

Pelikan *eco* the family is growing

NEW



Highlighter 490[®]
eco

NEW



Waterbox
eco

K12[®] and
K24[®] *eco*

NEW



NEW



Ink pen
cartridges
eco



Twist[®] *eco*
Fountain pen, roller-
ball pen, pencil pouch

NEW



SUPER  PIRAT[®]
eco



Made

in Germany



Pelikan eco



From yogurt cup to ink eraser



www.pelikan.com



Our eco products made of recycled plastic

Made of recycled plastic

Our eco products are mainly made of recycled plastic - depending on the product category at least 65 % to 95 %. This is post-consumer waste (PCW): Plastic that has already been in use by the end consumer (e.g. as yogurt pots, computer keyboards or kitchen appliances), is given a new use in our products.

The content of recycled plastic is shown on our products in the Pelikan recycling seal. This is only awarded to products that contain a minimum content of 50% recycled plastic and that we manufacture in our factories or have certified according to the Global Recycled Standard (GRS). Our recycling seal indicates that we source certified materials from certified plastic recyclers and monitor material origins and sourcing to ensure the minimum reported recycled plastic content.

The recycled plastic for the K12® eco, the K24® eco and the Twist® eco comes from consumer goods (such as electrical appliances, computer accessories, kitchen appliances, etc.). For our ink erasers, ink pen cartridges, highlighters and water cups, on the other hand, the recycled plastic is obtained via the Green Dot and comes from the yellow bag or yellow garbage can (e.g. from yogurt pots and plastic packaging, etc.). The processing of all recycled plastics used takes place in Europe.

Each product is unique

The color of our eco products may vary slightly due to production. Material structures give the products a special authentic charm. While the Twist® eco has a subtle marbling that gives the gray pen a trendy exposed concrete look, for example, the Super-Pirat® eco has a speckled look. In K12® eco and Super-Pirat® eco, the light plastic components are light gray instead of white.

Sustainable from product to retail packaging

For us, sustainability does not stop with the product. For all eco products, we have chosen sustainable sales packaging - cardboard from responsible forestry or recycled plastic, depending on the product.



Available
from January
2024

NEW

K24[®] eco

This is how painting becomes more sustainable

The K12 eco gets reinforcements: In the K24 eco with **24 bright premium opaque colors**, all plastic parts are made of 95% **POST-Consumer recycled material**, just like in the K12 eco. The opaque paint box for environmentally conscious families who value high-quality, bright colors.



Removable lid
for cleaning

Lid = mixing pallet
with 8 deep mixing troughs

7,5 ml
opaque white tube

Brush tray

Name tag
included

24 bright colors:
premium color tablets with lightfast
color pigments, strong opacity

Mixing trough

Replaceable
color tablets

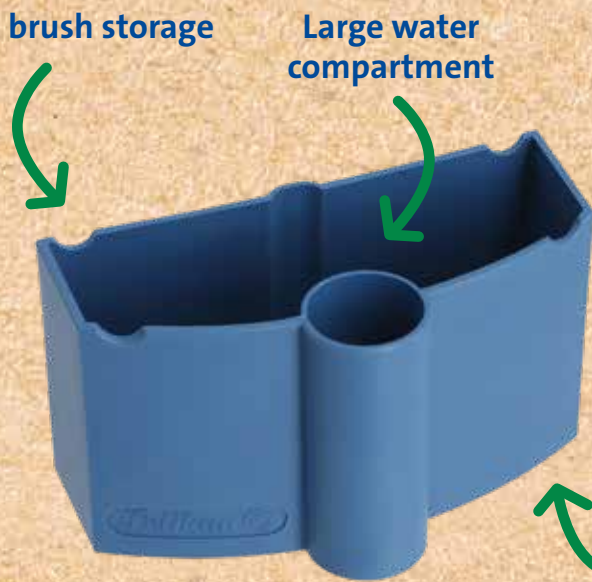


GO *eco* with Pelikan painting products

The two eco opaque paint boxes are complemented by the eco waterbox, which can be attached to both models to prevent it from tipping over and is also made of 95% **POST-Consumer recycled material**.



