

Making the first day of school one to remember:

New colours available from May 2022

With the unique and ergonomic products from the **griffix family!**



For smart beginnings

The griffix family

The **first day of school** is an important **milestone in the life** of every child and their parents. Making sure their children have the **best possible materials** is a matter of course for many mothers, fathers and grandparents – ensuring that kids are ideally supported in the learning environment from day one.

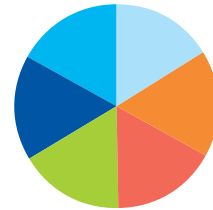
griffix is our way of being a trusted companion for **children aged 6 to 9** who are just beginning school – one that offers colourful, ergonomic product solutions for a smart start.

Well-designed writing utensils with that extra something make learning easier and more fun. That's what makes a start with Pelikan especially smart.

Still, **colourful and ergonomic** products aren't enough for us.

Griffix products are made for the generation of tomorrow. They have to stand up to heavy use and the challenges of the future as well, such as **sustainability**, social responsibility and equal opportunities – something we are working on day in, day out.

Our successful **griffix product family** has grown and offers products from the following categories:



-  Writing instruments
-  Writing accessories
-  Painting
-  Refills
-  Drawing
-  Handicraft

These products complement each other and build partly on each other, so that they - placed as a product family - offer an attractive choice for the consumer and promote cross-sellings.



For
smart
beginnings

Our promise

Our **durable griffix** products for **writing, painting and drawing** alike were developed with researchers, educators and experts to sit perfectly in children's hands and promote proper holding.

Throughout **production, packaging and transport**, we keep a close eye on our manufacturing process, partners and shipping routes to ensure constant improvement. We work with reliable partners who have a proven track record of **fair working conditions and efficient transport processes**.

The griffix writing instruments and accessories are made at our **own production site** near Hanover.

The mission: the perfect tripod grasp



Say **NO** to **PLASTIC** **NEW**

The packaging concept

To promote sustainability, we want our packaging. From 2022, that means goodbye plastic, hello cardboard packaging. Starting immediately, we are gradually switching our packaging to FSC®-certified cardboard material.



The new griffix packaging design

Our choice of materials isn't the only step we're taking towards the future. Our **consumer-friendly new packaging design** cuts an impressive figure on store shelves and **appeals to people's hearts**. Easy-to-understand yet detailed and convincing information allows consumers to learn more about each product's benefits right there on the package.

Those who want to know more can scan the **QR code** to go directly to the Pelikan website.

Discover the griffix® family



The colour concept

Our colour concept brings a breath of fresh air to the product range. We were inspired by what kids like: **brighter tones** for younger children, with subtle and modern colour combinations for older ones. The selection is rounded out by our popular classic colours.



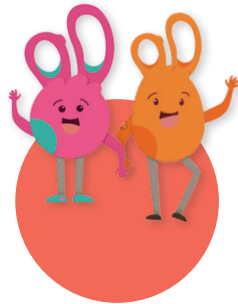
Child-friendly address

The Griffix characters

Each category features specific characters who bring smiles to people's faces while guiding them to the right product at the POS and in communication materials, both offline and online. On the package, they appeal to children. In communications materials, they grab everyone's attention.

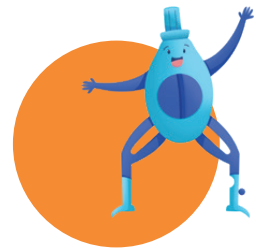


Painting



Handicraft

Writing



Drawing



Bright colours and fresh accents are a must-have for the cool girls at school!



Neonfresh Blue is our bestseller, inspired by sport and fashion!



These colour combinations offer something for anyone who likes it laid-back, without having to keep up with every trend.



Fashionable berry tones are the hit for girls with big hearts!



Gaming, sport and fun are just what boys like!

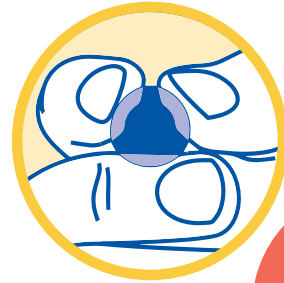
The 4-step learn-to-write system

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.



The mission:
the perfect
tripod grasp



1 Wax crayons

From drawing to writing:
Get ready for school with the right grip and the right grasp.

2 Pencil

For precision from the first letter:
The perfect grasp right from the beginning.

3 Rollerball pen

Almost ready for prime time:
Get rolling on writing with ink.

4 Fountain pen

Welcome to the big leagues:
The perfect grip for tiny hands.

