

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.



Care for
Our Products



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.

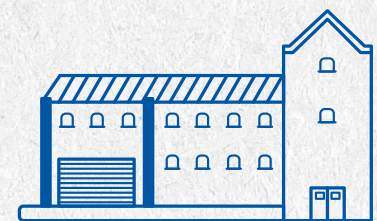


Care for
Our Planet



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



*SINUS Youth Study 2020,
Federal Agency for Civic Education



Pelikano® - The original

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

Black
available
again from
January
2024



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

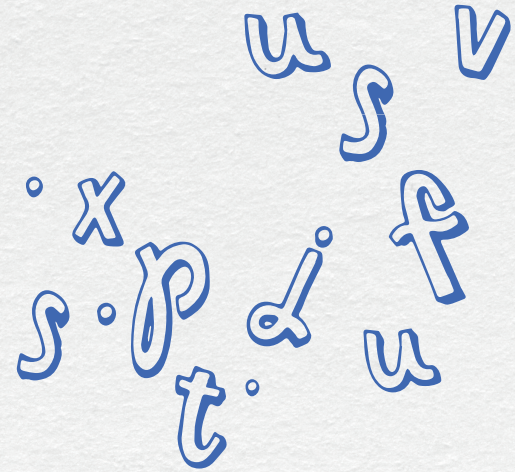
High quality metal cap
with roll away protection

