

Pelikan  griffix®

Making the first day of school one to remember:

New colours available from May 2022

With the unique and ergonomic products from the **griffix family!**



For smart beginnings

www.pelikan.com

The griffix family

The **first day of school** is an important **milestone in the life** of every child and their parents. Making sure their children have the **best possible materials** is a matter of course for many mothers, fathers and grandparents – ensuring that kids are ideally supported in the learning environment from day one.

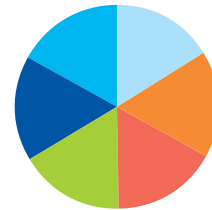
griffix is our way of being a trusted companion for **children aged 6 to 9** who are just beginning school – one that offers colourful, ergonomic product solutions for a smart start.

Well-designed writing utensils with that extra something make learning easier and more fun. That's what makes a start with Pelikan especially smart.

Still, **colourful and ergonomic** products aren't enough for us.

Griffix products are made for the generation of tomorrow. They have to stand up to heavy use and the challenges of the future as well, such as **sustainability**, social responsibility and equal opportunities – something we are working on day in, day out.

Our successful **griffix product family** has grown and offers products from the following categories:



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

These products complement each other and build partly on each other, so that they - placed as a product family - offer an attractive choice for the consumer and promote cross-sellings.



For
smart
beginnings

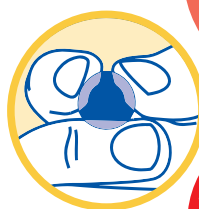
Our promise

Our **durable griffix** products for **writing, painting and drawing** alike were developed with researchers, educators and experts to sit perfectly in children's hands and promote proper holding.

Throughout **production, packaging and transport**, we keep a close eye on our manufacturing process, partners and shipping routes to ensure constant improvement. We work with reliable partners who have a proven track record of **fair working conditions and efficient transport processes**.

The griffix writing instruments and accessories are made at our **own production site** near Hanover.

The mission:
the perfect
tripod grasp



Made in
Germany



Say
NO to
PLASTIC

NEW

The packaging concept

To promote sustainability, we want our packaging From 2022, that means goodbye plastic, hello cardboard packaging. Starting immediately, we are gradually switching our packaging to FSC®-certified cardboard material.



The new griffix packaging design

Our choice of materials isn't the only step we're taking towards the future. Our **consumer-friendly new packaging design** cuts an impressive figure on store shelves and **appeals to people's hearts**. Easy-to-understand yet detailed and convincing information allows consumers to learn more about each product's benefits right there on the package.

Those who want to know more can scan the **QR code** to go directly to the Pelikan website.

Discover the griffix® family



The colour concept

Our colour concept brings a breath of fresh air to the product range. We were inspired by what kids like: **brighter tones** for younger children, with subtle and modern colour combinations for older ones. The selection is rounded out by our popular classic colours.





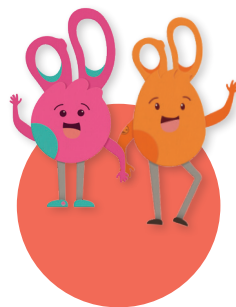
The Griffix characters

Each category features specific characters who bring smiles to people's faces while guiding them to the right product at the POS and in communication materials, both offline and online. On the package, they appeal to children. In communications materials, they grab everyone's attention.

Child-friendly address



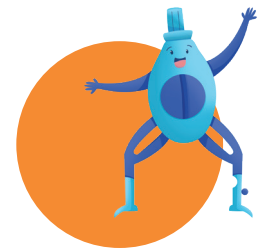
Painting



Handicraft



Writing



Drawing



Bright colours and fresh accents are a must-have for the cool girls at school!



Neonfresh Blue is our bestseller, inspired by sport and fashion!



These colour combinations offer something for anyone who likes it laid-back, without having to keep up with every trend.



Fashionable berry tones are the hit for girls with big hearts!



Gaming, sport and fun are just what boys like!



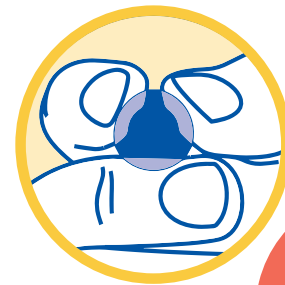
The 4-step learn-to-write system

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



1 Wax crayons

From drawing to writing:
Get ready for school with the right grip and the right grasp.

2 Pencil

For precision from the first letter:
The perfect grasp right from the beginning.

3 Rollerball pen

Almost ready for prime time:
Get rolling on writing with ink.

4 Fountain pen

Welcome to the big leagues:
The perfect grip for tiny hands.





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.



Unique **design** sized for kids




Won't roll off the table

Keeps hands clean thanks to its special coating



For both right- and left-handed children



Item no.	EAN	Color code	Item code	Delivery unit	Warehouse unit	Price for	RRP in €
Wax crayons griffix - Step 1 of the four-stage learning-to-write system							
Folding box with Euro hole							
700 832			Wax crayons Pelikan griffix, 8 colours	5 ET	60 ET	ET	6,79



Pelikan griffix[®]

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.

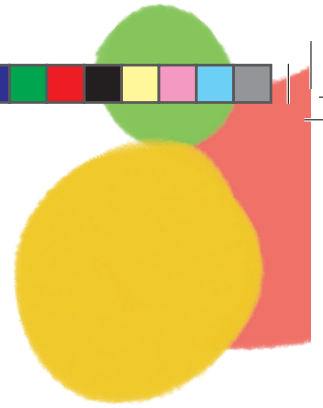


Easy click mechanism and refill function (see accessories)



