



## Special sets of limited-edition 70th anniversary items from MIDORI will soon be released!

Release date: November 18, 2021 (Thu), onwards

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 brand turns 70, and to celebrate, limited-edition sets of popular items will be released from Thursday, November 18, 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. To celebrate the brand's 70th anniversary, MIDORI is releasing special sets that showcase everything great about its popular items. Adding to the limited-edition sets the release of the limited-edition sets, MIDORI will hold phase 2 of its photo campaign on its official Instagram account.

### Release of limited-edition sets of popular items

MIDORI's aim is to create products that make people smile and enrich their daily lives. To express the brand's gratitude to everyone who has supported MIDORI so far, limited-edition sets featuring MDPAPERPRODUCTS™, XS Stationery, Paintable Stamp (pre-inked) and Ojisan will be released.

### Free gift campaign during the 70th anniversary release period!

Phase 2 of MIDORI's 70th Anniversary Thank-You Campaign will be held on the official MIDORI Instagram account ([www.instagram.com/midori\\_designphil/](http://www.instagram.com/midori_designphil/)) for those who purchase limited-edition sets (except the Ojisan set).

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



Special sets of limited-edition items will be released to celebrate MIDORI's 70th anniversary!

### **Summary of limited-edition 70th anniversary sets to be released on November 18 (Thu)** **MD PAPER PRODUCTS™**

These are simple, Japan-made products that are designed to get the most out of our exactly designed MD PAPER. We've created a set of various products that achieve plenty of comfort and make writing a pleasure.

### **MIDORI 70th Limited Edition MD Fountain Pen with Bottled Ink**

A limited-edition set of an MD Fountain Pen with a clear shaft and an original bottle of ink. The original ink color and the smooth writing achieved by the pen suit all writing styles.

**MIDORI 70th Limited Edition MD Notebook Light <A5> Grid 7 Color Set**

A set of MD Notebook Light, which was designed with a 5mm grid resembling Japanese genko yoshi paper. The lines in each of the seven notebooks are a different color—choose a different color for each situation in your daily life.

**MIDORI 70th Limited Edition MD Block Memo Pad 3 Type Set**

A set of three MD PAPER Block Memo pads, providing plenty of pleasurable writing experiences. With a blank pad, a ruled pad and a grid pad, you'll have paper on hand for every purpose.



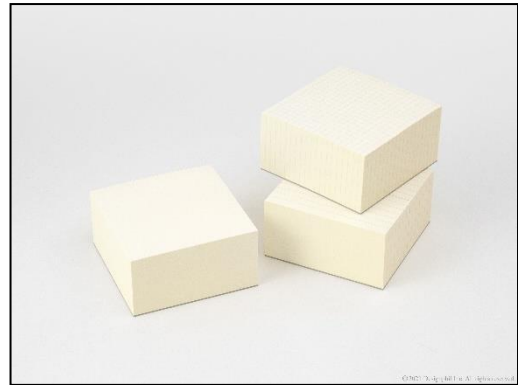
The packaging of each set



70th Limited Edition MD Fountain Pen with Bottled Ink



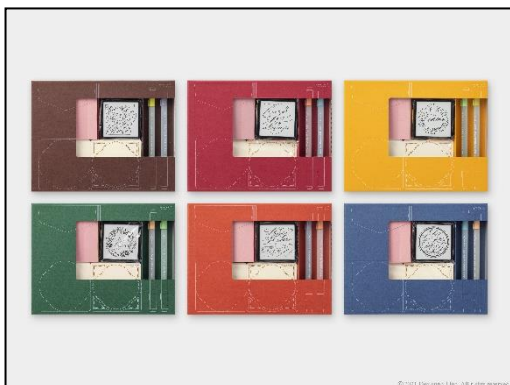
70th Limited Edition MD Notebook Light <A5> Grid 7 Color Set



70th Limited Edition MD Block Memo Pad 3 Type Set

**MIDORI 70th Limited Edition Paintable Stamp Kit**

This pre-inked stamp allows you to color in stamps to create your own unique style. The limited-edition set includes cards and envelopes—use this as a kit to make your own greeting cards.