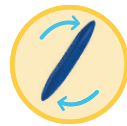




Learn-to-write system, step 1 - Wax crayons

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.



Unique **design** sized for kids



Won't roll off the table

Keeps hands clean thanks to its special coating



For both right- and left-handed children



| Item no. | EAN | Color code | Item code | Delivery unit | Warehouse unit | Price for | RRP in € |
|---|-----|------------|--|---------------|----------------|-----------|----------|
| Wax crayons griffix - Step 1 of the four-stage learning-to-write system | | | | | | | |
| Folding box with Euro hole | | | | | | | |
| 700 832 | | | Wax crayons Pelikan griffix, 8 colours | 5 ET | 60 ET | ET | 6,79 |

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

Made in Germany

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



Standard counter display for space-saving presentation



Cardboard box



Hanging folding box

| Item no. | EAN | Color code | Item code | Delivery unit | Warehouse unit | Price for | RRP in € |
|----------|-----|------------|-----------|---------------|----------------|-----------|----------|
|----------|-----|------------|-----------|---------------|----------------|-----------|----------|

Graphite pencil griffix - Step 2 of the four-stage learning-to-write system

Display

| | | | | | | | | |
|--------|--|--|---|------------|-------|-------|-----|-------|
| 605496 | | | Display lead pencils griffix, 12 pieces Content: | NEW | 1 PAC | 1 PAC | PAC | |
| 820523 | | | Lead pencil griffix Lovely Pink, for righthanders | | 3 pcs | | pc | 11,29 |
| 821124 | | | Lead pencil griffix Sweet Berry, for righthanders | | 3 pcs | | pc | 11,29 |
| 820509 | | | Lead pencil griffix Neon Fresh Blue, for righthanders | | 3 pcs | | pc | 11,29 |
| 821087 | | | Lead pencil griffix Neon Black, for righthanders | | 3 pcs | | pc | 11,29 |

Folding box

| | | | | | | | | |
|--------|--|--|---|------------|------|---------|----|-------|
| 820523 | | | Lead pencil griffix Lovely Pink, for righthanders | NEW | 1 pc | 390 pcs | pc | 11,29 |
| 821124 | | | Lead pencil griffix Sweet Berry, for righthanders | NEW | 1 pc | 390 pcs | pc | 11,29 |
| 820509 | | | Lead pencil griffix Neon Fresh Blue, for righthanders | NEW | 1 pc | 390 pcs | pc | 11,29 |
| 821087 | | | Lead pencil griffix Neon Black, for righthanders | NEW | 1 pc | 390 pcs | pc | 11,29 |
| 820530 | | | Lead pencil griffix Lovely Pink, for lefthanders | NEW | 1 pc | 390 pcs | pc | 11,29 |
| 821148 | | | Lead pencil griffix Sweet Berry, for lefthanders | NEW | 1 pc | 390 pcs | pc | 11,29 |
| 820516 | | | Lead pencil griffix Neon Fresh Blue, for lefthanders | NEW | 1 pc | 390 pcs | pc | 11,29 |
| 821100 | | | Lead pencil griffix Neon Black, for lefthanders | NEW | 1 pc | 390 pcs | pc | 11,29 |

Folding box with Euro hole

| | | | | | | | | |
|--------|--|--|---|------------|------|--------|----|-------|
| 820561 | | | Lead pencil griffix Lovely Pink, for righthanders | NEW | 1 pc | 10 pcs | pc | 11,29 |
| 821117 | | | Lead pencil griffix Sweet Berry, for righthanders | NEW | 1 pc | 10 pcs | pc | 11,29 |
| 820547 | | | Lead pencil griffix Neon Fresh Blue, for righthanders | NEW | 1 pc | 10 pcs | pc | 11,29 |
| 821070 | | | Lead pencil griffix Neon Black, for righthanders | NEW | 1 pc | 10 pcs | pc | 11,29 |
| 820578 | | | Lead pencil griffix Lovely Pink, for lefthanders | NEW | 1 pc | 10 pcs | pc | 11,29 |
| 821131 | | | Lead pencil griffix Sweet Berry, for lefthanders | NEW | 1 pc | 10 pcs | pc | 11,29 |
| 820554 | | | Lead pencil griffix Neon Fresh Blue, for lefthanders | NEW | 1 pc | 10 pcs | pc | 11,29 |
| 821094 | | | Lead pencil griffix Neon Black, for lefthanders | NEW | 1 pc | 10 pcs | pc | 11,29 |

