

Pelikan 

*snap*<sup>®</sup>

a good story



# Pelikan

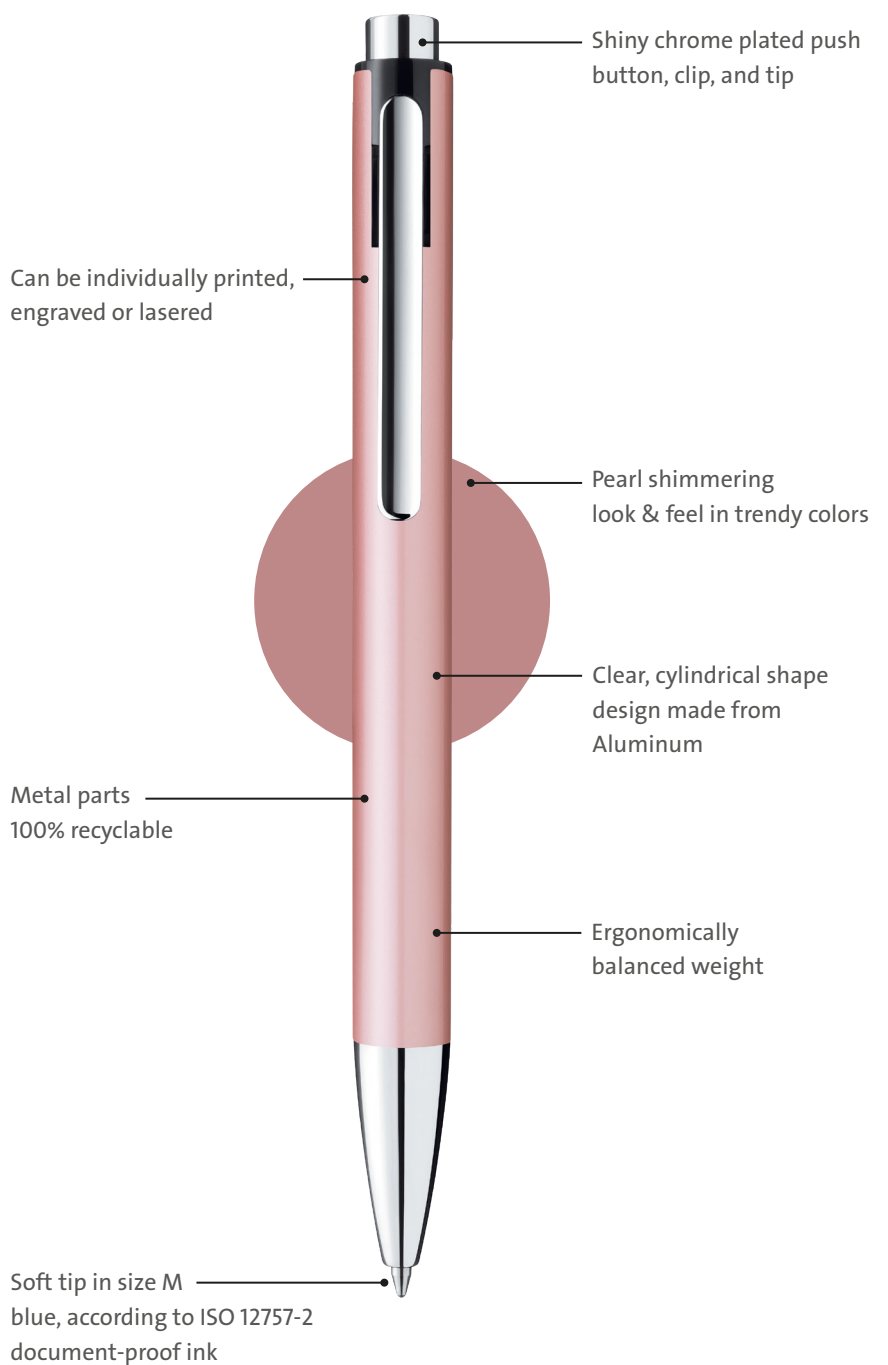
## snap<sup>®</sup>

The Snap<sup>®</sup> metal ballpoint pen, defined by its clear formal style, is made for the consumer with a preference for minimalist aesthetics. This design concept is combined with a pearl lacquer finish which marks its high-grade look.