Additional colour combinations





Standard counter display
for space-saving presentation



Cardboard box



Hanging folding box

Item no.	EAN	Color code	Item code		Delivery unit	Warehouse unit	Price for	RRP in €
Graphite pencil griffix - Step 2 of the four-stage learning-to-write system								
Display								
605496			Display lead pencils griffix, 12 pieces Content:	NEW	1 PAC	1 PAC	PAC	
820523			Lead pencil griffix Lovely Pink, for righthanders		3 pcs		pc	11,29
821124			Lead pencil griffix Sweet Berry, for righthanders		3 pcs		pc	11,29
820509			Lead pencil griffix Neon Fresh Blue, for righthanders		3 pcs		pc	11,29
821087			Lead pencil griffix Neon Black, for righthanders		3 pcs		pc	11,29
Folding box								
820523			Lead pencil griffix Lovely Pink, for righthanders	NEW	1 pc	390 pcs	pc	11,29
821124			Lead pencil griffix Sweet Berry, for righthanders	NEW	1 pc	390 pcs	pc	11,29
820509			Lead pencil griffix Neon Fresh Blue, for righthanders	NEW	1 pc	390 pcs	pc	11,29
821087			Lead pencil griffix Neon Black, for righthanders	NEW	1 pc	390 pcs	pc	11,29
820530			Lead pencil griffix Lovely Pink, for lefthanders	NEW	1 pc	390 pcs	pc	11,29
821148			Lead pencil griffix Sweet Berry, for lefthanders	NEW	1 pc	390 pcs	pc	11,29
820516			Lead pencil griffix Neon Fresh Blue, for lefthanders	NEW	1 pc	390 pcs	pc	11,29
821100			Lead pencil griffix Neon Black, for lefthanders	NEW	1 pc	390 pcs	pc	11,29
Folding box with Euro hole								
820561			Lead pencil griffix Lovely Pink, for righthanders	NEW	1 pc	10 pcs	pc	11,29
821117			Lead pencil griffix Sweet Berry, for righthanders	NEW	1 pc	10 pcs	pc	11,29
820547			Lead pencil griffix Neon Fresh Blue, for righthanders	NEW	1 pc	10 pcs	pc	11,29
821070			Lead pencil griffix Neon Black, for righthanders	NEW	1 pc	10 pcs	pc	11,29
820578			Lead pencil griffix Lovely Pink, for lefthanders	NEW	1 pc	10 pcs	pc	11,29
821131			Lead pencil griffix Sweet Berry, for lefthanders	NEW	1 pc	10 pcs	pc	11,29
820554			Lead pencil griffix Neon Fresh Blue, for lefthanders	NEW	1 pc	10 pcs	pc	11,29
821094			Lead pencil griffix Neon Black, for lefthanders	NEW	1 pc	10 pcs	pc	11,29



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**.

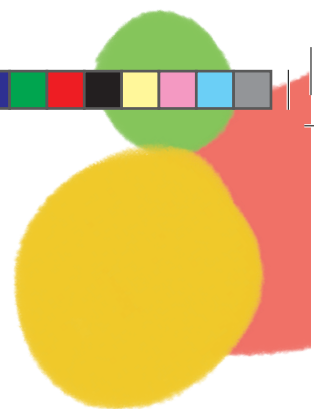
Right- and left-handed versions available.



Refillable with ink cartridge (see accessories)



Additional colour combinations



Standard counter display for space-saving presentation



Cardboard box



Hanging folding box

Item no.	EAN	Color code	Item code	Delivery unit	Warehouse unit	Price for	RRP in €
Ink pen griffix - Step 3 of the four-stage learning-to-write system							
Display							
605366		Display ink pens griffix, 12 pieces Content:		NEW	1 PAC	1 PAC	PAC
820424			Ink pen griffix Lovely Pink, for righthanders		3 pcs	pc	11,49
821049			Ink pen griffix Sweet Berry, for righthanders		3 pcs	pc	11,49
820448			Ink pen griffix Neon Fresh Blue, for righthanders		3 pcs	pc	11,49
821001			Ink pen griffix Neon Black, for righthanders		3 pcs	pc	11,49
Folding box							
820424			Ink pen griffix Lovely Pink, for righthanders	NEW	1 pc	390 pcs	pc 11,49
821049			Ink pen griffix Sweet Berry, for righthanders	NEW	1 pc	390 pcs	pc 11,49
820448			Ink pen griffix Neon Fresh Blue, for righthanders	NEW	1 pc	390 pcs	pc 11,49
821001			Ink pen griffix Neon Black, for righthanders	NEW	1 pc	390 pcs	pc 11,49
820431			Ink pen griffix Lovely Pink, for lefthanders	NEW	1 pc	390 pcs	pc 11,49
821063			Ink pen griffix Sweet Berry, for lefthanders	NEW	1 pc	390 pcs	pc 11,49
820455			Ink pen griffix Neon Fresh Blue, for lefthanders	NEW	1 pc	390 pcs	pc 11,49
821025			Ink pen griffix Neon Black, for lefthanders	NEW	1 pc	390 pcs	pc 11,49
Folding box with Euro hole							
820486			Ink pen griffix Lovely Pink, for righthanders	NEW	1 pc	10 pcs	pc 11,49
821032			Ink pen griffix Sweet Berry, for righthanders	NEW	1 pc	10 pcs	pc 11,49
820462			Ink pen griffix Neon Fresh Blue, for righthanders	NEW	1 pc	10 pcs	pc 11,49
820998			Ink pen griffix Neon Black, for righthanders	NEW	1 pc	10 pcs	pc 11,49
820493			Ink pen griffix Lovely Pink, for lefthanders	NEW	1 pc	10 pcs	pc 11,49
821056			Ink pen griffix Sweet Berry, for lefthanders	NEW	1 pc	10 pcs	pc 11,49
820479			Ink pen griffix Neon Fresh Blue, for lefthanders	NEW	1 pc	10 pcs	pc 11,49
821018			Ink pen griffix Neon Black, for lefthanders	NEW	1 pc	10 pcs	pc 11,49