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



Cardboard box



Hanging folding box

| Item no. | EAN | Color | Item code | | Delivery unit | Warehouse unit | Price for | RRP in € |
|--|-----|-------|---|--|---------------|----------------|-----------|----------|
| Ink pen griffix - Step 3 of the four-stage learning-to-write system | | | | | | | | |
| Display | | | | | | | | |
| 605366 | | | Display ink pens griffix, 12 pieces Content: | | NEW | 1 PAC | 1 PAC | PAC |
| 820424 | | | Ink pen griffix Lovely Pink, for righthanders | | | 3 pcs | | pc 11,49 |
| 821049 | | | Ink pen griffix Sweet Berry, for righthanders | | | 3 pcs | | pc 11,49 |
| 820448 | | | Ink pen griffix Neon Fresh Blue, for righthanders | | | 3 pcs | | pc 11,49 |
| 821001 | | | Ink pen griffix Neon Black, for righthanders | | | 3 pcs | | pc 11,49 |
| Folding box | | | | | | | | |
| 820424 | | | Ink pen griffix Lovely Pink, for righthanders | | NEW | 1 pc | 390 pcs | pc 11,49 |
| 821049 | | | Ink pen griffix Sweet Berry, for righthanders | | NEW | 1 pc | 390 pcs | pc 11,49 |
| 820448 | | | Ink pen griffix Neon Fresh Blue, for righthanders | | NEW | 1 pc | 390 pcs | pc 11,49 |
| 821001 | | | Ink pen griffix Neon Black, for righthanders | | NEW | 1 pc | 390 pcs | pc 11,49 |
| 820431 | | | Ink pen griffix Lovely Pink, for lefthanders | | NEW | 1 pc | 390 pcs | pc 11,49 |
| 821063 | | | Ink pen griffix Sweet Berry, for lefthanders | | NEW | 1 pc | 390 pcs | pc 11,49 |
| 820455 | | | Ink pen griffix Neon Fresh Blue, for lefthanders | | NEW | 1 pc | 390 pcs | pc 11,49 |
| 821025 | | | Ink pen griffix Neon Black, for lefthanders | | NEW | 1 pc | 390 pcs | pc 11,49 |
| Folding box with Euro hole | | | | | | | | |
| 820486 | | | Ink pen griffix Lovely Pink, for righthanders | | NEW | 1 pc | 10 pcs | pc 11,49 |
| 821032 | | | Ink pen griffix Sweet Berry, for righthanders | | NEW | 1 pc | 10 pcs | pc 11,49 |
| 820462 | | | Ink pen griffix Neon Fresh Blue, for righthanders | | NEW | 1 pc | 10 pcs | pc 11,49 |
| 820998 | | | Ink pen griffix Neon Black, for righthanders | | NEW | 1 pc | 10 pcs | pc 11,49 |
| 820493 | | | Ink pen griffix Lovely Pink, for lefthanders | | NEW | 1 pc | 10 pcs | pc 11,49 |
| 821056 | | | Ink pen griffix Sweet Berry, for lefthanders | | NEW | 1 pc | 10 pcs | pc 11,49 |
| 820479 | | | Ink pen griffix Neon Fresh Blue, for lefthanders | | NEW | 1 pc | 10 pcs | pc 11,49 |
| 821018 | | | Ink pen griffix Neon Black, for lefthanders | | NEW | 1 pc | 10 pcs | pc 11,49 |

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



Cardboard box



Hanging folding box



Packaging is FSC certified.

