

# Pelikan griffix®

May we introduce –  
“the new ones”:

New  
products  
available from  
March/April  
2024

The ergonomic products  
of the **griffix family**  
have grown!



For  
smart  
beginnings

[www.pelikan.com](http://www.pelikan.com)



## The griffix family

The **start of school** is an important **milestone in the lives** of children and parents. That is why the **best possible equipment** should accompany this new phase of life.

With griffix, we want to be THE reliable companion for school starters **aged 6 - 9**. One that offers colourful, ergonomically thought-out product solutions “For smart beginnings”.

A smart beginning, because products with special extras not only make learning easier – it is more fun and gives children a lot of motivation. But, only **colourful, ergonomically** well thought-out products are not enough for us: the griffix family is made **for the generation of tomorrow** and, in addition to a strong product benefit, must also face the challenges of tomorrow.

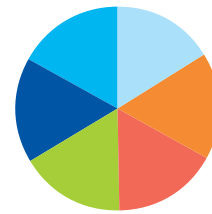
For us, these include the topics of **sustainability, social responsibility and equal opportunities**.

## Our promise

We are constantly optimising production locations, partners and routes. We are a member of amfori, the world’s leading business association for open and sustainable trade.

PVG is certified by TÜV Rheinland according to DIN EN ISO 9001 and DIN EN ISO 14001.

Our successful griffix product family is continuously growing and includes products from the following categories:



-  **Writing instruments**
-  **Refills**
-  **Writing accessories**
-  **Drawing**
-  **Painting**
-  **Handicraft**

These products complement each other and partly build on each other, so that the greatest chances of success at the point of sale exist when they are also presented together and thus enable combined purchases.

Take care for our FSC(R)-certified products.

Look forward with us to further **success-promising innovations in 2024!**



Member of amfori. We are constantly improving the social sustainability of our supply chain with amfori BSCI.



# The packaging concept

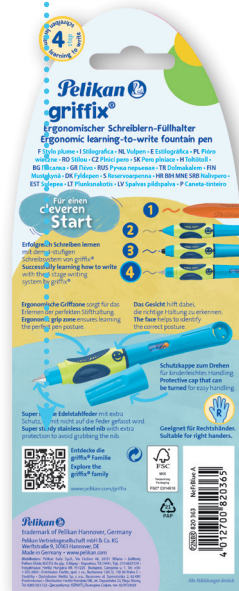
In the spirit of **sustainability**, we are working on making our packaging more and more resource-friendly. The majority of griffix packaging is made of FSC-certified material.

It is not only in terms of materials that we are taking a step further into the future. Our consumer-friendly, emotionally appealing packaging design cuts an excellent figure on the shelf. With clear, detailed and convincing information, the consumer can find out about the product benefits. With a QR code, we connect the products to the digital world.

Discover the griffix family



Das Zeichen für verantwortungsvolle Waldwirtschaft



Child-friendly address

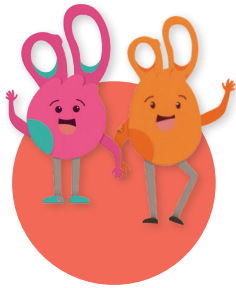


Painting

## Communication

We know that children accompany parents when buying school products. They have a considerable influence on the purchase decision. In order to do justice to this aspect, we have developed small characters for the griffix product categories **that ensure a childlike appeal.**

They enrich all griffix communication media, e.g. brochures, POS decorations, giveaways and also attract attention and fun online.



Handicraft



Drawing



Writing

## Color concept

Our color concept for griffix products is based on what children like: **strong accents** for the younger ones, muted, **modern colour combinations** for the slightly older ones. This is complemented by our popular classic colors.



Bright colors, crisp accents, that cool girls love!



Neonfresh-Blue is our bestseller, inspired by sports and fashion!



With these color combinations there is something for those who prefer to take it easy and do not want to follow every trend.



Fashionable berry tones are the hit for romantic girls!



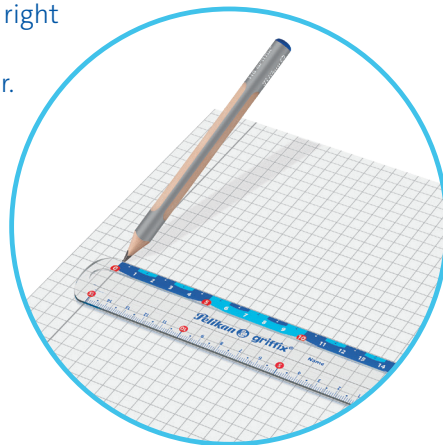
Gaming, sports and fun, that's exactly what the boys are into!

**NEW**

# Ruler 15 cm

Maths and geometry have never been so much fun right from the start. First lines and simple measuring are child's play – thanks to the clever design of this ruler.

