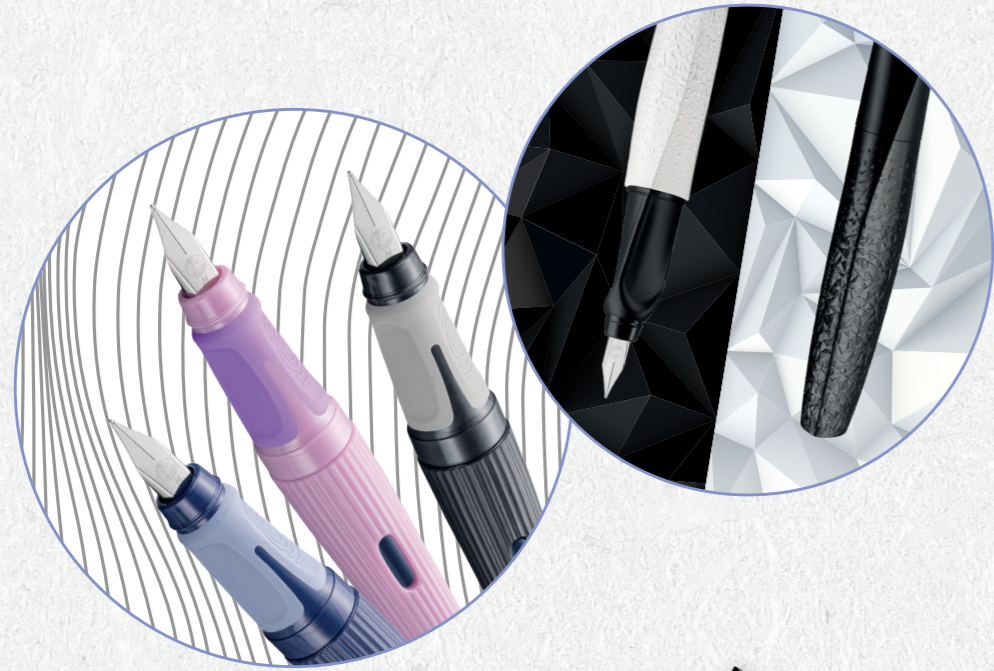




## We love handwriting

### Our products: Beautiful and on the pulse of time

Our passion for beautiful things manifests itself in our products. This year we have again taken a look at the design trends in the target group and are focusing on purist structures as well as current color trends.



### The art of beautiful writing

Calligraphy or simply “writing beautifully” are all the rage among our target group, teenagers and young adults. That’s why we’re particularly pleased that the Twist is now also available as a calligraphy fountain pen.



**Calli-  
graphers  
beware!**

## A sustainable lifestyle is IN

Among young people in particular, the issue of sustainability is becoming increasingly relevant. And for parents, too, “buying recycled” is the new “normal”. With our eco range made of recycled plastic, we would like to offer a sustainable alternative.

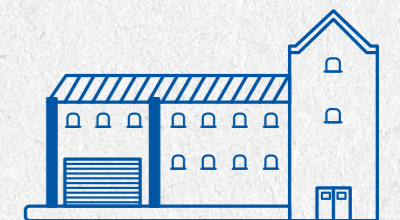


Care for  
**Our Planet**



## Desire for more support and guidance

According to a study by the Federal Agency for Civic Education, there is a desire for more support and orientation\*, especially in the target group of young people. Through clear product promises with regard to our long-standing quality, our origin and the composition of our products, we want to offer our target group more orientation and also security.



Care for  
**Our Heritage**





# Pelikano® - The original

The cult classic – was good, is good –  
the best school fountain pen ever



Proven quality and  
manufacturing know-how  
of more than 60 years

Soft grip zone for fatigue-free  
writing, available as right- and  
left-handed version

Revival of classic black

Stainless steel  
nib in strength M  
with iridium grain

High quality metal cap  
with roll away protection

In the 3 original colors  
blue, red and black



Black  
available  
again from  
January  
2024

## The cult classic

- For many people, the Pelikano has a **nostalgic and therefore emotional value**.
- Parents remember **“their” Pelikano from school days back**.
- According to a study by the Federal Agency for Civic Education, today’s teens are looking for support and orientation.\* With our **original seal**, we want to offer this **security**. “The Pelikano is the original, not a cheap fake.”


