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



Standard counter display for space-saving presentation





| Item no. | EAN | Color code | Item code | Delivery unit | Warehouse unit | Price for | RRP in € |
|---|-----|------------|--|---------------|----------------|-----------|----------|
| Fountain pen griffix - Step 4 of the four-stage learning-to-write system | | | | | | | |
| Display | | | | | | | |
| 605373 | | | Display fountain pens griffix, 12 pieces Content: | NEW | 1 PAC | 1 PAC | PAC |
| 820240 | | | Fountain pen griffix Lovely Pink, for righthanders | | 2 pcs | pc | 16,69 |
| 820264 | | | Fountain pen griffix Sweet Berry, for righthanders | | 2 pcs | pc | 16,69 |
| 809160 | | | Fountain pen griffix Neon Fresh Blue, for righthanders | | 2 pcs | pc | 16,69 |
| 820288 | | | Fountain pen griffix Neon Black, for righthanders | | 2 pcs | pc | 16,69 |
| 805612 | | | Fountain pen griffix Blueseas, for righthanders | | 2 pcs | pc | 16,69 |
| 805674 | | | Fountain pen griffix Green, for righthanders | | 2 pcs | pc | 16,69 |
| Folding box | | | | | | | |
| 820240 | | | Fountain pen griffix Lovely Pink, for righthanders | NEW | 1 pc | 390 pcs | pc 16,69 |
| 820264 | | | Fountain pen griffix Sweet Berry, for righthanders | NEW | 1 pc | 390 pcs | pc 16,69 |
| 809160 | | | Fountain pen griffix Neon Fresh Blue, for righthanders | | 1 pc | 390 pcs | pc 16,69 |
| 820288 | | | Fountain pen griffix Neon Black, for righthanders | NEW | 1 pc | 390 pcs | pc 16,69 |
| 805612 | | | Fountain pen griffix Blueseas, for righthanders | | 1 pc | 390 pcs | pc 16,69 |
| 805674 | | | Fountain pen griffix Green, for righthanders | | 1 pc | 390 pcs | pc 16,69 |
| 820257 | | | Fountain pen griffix Lovely Pink, for lefthanders | NEW | 1 pc | 390 pcs | pc 16,69 |
| 820271 | | | Fountain pen griffix Sweet Berry, for lefthanders | NEW | 1 pc | 390 pcs | pc 16,69 |
| 809177 | | | Fountain pen griffix Neon Fresh Blue, for lefthanders | | 1 pc | 390 pcs | pc 16,69 |
| 820295 | | | Fountain pen griffix Neon Black, for lefthanders | NEW | 1 pc | 390 pcs | pc 16,69 |
| 805629 | | | Fountain pen griffix Blueseas, for lefthanders | | 1 pc | 390 pcs | pc 16,69 |
| 805681 | | | Fountain pen griffix Green, for lefthanders | | 1 pc | 390 pcs | pc 16,69 |
| Folding box with Euro hole | | | | | | | |
| 820301 | | | Fountain pen griffix Lovely Pink, for righthanders | NEW | 1 pc | 10 pcs | pc 16,69 |
| 820325 | | | Fountain pen griffix Sweet Berry, for righthanders | NEW | 1 pc | 10 pcs | pc 16,69 |
| 820363 | | | Fountain pen griffix Neon Fresh Blue, for righthanders | NEW | 1 pc | 10 pcs | pc 16,69 |
| 820349 | | | Fountain pen griffix Neon Black, for righthanders | NEW | 1 pc | 10 pcs | pc 16,69 |
| 821179 | | | Fountain pen griffix, for righthanders, ass. c. | NEW | 1 pc | 10 pcs | pc 16,69 |
| 820318 | | | Fountain pen griffix Lovely Pink, for lefthanders | NEW | 1 pc | 10 pcs | pc 16,69 |
| 820332 | | | Fountain pen griffix Sweet Berry, for lefthanders | NEW | 1 pc | 10 pcs | pc 16,69 |
| 820370 | | | Fountain pen griffix Neon Fresh Blue, for lefthanders | NEW | 1 pc | 10 pcs | pc 16,69 |
| 820356 | | | Fountain pen griffix Neon Black, for lefthanders | NEW | 1 pc | 10 pcs | pc 16,69 |

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.



The **ergonomic erasers** make mistakes disappear in a flash.



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



Available in **Neonfresh Blue.**

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



Available in **Neonfresh Blue.**

griffix accessory packaging options

Hanging folding cardboard box:

- Spare caps for rollerball and learn-to-write fountain pens
- Rollerball pen cartridges
- Large-scale fountain pen cartridges
- Pencil lead dispenser boxes



All packaging is FSC®-certified.



