

Enjoy writing your way

New formats for MD Notebook Journal and MD Sticky Notes

On sale Thursday, November 18, 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. On Thursday, November 18, 2021, our product brand MIDORI™ will release new formats for two products in its MD PAPER PRODUCTS™ series, a Japanese-made range with a simple design and innovative paper that provides the maximum comfort when writing. A block grid version of MD Notebook Journal (A5) will be released for a suggested retail price of 990 yen including tax, and a dot grid and frame version of MD Sticky Notes will be released for a suggested retail price of 770 yen including tax, to provide new ways to make writing a pleasure.

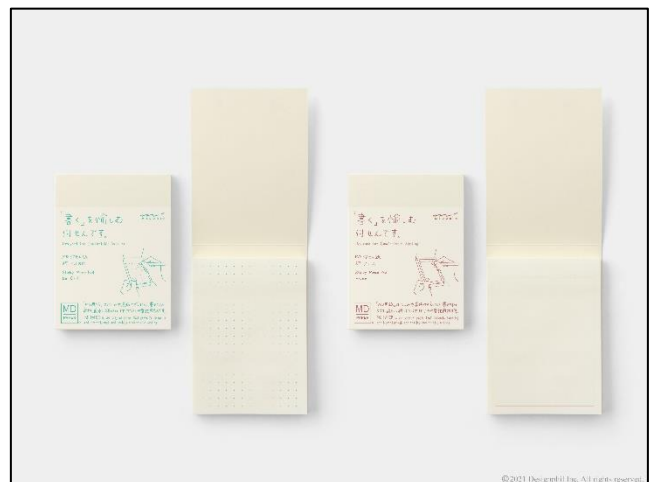
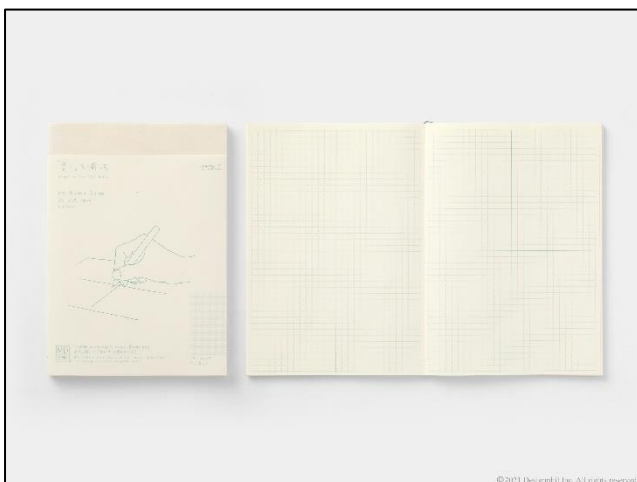
Product Features

New format of MD Notebook Journal: A journal that functions like a diary

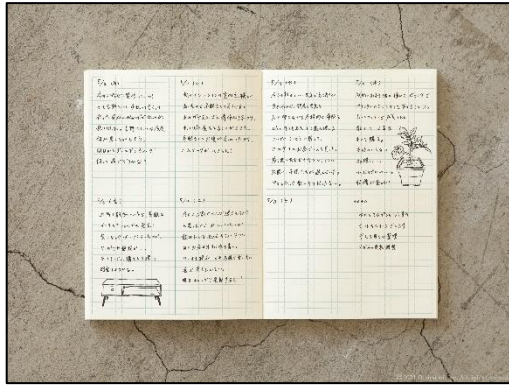
MD Notebook Journal is a notebook that gives you the freedom to enjoy writing your way. Accompanying a frame version and a dot grid version, the new block grid version is divided into eight sections on each two-page spread, creating a weekly diary with a free space for notes. Plan your days by hour or make a to-do list with bullet points as you chronicle your life. With 192 pages in total, this notebook will last a while. Index stickers are included to sort your daily writing into categories.

New formats of MD Sticky Notes to use with your MD Notebook

MD Sticky Notes provide all the benefits of sticky notes without sacrificing the comfort that MD Paper provides during writing. First released in 2016, this product received rave reviews for the way it gives MD Notebook users even more possibilities. Two new formats, a dot grid version and a frame version, have been added to the series. The dot grid version features a dotted grid with a 5mm pitch, providing an unobtrusive guide for neat handwriting and diagrams. The frame type has the same format as the frame version of the MD Notebook Journal. With a space for a title or date, this format is ideal for writing about each day or organizing tasks. Whether you choose the dot grid version or the frame version (or both), you can chronicle your life by writing on sticky notes and sticking them into your MD Notebook, allowing even more individuality in your writing. At A7 size, these notes fit easily in your pocket, and each pad has 80 sheets in total. The thick cover prevents the sheets from becoming bent or soiled when you're on the go.



New formats of MD Notebook Journal and MD Sticky Notes
give you even more freedom to enjoy writing your way



MD Notebook Journal <A5>



MD Sticky Memo Pad <A7>

About MD PAPER PRODUCTS™

MD PAPER PRODUCTS™ are simple, Japan-made products that are designed to get the most out of our exactly designed MD PAPER.

The MD Notebook was launched in January 2008 to fully capture the quality and appeal of this user-friendly paper that resists blotting and seep-through. The notebook features MD PAPER Cream, and thread-stitched binding allows the notebook to open out flat for comfortable writing. This was followed by the MD Notebook Cotton in 2013. The paper used in this notebook, MD PAPER Cotton, is made with 20% cotton pulp to provide the greatest possible comfort when writing. The series has garnered fans around the world for the experience these products provide when writing and drawing.

<Product Outlines>

Series Name	MD PAPER PRODUCTS™
Product Name	MD Notebook Journal <A5>
Type	<A5>Grid Block
Materials/Specifications	Cover: Wrapped in glassine paper Writing pages: MD PAPER, 192 pages Binding: Thread-stitched, bookmark string attached Accessory: Index stickers
Size	<A5> : H210×W148×D11mm
Suggested Retail Price	JPY 990(including tax) (*1)
Product Name	MD Sticky Memo Pad <A7>
Types	Dot Grid / Frame ...2 Types
Materials/Specifications	Writing pages: MD PAPER, 80 sheets, with cover
Size	<A7> : H102×W76×D10mm
Suggested Retail Price	JPY 770(including tax) (*1)
Release Date (*2)	From Thursday, November 18, 2021, onwards

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

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

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