Blister card



Folding box

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
<b>Pelikano fountain pen original</b>						
<b>Display</b>						
606 844			P480M	Display with 12 Pelikano writing instruments   Content: 12x fountain pen: 5x blue, 5x black, 2x red (incl. cartridge)	<b>NEW</b> 1 PAK	1 PAK
<b>Folding box</b>						
824 439			P480M	Fountain pen Pelikano, blue, nib size M, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 446			P481L	Fountain pen Pelikano, blue, nib size L, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 453			P480F	Fountain pen Pelikano, blue, nib size F, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 460			P480M	Fountain pen Pelikano, red, nib size M, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 477			P480M	Fountain pen Pelikano, black, nib size M, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 484			P481L	Fountain pen Pelikano, black, nib size L, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
<b>Blister card</b>						
824 491			P480M	Fountain pen Pelikano, colors assorted, nib size M, incl. one ink cartridge	<b>NEW</b> 8 pcs	128 pcs

\*SINUS Youth Study 2020, Federal Agency for Civic Education



# Pelikano® structure

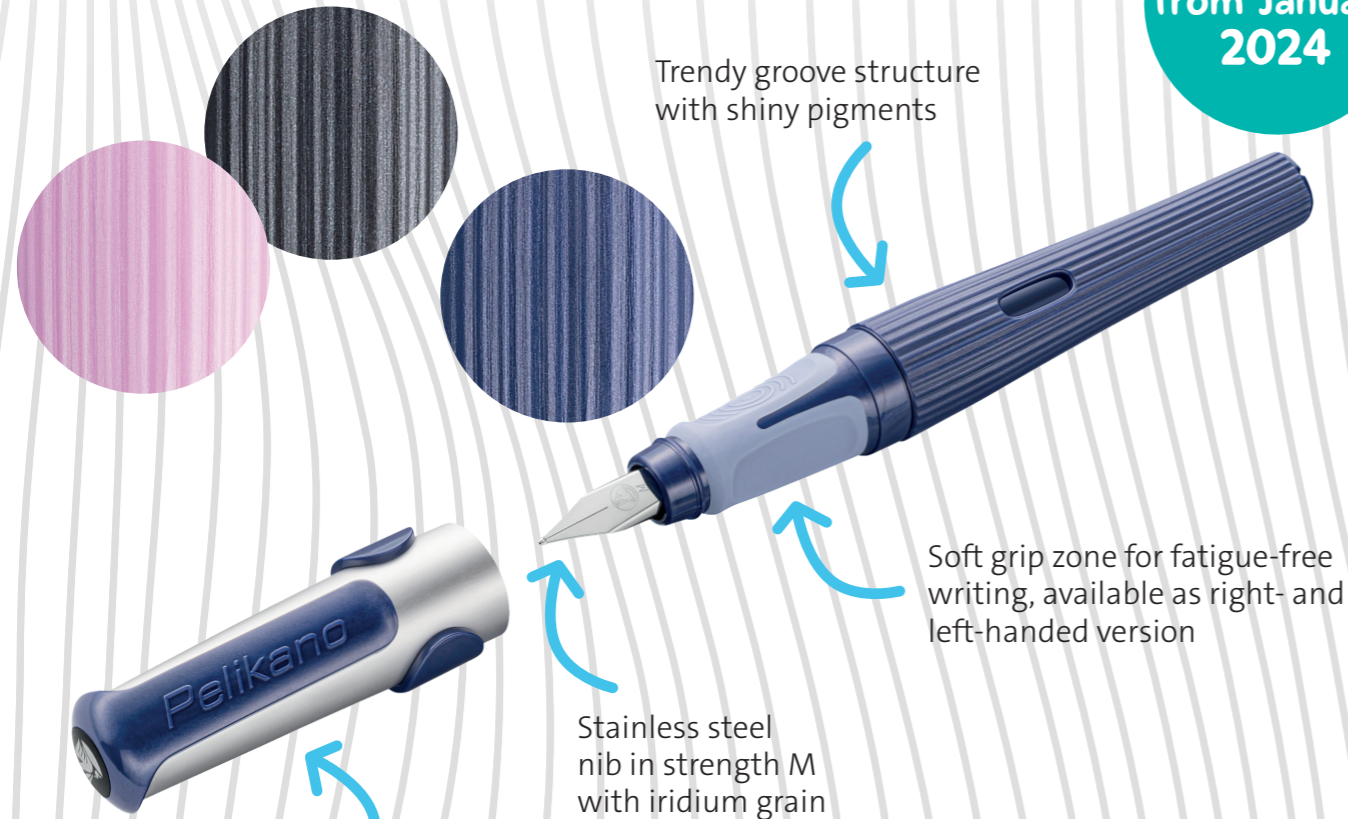


**NEW**

Available from January 2024

## Groove is the trend

Whether fashion or decoration, grooves are omnipresent – so also on our **new Pelikano structure**.



High quality metal cap with roll away protection

Available in the WGSN trend colors 2024 and available in the popular anthracite



## Structure rethought

- The **trendy grooved structure** replaces the scale structure.
- **Shimmering pigments** continue to lend the surface appearance of the Pelikano structure its **special charm**.
- In addition to **anthracite**, the Pelikano structure is available in the **trend colors 2024 fondant pink and elemental blue**.




















Blister card



Folding box

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
<b>Pelikano fountain pen structure</b>						
<b>Display</b>						
606 851			P480M	Display with 12 Pelikano writing instruments   Content: 12x fountain pen: 4x blue, 4x pink, 4x grey (incl. cartridge)	<b>NEW</b> 1 PAK	1 PAK
<b>Folding box</b>						
824 507			P480M	Fountain pen Pelikano, grey, nib size M, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 514			P481L	Fountain pen Pelikano, grey, nib size L, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 521			P480M	Fountain pen Pelikano, blue, nib size M, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 538			P481L	Fountain pen Pelikano, blue, nib size L, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 545			P480M	Fountain pen Pelikano, pink, nib size M, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 552			P481L	Fountain pen Pelikano, pink, nib size L, incl. giant ink cartridge	<b>NEW</b> 1 pcs	390 pcs
