

**Herlitz** my.pen

# COLOR RANGE 2024

New colors for our trend-conscious teens

AVAILABLE  
FROM  
FEBRUARY  
2024

NEW  
COLORS



[www.herlitz.eu](http://www.herlitz.eu)

**Herlitz**

## OUR PROMISE

Always up-to-date, always trendy.  
my.pen offers everything a teen's heart desires.



my.pen fountain pen



my.pen ballpoint pen



my.pen double hole container sharpener



my.pen rollerball pen



my.pen scissors



my.pen quick-set compass

## SOMETHING FOR EVERYONE

- Latest trend colors
- Unique design
- Innovative and broad product portfolio with clever functions and first-class handling
- All articles for everyday school life in the teens' favourite color
- Large selection of colors and items to suit every teen's taste



my.pen compass lead refill



my.pen ink cartridges



my.pen starter set



my.pen graphite pencils



my.pen erasers



my.pen rulers



my.pen fineliner/  
fibre tip pens



my.pen coloured pencils



## NEW COLOR TRENDS 2024

Inspired by the fashion world, we offer the teens our new color combinations blue/white and pink/white, the absolute top trends for 2024.



my.pen fountain pen



**NEW  
COLORS**



my.pen ballpoint pen



my.pen rollerball pen



my.pen quick-set compass



my.pen scissors



## MY.PEN BLUE + PINK

- Latest top trend colors
- High product variety in the unisex color world blue/white
- Top articles fountain pens and ballpoint pens in the new girls' trend color pink/white



Order-No.	EAN-No.	Item-Description	Unit	Sub Pack
<b>Fountain pen, ballpoint pen, rollerball pen, scissors, compass</b>				
50046775	4 008110 375427	fountain pen my.pen, in foil case, M-nib, blue/white	NEW 3 pcs	90 pcs
50046805	4 008110 375779	fountain pen my.pen, in foil case, M-nib, pink/white	NEW 3 pcs	90 pcs
10999712	4 008110 380735	fountain pen my.pen, in foil case, M-nib, assorted colours	6 pcs	108 pcs
50046782	4 008110 375434	fountain pen my.pen, in foil case, L-nib, blue/white	NEW 3 pcs	90 pcs
50046812	4 008110 375786	fountain pen my.pen, in foil case, L-nib, pink/white	NEW 3 pcs	90 pcs
10999720	4 008110 380728	fountain pen my.pen, in foil case, L-nib, assorted colours	6 pcs	108 pcs
50046799	4 008110 375441	fountain pen my.pen, loose, M-nib, blue/white	NEW 2 pcs	360 pcs
50046829	4 008110 375793	fountain pen my.pen, loose, M-nib, pink/white	NEW 2 pcs	360 pcs
50046850	4 008110 376868	ballpoint pen my.pen, on blister card, writing colour blue, blue/white	NEW 3 pcs	252 pcs
50046874	4 008110 376882	ballpoint pen my.pen, on blister card, writing colour blue, pink/white	NEW 3 pcs	252 pcs
50028252	4 008110 588810	ballpoint pen my.pen, on blister card, writing colour blue, assorted colours	6 pcs	252 pcs
50046867	4 008110 376875	ballpoint pen my.pen, loose, writing colour blue, blue/white	NEW 3 pcs	450 pcs
50046881	4 008110 376899	ballpoint pen my.pen, loose, writing colour blue, pink/white	NEW 3 pcs	450 pcs
50046836	4 008110 376295	rollerball pen my.pen, in foil case, for left- and right handers, blue/white	NEW 3 pcs	90 pcs
11377280	4 008110 501413	rollerball pen my.pen, in foil case, for left- and right handers, assorted colours	6 pcs	90 pcs
50046843	4 008110 376813	rollerball pen my.pen, loose, for left- and right handers, blue/white	NEW 3 pcs	360 pcs
50046751	4 008110 375274	scissors my.pen blue/white	NEW 6 pcs	120 pcs
50027187	4 008110 586311	scissors my.pen assorted colours	6 pcs	120 pcs
50046768	4 008110 375335	quick-set, giant bow compass my.pen blue/white	NEW 4 pcs	48 pcs
11086535	4 008110 398426	quick-set, giant bow compass my.pen assorted colours	4 pcs	48 pcs