Refills



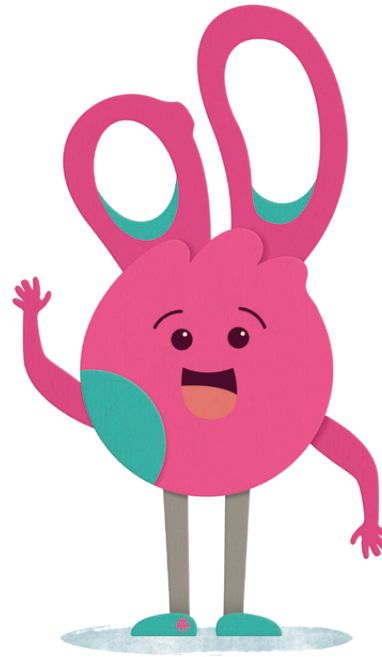
10-piece boxes



| Item no. | EAN | Color | Item code | Delivery unit | Warehouse unit | Price for | RRP in € |
|--|-----------------|-------|---|-------------------|----------------|-----------|----------|
| Accessories/Refills four-stage learning-to-write system griffix | | | | | | | |
| Refills | | | | | | | |
| 960583 | 4 012700 960580 | | Giant ink cartridge griffix 4001 GTP/5 royal blue in etui | 10 ET | 480 ET | ET | 2,59 |
| 960559 | 4 012700 960559 | | Giant ink cartridge griffix 4001 GTP/5 royal blue in etui | 8 ET | 160 ET | ET | 4,79 |
| 960567 | 4 012700 960566 | | Ink pen refill griffix 4001 GTP/5 royal blue in etui | 10 ET | 720 ET | ET | 3,39 |
| 960575 | 4 012700 960573 | | Ink pen refill griffix 4001 GTP/5 royal blue on blister card | 8 ST | 160 ST | ST | 5,79 |
| 960476 | 4 012700 960474 | | Lead pencil refill griffix, refills in etui in carton | 10 ET | 1260 ET | ET | 2,09 |
| 960492 | 4 012700 960498 | | Lead pencil refill griffix, refills in etui on blister card | 8 pcs | 160 pcs | pc | 3,29 |
| Accessories | | | | | | | |
| 701129 | 4 012700 701121 | | Sharpener griffix A1B/B Oceanblue | NEW 10 pcs | 320 pcs | pc | 3,69 |
| 621904 | 4 012700 621900 | | Eraser Pelikan griffix R1 B/B blue | 10 pcs | 320 pcs | pc | 3,69 |
| Spare parts | | | | | | | |
| 821155 | 4 012700 821157 | | Replacement cap griffix fountain pen, Neon Fresh Blue, in cardboard box with Eurohole | NEW 1 pc | 120 pcs | pc | 4,49 |
| 821162 | 4 012700 821164 | | Replacement cap griffix ink pen, Neon Fresh Blue, in cardboard box with Eurohole | NEW 1 pc | 120 pcs | pc | 3,29 |

School scissors, round

Parents and teachers want quality scissors at school that are both **durable and sturdy**. **Ergonomics** and easy handling for children are of the utmost importance. With its griffix® school scissors, Pelikan provides a **high-quality product** that helps promote fine motor skills in children.



In trendy colour combinations

The **smiling face** indicates the **right grasp**.

Soft grip for comfortable cutting

With personalisable name tag



Robust blades
three times harder than steel
thanks to titanium nitride coating

Ergonomic grip for a secure grasp.
Optimum support for ergonomic holding.



Right- and left-handed versions available.



Colour options

14 cm



Hanging try-me card



Special packaging for online channels



Label



Standard counter display for space-saving presentation.

| Item no. | EAN | Color code | Item code | Delivery unit | Warehouse unit | Price for | RRP in € |
|---------------------------------------|-----|------------|---|---------------|----------------|-----------|----------|
| School scissors griffix, round | | | | | | | |
| Display | | | | | | | |
| 605397 | | | Display school scissors griffix, round, 12 pieces content: | NEW | 1 PAC | 1 PAC | PAC |
| 819022 | | | School scissors griffix Lovely Pink, right | | 4 pcs | | pc 4,89 |
| 803649 | | | School scissors griffix blue, right | | 5 pcs | | pc 4,89 |
| 803656 | | | School scissors griffix blue, left | | 3 pcs | | pc 4,89 |
| Loose items | | | | | | | |
| 819022 | | | School scissors griffix Lovely Pink, for righthanders | NEW | 3 pcs | 180 pcs | pc 4,89 |
| 803649 | | | School scissors griffix blue, for righthanders | | 3 pcs | 180 pcs | pc 4,89 |
| 803656 | | | School scissors griffix blue, for lefthanders | | 3 pcs | 180 pcs | pc 4,89 |
| Try-me card | | | | | | | |
| 819114 | | | School scissors griffix Lovely Pink, for righthanders | NEW | 5 pcs | 150 pcs | pc 4,89 |
| 803502 | | | School scissors griffix blue, for righthanders | | 5 pcs | 150 pcs | pc 4,89 |
| 803519 | | | School scissors griffix blue, for lefthanders | | 5 pcs | 150 pcs | pc 4,89 |
| 819084 | | | School scissors griffix Lovely Pink und blue assorted colours, for righthanders | NEW | 6 pcs | 150 pcs | pc 4,89 |
| Online packaging | | | | | | | |
| 819121 | | | School scissors griffix Lovely Pink, for righthanders | NEW | 5 pcs | 150 pcs | pc 4,89 |
| 819145 | | | School scissors griffix blue, for righthanders | NEW | 5 pcs | 150 pcs | pc 4,89 |
| 819169 | | | School scissors griffix blue, for lefthanders | NEW | 5 pcs | 150 pcs | pc 4,89 |

School scissors, pointed

The griffix school scissors with a **pointed blade** are designed especially for children who **already know how to cut**. The blades are a little bit longer for greater precision and detail while cutting. Outstanding ergonomics, **easy handling and high-quality craftsmanship** are also par for the course with our pointed-blade scissors.