<b>Blister card</b>						
824 569			P480M	Fountain pen Pelikano, colors assorted, nib size M, incl. one ink cartridge	<b>NEW</b> 8 pcs	128 pcs
824 576			P481L	Fountain pen Pelikano, colors assorted, nib size L, incl. one ink cartridge	<b>NEW</b> 8 pcs	128 pcs



Pelikan 

Pelikano®  
junior



Our classic for learning to write –  
now in a new look!

NEW  
LOOK

Available  
from January  
2024

Soft grip zone for fatigue-free  
writing, available as right- and  
left-handed version

With nameplate  
to attach

Shaft with roll  
away protection

Stainless steel nib optionally  
in thickness A or L with  
iridium grain

Cap suitable for children  
with roll away protection

Strong, bright color combi-  
nations meet the taste of  
the students



## What's new?

- New grip zone in elementary school students' favorite colors
- We are getting leaner  
→ Focus on the **top 4 colors**
- Blister card with one giant ink cartridge instead of 6 standard ink cartridges for an **attractive price point**

























Blister card



Folding box

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
<b>Pelikano junior fountain pen</b>						
<b>Display</b>						
606 899			P67A	Display with 12x Pelikano junior writing instruments   Content: 12x fountain pen: 3x blue, 3x pink, 3x turquoise, 3x anthracite (incl. cartridge)	NEW 1 PAK	1 PAK
606 905			P68L	Display with 12x Pelikano junior writing instruments   Content: 12x fountain pen: 3x blue, 3x pink, 3x turquoise, 3x anthracite (incl. cartridge)	NEW 1 PAK	1 PAK
<b>Folding box</b>						
824 811			P67A	Fountain pen Pelikano junior, blue, nib size A, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 828			P67A	Fountain pen Pelikano junior, pink, nib size A, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 835			P67A	Fountain pen Pelikano junior, turquoise, nib size A, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 842			P67A	Fountain pen Pelikano junior, anthracite, nib size A, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 859			P68L	Fountain pen Pelikano junior, blue, nib size L, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 866			P68L	Fountain pen Pelikano junior, pink, nib size L, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 873			P68L	Fountain pen Pelikano junior, turquoise, nib size L, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 880			P68L	Fountain pen Pelikano junior, anthracite, nib size L, incl. giant ink cartridge	NEW 1 pcs	390 pcs
<b>Blister card</b>						
824 897			P67A	Fountain pen Pelikano junior, colors assorted, nib size A, incl. one ink cartridge	NEW 8 pcs	160 pcs
824 927			P68L	Fountain pen Pelikano junior, colors assorted, nib size L, incl. one ink cartridge	NEW 8 pcs	160 pcs