However, its distinctive feature is the clip that gives the pen its name. By pressing on the upper part of the clip, the mechanism becomes unlocked and the refill retracted.



Metal clip with snap mechanism:  
Push the end of the clip to retract  
the refill



# snap® a good story

The colors of the Snap® ballpoint pen intend to encourage the consumer to snap up every beautiful moment and hold on to it so they can be constantly in their memory becoming priceless – such as noble metals.



## End consumer communication:

We will support the market launch on- and offline to increase the demand for the Snap ballpoint pen.

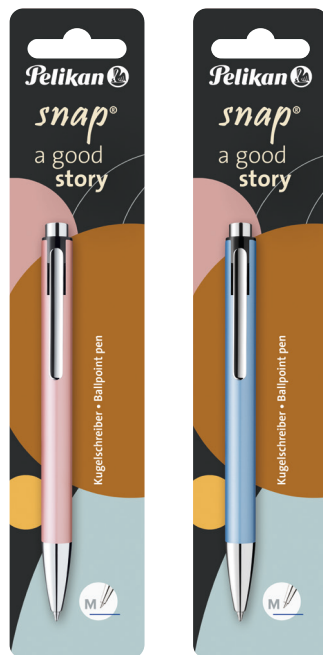
The focus here is on social platforms. We will advertise the Snap with interesting content in an eye catching way. In addition to this we will generate customer reviews via product tests and lottery and thus generate important purchase recommendations.































153.500 Fans



4.400 Follower



Order-No.	EAN-No.	Color code	Item description	Item description	UV / sub pac	NK / outer carton
<b>Snap</b>						
<b>Display</b>						
604611			K10/12	Display with 12 ballpoint pens   contains: two pcs. of Silver, Platinum, Gold, Rosegold, Copper, Frosted Blue	<b>NEW</b> 1 PAC	1 PAC
<b>Box</b>						
817691			K10	Snap Metallic Silver	<b>NEW</b> 3 pcs.	540 pcs.
817707			K10	Snap Metallic Platinum	<b>NEW</b> 3 pcs.	540 pcs.
817714			K10	Snap Metallic Gold	<b>NEW</b> 3 pcs.	540 pcs.
817721			K10	Snap Metallic Rosegold	<b>NEW</b> 3 pcs.	540 pcs.
817738			K10	Snap Metallic Copper	<b>NEW</b> 3 pcs.	540 pcs.
817745			K10	Snap Metallic Frosted Blue	<b>NEW</b> 3 pcs.	540 pcs.
<b>Blister card</b>						
817639			K10	Snap Metallic Silver	<b>NEW</b> 8 pcs.	240 pcs.
817646			K10	Snap Metallic Platinum	<b>NEW</b> 8 pcs.	240 pcs.
817653			K10	Snap Metallic Gold	<b>NEW</b> 8 pcs.	240 pcs.
817660			K10	Snap Metallic Rosegold	<b>NEW</b> 8 pcs.	240 pcs.
817677			K10	Snap Metallic Copper	<b>NEW</b> 8 pcs.	240 pcs.
817684			K10	Snap Metallic Frosted Blue	<b>NEW</b> 8 pcs.	240 pcs.
817622			K10	Snap Metallic, assorted colors	<b>NEW</b> 8 pcs.	240 pcs.
<b>Accessories</b>						
<b>Ballpoint pen refill</b>						
801508			337M/B	Ballpoint pen refills blue, M, blister card	5 pcs.	1365 pcs.