**This product is only available from Pelikan!**



**Highlighted "Zero" point with step for the pencil**

**Colored highlighted numbers for first counting and calculation**

**Simplified scale for first measurement and calculation**



**High transparent material**


**Ink edges on the bottom side to prevent smudging of ink and for perfect gripping from the table**

**Handle area with name field**

**Compass guiding hole at the zero point for precise transfer of distances**



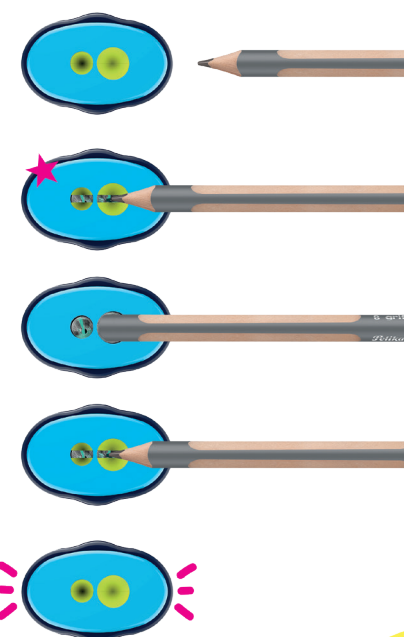
**Packaging design similar**

Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
<b>Ruler griffix 15 cm</b>						
<b>Flat hanging case</b>						
822 275			LG15	Ruler griffix 15cm, in flat cardboard hanging case	10 pcs	440 pcs

## Double hole container sharpener

Sharpening thick and thin pencils is now a special pleasure! **High-quality workmanship, quality blades “Made in Germany”** and easy handling highlight this sharpener. The special detail is the sharpening hole closure, which only opens for the sharpening process and otherwise safely stores the shavings inside the container. A clean sweep!

**NEW**



Special closing mechanism opens only or sharpening and keeps the dust inside safely

Sharpening holes for thin and thick wooden pencils

Simple opening and closing of the container

Transparent, large container for filling level

Stable stand on the table







Quality sharpening blades Made in Germany for long-lasting precise sharpening results



1 piece on blister card FSC and recycling foil



8 pieces in display

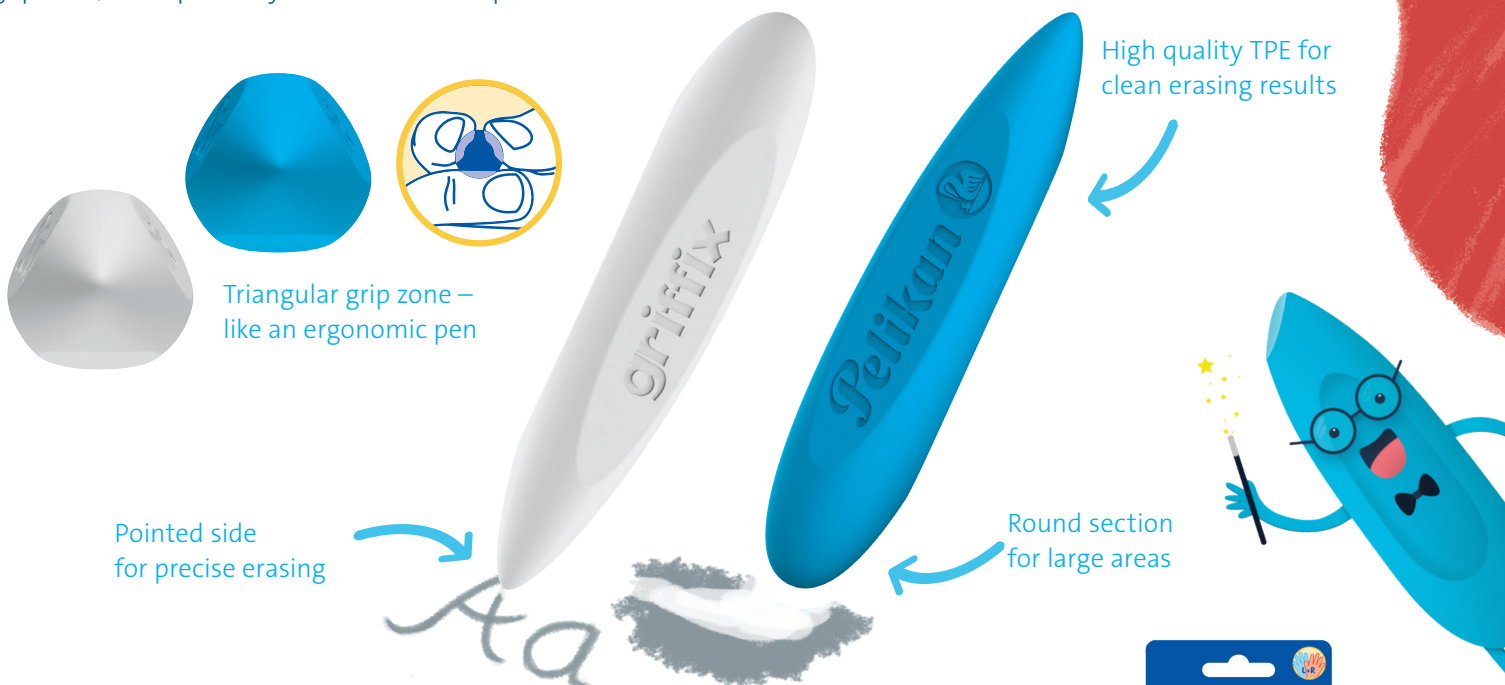
Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
<b>Double hole sharpener</b>						
<b>Folding box</b>						
701 280			GDAB/8	Double hole sharpener griffix blue, 8 pcs in display	 8 pcs	320 pcs
<b>Blister card</b>						
701 266			GDAB/B	Double hole sharpener griffix blue, on blister card	 4 pcs	96 pcs

