

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



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.

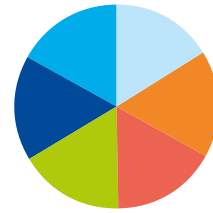
For us, these include the topics of **sustainability, social responsibility and equal opportunities**.

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

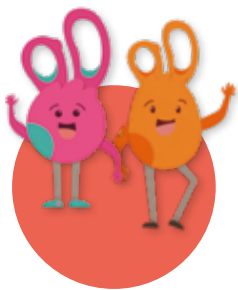


Painting

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 follow every trend.



Fashionable berry tones are the hit for romantic girls!



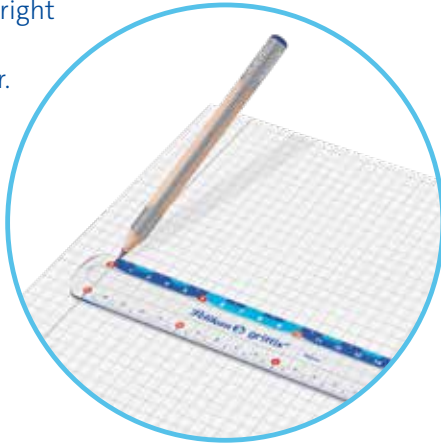
Gaming, sports and fun, that's exactly what the boys are into!

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

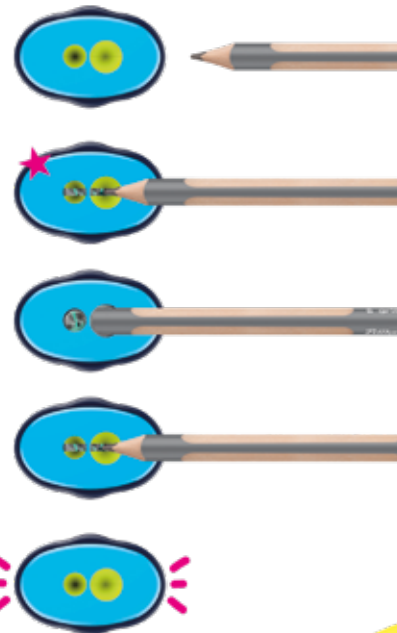


Packaging design similar

| Order-No. | EAN-No. | Color code | Item code | Item description | Unit | Sub pack |
|----------------------------|---|------------|-----------|--|--------|----------|
| Ruler griffix 15 cm | | | | | | |
| Flat hanging case | | | | | | |
| 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!



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 |
|------------------------------|---|---|-----------|--|---|----------|
| Double hole sharpener | | | | | | |
| Folding box | | | | | | |
| 701 280 |  |  | GDAB/8 | Double hole sharpener griffix blue, 8 pcs in display |  8 pcs | 320 pcs |
| Blister card | | | | | | |
| 701 266 |  |  | GDAB/B | Double hole sharpener griffix blue, on blister card |  4 pcs | 96 pcs |

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



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 |
|----------------------------|---------|------------|-----------|---|-------------------|----------|
| Erasers griffix | | | | | | |
| Folding box | | | | | | |
| 605 304 | | | R2g/20 | Erasers griffix, assorted colors, 20 pcs in display | NEW 20 pcs | - |
| Blister card | | | | | | |
| 605 311 | | | R2g/2/B | Erasers griffix, assorted colors, 2 pcs on blister card | NEW 6 pcs | 240 pcs |
| Starter set griffix | | | | | | |
| Blister card | | | | | | |
| 823 517 | | | SSG/B | Starter set griffix Graphite pencil B, Eraser, Sharpener, blue, on blister card | NEW 4 pcs | 44 pcs |

The 4-step learn-to-write system

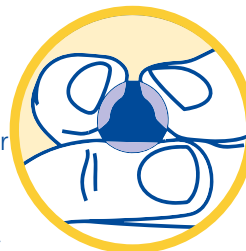
Back in 2008, Pelikan once again made history with its four-level approach to teaching kids how to write. The world's **first comprehensive learn-to-write system** remains a success to this day and has inspired many imitators.

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.

recommended
by teachers



The mission:
the perfect
tripod grasp



For right and
lefthanders

Available as right
and lefthander
version



Wax crayon

Pre-school: learning to hold the pen and pressure control

1

Graphite pencil

School start:
Learning to write precisely

2



Ink pen

Preparation for the fountain pen:
Learning fluent writing movements

3

Fountain pen

Top level in the learning process:
Learning to write precisely

4





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)



Additional colour combinations



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.