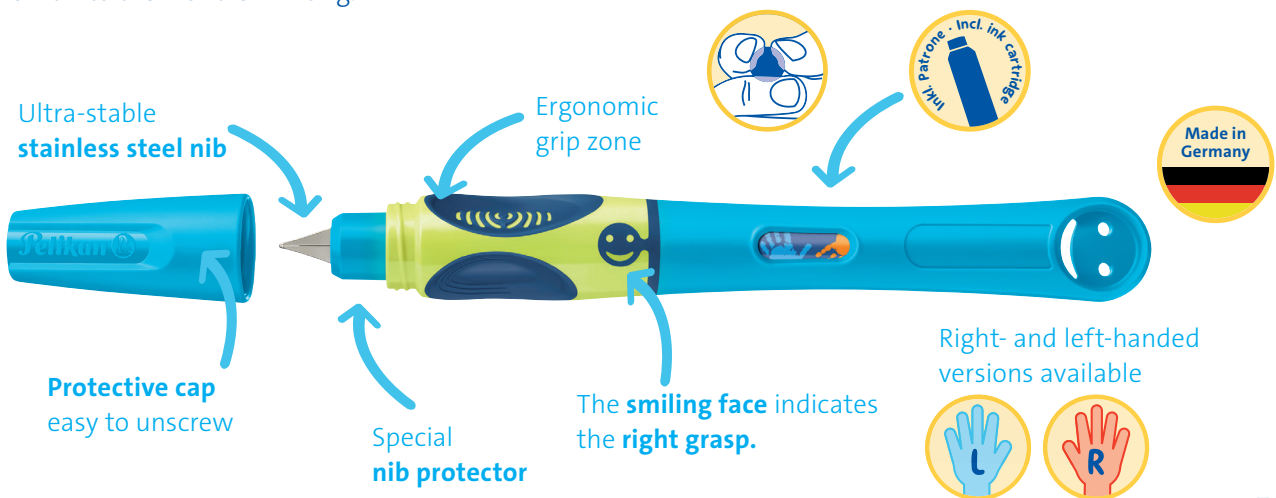
Learn-to-write system, step 4 - learn-to-write fountain pen

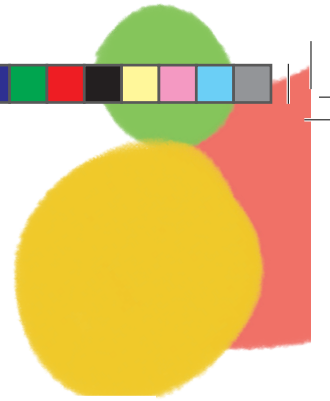
The fountain pen, the fourth and highest level of the progressive system, helps children refine their skills when it comes to writing with ink. After getting to know all of the instruments in the learn-to-write process, new writers are now ready to take on **the ultimate in writing tools: the griffix®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





Item no.	EAN	Color code	Item code	Delivery unit	Warehouse unit	Price for	RRP in €
Fountain pen griffix - Step 4 of the four-stage learning-to-write system							
Display							
605373			Display fountain pens griffix, 12 pieces Content:	NEW 1 PAC	1 PAC	PAC	
820240			Fountain pen griffix Lovely Pink, for righthanders		2 pcs	pc	16,69
820264			Fountain pen griffix Sweet Berry, for righthanders		2 pcs	pc	16,69
809160			Fountain pen griffix Neon Fresh Blue, for righthanders		2 pcs	pc	16,69
820288			Fountain pen griffix Neon Black, for righthanders		2 pcs	pc	16,69
805612			Fountain pen griffix Bluesea, for righthanders		2 pcs	pc	16,69
805674			Fountain pen griffix Green, for righthanders		2 pcs	pc	16,69
Folding box							
820240			Fountain pen griffix Lovely Pink, for righthanders	NEW 1 pc	390 pcs	pc	16,69
820264			Fountain pen griffix Sweet Berry, for righthanders	NEW 1 pc	390 pcs	pc	16,69
809160			Fountain pen griffix Neon Fresh Blue, for righthanders		1 pc	390 pcs	16,69
820288			Fountain pen griffix Neon Black, for righthanders	NEW 1 pc	390 pcs	pc	16,69
805612			Fountain pen griffix Bluesea, for righthanders		1 pc	390 pcs	16,69
805674			Fountain pen griffix Green, for righthanders		1 pc	390 pcs	16,69
820257			Fountain pen griffix Lovely Pink, for lefthanders	NEW 1 pc	390 pcs	pc	16,69
820271			Fountain pen griffix Sweet Berry, for lefthanders	NEW 1 pc	390 pcs	pc	16,69
809177			Fountain pen griffix Neon Fresh Blue, for lefthanders		1 pc	390 pcs	16,69
820295			Fountain pen griffix Neon Black, for lefthanders	NEW 1 pc	390 pcs	pc	16,69
805629			Fountain pen griffix Bluesea, for lefthanders		1 pc	390 pcs	16,69
805681			Fountain pen griffix Green, for lefthanders		1 pc	390 pcs	16,69
Folding box with Euro hole							
820301			Fountain pen griffix Lovely Pink, for righthanders	NEW 1 pc	10 pcs	pc	16,69
820325			Fountain pen griffix Sweet Berry, for righthanders	NEW 1 pc	10 pcs	pc	16,69
820363			Fountain pen griffix Neon Fresh Blue, for righthanders	NEW 1 pc	10 pcs	pc	16,69
820349			Fountain pen griffix Neon Black, for righthanders	NEW 1 pc	10 pcs	pc	16,69
821179			Fountain pen griffix, for righthanders, ass. c.	NEW 1 pc	10 pcs	pc	16,69
820318			Fountain pen griffix Lovely Pink, for lefthanders	NEW 1 pc	10 pcs	pc	16,69
820332			Fountain pen griffix Sweet Berry, for lefthanders	NEW 1 pc	10 pcs	pc	16,69
820370			Fountain pen griffix Neon Fresh Blue, for lefthanders	NEW 1 pc	10 pcs	pc	16,69
820356			Fountain pen griffix Neon Black, for lefthanders	NEW 1 pc	10 pcs	pc	16,69



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.



The **ergonomic erasers** make mistakes disappear in a flash.