## STILL VERY POPULAR

Our color combinations purple/mint and turquoise/orange are still well received by our teens\*



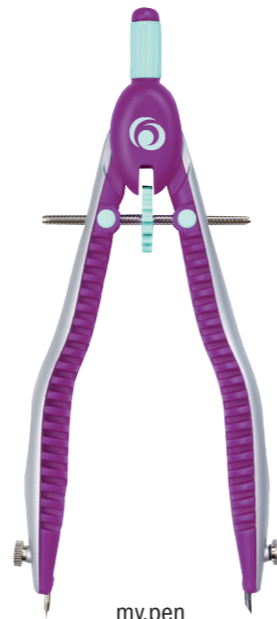
my.pen fountain pen



my.pen ballpoint pen



my.pen rollerball pen



my.pen quick-set compass



my.pen scissors



## MY.PEN PURPLE + TURQUOISE

- Great product variety in the top girls trend color purple/mint
- Top articles fountain pens and ballpoint pens in the color combination turquoise/orange



Order-No.	EAN-No.	Item-Description	Unit	Sub Pack
<b>Fountain pen, ballpoint pen, rollerball pen, scissors, compass</b>				
11167988	4 008110 419602	fountain pen my.pen, in foil case, M-nib, purple/mint	3 pcs	90 pcs
50041244	4 008110 302072	fountain pen my.pen, in foil case, M-nib, turquoise/orange	3 pcs	90 pcs
10999712	4 008110 380735	fountain pen my.pen, in foil case, M-nib, assorted colours	6 pcs	108 pcs
11167996	4 008110 419633	fountain pen my.pen, in foil case, L-nib, purple/mint	3 pcs	90 pcs
50041268	4 008110 302096	fountain pen my.pen, in foil case, L-nib, turquoise/orange	3 pcs	90 pcs
10999720	4 008110 380728	fountain pen my.pen, in foil case, L-nib, assorted colours	6 pcs	108 pcs
11162518	4 008110 416489	fountain pen my.pen, loose, M-nib, purple/mint	2 pcs	360 pcs
50041282	4 008110 302157	fountain pen my.pen, loose, M-nib, turquoise/orange	2 pcs	360 pcs
50046898	4 008110 377407	ballpoint pen my.pen, on blister card, writing colour blue, purple/mint	NEW 3 pcs	252 pcs
50046911	4 008110 377483	ballpoint pen my.pen, on blister card, writing colour blue, turquoise/orange	NEW 3 pcs	252 pcs
50028252	4 008110 588810	ballpoint pen my.pen, on blister card, writing colour blue, assorted colours	6 pcs	252 pcs
50046904	4 008110 377476	ballpoint pen my.pen, loose, writing colour blue, purple/mint	NEW 3 pcs	450 pcs
50046928	4 008110 377490	ballpoint pen my.pen, loose, writing colour blue, turquoise/orange	NEW 3 pcs	450 pcs
11377256	4 008110 501321	rollerball pen my.pen, in foil case, for left- and right handers, purple/mint	3 pcs	90 pcs
11377280	4 008110 501413	rollerball pen my.pen, in foil case, for left- and right handers, assorted colours	6 pcs	90 pcs
11377298	4 008110 501444	rollerball pen my.pen, loose, for left- and right handers, purple/mint	3 pcs	360 pcs
50046744	4 008110 375267	scissors my.pen lila/mint	NEW 6 pcs	120 pcs
50027187	4 008110 586311	scissors my.pen assorted colours	6 pcs	120 pcs
11122348	4 008110 408569	quick-set, giant bow compass my.pen, lila/mint	4 pcs	48 pcs
11086535	4 008110 398426	quick-set, giant bow compass my.pen assorted colours	4 pcs	48 pcs

