

October 20, 2021  
Designphil Inc.

**Designphil America, Inc.**  
**PLOTTER USA,**  
**the official online store for North America, is now open**  
Open date: Tuesday, October 19, 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. Designphil America Inc., a wholly owned subsidiary, announced that it will open PLOTTER USA, an official online store in North America, on Tuesday, October 19, 2021. The website will sell PLOTTER products and serve as a tool to build PLOTTER's fan community in North America.

Prior to the full-scale launch of the PLOTTER, Designphil America held its first U.S. unveiling for pen and paper enthusiasts at the San Francisco Pen Show in September 2021, which was attended by many people. It is already being used by doctors, CEOs, designers, musicians, project managers, and freelancers as a tool for writing, planning, and project management.

**【About PLOTTER USA】**

**Sales of PLOTTER products:**

We introduce our genuine Leather Ring Binders, Refills, Accessory Tools & Pens, and other products that are available in Japan.

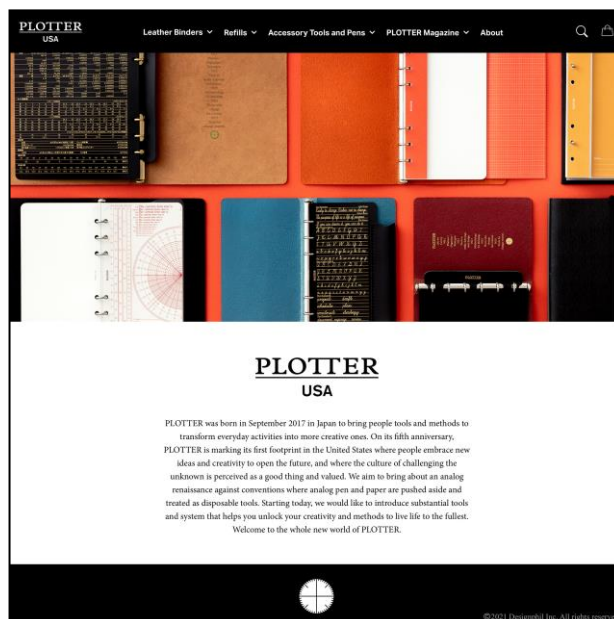
**Product Story:**

We introduce the story of DP Paper, the original paper developed by Designphil for Leather Ring Binders, its special design, and Japanese craftsmanship.

**PLOTTER MAGAZINE:**

We provide useful information for users by theme.

- How To: Useful information on how to care for leather, how to use products, creative ideas, etc.
- Interviews with North American users who are enjoying our products in their respective fields.
- New Releases: Information on new products and events



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**About Designphil America, Inc.**

Established in California in 2019 as a wholly-owned subsidiary of Designphil to strengthen and expand our business in the United States. In the North American area, we aim to develop the market for our brand, branding, and further improve our services to customers, and to increase the number of fans of our products. In addition to the operation of TRAVELER'S COMPANY USA and PLOTTER USA, online stores based in North America, we are also working to expand the business of other brands developed by Designphil in North America.

DESIGNPHIL Inc. [www.designphil.co.jp/english](http://www.designphil.co.jp/english)