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



Available in **Neonfresh Blue.**

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



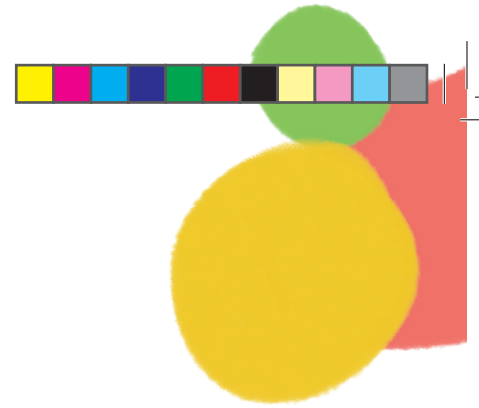
Ink cartridges designed especially for the Pelikan griffix® fountain pen

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

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



Available in **Neonfresh Blue.**



grifix accessory packaging options

Hanging folding cardboard box:

- Spare caps for rollerball and learn-to-write fountain pens
- Rollerball pen cartridges
- Large-scale fountain pen cartridges
- Pencil lead dispenser boxes



The mark of responsible forestry
All packaging is FSC®-certified.



Refills



10-piece boxes

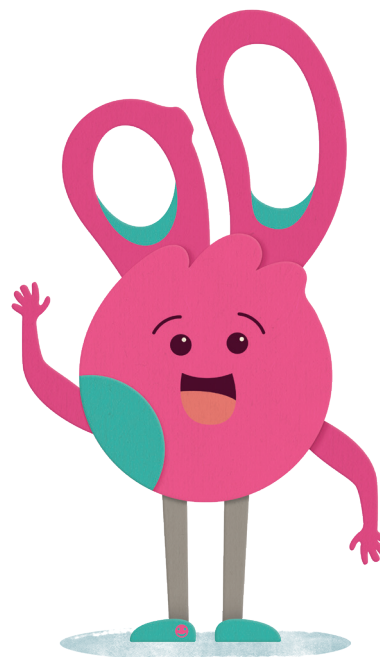


Item no.	EAN	Color code	Item code	Delivery unit	Warehouse unit	Price for	RRP in €
Accessories/Refills four-stage learning-to-write system grifix							
Refills							
960583	4 012700 960580		Giant ink cartridge grifix 4001 GTP/5 royal blue in etui	10 ET	480 ET	ET	2,59
960559	4 012700 960559		Giant ink cartridge grifix 4001 GTP/5 royal blue in etui	8 ET	160 ET	ET	4,79
960567	4 012700 960566		Ink pen refill grifix 4001 GTP/5 royal blue in etui	10 ET	720 ET	ET	3,39
960575	4 012700 960573		Ink pen refill grifix 4001 GTP/5 royal blue on blister card	8 ST	160 ST	ST	5,79
960476	4 012700 960474		Lead pencil refill grifix, refills in etui in carton	10 ET	1260 ET	ET	2,09
960492	4 012700 960498		Lead pencil refill grifix, refills in etui on blister card	8 pcs	160 pcs	pc	3,29
Accessories							
701129	4 012700 701121	●	Sharpener grifix A1B/B Oceanblue	NEW 10 pcs	320 pcs	pc	3,69
621904	4 012700 621900	●	Eraser Pelikan grifix R1 B/B blue	10 pcs	320 pcs	pc	3,69
Spare parts							
821155	4 012700 821157		Replacement cap grifix fountain pen, Neon Fresh Blue, in cardboard box with Eurohole	NEW 1 pc	120 pcs	pc	4,49
821162	4 012700 821164		Replacement cap grifix ink pen, Neon Fresh Blue, in cardboard box with Eurohole	NEW 1 pc	120 pcs	pc	3,29



School scissors, round

Parents and teachers want quality scissors at school that are both **durable and sturdy**. **Ergonomics** and easy handling for children are of the utmost importance. With its griffix[®] school scissors, Pelikan provides a **high-quality product** that helps promote fine motor skills in children.



In trendy colour combinations

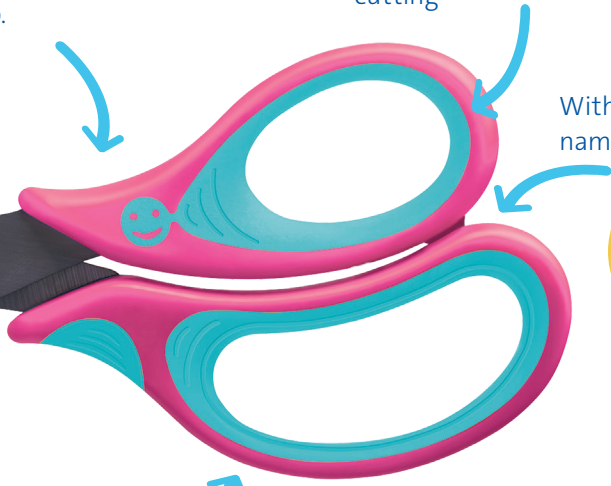
The **smiling face** indicates the **right grasp**.

Soft grip for comfortable cutting

With personalisable name tag



Robust blades three times harder than steel thanks to titanium nitride coating



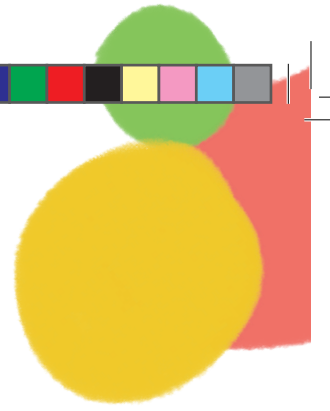
Right- and left-handed versions available.

Ergonomic grip for a secure grasp. Optimum support for ergonomic holding.