6 All images for illustration purposes only · Subject to change without notice.

# Erasers

This triangular eraser erases small and large mistakes as if by magic – **easily, quickly and cleanly**. Thanks to its ergonomic grip zone, it fits perfectly in the hand like a pencil.

**NEW**



High quality TPE for clean erasing results

Triangular grip zone – like an ergonomic pen

Pointed side for precise erasing

Round section for large areas



20 pieces, colors assorted in display



2 pieces, colors assorted on blister card, FSC and recycling foil



Starter set as an attractive promotional item: Learning-to-write Graphite pencil double hole sharpener and ergonomic eraser

Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
<b>Erasers griffix</b>						
<b>Folding box</b>						
605 304			R2g/20	Erasers griffix, assorted colors, 20 pcs in display	<b>NEW</b> 20 pcs	-
<b>Blister card</b>						
605 311			R2g/2/B	Erasers griffix, assorted colors, 2 pcs on blister card	<b>NEW</b> 6 pcs	240 pcs
<b>Starter set griffix</b>						
<b>Blister card</b>						
823 517			SSG/B	Starter set griffix Graphite pencil B, Eraser, Sharpener, blue, on blister card	<b>NEW</b> 4 pcs	44 pcs

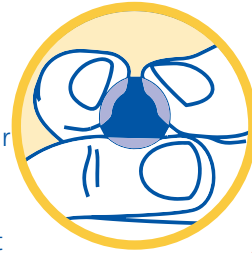
## The 4-step learn-to-write system

Back in 2008, Pelikan once again made history with its four-level approach to teaching kids how to write. The world's **first comprehensive learn-to-write system** remains a success to this day and has inspired many imitators.

What makes the griffix writing instruments so unique is their **innovative, child-friendly grip**, which was developed in line with the latest findings in graphomotor skills in cooperation with education experts and the Fraunhofer Institute for Industrial Engineering.

**The perfect tripod grasp: The ergonomic grip zone** – which provides support for the thumb, index finger and middle finger – is based on the best way to hold a pen or pencil, the tripod grasp. The grasp offers children an ideal range of motion and allows both right- and left-handed learners to write without fatigue or hand cramps.

The **four-level griffix learn-to-write system** is the first **integrated concept** that supports the process of learning to write from the very start. What makes it so special is that the grip remains the same as the writing instruments grow more sophisticated. That way, children don't need to start from scratch as they grow and learn.



The mission: the perfect tripod grasp



For right and left-handers

Available as right and lefthander version







## Learn-to-write system, step 1 - Wax crayons

Drawing is the **most important step towards learning how to write**. It teaches children to practise movements and create cohesive, connected shapes on the path to forming their first letters.

The triangular grip zone of the wax crayon is longer and larger to avoid restricting what is naturally a very free process. At this stage, children are not expected to be right- or left-handed just yet.



Won't roll off the table



Unique design sized for kids



For both right- and left-handed children



Keeps hands clean thanks to its special coating



## Learn-to-write system, step 2 - learn-to-write pencil

A pencil is often the first real writing utensil kids use at school. Step 2 of the griffix learn-to-write system introduces a grip zone for left- and right-handed children for the first time. The pencil is the perfect start on the path to writing with ink.



Stable HB lead for clean lettering

Ergonomic grip zone

The **smiling face** indicates the **right grasp**.

Right- and left-handed versions available.



**Easy click mechanism and refill function** (see accessories)



As a supplement to the mechanical pencil, there is the **classic, wooden learning-to-write graphite pencil in HB and B**, which is required in many schools. This is also used for drawing.