In the 3 original colors
blue, red and black



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

*SINUS Youth Study 2020, Federal Agency for Civic Education

Pelikano® structure

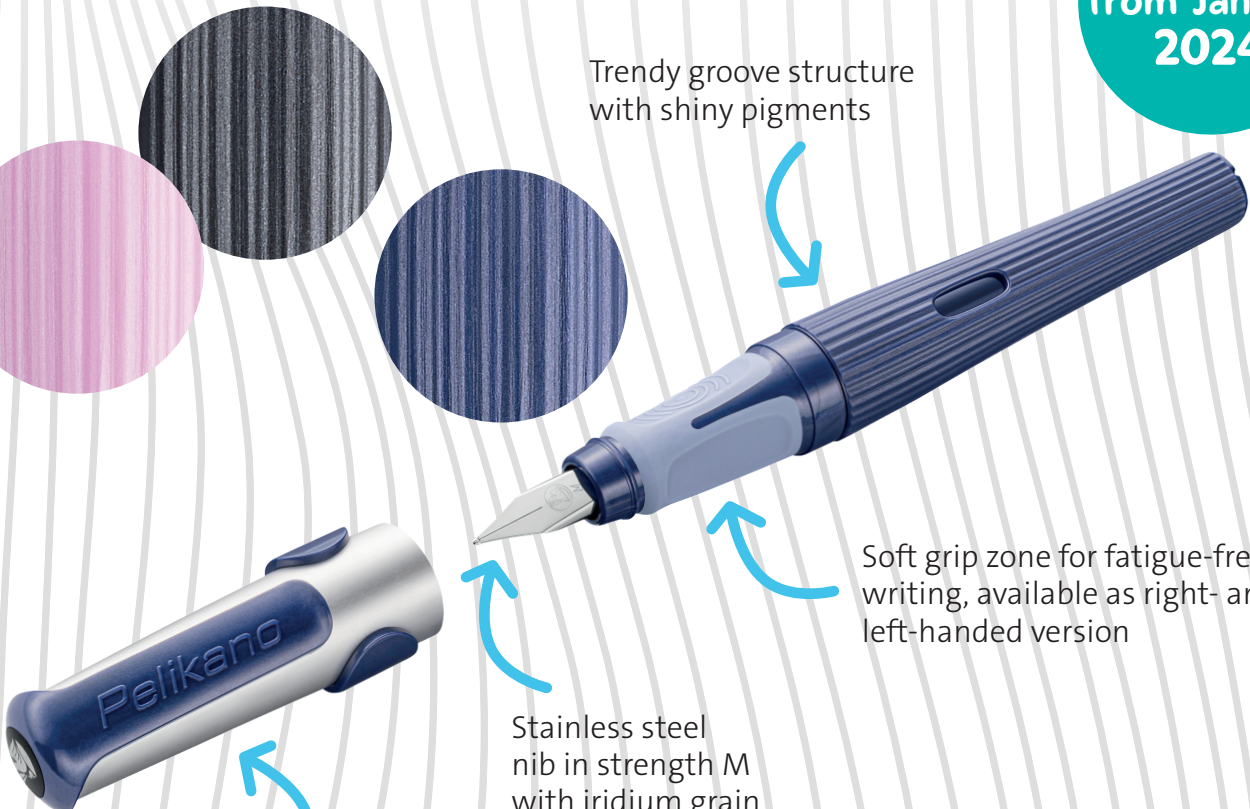


NEW

Available from January 2024

Groove is the trend

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



Trendy groove structure with shiny pigments

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

Stainless steel nib in strength M with iridium grain

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
Pelikano fountain pen structure						
Display						
606 851	4 012700 606853		P480M	Display with 12 Pelikano writing instruments Content: 12x fountain pen: 4x blue, 4x pink, 4x grey (incl. cartridge)	NEW 1 PAK	1 PAK
Folding box						
824 507	4 012700 824509	●	P480M	Fountain pen Pelikano, grey, nib size M, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 514	4 012700 824516	●	P481L	Fountain pen Pelikano, grey, nib size L, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 521	4 012700 824523	●	P480M	Fountain pen Pelikano, blue, nib size M, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 538	4 012700 824530	●	P481L	Fountain pen Pelikano, blue, nib size L, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 545	4 012700 824547	●	P480M	Fountain pen Pelikano, pink, nib size M, incl. giant ink cartridge	NEW 1 pcs	390 pcs
824 552	4 012700 824554	●	P481L	Fountain pen Pelikano, pink, nib size L, incl. giant ink cartridge	NEW 1 pcs	390 pcs
Blister card						
824 569	4 012700 824561	● ● ●	P480M	Fountain pen Pelikano, colors assorted, nib size M, incl. one ink cartridge	NEW 8 pcs	128 pcs
824 576	4 012700 824578	● ● ●	P481L	Fountain pen Pelikano, colors assorted, nib size L, incl. one ink cartridge	NEW 8 pcs	128 pcs

Pelikan 

Pelikano[®]
junior

r. u
m. k
u. g. b
d. o



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 combinations meet the taste of the students

3. G. v. s
R. f. b. h

A. z. R
æ. 5. A. b



w e r u
 A y u m k
 æ z d g b

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
Pelikano junior fountain pen							
Display							
606 899	4 012700 606891		P67A	Display with 12 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	4 012700 606907		P68L	Display with 12 Pelikano junior writing instruments Content: 12x fountain pen: 3x blue, 3x pink, 3x turquoise, 3x anthracite (incl. cartridge)	NEW	1 PAK	1 PAK
Folding box							
824 811	4 012700 824813	●	P67A	Fountain pen Pelikano junior, blue, nib size A, incl. giant ink cartridge	NEW	1 pcs	390 pcs
824 828	4 012700 824820	●	P67A	Fountain pen Pelikano junior, pink, nib size A, incl. giant ink cartridge	NEW	1 pcs	390 pcs
824 835	4 012700 824837	●	P67A	Fountain pen Pelikano junior, turquoise, nib size A, incl. giant ink cartridge	NEW	1 pcs	390 pcs
824 842	4 012700 824844	●	P67A	Fountain pen Pelikano junior, anthracite, nib size A, incl. giant ink cartridge	NEW	1 pcs	390 pcs
824 859	4 012700 824851	●	P68L	Fountain pen Pelikano junior, blue, nib size L, incl. giant ink cartridge	NEW	1 pcs	390 pcs
824 866	4 012700 824868	●	P68L	Fountain pen Pelikano junior, pink, nib size L, incl. giant ink cartridge	NEW	1 pcs	390 pcs
824 873	4 012700 824875	●	P68L	Fountain pen Pelikano junior, turquoise, nib size L, incl. giant ink cartridge	NEW	1 pcs	390 pcs
824 880	4 012700 824882	●	P68L	Fountain pen Pelikano junior, anthracite, nib size L, incl. giant ink cartridge	NEW	1 pcs	390 pcs
Blister card							
824 897	4 012700 824899	● ● ● ●	P67A	Fountain pen Pelikano junior, colors assorted, nib size A, incl. one ink cartridge	NEW	8 pcs	160 pcs
824 927	4 012700 824929	● ● ● ●	P68L	Fountain pen Pelikano junior, colors assorted, nib size L, incl. one ink cartridge	NEW	8 pcs	160 pcs