Soft grip for comfortable cutting

The smiling face indicates the right grasp.



Left- and right-handed versions available.

With personalisable name tag

Max

Pelikan  griffix®

Ergonomic grip for a secure grasp. Optimum support for ergonomic holding.

Robust blades three times harder than steel thanks to titanium nitride coating



Colour options



15 cm



Hanging try-me card



Special packaging for online channels



Label



Standard counter display for space-saving presentation.

| Item no. | EAN | Color code | Item code | Delivery unit | Warehouse unit | Price for | RRP in € |
|---|-----|------------|---|---------------|----------------|-----------|----------|
| School scissors griffix, pointed | | | | | | | |
| Display | | | | | | | |
| 605380 | | | Displayschool scissors griffix, pointed, 12 pieces content: | NEW | 1 PAC | 1 PAC | PAC |
| 819039 | | | School scissors griffix Sweet Berry, right | | 3 pcs | | pc 4,89 |
| 810272 | | | School scissors griffix Neon Fresh Blue, right | | 3 pcs | | pc 4,89 |
| 819015 | | | School scissors griffix Neon Black, right | | 3 pcs | | pc 4,89 |
| 810296 | | | School scissors griffix Neon Fresh Blue, left | | 2 pcs | | pc 4,89 |
| 819046 | | | School scissors griffix Neon Black, left | | 1 pcs | | pc 4,89 |
| Folding box | | | | | | | |
| 819039 | | | School scissors griffix Sweet Berry, for righthanders | NEW | 3 pcs | 180 pcs | pc 4,89 |
| 810272 | | | School scissors griffix Neon Fresh Blue, for righthanders | | 3 pcs | 180 pcs | pc 4,89 |
| 819015 | | | School scissors griffix Neon Black, for righthanders | NEW | 3 pcs | 180 pcs | pc 4,89 |
| 810296 | | | School scissors griffix Neon Fresh Blue, for lefthanders | | 3 pcs | 180 pcs | pc 4,89 |
| 819046 | | | School scissors griffix Neon Black, for lefthanders | NEW | 3 pcs | 180 pcs | pc 4,89 |
| Try-me card | | | | | | | |
| 819107 | | | School scissors griffix Sweet Berry, for righthanders | NEW | 5 pcs | 150 pcs | pc 4,89 |
| 810241 | | | School scissors griffix Neon Fresh Blue, for righthanders | | 5 pcs | 150 pcs | pc 4,89 |
| 819060 | | | School scissors griffix Neon Black, for righthanders | NEW | 5 pcs | 150 pcs | pc 4,89 |
| 819091 | | | School scissors griffix, assorted colours, for righthanders | NEW | 6 pcs | 150 pcs | pc 4,89 |
| 810265 | | | Schulschere griffix Neon Fresh Blue, for lefthanders | | 5 pcs | 150 pcs | pc 4,89 |
| 819176 | | | Schulschere griffix Neon Black, for lefthanders | NEW | 5 pcs | 150 pcs | pc 4,89 |
| Online packaging | | | | | | | |
| 820585 | | | School scissors griffix Sweet Berry, for righthanders | NEW | 5 pcs | 150 pcs | pc 4,89 |
| 820905 | | | School scissors griffix Neon Fresh Blue, for righthanders | NEW | 5 pcs | 150 pcs | pc 4,89 |
| 819077 | | | School scissors griffix Neon Black, for righthanders | NEW | 5 pcs | 150 pcs | pc 4,89 |
| 820592 | | | School scissors griffix Neon Fresh Blue, for lefthanders | NEW | 5 pcs | 150 pcs | pc 4,89 |

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.

Our compass actively helps **geometry beginners** as they venture out into the world of circles, shapes and perspectives.