\* Independent market research agency  
N = 250, 2023

## ALWAYS FULLY IN TREND

It has always been like this and will remain so, our color combinations black/white and white/black remain the long-time favourites in our range



my.pen fountain pen



my.pen ballpoint pen



my.pen rollerball pen



my.pen scissors



my.pen quick-set compass

## MY.PEN BLACK + WHITE

- Great product variety in the absolute top trend color black/white
- Top articles fountain pen and ballpoint pen in the color combination white/black



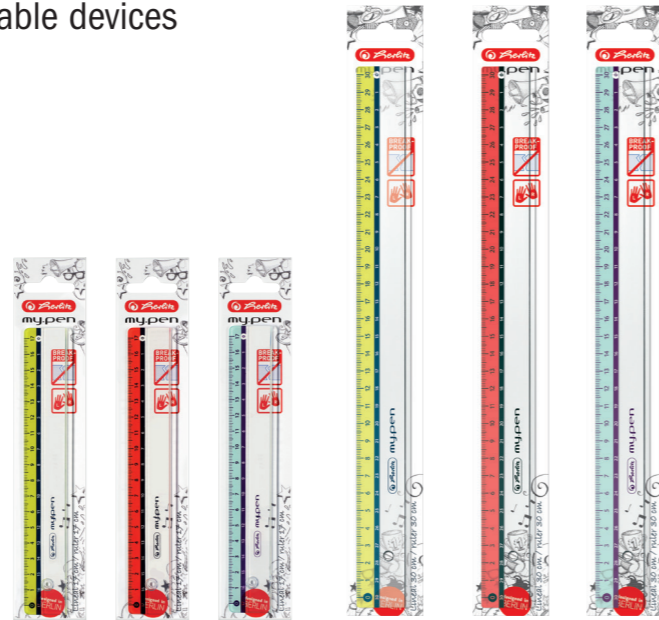
Order-No.	EAN-No.	Item-Description	Unit	Sub Pack
<b>Fountain pen, ballpoint pen, rollerball pen, scissors, compass</b>				
10999746	4 008110 380612	fountain pen my.pen, in foil case, M-nib, black/white	3 pcs	90 pcs
10999738	4 008110 380605	fountain pen my.pen, in foil case, M-nib, white/black	3 pcs	90 pcs
10999712	4 008110 380735	fountain pen my.pen, in foil case, M-nib, assorted colours	6 pcs	108 pcs
10999803	4 008110 380674	fountain pen my.pen, in foil case, L-nib, black/white	3 pcs	90 pcs
10999795	4 008110 380667	fountain pen my.pen, in foil case, L-nib, white/black	3 pcs	90 pcs
10999720	4 008110 380728	fountain pen my.pen, in foil case, L-nib, assorted colours	6 pcs	108 pcs
11162476	4 008110 416403	fountain pen my.pen, loose, M-nib, black/white	2 pcs	360 pcs
11162468	4 008110 416380	fountain pen my.pen, loose, M-nib, white/black	2 pcs	360 pcs
50028276	4 008110 588834	ballpoint pen my.pen, on blister card, writing colour blue, black/white	3 pcs	252 pcs
50028306	4 008110 588964	ballpoint pen my.pen, on blister card, writing colour blue, white/black	3 pcs	252 pcs
50028252	4 008110 588810	ballpoint pen my.pen, on blister card, writing colour blue, assorted colours	6 pcs	252 pcs
50028269	4 008110 588827	ballpoint pen my.pen, loose, writing colour blue, black/white	3 pcs	450 pcs
50028313	4 008110 588971	ballpoint pen my.pen, loose, writing colour blue, white/black	3 pcs	450 pcs
11377272	4 008110 501383	rollerball pen my.pen, in foil case, for left- and right handers, black/white	3 pcs	90 pcs
11377280	4 008110 501413	rollerball pen my.pen, in foil case, for left- and right handers, assorted colours	6 pcs	90 pcs
11378817	4 008110 501505	rollerball pen my.pen, loose, for left- and right handers, black/white	3 pcs	360 pcs
50027224	4 008110 586359	scissors my.pen black/white	6 pcs	120 pcs
50027187	4 008110 586311	scissors my.pen assorted colours	6 pcs	120 pcs
50027194	4 008110 586328	scissors my.pen Lefthanders, black/white	6 pcs	120 pcs
11122322	4 008110 408507	quick-set, giant bow compass my.pen, black/grey	4 pcs	48 pcs
11086535	4 008110 398426	quick-set, giant bow compass my.pen assorted colours	4 pcs	48 pcs