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 |
|---|---|------------|--------------|---|--|----------|
| Learning-to-write Graphite pencils griffix | | | | | | |
| Loose item | | | | | | |
| 822 930 |  | | BgB/12/FSB | Graphite pencil griffix B, FSC, loose, in hanging box |  12 pcs | 864 pcs |
| 822 947 |  | | BSgHB/12/FSB | Graphite pencil griffix HB, FSC, loose in hanging box |  12 pcs | 864 pcs |

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



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



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**.



8 brilliant colours + white to paint on coloured papers



Water soluble – for watercolour effects

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



Quality lead 4 mm





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 |
|--|---|------------|------------------|---|--|----------|
| Mix-Set griffix Colored pencils and graphite pencil | | | | | | |
| Hanging box | | | | | | |
| 701 334 |  | | BSgHB/10/ FSB | Color pencils/Graphite pencil Mix Set griffix, FSC, in hanging box |  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



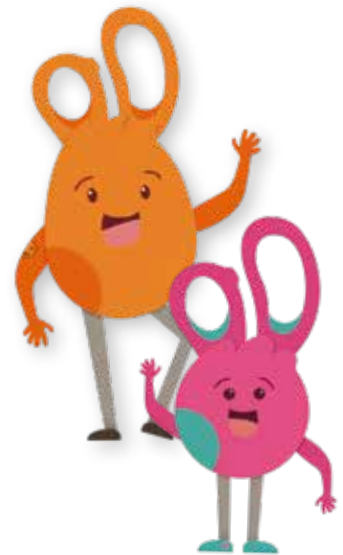
The clever brush strap

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



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

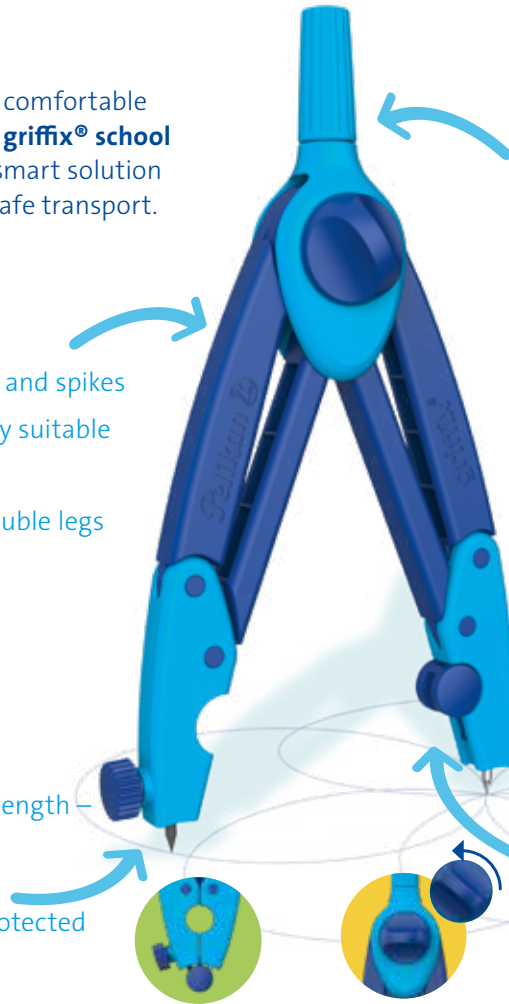
Never before has it been so easy and comfortable to start constructing as it is with the **griffix® school compass from Pelikan**: an all-round smart solution with clever extras for precision and safe transport.

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**

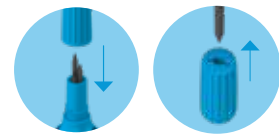
Transport

- 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 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



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 |
|----------------------------|---------|------------|-----------|--|------------------|----------|
| Accessories griffix | | | | | | |
| Compass refills | | | | | | |
| 823 524 | | | ZEM/B | Compass spare leads, 2mm, 2x5 pc on blister card | NEW 6 pcs | 840 pcs |


Available
from April
2024

Modular Displays


Place the griffix family in modular displays

| Order-No. | EAN-No. | Item description | Content |
|-------------------------------|---|---|---------|
| Module griffix Writing | | | |
| Display | | | |
| 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 |
|---------------------------------|---|---|---------|
| Module griffix Scatching | | | |
| Display | | | |
| 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 |
|--------------------------------|---|---|---------|
| Module griffix Creative | | | |
| Display | | | |
| 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 sorted 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

Trying is believing

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 |
|----------------|---------|--|---------|
| Ground Display | | | |
| Display | | | |
| 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.



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

Large-scale eye-catchers

Trying is believing



Window decoration

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.



A4 table display

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

