

**A no-frills, easy-to-use pencase designed to make writing a pleasure**

**MD Pencase Kurashiki Canvas**  
**MD Pencase Kurashiki Canvas With Gusset**

On Sale: Thursday, March 24th, 2022

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, March 24, 2022, our product brand MIDORI™ will release two new products in its MD PAPER PRODUCTS™ series, a Japan-made range with a simple design and innovative paper that provides the maximum comfort when writing. MD Pencase Kurashiki Canvas will be released for a suggested retail price of 2,420 yen including tax and MD Pencase Kurashiki Canvas With Gusset will be released for a suggested retail price of 2,640 yen including tax, to provide new ways to make writing a pleasure.

Every element of both pencases is designed to make writing a pleasure, right down to the Kurashiki Canvas that was chosen as the material. Whether you choose the flat gussetless type or the free-standing gusseted type, the clean design is ideal for holding the writing instruments you enjoy using in your MD Notebooks, from pencils to fountain pens.

#### **Product Features**

##### **Develops a unique character throughout years of use**

These products are made with no-frills Kurashiki Canvas, a robust material that has been used in boat sails and truck tarps for many years. Water-repellent wax treatment provides excellent water resistance, and the material softens with use, developing character that reflects the unique way you use your pencase.

#### **MD Pencase Kurashiki Canvas**

- The flat gussetless type is just the right size for 5-6 writing instruments, such as fountain pens, ballpoint pens and pencils
- The width and flat style make this pencase ideal for holding our popular MD Sticky Memo Pad
- The pocket inside is perfect for holding small items such as fountain pen cartridges or a pencil sharpener

#### **MD Pencase Kurashiki Canvas With Gusset**

- The gusseted type can hold more than 20 items—fountain pens, ballpoint pens, the pencils from the MD Drawing Kit, and more
- Keeps its beautiful shape even when full
- The pocket inside is perfect for holding small items such as fountain pen cartridges or a pencil sharpener



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**Minimalist design coordinated with the MD Notebook**

The streamlined form and timeless, natural texture fit seamlessly into your writing routine. The cow leather pull tag is engraved with the MD PAPER PRODUCTS logotype, and becomes softer and more lustrous with each use. The inner pocket also has the MD PAPER PRODUCTS logo.



The flat, gussetless MD Pencase Kurashiki Canvas—ideal for holding 5-6 writing instruments



The MD Pencase Kurashiki Canvas With Gusset—holds plenty of fountain pens, ballpoint pens and more



Cow leather pull tag is engraved with the MD PAPER PRODUCTS logotype



Inner pocket is accented with the MD PAPER PRODUCTS logo

Please check the MD PAPER PRODUCTS website ([www.midori-japan.co.jp/md/en](http://www.midori-japan.co.jp/md/en)) to see more details on these products.

**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 drawing. The series has garnered fans around the world for the experience these products provide when writing and drawing

**<Product Outlines>**

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|------------------------|---|
| Series Name            | MD PAPER PRODUCTS™  |
| Product Name           | MD Pencase Kurashiki Canvas, MD Pencase Kurashiki Canvas With Gusset  |
| Materials              | Pencase: Kurashiki canvas / Pull tag: Cow leather   |
| Size                   | MD Pencase Kurashiki Canvas : H105×W210×D12mm (without the pull tag)<br>MD Pencase Kurashiki Canvas With Gusset : H80×W210×D60mm (without the pull tag) |
| Suggested Retail Price | MD Pencase Kurashiki Canvas : JPY2,420 円 (including tax) (*1)<br>MD Pencase Kurashiki Canvas With Gusset : JPY2,640 円 (including tax) (*1)              |
| Date of Release (*2)   | Will be sold starting from Thursday, March 24th, 2022   |

(\*1) The suggested retail prices are for Japan. (\*2) The release date may vary depending on the retail shop.

(\*) MD PAPER PRODUCTS is trademark of Designphil Inc.

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

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

\*MD PAPER PRODUCTS [www.midori-japan.co.jp/md/en/](http://www.midori-japan.co.jp/md/en/)

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