# EVERYTHING FOR SCHOOL

As far as the eye can see my.pen offers suitable devices for all needs at school



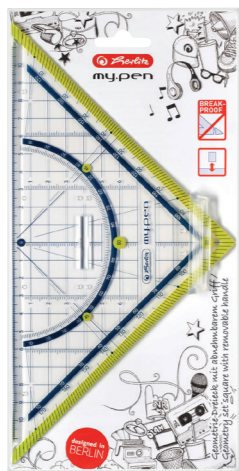
my.pen parabola



my.pen rulers 17 cm and 30 cm



my.pen geometry set



my.pen geometry triangle 25 cm with removable handle



my.pen geometry triangle 16 cm with and without handle

# PRODUCTS THAT MAKE SCHOOL

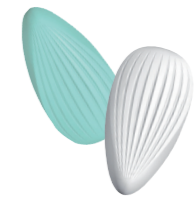
With these items we offer teens everything they need for school in the unique my.pen design



my.pen graphite pencils



my.pen double hole container sharpener



my.pen erasers

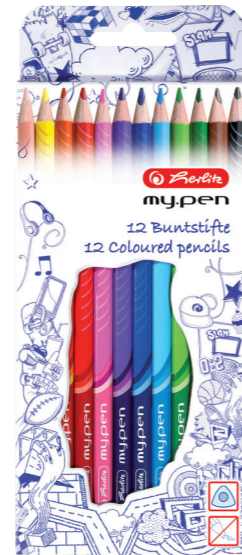
Order-No.	EAN-No.	Item-Description	Unit	Sub Pack
<b>Fountain pen, ballpoint pen, rollerball pen, scissors, compass</b>				
11367950	4 008110 499536	geometry set square my.pen 16 cm assorted colours	9 pcs	540 pcs
11367968	4 008110 499543	geometry set square with handle my.pen 16 cm assorted colours	9 pcs	405 pcs
11367976	4 008110 499550	geometry set square my.pen 25 cm assorted colours	6 pcs	180 pcs
11367984	4 008110 499567	ruler my.pen 17 cm assorted colours	9 pcs	695 pcs
11367992	4 008110 499574	ruler my.pen 30 cm assorted colours	9 pcs	270 pcs
11368214	4 008110 499598	parabola my.pen assorted colours	9 pcs	450 pcs
11368222	4 008110 499604	geometry set my.pen assorted colours	6 pcs	96 pcs
11309341	4 008110 472058	double hole container sharpener my.pen assorted colours	4 pcs	216 pcs
10786952	4 008110 291642	graphite pencils my.pen HB assorted colours FSC	8 pcs	400 pcs
11309176	4 008110 472027	erasers my.pen assorted colours	6 pcs	288 pcs

## OUR SCHOOL ASSORTMENT

These products complete the offer for everyday school life.



my.pen fineliner/  
fibre tip pen



my.pen colored pencils



my.pen starter set



my.pen  
ink eraser



## THE CAREFREE PACKAGE

- Innovative and great product portfolio, first-class handling and clever functions
- Discover the comprehensive my.pen world