Additional colour combinations



The mark of responsible forestry



**Standard counter display** for space-saving presentation



Folding box



Hanging box



Hanging box



Folding box



Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
<b>Learning-to-write Graphite pencils griffix</b>						
<b>Loose item</b>						
822 930			BgB/12/FSB	Graphite pencil griffix B, FSC, loose, in hanging box	<b>NEW</b> 12 pcs	864 pcs
822 947			BSgHB/12/FSB	Graphite pencil griffix HB, FSC, loose in hanging box	<b>NEW</b> 12 pcs	864 pcs

**10** All images for illustration purposes only · Subject to change without notice.



# Learn-to-write system, step 3 - rollerball pen

Using a rollerball pen – the junior version of a fountain pen – teaches children to write smoothly and rapidly using ink in no time. As an instrumental part of step 3 of the learn-to-write system, the rollerball pen flexibly balances out a child’s natural tendency to apply extreme pressure to the grip. The result is a fun, low-stress approach to writing. What’s more, changing a rollerball pen’s ink cartridge quite easy.



Protective, pop-on cap

Glides extra softly thanks to its special tip

Ergonomic grip zone

The **smiling face** indicates the **right grasp**.

Right- and left-handed versions available.

Refillable with ink cartridge (see accessories)

Additional colour combinations



Standard counter display for space-saving presentation



Folding box



Hanging box

## Learn-to-write system, step 4 - learn-to-write fountain pen

The fountain pen, the fourth and highest level of the progressive system, helps children refine their skills when it comes to writing with ink. After getting to know all of the instruments in the learn-to-write process, new writers are now ready to take on **the ultimate in writing tools: the griffix® fountain pen.**

The fountain pen glides gently across paper, helping children complete the process of learning to write by acquiring **excellent cursive handwriting skills.** Having now practised the right way to hold a writing instrument, there's no way children can hold the fountain pen incorrectly. Welcome to the big leagues!

While the unique technology and outstanding quality of the fountain pen ensure top-flight precision, **large refill ink cartridges** with colourful prints (see accessories) bring an element of fun to the world of writing.

In a wide range of great colour combinations



Folding box



Hanging box



Packaging is FSC certified.

All writing instruments are available in a cardboard hanging folding box or a regular folding box.



Standard counter display for space-saving presentation





# Learn-to-write system refills and accessories

Along with ergonomic writing instruments, **refills, accessories and spare parts** help to make the process of learning to write a success.



## Accessories for step 2: griffix mechanical pencil



Three HB **mechanical pencil leads** in a dispenser box

The **special** mechanical pencil **sharpener** is designed for 2mm mechanical pencil leads and features a practical holder for shavings.



## Accessories for step 3: griffix rollerball pen



Cartridges designed especially for the Pelikan **griffix® rollerball pen**

- With blue, erasable ink
- With fibre tip (no ball) for soft writing
- With blue protective cap

Protective, pop-on replacement cap



## Accessories for step 4: griffix learn-to-write fountain pen



Ink cartridges designed especially for the Pelikan **griffix® fountain pen**

- Colourful decals with great designs, extra large cartridges
- With royal blue, erasable 4001® ink

Screw-on replacement cap for learn-to-write fountain pen



## Packaging varieties griffix accessories

In cardboard hanging box:

- Replacement caps for ink writer and fountain pens
- Ink writer cartridges
- Extra large fountain pen refills
- Mechanical pencil refill dispenser boxes



The mark of responsible forestry

Packages are FSC-certified.



Refills



Boxes of 10 pieces

# Wooden Coloured pencils - Colouring fun with bright colours

Painting is not only a **creative form of expression**, but also an important step on the **way to writing**. The sought-after griffix brushes and griffix wax crayons now have big brothers: the griffix coloured pencils. With their long, **symmetrical, triangular handle shape**, similar to the griffix brushes, and the shortened length, they are similar to griffix wooden graphite pencils and do fit **perfectly small kids hands**.



**Shortened kid's length 140 mm**

**Made of wood FSC® 100%**  
www.fsc.org  
FSC® C014510  
The mark of responsible forestry

**Water soluble – for watercolour effects**  
wässervermalbar  
water-soluble

**8 brilliant colours + white to paint on coloured papers**

**Long grip zone: promotes the right pen grip and prevents slipping and rolling away**

**Quality lead 4 mm**


**Triangular Dreikant**

**NEW**



From 2024 the ergonomic wooden colored pencils are available as a **combi pack** together with a graphite pencil. Both items are important items of each school list.



Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
<b>Mix-Set griffix Colored pencils and graphite pencil</b>						
<b>Hanging box</b>						
701 334			BSgHB/10/ FSB	Color pencils/Graphite pencil Mix Set griffix, FSC, in hanging box	<b>NEW</b> 10 pcs	80 pcs



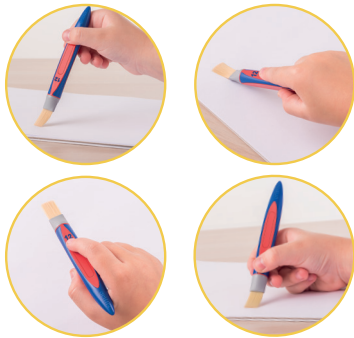
# School paintbrushes – the winning five for primary school

The griffix brushes are the **perfect addition** to the griffix learn-to-write system, because painting is an important tool for improving the fine motor skills of children’s hands. Specially adapted to the **needs of primary school pupils** and perfected for use in lessons, the griffix quality brushes ensure lots of painting fun.



## Helpful handle

- Ergonomic triangular shape and child-friendly length
- Non-slip coating for a secure grip
- Easy to clean and dry thanks to plastic handle
- Perfect for a wide range of drawing and painting techniques



## Brilliant bristles

- Premium-quality synthetic bristles
- Robust and stable to keep their shape
- No annoying hair loss
- Excellent paint pickup and release
- Easy to clean, fast to dry



## Perfect for school

- Triangular form prevents rolling
- Colour-based system for choosing the right brush
- Built-in name tag
- Durability thanks to high-quality materials



Size 12: Bristle brush    Size 6: Bristle brush    Size 6: Hair brush    Size 10: Hair brush    Size 10: Cat tongue brush

## The clever brush strap

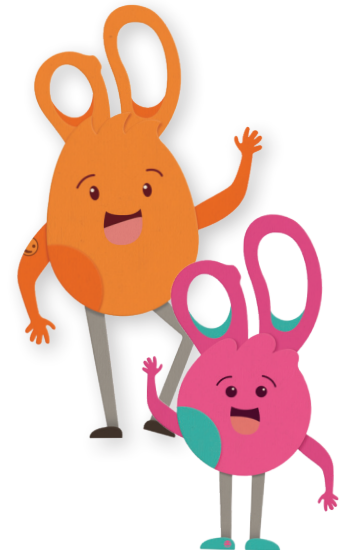
### Clever transport and storage solution:

Designed especially for the griffix series, the **flexible brush strap** rounds out the winning five for primary school pupils.

By helping kids get their paintbrushes organised in no time, it is **always the perfect solution** for drying, storing or using brushes.