The packaging



6 designs for various occasions

**70th Limited Edition XS Stationery Kit 8 Items**

XS Stationery series was designed to create some of the smallest stationery in the world, combining functionality with portability. This eight-piece kit in a special case is ideal for the office, classroom and home alike.



The packaging



8 items for various areas of your life



A dedicated case to store the 8 items neatly

**70th Limited Edition Ojisan Stationery Set**

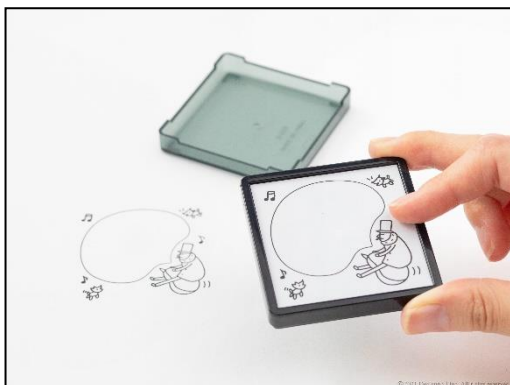
With his unique features and infinitely likeable mannerisms, MIDORI's Ojisan has won a place in fans' hearts. This special set contains various items printed with Ojisan, in an original mini bag.



A special set featuring various items in an original mini bag



Letter Cutter with Ceramic Blade Ojisan



Paintable Stamp Pre-inked Ojisan



P-Clips Ojisan

## Special MIDORI 70th anniversary website

[www.midori-japan.co.jp/70th/en](http://www.midori-japan.co.jp/70th/en)

Details about our limited-edition products can be found at

[www.midori-japan.co.jp/70th/english/items/set/](http://www.midori-japan.co.jp/70th/english/items/set/)