my.pen compass lead refill



my.pen rollerball cartridges



my.pen ink cartridges

Order-No.	EAN-No.	Item-Description	Unit	Sub Pack
<b>Fountain pen, ballpoint pen, rollerball pen, scissors, compass</b>				
11370152	4 008110 499758	coloured pencils my.pen 12 colours	6 pcs	84 pcs
11331337	4 008110 479101	starter set my.pen assorted colours	6 PAK	96 PAK
11367232	4 008110 498201	fineliner/fibre tip pen my.pen 10 colours	8 pcs	120 pcs
11010527	4 008110 380339	ink eraser my.pen 2pcs. assorted colours., 3 assorted motifs	8 pcs	320 pcs
10999852	4 008110 380308	universal ink cartridges my.pen blue 1x5, ink colour blue	8 pcs	360 pcs
10983443	4 008110 397351	universal ink cartridges my.pen blue 1x5, loose, ink colour blue	20 pcs	240 pcs
11378999	4 008110 501819	rollerball cartridges my.pen blue 5pcs., ink colour blue	6 pcs	432 pcs
11379013	4 008110 501826	rollerball cartridges my.pen blue 5pcs., loose, ink colour blue	10 pcs	800 pcs
11368230	4 008110 499529	compass lead refill my.pen white	6 pcs	840 pcs



## THE FAMILY AT A GLANCE

- The ground display shows perfectly the variety of colors and products.
- It is ideally suited for special presentations for the BTS season.

AVAILABLE FROM MARCH 2024  
NEW COLORS



Display dimensions (W x H x D):  
60 x 193 x 40 cm incl. top sign

my.pen family		ground display 1/4 my.pen family
Order-No.	Item-Description	Content
		Order-No. 50047031 Unit: 1 PAK 4 008 110 3777 42
50046775	fountain pen my.pen, in foil case, M-nib, blue/white	3
50041244	fountain pen my.pen, in foil case, M-nib, turquoise/orange	3
50046836	rollerball pen my.pen, in foil case, for left- and right handers, blue/white	3
50046911	ballpoint pen my.pen, on blister card, writing colour blue, turquoise/orange	3
50046850	ballpoint pen my.pen, on blister card, writing colour blue, blue/white	3
50046768	quick-set, giant bow compass my.pen blue/white	4
50046751	scissors my.pen blue/white	6
11010527	ink eraser my.pen 2pcs. assorted colours., 3 assorted motifs	8
11167988	fountain pen my.pen, in foil case, M-nib, purple/mint	3
50046805	fountain pen my.pen, in foil case, M-nib, pink/white	3
11377256	rollerball pen my.pen, in foil case, for left- and right handers, purple/mint	3
50046874	ballpoint pen my.pen, on blister card, writing colour blue, pink/white	3
50046898	ballpoint pen my.pen, on blister card, writing colour blue, purple/mint	3
11122348	quick-set, giant bow compass my.pen, lila/mint	4
50046744	scissors my.pen lila/mint	6
11309176	erasers my.pen assorted colours	12
10999738	fountain pen my.pen, in foil case, M-nib, white/black	3
10999746	fountain pen my.pen, in foil case, M-nib, black/white	3
11377272	rollerball pen my.pen, in foil case, for left- and right handers, black/white	3
50028306	ballpoint pen my.pen, on blister card, writing colour blue, white/black	3
50028276	ballpoint pen my.pen, on blister card, writing colour blue, black/white	3
11122322	quick-set, giant bow compass my.pen, black/grey	4
50027224	scissors my.pen black/white	6
11309341	double hole container sharpener my.pen assorted colours	12
11367232	fineliner/fibre tip pen my.pen 10 colours	8
11370152	coloured pencils my.pen 12 colours	12
10786952	graphite pencils my.pen HB assorted colours FSC	16
11367950	geometry set square my.pen 16 cm assorted colours	18
11367984	ruler my.pen 17 cm assorted colours	18
11367992	ruler my.pen 30 cm assorted colours	18



# BIG SOCIAL MEDIA CAMPAIGN TO THE MY.PEN RELAUNCH

The refresh of the my.pen range attracts the attention of the target group with a large social media campaign.

Numerous posts and reels will appear on the herlitz Facebook channel and Instagram account, which will increase demand in retail.

A my.pen ecommerce package incl. texts, images and item data will be made available to retailers at an early stage for their own online presence.



Social media campaign and comprehensive my.pen ecommerce package to support for the retailers