Design

- Child-friendly shape **without corners** or points
- Perfect for beginners
- Unique **design** with sturdy double legs
- Comfortable-to-the-touch, **non-slip coating**
- One-of-a-kind, registered design that only Pelikan has

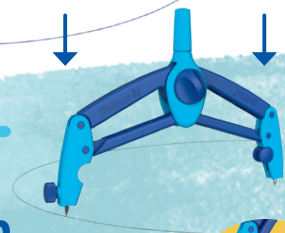
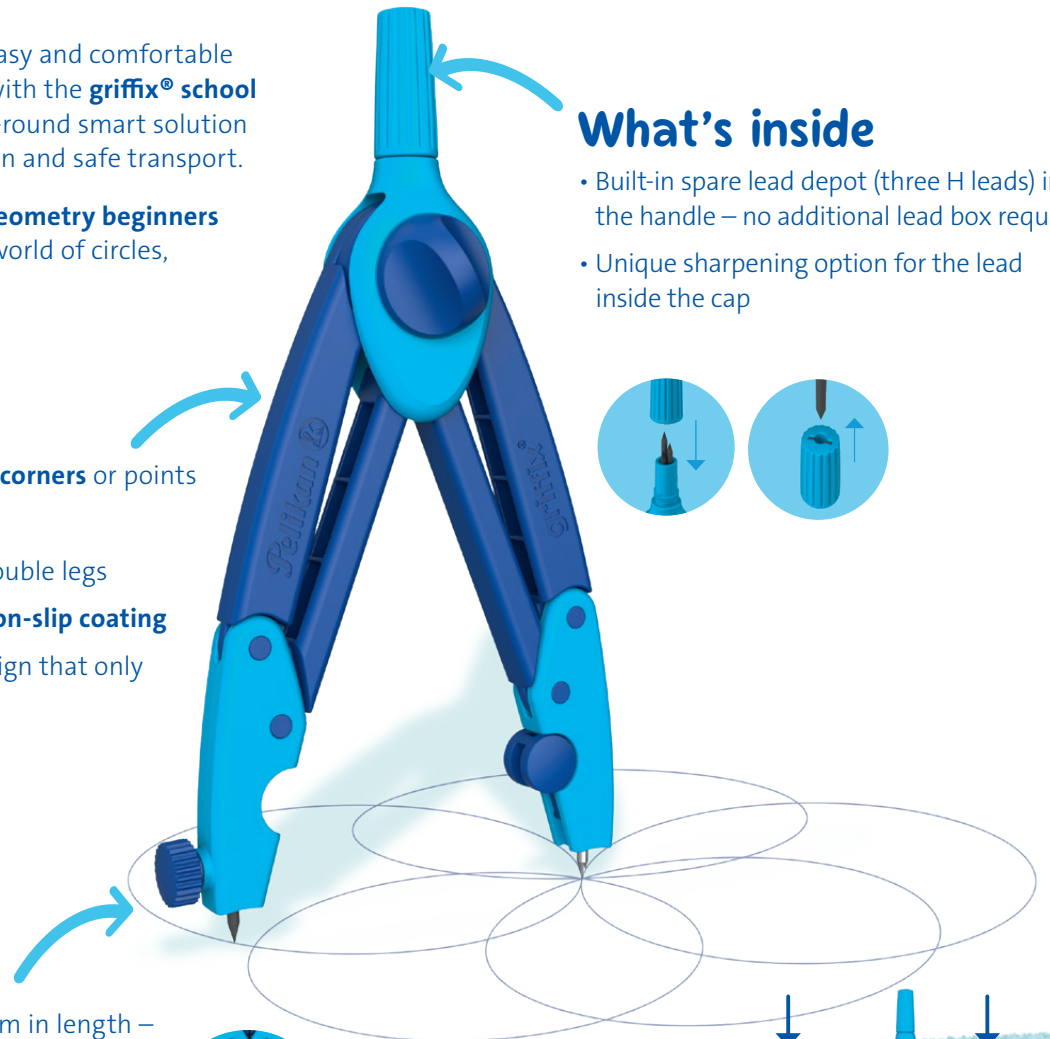
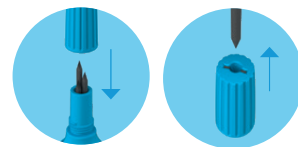
Transport

- 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



What's inside

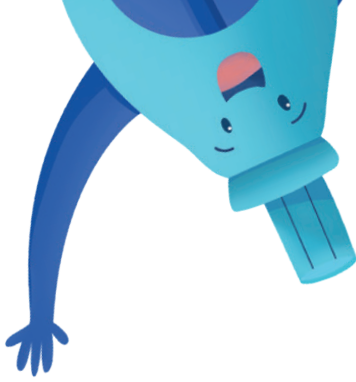
- Built-in spare lead depot (three H leads) in the handle – no additional lead box required
- Unique sharpening option for the lead inside the cap