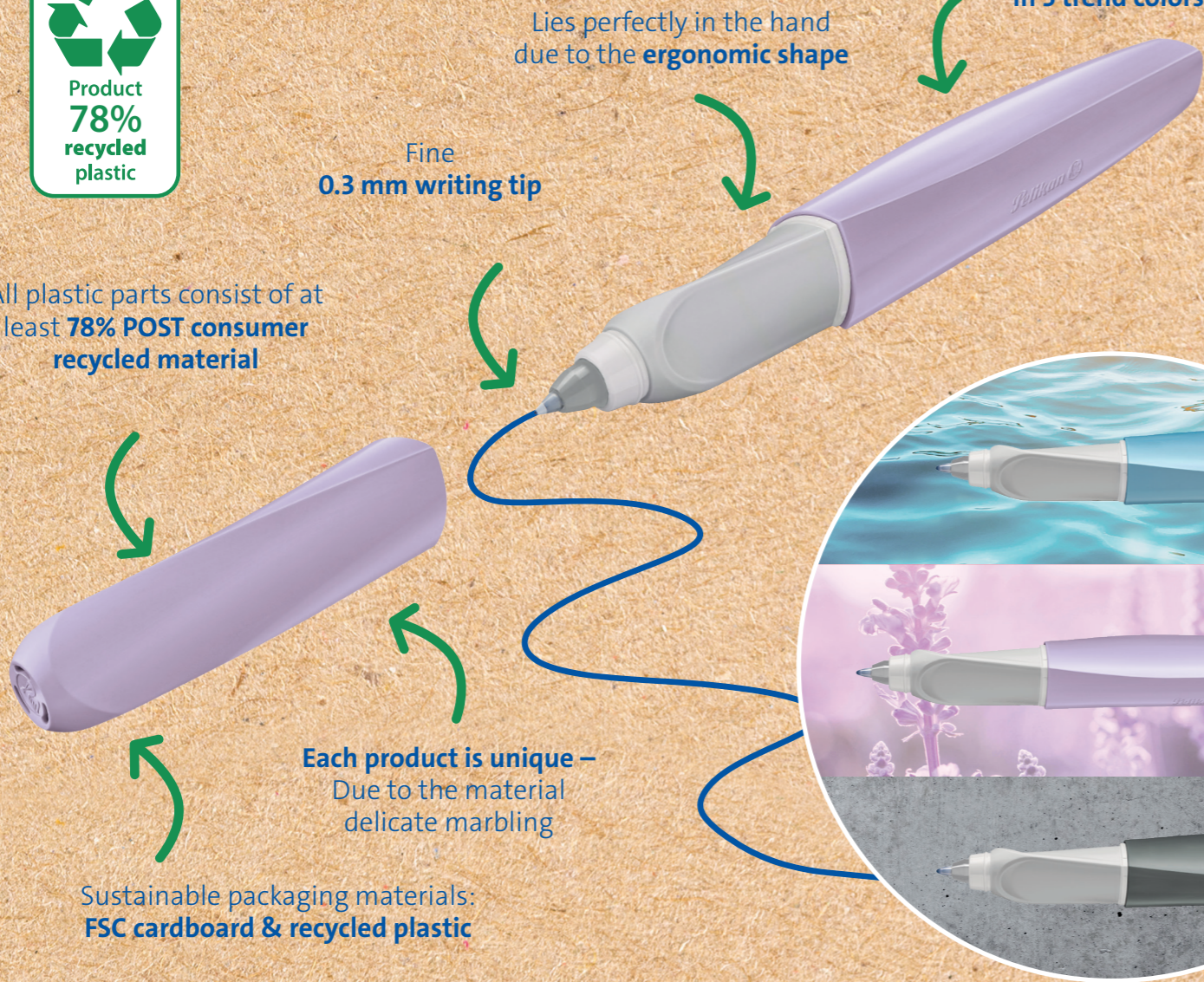
# Twist<sup>®</sup> eco

Now also as rollerball pen

Available from January 2024  
**NEW**



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



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 from 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 from 78% recycled plastic



