

my.pen

COLLECTION 2018

New colors for the my.pen family.

AVAILABLE
FROM
FEBRUARY
2018

NEW
COLORS



FIRST CLASS
PRODUCTS
THAT
IMPRESS



my.pen

Capture the young target group with herlitz my.pen!

- Innovative and big product portfolio with clever functions and first class handling.
- Popular product design and new on-trend colors respond perfectly to the teens' taste.
- Excellent price/performance ratio.



my.pen fountain pens



my.pen rollerball



my.pen gel ballpoint pen



my.pen quick-set compass



my.pen double sharpener



my.pen starter set

Art. no.	EAN	Color code	Art. description	UV/sub pac	NK/outer carton
quick-set compass my.pen, in transparent suspension package for storage					
11122330	4 008110 408538		quick-set compass my.pen blue/lemon	NEW 4 pcs	48 pcs
11122322	4 008110 408507		quick-set compass my.pen black/grey	4 pcs	48 pcs
11122348	4 008110 408569		quick-set compass my.pen purple/mint	NEW 4 pcs	48 pcs
11086535	4 008110 398426		quick-set compass my.pen colors assorted	NEW 4 pcs	48 pcs

Art. no.	EAN	Color code	Art. description	UV/sub pac	NK/outer carton
school fountain pen my.pen, in foil case					
10999753	4 008110 380629		fountain pen my.pen, nib size M, mint/pink		3 pcs / 90 pcs
11167988	4 008110 419602		fountain pen my.pen, nib size M, purple/mint	NEW	3 pcs / 90 pcs
10999738	4 008110 380605		fountain pen my.pen, nib size M, white/black	NEW	3 pcs / 90 pcs
10999746	4 008110 380612		fountain pen my.pen, nib size M, black/white		3 pcs / 90 pcs
10999761	4 008110 380636		fountain pen my.pen, nib size M, blue/neon	NEW	3 pcs / 90 pcs
10999779	4 008110 380643		fountain pen my.pen, nib size M, lemon/blue		3 pcs / 90 pcs
10999712	4 008110 380735		fountain pen my.pen, nib size M, colors assorted		6 pcs / 108 pcs
10999811	4 008110 380681		fountain pen my.pen, nib size L, mint/pink		3 pcs / 90 pcs
11167996	4 008110 419633		fountain pen my.pen, nib size L, purple/mint	NEW	3 pcs / 90 pcs
10999795	4 008110 380667		fountain pen my.pen, nib size L, white/black	NEW	3 pcs / 90 pcs
10999803	4 008110 380674		fountain pen my.pen, nib size L, black/white		3 pcs / 90 pcs
10999829	4 008110 380698		fountain pen my.pen, nib size L, blue/neon	NEW	3 pcs / 90 pcs
10999837	4 008110 380704		fountain pen my.pen, nib size L, lemon/blue		3 pcs / 90 pcs
10999720	4 008110 380728		fountain pen my.pen, nib size L, colors assorted		6 pcs / 108 pcs
rollerball pen my.pen, in foil case					
11377256	4 008110 501321		rollerball pen my.pen, purple/mint	NEW	3 pcs / 90 pcs
11377272	4 008110 501383		rollerball pen my.pen, black/white	NEW	3 pcs / 90 pcs
11377264	4 008110 501352		rollerball pen my.pen, dark blue/light blue		3 pcs / 360 pcs
11377280	4 008110 501413		rollerball pen my.pen, colors assorted		6 pcs / 108 pcs
gel ballpoint pen my.pen, on blister card					
11370103	4 008110 499703		gel ballpoint pen my.pen, grey/mint		3 pcs / 180 pcs
11370061	4 008110 499666		gel ballpoint pen my.pen, white/pink		3 pcs / 180 pcs
11370038	4 008110 499635		gel ballpoint pen my.pen, black/white	NEW	3 pcs / 180 pcs
11370079	4 008110 499673		gel ballpoint pen my.pen, white/black		3 pcs / 180 pcs
11369907	4 008110 499512		gel ballpoint pen my.pen, dark blue/light blue		3 pcs / 180 pcs
11370129	4 008110 499727		gel ballpoint pen my.pen, lemon/blue		3 pcs / 180 pcs
11370012	4 008110 499611		gel ballpoint pen my.pen, colors assorted		6 pcs / 180 pcs
starter set my.pen, incl. 2 pencils lead HB + 1 eraser + 1 double sharpener, on blister card					
11331337	4 008110 479101		starter set my.pen, colors assorted	NEW	6 pac / 96 pac
double sharpener my.pen, foldable, for 2 different pencil diameters					
11309341	4 008110 472058		double sharpener my.pen, on blister card, colors assorted	NEW	4 pcs / 216 pcs
11312972	4 008110 472867		double sharpener my.pen, 12 pcs in round tin, colors assorted	NEW	1 pc / 12 pcs


THE SALES BOOSTER 2018

- The my.pen display is a great eye-catcher that appeals to both – teens and parents.
- Contains a comprehensive selection of the my.pen product range including perfectly fitting pencil pouches.



Display size (w x h x d):
60 x 193 x 40 cm



Art. no.	EAN	Art. description	UV/sub pac	NK/outer carton
1/4 display				
50017263		1/4 display my.pen family 2018 content:	NEW 1 pac	1 pac
10999712		fountain pen my.pen, nib size M, colors assorted	12	
11377280		rollerball pen my.pen, colors assorted	6	
11370012		gel ballpoint pen my.pen, colors assorted	12	
11370152		triangular color pencils my.pen 12 pcs, FSC	8	
11367232		fineliner/ fiber-tip pen my.pen 10 pcs	8	
11010527		ink eraser my.pen 2 pcs, colors assorted	12	
10999852		universal ink cartridge my.pen, blue, 1x5 in foil box	8	
11378999		rollerball cartridges my.pen, blue, 5 pcs on blister	6	
11162419		gel BPP refill my.pen, blue erasable, 2 pcs on blister c.	10	
11331337		starterset my.pen, colors assorted	6	
10786952		pencil my.pen, lead HB, 2 pcs on blister card, col. ass.	8	
11309341		double sharpener my.pen, colors assorted	9	
11309176		eraser my.pen, colors assorted	8	
11368230		lead compass refills my.pen, colors assorted	6	
11367984		ruler my.pen, 17 cm, colors assorted	9	
11367950		geometry triangle my.pen, 16 cm, colors assorted	9	
11086535		quick-set compass my.pen colors assorted	9	
11367976		geometry triangle my.pen, 25 cm, colors assorted	6	
11367992		ruler my.pen, 30 cm, colors assorted	9	
50015184		pencil pouch airgo, motif "Feather"	2	
50015207		pencil pouch airgo, motif "Comic"	2	
50015337		pencil pouch with 2 additional bags, motif "Comic"	4	
50015368		pencil pouch sport, motif "Feather"	4	

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