Twist[®] eco

Now also as rollerball pen

Available from January 2024

NEW

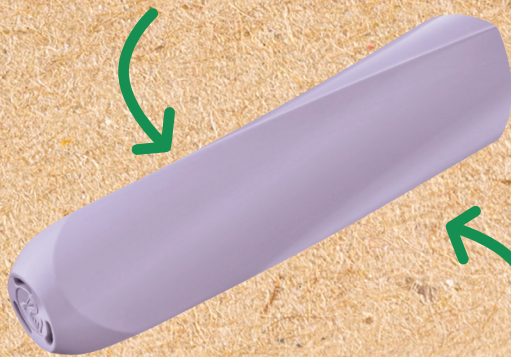


„Twisted“ look in 3 trend colors

Lies perfectly in the hand due to the ergonomic shape

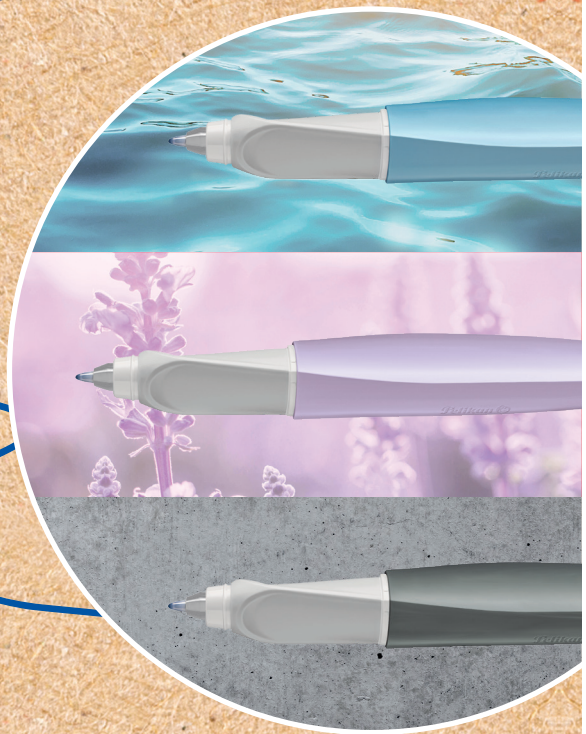
Fine 0.3 mm writing tip

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

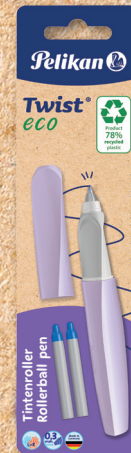


Made in Germany

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 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