Blister card | Folding box | Display | Dimensions (W x H x D): 14.5 x 26.5 x 10.5 cm

Made from 65% recycled plastic



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

Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
<b>Twist eco rollerball pen</b>						
<b>Display</b>						
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
<b>Folding box</b>						
824 644	4 012700 824644	●	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
<b>Blister card</b>						
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
<b>Rollerball pen ink cartridges eco</b>						
<b>Case</b>						
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
<b>Blister card</b>						
824 705	4 012700 824707	●	KM/5	Rollerball pen ink cartridges eco, writing color blue	NEW 8 pcs	192 pcs



# Twist® structure

Twisted shape meets futuristic structure

Lies perfectly in the hand due to the ergonomic shape



Stainless steel nib in thickness M with iridium grain

*black & white*

In the popular twisted look



Trendy polygon construction on the shaft (tapered to the cap)



## Twist meets structure

- The Twist structure with design added value builds on the **timeless, trendy design** of the Twist and convinces with the **geometric-futuristic polygon structure** on the shaft.
- The Twist structure is available in the **2 top color combinations** of 10-16 year olds **black as well as black and white.\***







Blister card



Folding box



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
<b>Twist structure</b>						
<b>Display</b>						
606 875			P457M	Display with 15 Twist writing instruments   Content: 15x fountain pen: 8x black, 7x white (incl. cartridge)	<b>NEW</b> 1 PAK	1 PAK
<b>Folding box</b>						
824 613		●	P457M	Fountain pen Twist, black, nib size M, incl. ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 620		○	P457M	Fountain pen Twist, white, nib size M, incl. ink cartridge	<b>NEW</b> 1 pcs	390 pcs
<b>Blister card</b>						
824 637		○●	P457M	Fountain pen Twist, colors assorted, nib size M, incl. two ink cartridges	<b>NEW</b> 8 pcs	128 pcs

\* independent market research agency, survey, young people 10-16 years, n=250



Fine writing made easy - now the Twist, our No. 1 school fountain pen, is also available as a calligraphy fountain pen.

Long 11 cm calligraphy shaft in trendy twisted look for a good writing feel and easy handling

Lies perfectly in the hand due to the ergonomic shape

Most popular calligraphy nib thickness: 1.5 mm

In the popular colors black & white

Calligraphers watch out!

- The Twist Calligraphy is the writing instrument **for everyone who likes to write beautifully** – whether a fan of calligraphy or a hobby calligrapher. Whether for special occasions or for everyday use.
- It is available with the **most popular calligraphy nib thickness – the 1.5 mm nib.**
- And for those who like to change the nib strength from time to time – no problem: **Simply exchange the front part.** The Twist Calligraphy can be combined with the **M front part** of all Twist devices.
- On the blister card, the Twist Calligraphy comes with standard ink cartridges in black, turquoise and pink.







Blister card



Folding box



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
<b>Twist Calligraphy</b>						
<b>Display</b>						
606 868			P457 1,5	Display with 12 Twist calligraphy fountain pens   Content: 12x fountain pen: 6x black and 6x white (incl. cartridge)	<b>NEW</b> 1 PAK	1 PAK
<b>Folding box</b>						
824 583		●	P457 1,5	Twist Calligraphy, black, nib size 1,5, incl. ink cartridge	<b>NEW</b> 1 pcs	390 pcs
824 590		○	P457 1,5	Twist Calligraphy, white, nib size 1,5, incl. ink cartridge	<b>NEW</b> 1 pcs	390 pcs
<b>Blister card</b>						
824 606		●○	P457 1,5	Twist Calligraphy, colors assorted, nib size 1,5, incl. two ink cartridges	<b>NEW</b> 8 pcs	128 pcs



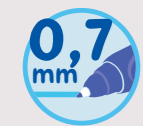
## Pina Colada® Edition

### New input for the rollerball

Our Pina Colada range grows. In addition to the three new super trendy colors mauve, olive and anthracite, the barrel also receives a unique structure, which gives the ink rollers an extraordinary feel. The familiar metallic finish is of course retained, along with all the other familiar features.