Colour options

14 cm



Hanging try-me card



Special packaging for online channels



Label



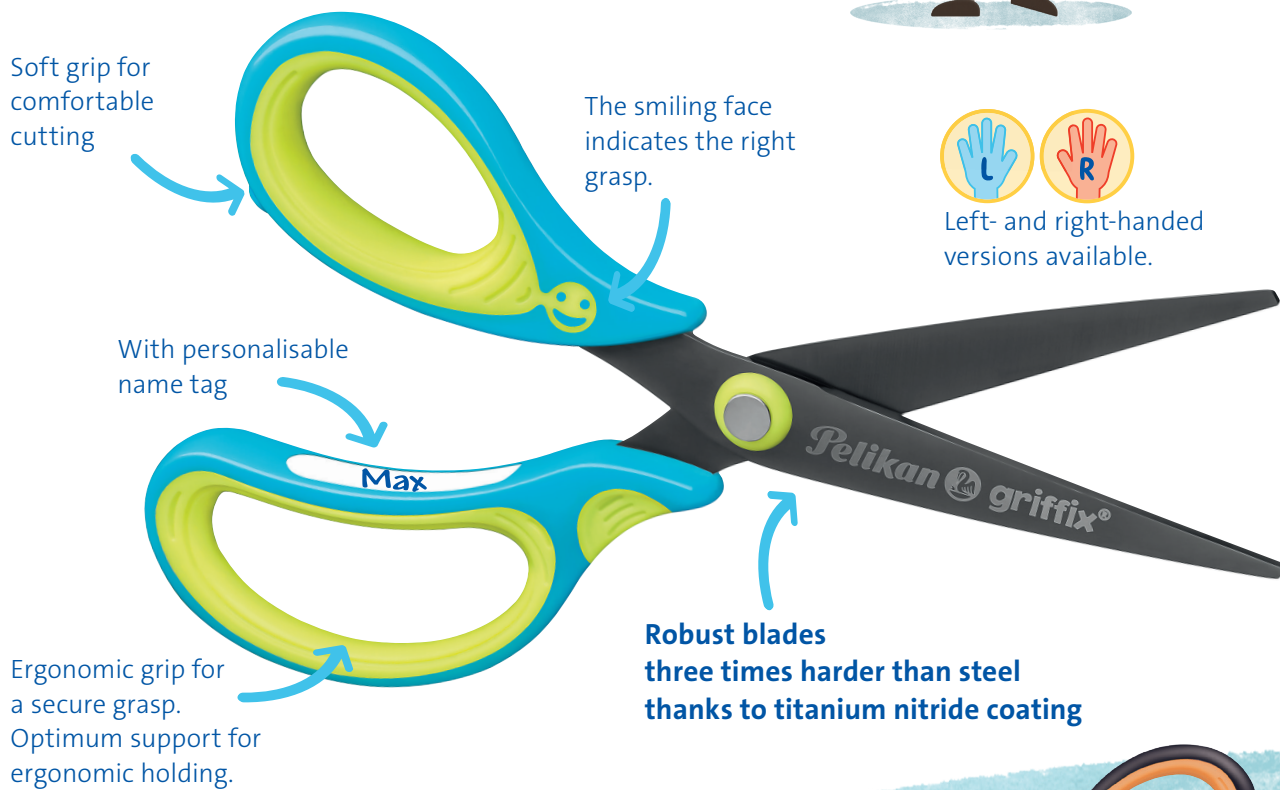
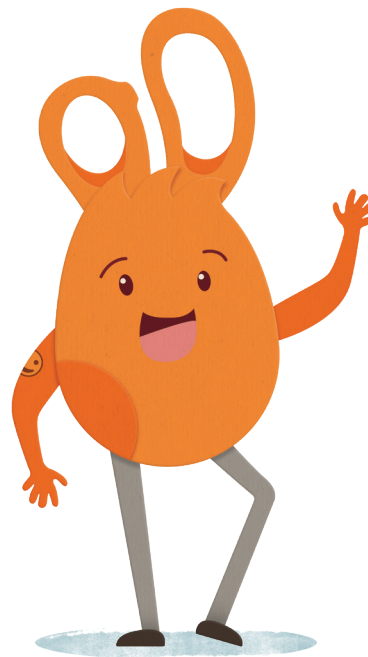
Standard counter display for space-saving presentation.

Item no.	EAN	Color	Item code		Delivery unit	Warehouse unit	Price for	RRP in €
School scissors griffix, round								
Display								
605397				Display school scissors griffix, round, 12 pieces content:	NEW 1 PAC	1 PAC	PAC	
819022				School scissors griffix Lovely Pink, right	4 pcs		pc	4,89
803649				School scissors griffix blue, right	5 pcs		pc	4,89
803656				School scissors griffix blue, left	3 pcs		pc	4,89
Loose items								
819022				School scissors griffix Lovely Pink, for righthanders	NEW 3 pcs	180 pcs	pc	4,89
803649				School scissors griffix blue, for righthanders	3 pcs	180 pcs	pc	4,89
803656				School scissors griffix blue, for lefthanders	3 pcs	180 pcs	pc	4,89
Try-me card								
819114				School scissors griffix Lovely Pink, for righthanders	NEW 5 pcs	150 pcs	pc	4,89
803502				School scissors griffix blue, for righthanders	5 pcs	150 pcs	pc	4,89
803519				School scissors griffix blue, for lefthanders	5 pcs	150 pcs	pc	4,89
819084				School scissors griffix Lovely Pink und blue assorted colours, for righthanders	NEW 6 pcs	150 pcs	pc	4,89
Online packaging								
819121				School scissors griffix Lovely Pink, for righthanders	NEW 5 pcs	150 pcs	pc	4,89
819145				School scissors griffix blue, for righthanders	NEW 5 pcs	150 pcs	pc	4,89
819169				School scissors griffix blue, for lefthanders	NEW 5 pcs	150 pcs	pc	4,89



School scissors, pointed

The griffix school scissors with a **pointed blade** are designed especially for children who **already know how to cut**. The blades are a little bit longer for greater precision and detail while cutting. Outstanding ergonomics, **easy handling and high-quality craftsmanship** are also par for the course with our pointed-blade scissors.



Colour options



15 cm



Hanging try-me card



Special packaging for online channels



Label



Standard counter display for space-saving presentation.