### <Product Outlines>

Product Name	70th Limited Edition MD Fountain Pen with Bottled Ink
Contents	Fountain Pen 1pc / Bottled Ink 1 pc / Converter 1pc / Cartridge Ink (Black) 1pc
Materials/Specifications	Fountain Pen Nib / Steel Nib Size: M Ink Volume: 30ml
Size	<Fountain Pen>Body: $\Phi 11 \times H133$ mm <Bottled Ink> Body: $H55 \times W57 \times D36$ mm < Converter> Body: $\Phi 7 \times H75$ mm < Cartridge> Body: $\Phi 7 \times H38$ mm
Color	Gray / Orange / Blue
Suggested Retail Price	JPY 4,950 (including tax)
Product Name	70th Limited Edition MD Notebook Light <A5> Grid 7 Color Set
Contents	MD Notebook Light <A5> Grid 7pcs (Grid Color: Green, Light Blue, Navy, Purple, Dark Red, Brown, Yellow)
Materials/Specifications	MD PAPER, 64pages Grid (5mm) Binding: Center sewn binding
Size	H210 $\times$ W148 $\times$ D5mm
Suggested Retail Price	JPY 3,080(including tax)
Product Name	70th Limited Edition MD Block Memo Pad 3 Type Set
Contents/ Specification	MD Block Memo Pad 3 pcs [Blank / Ruled (7mm) / Grid (5mm)] MD PAPER, 500 sheets each
Size	H100 $\times$ W100 $\times$ D50mm
Suggested Retail Price	JPY 1,980(including tax)
Product Name	70th Limited Edition MD Block Memo Pad 3 Type Set
Contents	Paintable Stamp Pre-inked 1pc / Color Pen 2pcs (2 colors $\times$ 1) / Folding Mini Card 24 pcs (8 patterns $\times$ 3) / Envelope 24 pcs (8 colors $\times$ 3) Pattern: World Thank You, Thank You, Lemon, Wreath, Birthday, Birthday Circle
Materials	Paintable Stamp Pre-inked: Body / ABS , Stamp Face / PE Ink / Oil-based pigment black ink Paintable Stamp Color Pen: PP, Water-based pigment ink Folding Mini Card: Paper (with gold foil stamping) Envelope: Paper
Size	Paintable Stamp Pre-inked : H61 $\times$ W61 $\times$ D19mm Paintable Stamp Color Pen : $\Phi 10 \times H160$ mm Folding Mini Card : H80 $\times$ W160 $\times$ D1mm Envelope : H90 $\times$ W90 $\times$ D1mm
Patterns	World Thank You, Thank You, Lemon, Wreath, Birthday, Birthday Circle ...6Patterns
Suggested Retail Price	JPY 2,640(including tax)
Product Name	70th Limited Edition XS Stationery Kit 8 Items
Contents	XS Correction Tape 1pc / XS Glue Tape 1pc / XS Compact Stapler 1pc / XS Cutter 1pc / XS Tape Measure <1.5m> 1pc / XS Compact Punch 1pc / XS Compact Scissors 1pc / XS Tape Cutter 1pc
Materials/Specifications	Case: Polyurethane, Polyester XS Correction Tape: Polycarbonate, POM, ABS, 5mm $\times$ 4.2m / Disposable type XS Glue Tape: Polycarbonate, POM, Rubber 5mm $\times$ 8m / Disposable type XS Compact Stapler: Polycarbonate, POM, Steel / Stapler with a remover XS Cutter: Body / Polycarbonate, POM Blade / SK-2 Steel XS Tape Measure <1.5m>: Body / Polycarbonate, PP Tape Measure / PVC, Glass Fiber XS Compact Punch: Polycarbonate, POM, Steel XS Compact Scissors: Body / Polycarbonate, POM Blade / Stainless steel XS Tape Cutter: Body / Polycarbonate Blade / Stainless steel Tape / Cellophane
Size	Case :H103 $\times$ W124 $\times$ D43mm XS Correction Tape :H50 $\times$ W17.5 $\times$ D11.5mm XS Glue Tape :H25 $\times$ W55.5 $\times$ D13.5mm XS Compact Stapler :H21 $\times$ W66 $\times$ D14.5mm XS Cutter :H15 $\times$ W69 $\times$ D11mm XS Tape Measure <1.5m> :H38 $\times$ W38 $\times$ D11mm XS Compact Punch : <in storage> H28 $\times$ W67 $\times$ D17.5mm <in use> H56 $\times$ W109 $\times$ D45mm XS Compact Scissors : <in storage> H19 $\times$ W76 $\times$ D16mm <in use> H72.5 $\times$ W108 $\times$ D16mm XS Tape Cutter : <in storage> H25.5 $\times$ W56 $\times$ D18mm<in use> H25.5 $\times$ W86 $\times$ D18mm
Color	Case: Black Body: White
Suggested Retail Price	JPY 5,060(including tax)

Product Name	70th Limited Edition Ojisan Stationery Set
Contents	Mini Bag Ojisan 1pc / Letter Cutter with Ceramic Blade Ojisan 1pc / Paintable Stamp Pre-inked Ojisan 1pc / P-Clips Ojisan 1pc
Materials/Specifications	Mini Bag : Cotton Letter Cutter with Ceramic Blade : Body / ABS Blade / Ceramic With ball chain Paintable Stamp Pre-inked : Body / ABS Stamp Face / PE Ink / Oil-based pigment black ink P-Clips : Case / Paper (Recycled cardboard) with rubber band Clip / Fiber paper Clips: 16pcs (2 patterns x 8)
Size	Mini Bag : H190×W150×D10mm (Handle: 270mm) Letter Cutter with Ceramic Blade: H39×W54×D9mm Paintable Stamp Pre-inked : H61×W61×D19mm P-Clips : H60×W60×D21mm(Case)
Suggested Retail Price	JPY 3,520(including tax)
Date of Release (*)	From Thursday, November 18, 2021, onwards * Ojisan LINE stamps: From Thursday, December 11, 2021

(\*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/](http://www.midori-japan.co.jp/english/)