

## MIDORI Slow Reel Steel Tape Measure (2m) wins iF DESIGN AWARD 2023 (Germany)

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. We are pleased to announce that our Slow Reel Steel Tape Measure (2m), now a popular product under our product brand MIDORI, has won the iF DESIGN AWARD 2023, a globally renowned German design award (Industrie Forum Design Hannover).

Founded in 1953, the iF DESIGN AWARD is recognized internationally as proof of excellence in design. The award is divided into nine disciplines—Product Design, Packaging Design, Communication Design, Interior Architecture, Professional Concept, Service Design, Architecture, User Experience (UX), and User Interface (UI). This year, over 10,000 entries from 56 countries and regions were received and screened by internationally renowned design and architecture experts.

Our award-winning Slow Reel Steel Tape Measure (2m) features a new structure that retracts the metal tape slowly, making it safe for all ages. The sides of the enclosure rotate together with the tape, so the tape can be secured at the desired length by pressing the sides with your fingers. There is a built-in magnet in the back of the enclosure for convenient storage, and the compact size makes it easy for small hands to hold.

For more details on this product, see [MIDORI's information page](#) (Japanese only).



Slow Reel Steel Tape Measure (2m)  
A metal tape measure that is safe for all ages.  
Retracts slowly for safe use!

## **【Product Overview】**

### **New structure that retracts the tape slowly**

Retraction is slowed down by a damper that places a load on the spring that retracts the tape. The tape does not retract at a uniform speed, retracting at a slightly faster rate at the beginning and gradually becoming slower. We have achieved the perfect balance in speed that is safe but not too slow.

### **Simply press with your fingers to secure the tape at the desired length. Includes a built-in magnet**

The sides of the enclosure rotate together with the tape, so the tape can be secured at the desired length by pressing the sides with your fingers. There is a built-in magnet in the back of the enclosure for convenient storage, and the compact size makes it easy for small hands to hold.

### **Easy to read the measurements**

The color of the tape alternates between black and white every 10cm, making the measurements easy to read. The numbers are written vertically on the back to make it easy to measure heights.

### **2022 Good Design Award, KIDS DESIGN AWARD**

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