Sustainable packaging made from FSC™ mixed cardboard



Tilt-proof attachable to K12 and K24



Brush compartment for placing the brushes inside



Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
Opaque paint box eco						
Folding box						
701 174			735/ K12eco	Opaque paint box 735K/12 eco, made of 95% recycled plastic	5 pcs	30 pcs
701 303			735/ K24eco	Opaque paint box 735K/24 eco, made of 95% recycled plastic	1 pcs	15 pcs
Waterbox eco						
Folding box						
824 002			735/WBE	Waterbox 735 WBE eco, made of 95% recycled plastic	5 pcs	80 pcs

Twist[®] eco

Now also available as ink roller

Available
from January
2024

NEW



Lies perfectly in the hand due to the **ergonomic shape**

„Twisted“ look in 4 trend colors

Fine
0.3 mm writing tip

All plastic parts consist of at least **78% POST consumer recycled material**

Each product is unique –
Due to the material delicate marbling

Sustainable packaging materials: **FSC cardboard & recycled plastic**

With matching ink pen cartridges
Made from **65% POST consumer recycled material**



Made

in Germany



Sustainable and fully on trend

- **Climate protection and sustainability** continue to move young people in particular.
- Following the successful launch of the Twist eco fountain pen, the Twist eco is now also available as **a roller made of at least 78 % recycled plastic** (POST-Consumer Waste).
- Available in the **trendy colors lavender, blue and grey**.
- Matching **Twist eco roller cartridges made from 65 % recycled plastic** (POST-Consumer Waste) available.

Made of 78 % recycled plastic



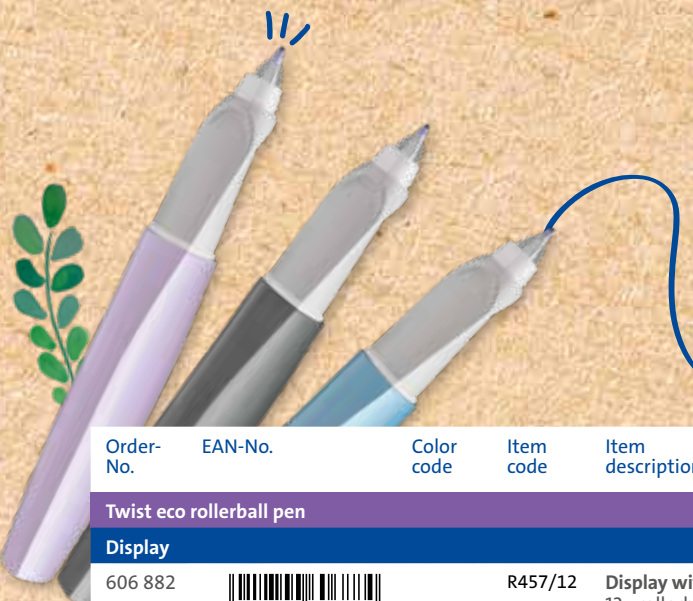
Blister card



Folding box



Display | Dimensions (W x H x D): 14.5 x 26.5 x 10.5 cm



Made of 65 % recycled plastic

Display | Dimensions (W x H x D): 6.5 x 4.4 x 9.6 cm



Blister card



Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
Twist eco rollerball pen						
Display						
606 882	4 012700 606884		R457/12	Display with 12 Twist eco writing instruments Content: 12x rollerball pens: 4x grey, 4x blue, 4x lavender (incl. rollerball cartridges)	NEW 1 PAK	1 PAK
Folding box						
824 644	4 012700 824646	●	R457	Rollerball pen Twist eco, grey, incl. rollerball cartridges	NEW 1 pcs	390 pcs
824 651	4 012700 824653	●	R457	Rollerball pen Twist eco, blue, incl. rollerball cartridges	NEW 1 pcs	390 pcs
824 668	4 012700 824660	●	R457	Rollerball pen Twist eco, lavender, incl. rollerball cartridges	NEW 1 pcs	390 pcs
Blister card						
824 675	4 012700 824677	● ● ●	R457+2 KM/B	Rollerball pen Twist eco, colors assorted, incl. rollerball cartridges	NEW 8 pcs	128 pcs

Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
Rollerball pen ink cartridges eco						
Case						
824 682	4 012700 824684	●	KM/5	Rollerball pen ink cartridges eco, writing color blue	NEW 10 pcs	800 pcs
824 699	4 012700 824691	●	KM/5	Rollerball pen ink cartridges eco, writing color black	NEW 10 pcs	800 pcs
Blister card						
824 705	4 012700 824707	●	KM/5	Rollerball pen ink cartridges eco, writing color blue	NEW 8 pcs	192 pcs