Cardboard hanging folding box

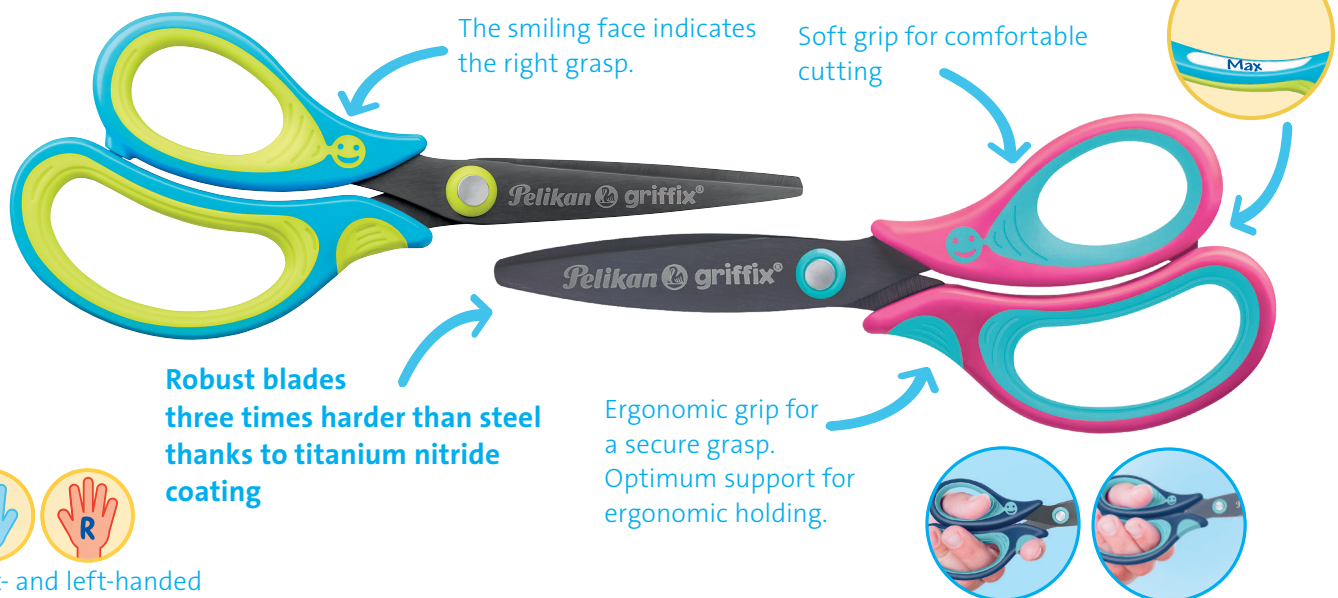


## School scissors pointed and round

Parents and teachers want quality scissors in school, which are characterised by their **long durability and robust, safe and high-quality quality workmanship**. Also ergonomics and easy handling are a must. The scissors with the round blades are particularly suitable for smaller children who still have to learn hand-eye coordination. The scissors with the pointed blades are for children who already have cutting experience.

The **titanium-nitride coated blades are 3x harder than steel** and make these make these school scissors particularly reliable companions in everyday school life.

With personalisable name tag



 Right- and left-handed versions available.



**Colour options**



### Packaging versions:

- Rivet card
- Loose with label
- Online shipping packaging
- Wedge display for round and pointed scissors: contains 12 pieces each, assorted colours



Hanging try-me card



Special packaging for online channels



Label



Standard counter display for space-saving presentation.





The first ergonomic school compass that's a real all-rounder.

# School compass

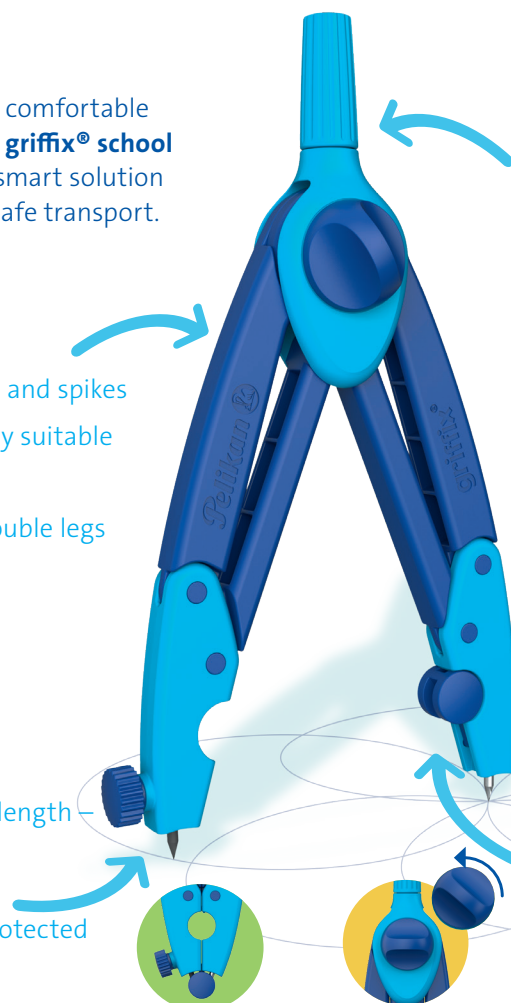
Never before has it been so easy and comfortable to start constructing as it is with the **griffix® school compass from Pelikan**: an all-round smart solution with clever extras for precision and safe transport.

## Design

- Child-friendly shape **without edges** and spikes
- Pleasant, non-slip surface, especially suitable for beginners
- Extraordinary **design** with stabledouble legs
- Convenient haptic, **anti-slip surface**

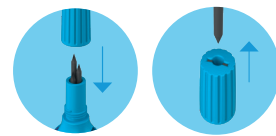
## Transport

- Small and compact, just 150mm in length – for easy transport
- Tip protection for transport – metal and graphite lead are well protected during transport in pencil cases



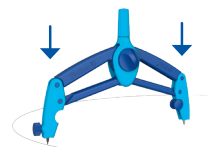
## Innere Werte

- Built-in spare lead depot (three H leads) in the handle – no additional lead box required
- Unique sharpening option for the vlead inside the cap



## Precision

- **Vertical lead and centre point guide** no matter the angle
- **Measuring precision down to the millimetre** thanks to preset leg stiffness and the parallelogram principle
- **Easy-to-adjust stiffness** thanks to the large locking screw



Cardboard hanging folding box



Loose items with label

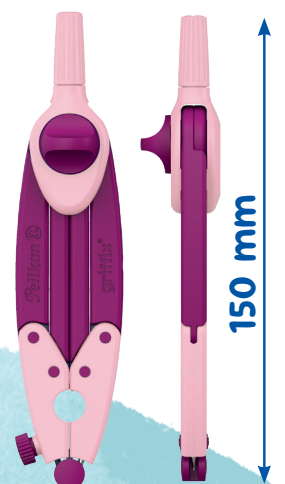


Standard counter display for space-saving presentation



**NEW**

Compass refills Ø 2mm, suitable for Pelikan Standard, herlitz and most commercially available compasses 2x5 pieces on FSC blister card