Item no.	EAN	Color code	Item code	Delivery unit	Warehouse unit	Price for	RRP in €
School scissors griffix, pointed							
Display							
605380	4 012700 605382		Displayschool scissors griffix, pointed, 12 pieces content:	NEW 1 PAC	1 PAC	PAC	
819039			School scissors griffix Sweet Berry, right		3 pcs	pc	4,89
810272			School scissors griffix Neon Fresh Blue, right		3 pcs	pc	4,89
819015			School scissors griffix Neon Black, right		3 pcs	pc	4,89
810296			School scissors griffix Neon Fresh Blue, left		2 pcs	pc	4,89
819046			School scissors griffix Neon Black, left		1 pcs	pc	4,89
Folding box							
819039	4 012700 819031		School scissors griffix Sweet Berry, for righthanders	NEW	3 pcs	180 pcs	pc 4,89
810272	4 012700 810274		School scissors griffix Neon Fresh Blue, for righthanders		3 pcs	180 pcs	pc 4,89
819015	4 012700 819017		School scissors griffix Neon Black, for righthanders	NEW	3 pcs	180 pcs	pc 4,89
810296	4 012700 810298		School scissors griffix Neon Fresh Blue, for lefthanders		3 pcs	180 pcs	pc 4,89
819046	4 012700 819048		School scissors griffix Neon Black, for lefthanders	NEW	3 pcs	180 pcs	pc 4,89
Try-me card							
819107	4 012700 819109		School scissors griffix Sweet Berry, for righthanders	NEW	5 pcs	150 pcs	pc 4,89
810241	4 012700 810243		School scissors griffix Neon Fresh Blue, for righthanders		5 pcs	150 pcs	pc 4,89
819060	4 012700 819062		School scissors griffix Neon Black, for righthanders	NEW	5 pcs	150 pcs	pc 4,89
819091	4 012700 819093		School scissors griffix, assorted colours, for righthanders	NEW	6 pcs	150 pcs	pc 4,89
810265	4 012700 810267		Schulschere griffix Neon Fresh Blue, for lefthanders		5 pcs	150 pcs	pc 4,89
819176	4 012700 819178		Schulschere griffix Neon Black, for lefthanders	NEW	5 pcs	150 pcs	pc 4,89
Online packaging							
820585	4 012700 820587		School scissors griffix Sweet Berry, for righthanders	NEW	5 pcs	150 pcs	pc 4,89
820905	4 012700 820907		School scissors griffix Neon Fresh Blue, for righthanders	NEW	5 pcs	150 pcs	pc 4,89
819077	4 012700 819079		School scissors griffix Neon Black, for righthanders	NEW	5 pcs	150 pcs	pc 4,89
820592	4 012700 820594		School scissors griffix Neon Fresh Blue, for lefthanders	NEW	5 pcs	150 pcs	pc 4,89



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.

Our compass actively helps **geometry beginners** as they venture out into the world of circles, shapes and perspectives.

Design

- Child-friendly shape **without corners** or points
- Perfect for beginners
- Unique **design** with sturdy double legs
- Comfortable-to-the-touch, **non-slip coating**
- One-of-a-kind, registered design that only Pelikan has

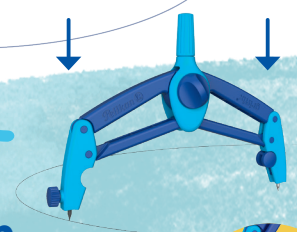
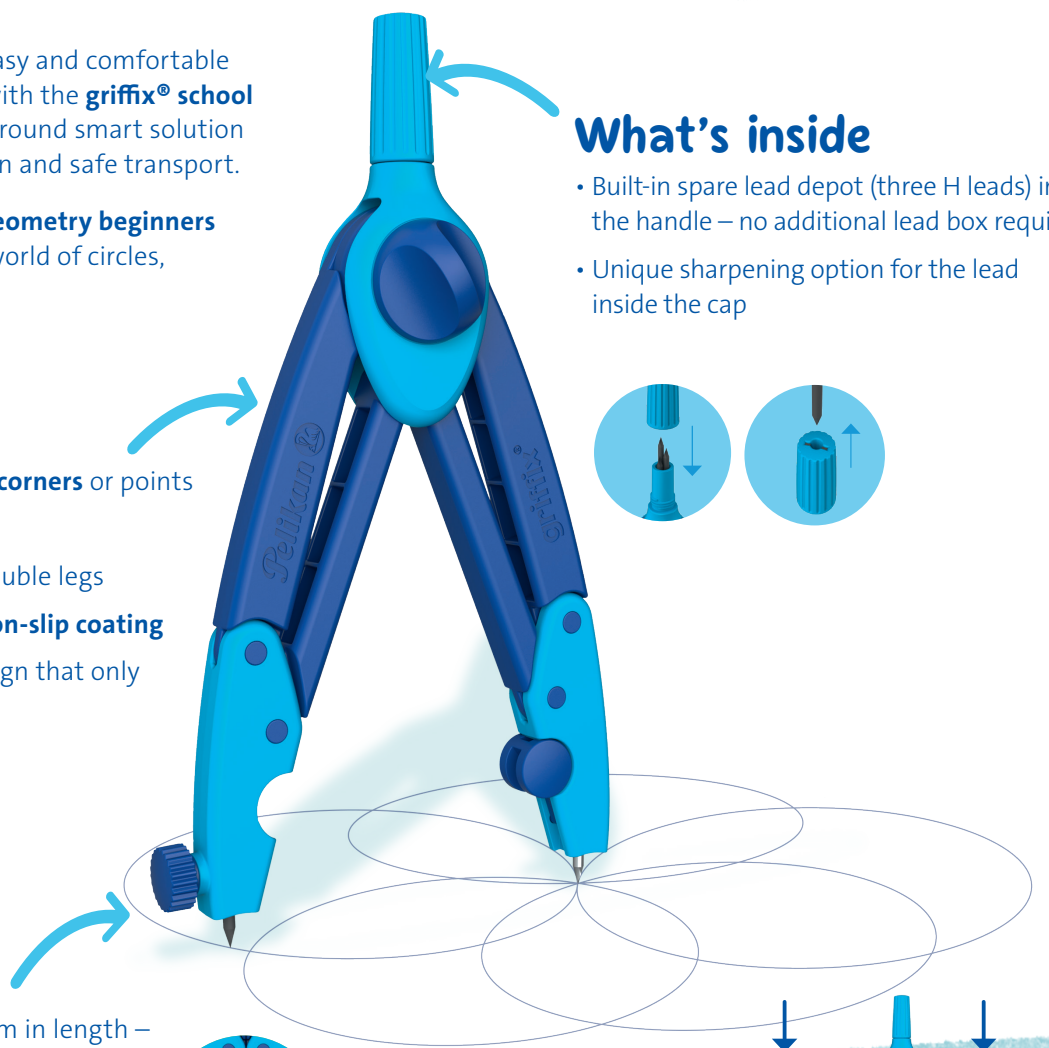
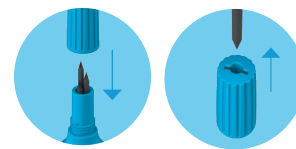
Transport