Twist[®] eco

The sustainable school fountain pen

Each product is unique –
Delicate marbling due to the material

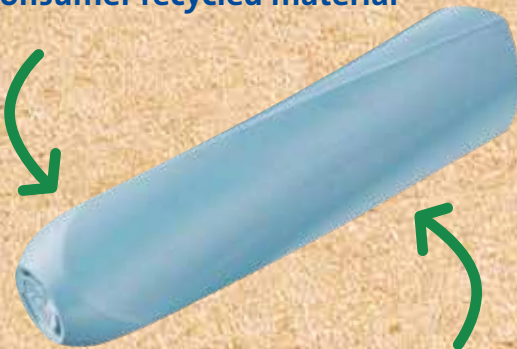


All plastic parts consist of at least **78 % POST consumer recycled material**

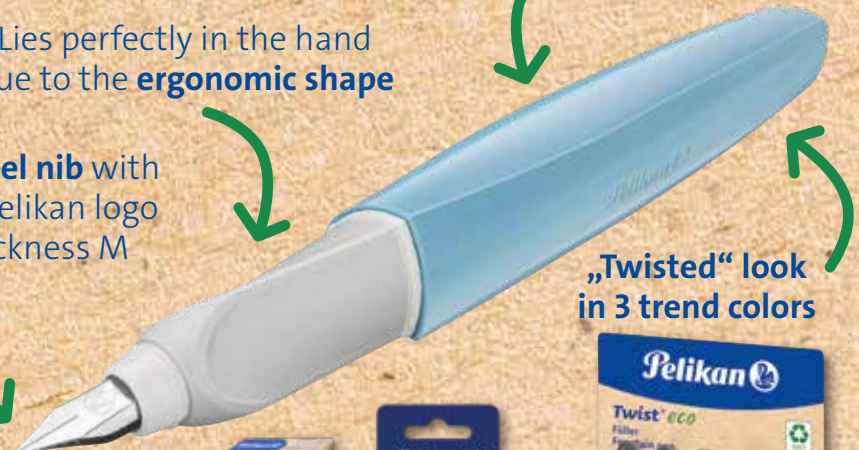
Sturdy stainless steel nib with iridium grain and Pelikan logo embossing in thickness M

Lies perfectly in the hand due to the **ergonomic shape**

„Twisted“ look in 3 trend colors



Sustainable packaging materials:
FSC cardboard & recycled plastic













Folding box



Blister card



Display | Dimensions (W x H x D):
14.5 x 26.5 x 10.5 cm

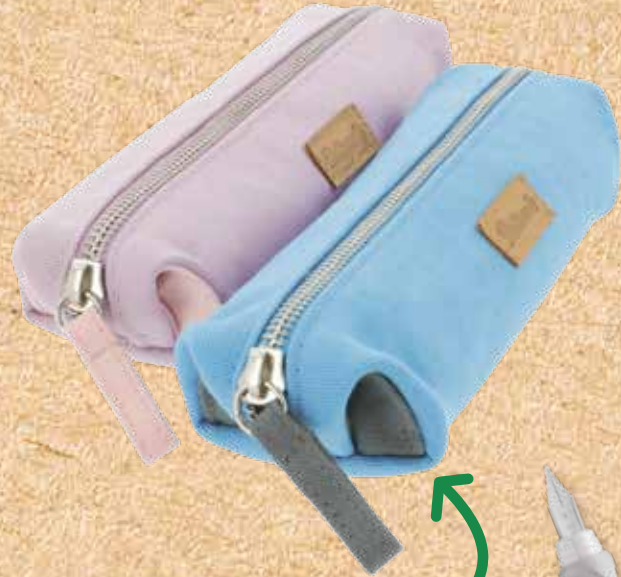
Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
Twist eco fountain pen						
Display						
606 011			P457D/15	Display with 15 Twist eco writing instruments Content: 15x fountain pen: 4x blue, 3x rosé, 4x grey, 4x lavender (incl. cartridge)	NEW 1 PAK	1 PAK
Folding box						
822 206			P457M	Fountain pen Twist eco, blue, nib size M, incl. ink cartridge	NEW 1 pcs	390 pcs
822 213			P457M	Fountain pen Twist eco, rosé, nib size M, incl. ink cartridge	NEW 1 pcs	390 pcs
822 237			P457M	Fountain pen Twist eco, lavender, nib size M, incl. ink cartridge	NEW 1 pcs	390 pcs
822 220			P457M	Fountain pen Twist eco, grey, nib size M, incl. ink cartridge	NEW 1 pcs	390 pcs
Blister card						
822 244			P457M +2TP/B	Fountain pen Twist eco, colors assorted, nib size M, incl. two ink cartridges	NEW 8 pcs	128 pcs

Pencil pouch *Twist*[®] *eco*

Available
from January
2024

NEW

Elegant design language
in a casual-cool look –
the recycled eye-catcher
on every desk!



Polyester **RPET**

24 x 8 x 6 cm,
folded sideways

Bicolor
material

Zipper silver oxide,
lining gray

1 spacious
main compartment

**Perfect
for
twist**



The product is made of 65% GRS certified recycled polyester.
Certified by Control Union CU 1108351

No.	Order-No.	EAN-No.	Item description	Unit	Sub pack
Pencil pouch eco					
Twist eco					
1	521 000		Pencil pouch eco Twist blue/grey	NEW 1 pcs	36 pcs
2	521 642		Pencil pouch eco Twist lilac/apricot	NEW 1 pcs	36 pcs

Highlighter 490[®] *eco*

Mark sustainably

With our highlighters you never lose sight of the **essential text passages**. Due to the **large color selection** also suitable for creative purposes.

