 396 (including tax) (*1)
Product Name	70th Limited Edition Mesh Pen Pouch
Material	Nylon Mesh
Color	Pale Pink / Pale Green / Pale Beige ...3 colors
Size	H125×W210×D30mm
Suggested Retail Price	JPY 506 (including tax) (*1)
Date of Release (*2)	From Thursday, October 20, 2021, onwards

(*1) The suggested retail prices are for Japan.

(*2) The release date may vary depending on the retail shop.

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