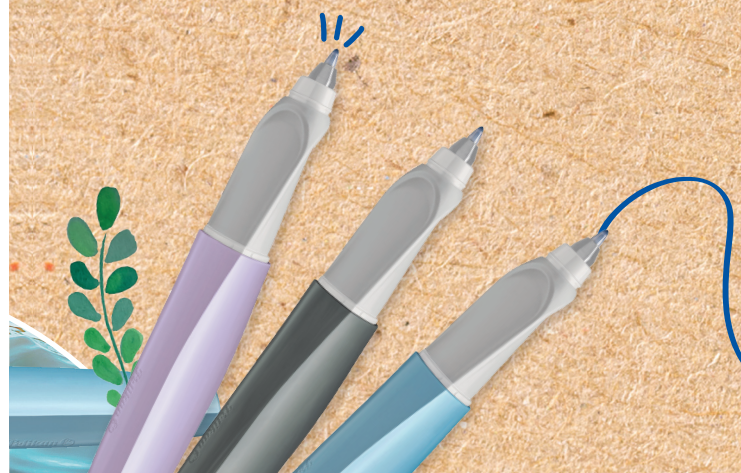
Blister card



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
Twist eco rollerball pen						
Display						
606 882			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			R457	Rollerball pen Twist eco, grey, incl. rollerball cartridges	NEW 1 pcs	390 pcs
824 651			R457	Rollerball pen Twist eco, blue, incl. rollerball cartridges	NEW 1 pcs	390 pcs
824 668			R457	Rollerball pen Twist eco, lavender, incl. rollerball cartridges	NEW 1 pcs	390 pcs
Blister card						
824 675			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			KM/5	Rollerball pen ink cartridges eco, writing color blue	NEW 10 pcs	800 pcs
824 699			KM/5	Rollerball pen ink cartridges eco, writing color black	NEW 10 pcs	800 pcs
Blister card						
824 705			KM/5	Rollerball pen ink cartridges eco, writing color blue	NEW 8 pcs	192 pcs

Twist[®] structure

Twisted shape meets futuristic structure

black & white

Lies perfectly in the hand due to the ergonomic shape



Stainless steel nib in thickness M with iridium grain



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

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

Pelikan 

Twist[®]