- 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



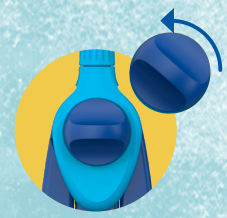
What's inside

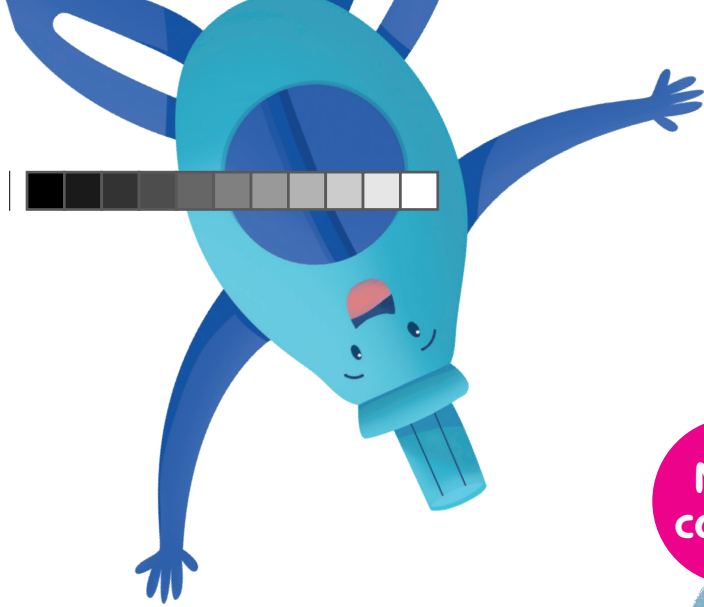
- Built-in spare lead depot (three H leads) in the handle – no additional lead box required
- Unique sharpening option for the lead inside the cap



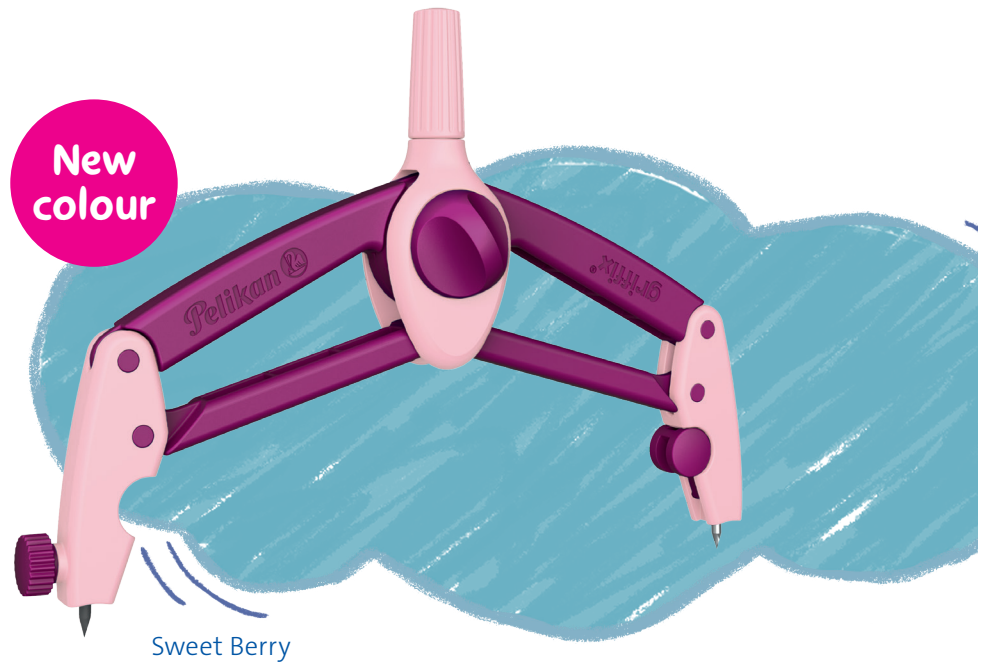
Precision

- **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





New colour



Sweet Berry



Cardboard hanging folding box



Loose items with label



Standard counter display for space-saving presentation

Item no.	EAN	Color code	Item code		Delivery unit	Warehouse unit	Price for	RRP in €
School compass griffix								
Display								
605519			Display school compass griffix, 12 pieces content:	NEW	1 PAC	1 PAC	PAC	
700979			School compass griffix Sweet Berry		4 pcs		pc	12,59
700887			School compass griffix blue		5 pcs		pc	12,59
Loose items								
700979			School compass griffix Sweet Berry	NEW	3 pcs	210 pcs	pc	12,59
700887			School compass griffix blue		3 pcs	210 pcs	pc	12,59
Folding box with Euro hole								
700955			School compass griffix Sweet Berry	NEW	4 pcs	80 pcs	pc	12,59
700818			School compass griffix blue		4 pcs	80 pcs	pc	12,59

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.