150 mm

Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
<b>Accessories griffix</b>						
<b>Compass refills</b>						
823 524			ZEM/B	Compass spare leads, 2mm, 2x5 pc on blister card	<b>NEW</b> 6 pcs	840 pcs


Available  
from April  
2024

## Modular Displays


Place the griffix family in modular displays

Order-No.	EAN-No.	Item description	Content
<b>Module griffix Writing</b>			
<b>Display</b>			
607 063		Module griffix Writing	
605 373		Display griffix® fountain pens assorted colors, for righthanders (lovely pink, sweet berry, black neon, neon fresh blue, blue sea, green)	1
605 366		Display griffix® ink pens assorted colors, for righthanders (lovely pink, neon fresh blue, sweet berry, neon black)	1
960 583		Giant ink cartr. griffix® 4001 GTP/5 royal blue printed in box	20
960 567		Ink pen cartridges griffix® blue 5pieces in box	20



Order-No.	EAN-No.	Item description	Content
<b>Module griffix Scatching</b>			
<b>Display</b>			
607 070		Module griffix Scatching	
700 955		griffix® School compass GZ/1/B sweetberry hanging folding box	2
700 818		griffix® school compass GZ/1/B blue hanging folding box	2
822 275		griffix® ruler 15cm, LG15 1/FSB, 1 pcs. in folding box	10
701 266		griffix® double sharpener GDAB/B blue 1 pcs. on blister card	8
605 311		griffix® eraser R2g/2/B 2 pcs. on blister card	6
817 011		griffix® graphite pencil HB/2/B 2 pcs. in folding box	8
817 028		griffix® graphite pencil B/2/B 2 pcs. in folding box	8



Order-No.	EAN-No.	Item description	Content
<b>Module griffix Creative</b>			
<b>Display</b>			
606 318		Module griffix Creative	
605 380		Displ griffix® scissors point SC1D/12 p. assorted colors and left and right handers	1
605 397		Displ griffix scissors round SC1D/12 p. assorted ssorted colors and left and right handers	1
700 733		griffix® set brushes GPI5T 5pcs. + rubber band in folding box	5
700 832		griffix® wax crayons W3/8 wr 8 pcs. in cardboard case	5
700 856		griffix® col.penc. BSDg/wv/9 8+1 pcs. In folding box	10



# Easyflex Display & Test Station

Or combine them in the **easyflex display** as an **compact solution for small spaces**



easyflex display  
Size W x H x D  
Ca. 40 x 180 x 30 cm



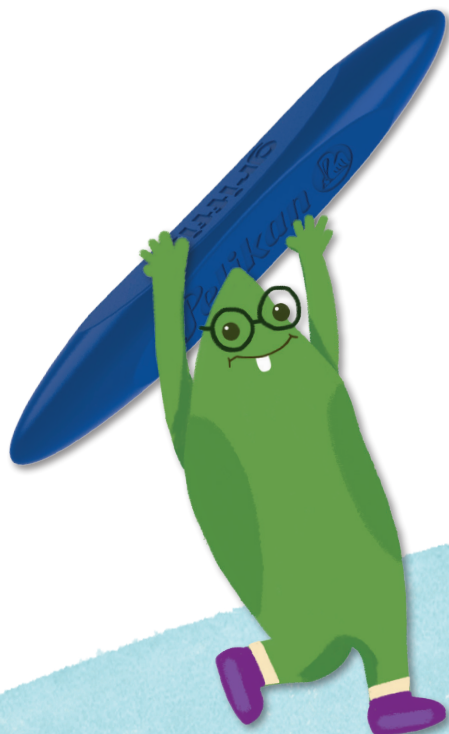
For a **perfect presentation** a fitting **griffix test station** can be added



Ask your account manager for terms of conditions

## Ground Display griffix

- compact and clear presentation of the griffix family
- attractive decoration material with purchasing arguments
- contains products in folding boxes or blister cards