Available
from January
2024

NEW



Ideal for **painting and marking**

highlight what MATTERS!

Universal
water-based ink

Choice of **6 neon and 6 pastel colors**

refillable

Practical twist-off cap for **one-handed opening and closing**



high luminosity and yet sufficiently transparent—uniform luminosity on almost all papers



Pelikan 
Textmarker 490[®] *eco*
80% recycled plastic



Recessed handle for comfortable grip

Special tip enables marking in three widths: **1, 2 and 5 mm**

Made 
in Germany



4pcs Folding box



6pcs Folding box



Blister card



Display | Dimensions (W x H x D):
11.2 x 3.75 x 11.2 cm

Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
Highlighter 490[®] eco						
Case						
823 326	4 012700 823328		490	Highlighter 490 eco, neon, 4 pcs assorted	NEW 5 ET	90 ET
823 333	4 012700 823335		490	Highlighter 490 eco, neon, 6 pcs assorted	NEW 5 ET	60 ET
823 432	4 012700 823434		490	Highlighter 490 eco, pastel, 6 pcs assorted	NEW 5 ET	60 ET
Folding box						
823 340	4 012700 823342	●	490	Highlighter 490 eco, 10 pcs flour yellow	NEW 10 pcs	200 pcs
823 357	4 012700 823359	●	490	Highlighter 490 eco, 10 pcs flour green	NEW 10 pcs	200 pcs
823 364	4 012700 823366	●	490	Highlighter 490 eco, 10 pcs flour pink	NEW 10 pcs	200 pcs
823 371	4 012700 823373	●	490	Highlighter 490 eco, 10 pcs flour orange	NEW 10 pcs	200 pcs
823 388	4 012700 823380	●	490	Highlighter 490 eco, 10 pcs flour red	NEW 10 pcs	200 pcs
823 395	4 012700 823397	●	490	Highlighter 490 eco, 10 pcs flour blue	NEW 10 pcs	200 pcs
823 449	4 012700 823441	●	490	Highlighter 490 eco, 10 pcs light yellow	NEW 10 pcs	200 pcs
823 456	4 012700 823458	●	490	Highlighter 490 eco, 10 pcs meadow green	NEW 10 pcs	200 pcs
823 463	4 012700 823465	●	490	Highlighter 490 eco, 10 pcs pale pink	NEW 10 pcs	200 pcs
823 470	4 012700 823472	●	490	Highlighter 490 eco, 10 pcs soft peach	NEW 10 pcs	200 pcs
823 487	4 012700 823489	●	490	Highlighter 490 eco, 10 pcs lavender	NEW 10 pcs	200 pcs
823 494	4 012700 823496	●	490	Highlighter 490 eco, 10 pcs cool aqua	NEW 10 pcs	200 pcs
Blister card						
823 401	4 012700 823403	●	490	Highlighter 490 eco, 1 pc flour yellow	NEW 8 pcs	192 pcs
823 418	4 012700 823410	●	490	Highlighter 490 eco, 1 pc flour pink	NEW 8 pcs	192 pcs
823 425	4 012700 823427	●	490	Highlighter 490 eco, 1 pc flour green	NEW 8 pcs	192 pcs



SUPER PIRAT® *eco*

Eradicate sustainably



All plastic parts consist of 70% POST consumer recycled material



With ink colored overwriting tip

With multi-tip (M) for broad and fine erasing



Sustainable packaging materials: FSC cardboard & recycled plastic









Made  in Germany



Blister card



Display | Dimensions (W x H x D): 14.5 x 26.5 x 10.5 cm

Order-No.	EAN-No.	Item code	Item description	Unit	Sub pack
Ink eradicator Super Pirat eco					
Display					
606 028		850M/50	Ink eradicator Super Pirat eco, display Content: 50 x ink eradicator Super Pirat eco, width M	 1 PAK	1 PAK
Bundle					
822 268		850M	Ink eradicator Super Pirat eco, bundle	 50 pcs	400 pcs
Blister card					
822 251		850M/2/B	Ink eradicator Super Pirat eco, blister card	 10 pcs	320 pcs

GO *eco* for more attention at the POS



High demand due to major PR and social media campaign

The **new eco advertising campaign 2024** achieves many millions of contacts in social media and in consumer magazines with an affinity to the target group.

TikTok, Pinterest, Instagram and Facebook are generating interest, increasing awareness and fueling retail demand.

The **highlight during the BTS period** June – September is a big **contest on TikTok**.



Social Media Content

Contest



Novelty presentations, tips, craft ideas, inspirations