1

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

2



3

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



Standard counter display



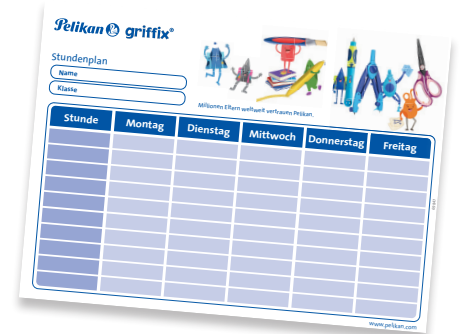
Item no.	EAN	Color code	Item code	Delivery unit	Warehouse unit	Price for	RRP in €
School brushes griffix							
Display							
603232			Display school brushes griffix, 12 pieces content:	1 PAC	1 PAC	PAC	
700740			School brush griffix size 12 bristle red	4 pcs		pc	3,09
700757			School brush griffix size 6 bristle blue	4 pcs		pc	2,89
700771			School brush griffix size 6 hair yellow	4 pcs		pc	2,89
700764			School brush griffix size 10 hair green	4 pcs		pc	3,09
700788			School brush griffix size 10 cat tongue orange	4 pcs		pc	3,09
Loose items							
700740			School brush griffix size 12 bristle red	3 pcs	807 pcs	pc	3,09
700757			School brush griffix size 6 bristle blue	3 pcs	807 pcs	pc	2,89
700771			School brush griffix size 6 hair yellow	3 pcs	807 pcs	pc	2,89
700764			School brush griffix size 10 hair green	3 pcs	807 pcs	pc	3,09
700788			School brush griffix size 10 cat tongue orange	3 pcs	807 pcs	pc	3,09
Folding box with Euro hole							
700726			School brushes set griffix 3 pieces (12 bristle, 6 bristle, 6 hair) + ribbon	5 pcs	75 pcs	pc	8,39
700733			School brushes set griffix 5 pieces (all 5 variants) + ribbon	5 pcs	75 pcs	pc	13,49



NEW

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.



Large-scale eye-catchers

New and improved **class schedules** designed to match the griffix range are available for 2022. This popular promotional tool has a lasting impact. Kids just love the cute stickers on the back!



Window decoration

Trying is believing



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.



A4 table display

High-impact griffix campaign

A **large-scale advertising campaign** will support griffix sales throughout 2022. 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.**



	March	April	May	June	July	August	September	October
Product launch								
TV campaign								
Decorations								
Additional placements								
Social Media								
PR/Print/Online								

griffix product range presentation

Present the griffix product range in a compact, attractive display on your sales floor! You can choose from two options: with packaged goods in environmentally friendly, appealing hanging folding boxes, or unpackaged goods in triangular displays.

NEW

Attractive displays

Displays available from May 2022




With hanging folding boxes – dimensions (W x H x D): approx. 60 x 195 x 40 cm



With unpackaged goods in triangular displays – dimensions approx. (W x H x D): ca. 60 x 195 x 40 cm

Pictures similar



Item no.	EAN	Item code	Delivery unit	Price for	RRP in€
Display griffix with hanging items					
Display					
605670		Easyflex Display griffix hanging items	1 PAC	PAC	
820547		Lead pencil griffix Neon Fresh Blue, for righthanders	4 pcs	pc	11,29
820561		Lead pencil griffix Lovely Pink, for righthanders	4 pcs	pc	11,29
821032		Ink pen griffix Sweet Berry, for righthanders	4 pcs	pc	11,49
820998		Ink pen griffix Neon Black, for righthanders	4 pcs	pc	11,49
820301		Fountain pen griffix Lovely Pink, for righthanders	4 pcs	pc	16,69
820325		Fountain pen griffix Sweet Berry, for righthanders	4 pcs	pc	16,69
820349		Fountain pen griffix Neon Black, for righthanders	4 pcs	pc	16,69
820363		Fountain pen griffix Neon Fresh Blue, for righthanders	4 pcs	pc	16,69
819084		School scissors griffix round Lovely Pink and blue assorted colours, for righthanders	6 pcs	pc	4,89
819091		School scissors griffix, pointed assorted colours, for righthanders	10 pcs	pc	4,89
700979		School compass griffix Sweet Berry	4 pcs	pc	12,59
700887		School compass griffix blue	4 pcs	pc	12,59
700832		Wax crayons Pelikan griffix, 8 colours	6 ET	ET	6,79
700733		School brushes set griffix with 5 brushes (all 5 variants) + ribbon	6 pcs	pc	13,49
960559		Giant ink cartridge griffix 4001 GTP/5 royal blue in etui	12 ET	pc	4,79
960575		Ink pen refill griffix 4001 GTP/5 royal blue on blister card	6 pcs	pc	5,79
701129		Sharpener griffix A1B/B Oceanblue	4 ST	pc	3,69

Item no.	EAN	Item code	Delivery unit	Price for	RRP in €
Display griffix with loose items					
Display					
605687		Easyflex Display griffix, loose items	1 PAC	PAC	
605373		Display fountain pen griffix 12 pieces, assorted, for right handers	1 PAC	PAC	200,28
605366		Display ink writer pen griffix 12 pieces, assorted, for right handers	1 PAC	PAC	137,88
605496		Display lead pencil griffix 12 pieces, assorted, for right handers	1 PAC	PAC	135,48
605519		Display school compass griffix, 9 pc, assorted colours	1 PAC	PAC	113,31
605397		Display school scissors griffix round, 12 pc, assorted colours	1 PAC	PAC	58,68
605380		Display school scissors griffix pointed, 12 pc, assorted colours	1 PAC	PAC	58,68
700832		Wax crayons Pelikan griffix, 8 colours	6 ET	ET	6,79
700733		School brushes set griffix with 5 brushes (all 5 variants) + ribbon	6 pcs	pc	13,49
960559		Giant ink cartridge griffix 4001 GTP/5 royal blue in etui	6 ET	ET	4,79
960575		Ink pen refill griffix 4001 GTP/5 royal blue in folding box with Euro hole	6 ST	ST	5,79



griffix shelf presentation

To promote cross-selling of the griffix family, we recommend **presenting the products together**. Displaying all of the members of the griffix product family next to each other at the POS makes it more likely that loyal customers who trust griffix will pick out additional products.



The new packaging design helps keep shelves looking tidy while providing helpful guidance on the product family.

Proper presentation helps buyers find what they are looking for while increasing sales and keeping customers happy.