Size W x H x D:  
ca. 60 x 195 x 40 cm

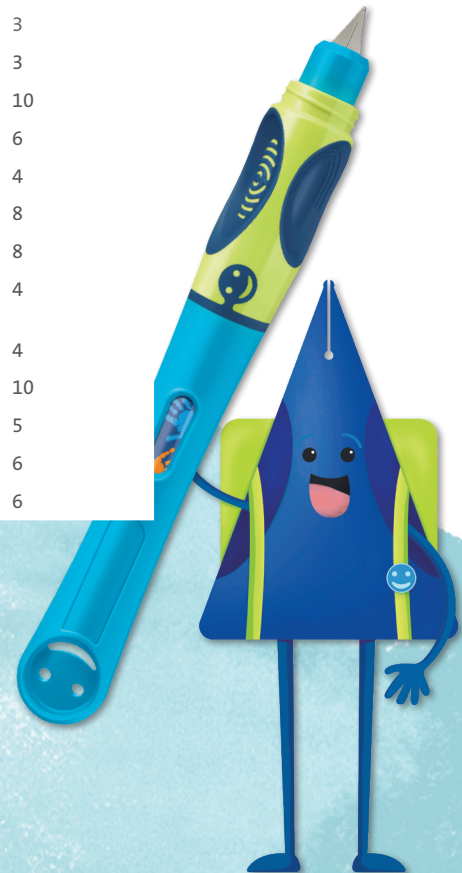




Available  
from April  
2024

# For smart beginnings

Order-No.	EAN-No.	Item description	Content
<b>Ground Display</b>			
<b>Display</b>			
607 087		Ground Display	
700 832		griffix® wax crayons W3/8 wr 8 pcs. in cardboard case	5
820 561		Lead pencil griffix Lovely Pink, for righthanders	3
820 547		Lead pencil griffix Neon Fresh Blue, for righthanders	3
821 032		Ink pen griffix Sweet Berry, for righthanders	3
820 998		Ink pen griffix Neon Black, for righthanders	3
960 559		Giant ink cartri. griffix® 4001 GTP/5 royal blue printed 2boxes	8
960 575		Ink pen cartridges griffix® blue, 2x3 pieces on blister card	8
820 301		Fountain pen griffix Lovely Pink, for righthanders	3
820 325		Fountain pen griffix Sweet Berry, for righthanders	3
820 349		Fountain pen griffix Neon Black, for righthanders	3
820 363		Fountain pen griffix Neon Fresh Blue, for righthanders	3
822 275		griffix® ruler 15cm, LG15 1/FSB, 1 pcs. in folding box	10
605 311		griffix® eraser R2g/2/B 2 pcs. on blister card	6
701 266		griffix® double sharpener GDAB/B blue 1 pcs. on blister card	4
817 011		griffix® graph pencil HB/2/B 2 pcs. in folding box	8
817 028		griffix® graph pencil B/2/B 2 pcs. in folding box	8
700 955		griffix® School compass GZ/1/B sweetberry hanging in folding box	4
700 818		griffix® school compass GZ/1/B blue hanging in folding box	4
700 856		griffix® col.penc. BSDg/wv/9 8+1 pcs. in fb	10
700 733		griffix® set brushes GPIST 5pcs. + rubber band in folding box	5
819 084		Siccors griffix SC1RR right round assorted	6
819 091		Scissors griffix SC1RS right point assorted	6



## griffix promotional items

We offer a wide range of materials to help you promote sales of the griffix product line, including class schedules, a brochure for families, decoration materials for your shop window and product presentation, and a tester station for your customers.



Window decoration



A4 table display

Large-scale eye-catchers



New and improved **class schedules** designed to match the griffix range are available as well.. This popular promotional tool has a lasting impact.

Trying is believing

Nutzen Sie den Beginn des 2. Schulhalbjahres Ende Januar für den Füllerstart! Viele Lehrkräfte beginnen hier das Schreiben mit dem Füllhalter; die Nachfrage ist am Jahresanfang besonders hoch.

The informative **griffix family brochure** offers helpful tips for the first day of school, especially for parents of kids just starting out. It also tells them about the advantages of the ergonomic griffix system and lets parents know, how their children can benefit from the griffix line of products.

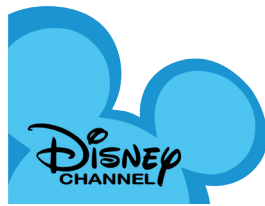


A tester station offers the perfect way to round out any presentation of the griffix® writing instruments.

# High-impact griffix campaign

A **large-scale advertising campaign** will support griffix sales throughout 2024. The griffix TV advert is scheduled to run in prime time on the Disney Channel throughout the school holidays. **Targeted PR campaigns** in a variety of media both online and offline are designed to win parents over. **Product tests, competitions and giveaways** in popular magazines stimulate interest and increase demand in stores. The number of contacts stands at **over 300 million!**

**Eltern  
familie&CO**



# Influencer marketing

Our **griffix brand ambassadors** share griffix product tests, recommendations and tips online, helping them to reach a wide audience on the web. Parents of children just starting school often turn to the online community for information, advice and reviews.

Pelikan is active on the worldwide web to provide a **wide range of content** and **in-depth information**. We speak to parents and answer their questions. **Pelikan cares.**





For  
smart  
**beginnings**