Calligraphy

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



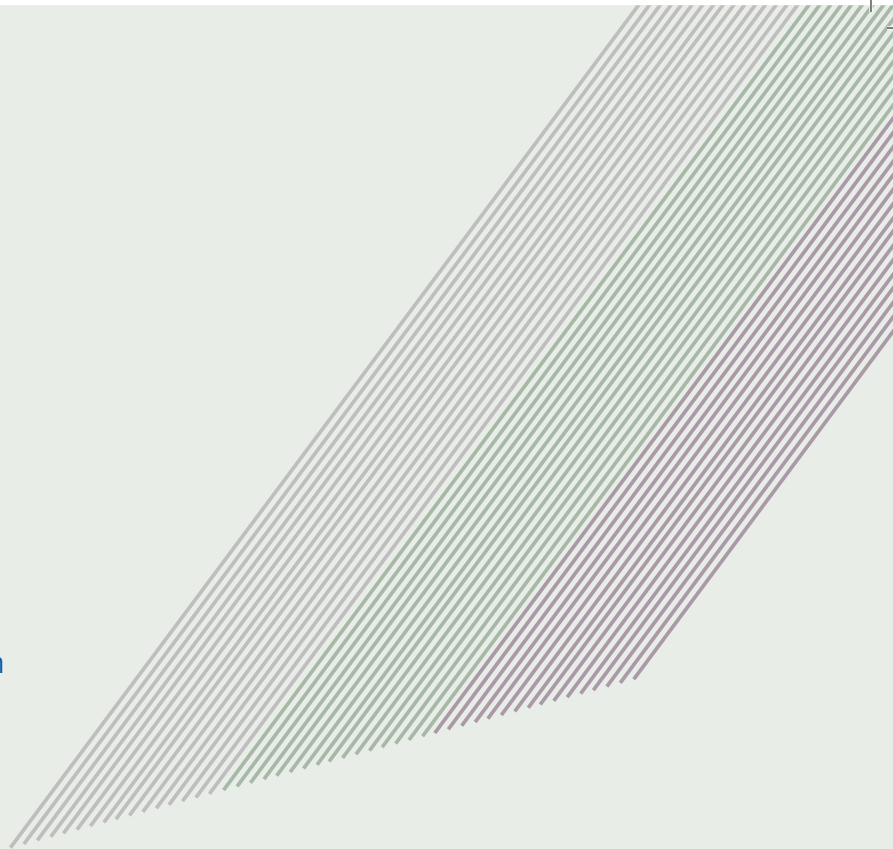
Calligraphy

Order-No.	EAN-No.	Color code	Item code	Item description	Unit	Sub pack
Twist Calligraphy						
Display						
606 868			P457 1,5	Display with 12 Twist calligraphy fountain pens Content: 12x fountain pen: 6x black and 6x white (incl. cartridge)	NEW 1 PAK	1 PAK
Folding box						
824 583		●	P457 1,5	Twist Calligraphy, black, nib size 1,5, incl. ink cartridge	NEW 1 pcs	390 pcs
824 590		○	P457 1,5	Twist Calligraphy, white, nib size 1,5, incl. ink cartridge	NEW 1 pcs	390 pcs
Blister card						
824 606		● ○	P457 1,5	Twist Calligraphy, colors assorted, nib size 1,5, incl. two ink cartridges	NEW 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.




Shaft and cap in shimmering metallic finish

Refillable with standard ink cartridges or giant ink cartridges

Blue erasable ink

0,7 mm

Easy ink flow due to roller tip

Made in Europe

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

Structured shaft (grooved)

Attractive price

Erase
Löschen

L+R



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
Ink roller Pina Colada					
Display					
606 837			Display with 12 Pina Colada writing instruments Content:	NEW 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	
Folding box					
824 392		●	Ink Roller Pina Colada Edition, color Mauve, with structured shaft, incl. 1 small ink cartridge, in folding box	NEW 8 pcs	128 pcs
824 408		●	Ink Roller Pina Colada Edition, color Olive, with structured shaft, incl. 1 small ink cartridge, in folding box	NEW 8 pcs	128 pcs
824 415		●	Ink Roller Pina Colada Edition, color Anthracite, with structured shaft, incl. 1 small ink cartridge, in folding box	NEW 8 pcs	128 pcs
Blister card					
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 an euro hole	NEW 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



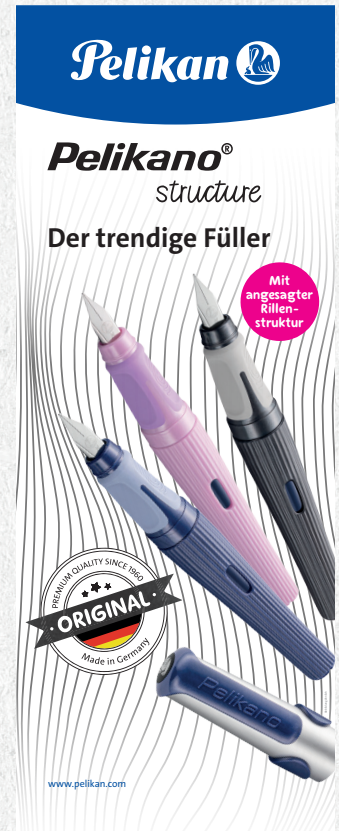
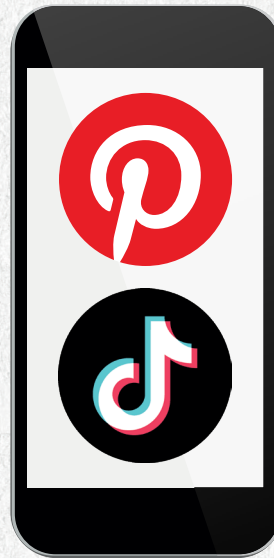
High demand due to millions of advertising contacts in the target group

Pelikano® structure



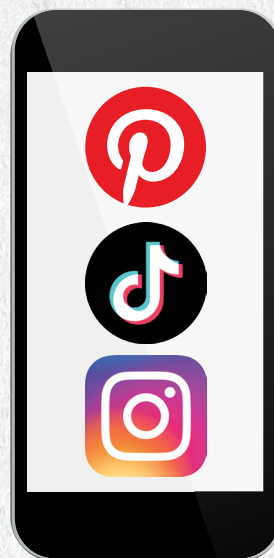
Groove is the trend

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



Twist® 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