Blue erasable ink



Easy ink flow due to roller tip

Shaft and cap in shimmering metallic finish

Refillable with standard ink cartridges or giant ink cartridges

Attractive price

Structured shaft (grooved)

Made in Europe

Molded grip zone with pleasant feel For left- and right-handers – equally suitable



## Pina Colada® Edition rollerball

- Metallic paint with textured shaft
- Metal clip, also serves as roll away protection
- Soft grip profile
- Cartridge filling system








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



Blister card



Folding box

Order-No.	EAN-No.	Color code	Item description	Unit	Sub pack
<b>Ink roller Pina Colada</b>					
<b>Display</b>					
606 837			Display with 12 Pina Colada writing instruments   Content:	<b>NEW</b> 1 PAK	1 PAK
824 392		●	Ink Roller Pina Colada Edition, color Mauve, with structured shaft, incl. 1 small ink cartridge, in folding box	4 pcs	
824 408		●	Ink Roller Pina Colada Edition, color Olive, with structured shaft, incl. 1 small ink cartridge, in folding box	4 pcs	
824 415		●	Ink Roller Pina Colada Edition, color Anthracite, with structured shaft, incl. 1 small ink cartridge, in folding box	4 pcs	
<b>Folding box</b>					
824 392		●	Ink Roller Pina Colada Edition, color Mauve, with structured shaft, incl. 1 small ink cartridge, in folding box	<b>NEW</b> 8 pcs	128 pcs
824 408		●	Ink Roller Pina Colada Edition, color Olive, with structured shaft, incl. 1 small ink cartridge, in folding box	<b>NEW</b> 8 pcs	128 pcs
824 415		●	Ink Roller Pina Colada Edition, color Anthracite, with structured shaft, incl. 1 small ink cartridge, in folding box	<b>NEW</b> 8 pcs	128 pcs
<b>Blister card</b>					
824 422		● ● ●	Ink Roller Pina Colada Edition, assorted colors, 3 colors Mauve, Olive and Anthracite, each including 3 small ink cartridges, on a blister card with a euro hole	<b>NEW</b> 8 pcs	128 pcs



## Attention-grabbing eco decoration at the PoS

Promote Pelikan eco-products in a striking way in the salesroom or shop window with the **decorative ellipse**, set up in just 2 seconds.

For a highlight on the shelf, we offer a small **eye-catcher decorative poster**.

Little eye catcher on the shelf



Deco poster



Deco ellipse

## High demand due to major PR and social media campaign

The new advertising campaign generates 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 demand.

A **big contest** rounds out the campaign for the BTS period.

Social Media Content



Contest



Novelty presentations, tips, craft ideas, inspirations



## High demand due to millions of advertising contacts in the target group

**Pelikano**<sup>®</sup> structure



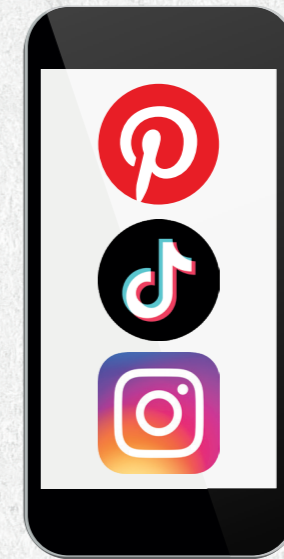
Groove is the trend

- Large reach in youth magazines and on their online platforms
- Strong social media presence: TikTok and Instagram



**Twist**<sup>®</sup> *Calligraphy*

- Advertising in relevant consumer magazines and on their online platforms
- High contact numbers on social media channels: Pinterest, TikTok and Instagram
- Recommendation marketing
- Tutorials, ideas and download templates





## For more attention at the POS



606875



606868



301218



301705



321075



605540



606912



606387



310748



811583



606011 Fountain pen



606882 Rollerball pen



824682



606028



1053531  
(Without content)



606899



606844



606851



310748



811583