

## Good Design Award 2021 (G Mark) winners! MIDORI Quick Tape Cutter, XS Compact Punch

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's MIDORI product brand has just won an award at Good Design Award 2021, hosted by Japan Institute of Design Promotion (JDP) for its popular Quick Tape Cutter and XS Compact Punch.



Quick Tape Cutter



XS Compact Punch

### Judges' comments

#### ■ Quick Tape Cutter

This product has been popular in various settings since 2018 for the way it is constantly evolving to be even safer and more user-friendly. The latest version has a prettier shape than its predecessor, and I got the sense that the manufacturer had brought a lot of wisdom to this small product. The blade can be replaced too, which shows how the manufacturer anticipated where the product would be used and considered so many little details to make this a product that people will use all the time.

#### ■ XS Compact Punch

The portable two-hole punch is something unexpected. Every action—opening it, using it, closing it—is easy, and it folds down to a satisfying size for carrying and storage. I must acknowledge the uncompromising craftsmanship that makes this product so small and yet capable of holding its own when it comes to functionality.

### [Product Outlines]

#### ■ Quick Tape Cutter (Released March 2021)

Dispense uniform strips of tape and cut them neatly and easily with this cutter specially designed for masking tape. Ordinarily, it's difficult to find the end of masking tape and when you try to tear it by hand, the ends are ragged, making it difficult to cut uniform strips. This product was developed to solve these issues. Choose between uniform strip lengths or free cutting. Handy magnet for easy storage. Ideal for sticking important papers to the wall, labeling items in the kitchen or office, sealing envelopes, scrapbooking, wrapping gifts and DIY.

#### ■ XS Compact Punch (Released January 2021)

This hole punch folds to a compact size—among the smallest in the world—for easy carrying. Open it sideways and it stands automatically. Can punch 5 sheets of copy paper at a time. Arrow mark makes it easy to center the punch on the paper. Palm-sized when closed—won't take up too much space in your pen case, pouch or desk. Easy to carry, making it ideal for organizing papers when out of the office or at school.

For details on these products, check out the “Award Winners” page on Designphil’s official website (<https://www.designphil.co.jp/english/style/prize/>) or the official MIDORI website ([www.midori-japan.co.jp](http://www.midori-japan.co.jp)).

### <Product Outlines>

Product Name	Quick Tape Cutter
Materials /Specification	Polycarbonate, POM, Silicone A dispenser for masking tape with a built-in magnet / Hook-compatible paper package / Available masking tape sizes: Outer diameter 54mm or less, Inner diameter 25mm or more, Width 12~15mm *Masking tape is not included.
Size	H102×W58mm×D25mm
Color	Black / White …2 Colors
Suggested Retail Price	JPY 968 (including tax)
Date of Release	May 5, 2021
Product Name	XS Compact Punch
Materials	Polycarbonate, POM, Steel
Color	Black / White/ Pink / Blue …4 Colors
Size	<Storing> H28 x W67 x D17.5 mm <Using> H56 x W109 x D45mm
Suggested Retail Price	JPY1,056 (including tax)
Date of Release	July 14, 2021

### About the Good Design Awards

The Good Design Awards are an initiative to continue the Good Design product selection system by evaluating and promoting Japan’s leading designs. Now a global design award that many companies and organizations both inside and outside Japan compete for, the Good Design Awards are held every year to improve people’s quality of life and tackle social issues and themes. The “G Mark” that winners display is viewed with fondness as a symbol of outstanding design. <http://www.g-mark.org/>