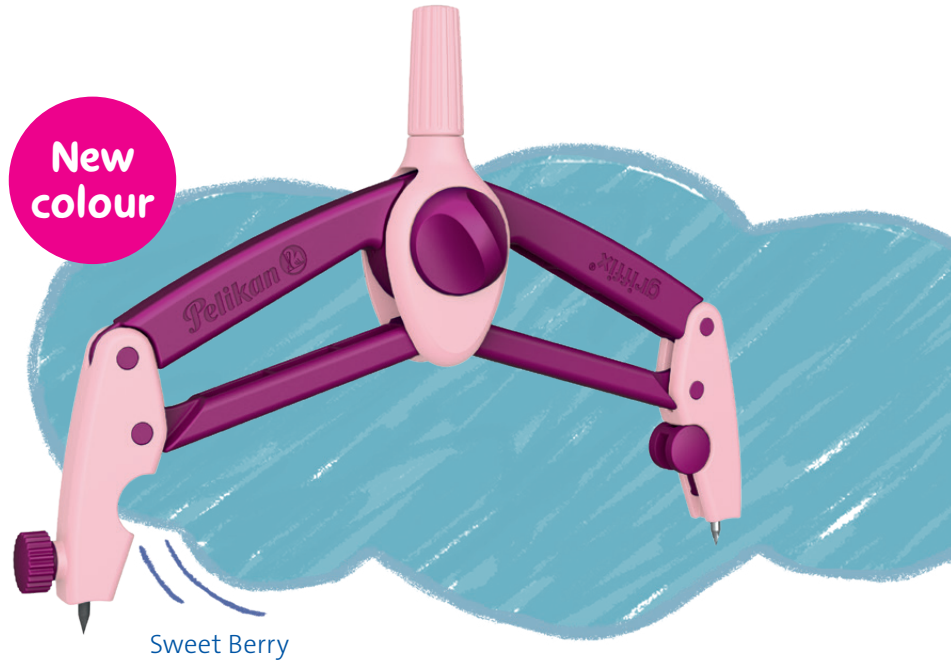
Precision

- **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





New colour



Sweet Berry



Cardboard hanging folding box



Loose items with label



Standard counter display for space-saving presentation

| Item no. | EAN | Color code | Item code | Delivery unit | Warehouse unit | Price for | RRP in € |
|-----------------------------------|-----|------------|--|------------------|----------------|-----------|----------|
| School compass griffix | | | | | | | |
| Display | | | | | | | |
| 605519 | | | Display school compass griffix, 12 pieces content: | NEW 1 PAC | 1 PAC | PAC | |
| 700979 | | | School compass griffix Sweet Berry | 4 pcs | | pc | 12,59 |
| 700887 | | | School compass griffix blue | 5 pcs | | pc | 12,59 |
| Loose items | | | | | | | |
| 700979 | | | School compass griffix Sweet Berry | NEW 3 pcs | 210 pcs | pc | 12,59 |
| 700887 | | | School compass griffix blue | 3 pcs | 210 pcs | pc | 12,59 |
| Folding box with Euro hole | | | | | | | |
| 700955 | | | School compass griffix Sweet Berry | NEW 4 pcs | 80 pcs | pc | 12,59 |
| 700818 | | | School compass griffix blue | 4 pcs | 80 pcs | pc | 12,59 |

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.

1

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

2



3

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



Standard counter display

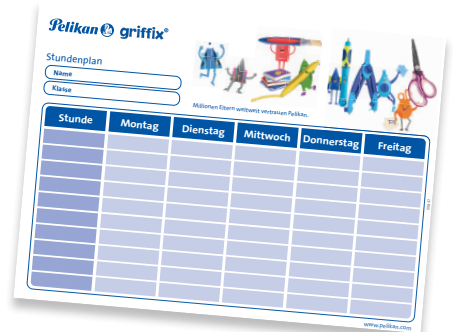


| Item no. | EAN | Color code | Item code | Delivery unit | Warehouse unit | Price for | RRP in € |
|-----------------------------------|-----|------------|--|---------------|----------------|-----------|----------|
| School brushes griffix | | | | | | | |
| Display | | | | | | | |
| 603232 | | | Display school brushes griffix, 12 pieces content: | 1 PAC | 1 PAC | PAC | |
| 700740 | | | School brush griffix size 12 bristle red | 4 pcs | | pc | 3,09 |
| 700757 | | | School brush griffix size 6 bristle blue | 4 pcs | | pc | 2,89 |
| 700771 | | | School brush griffix size 6 hair yellow | 4 pcs | | pc | 2,89 |
| 700764 | | | School brush griffix size 10 hair green | 4 pcs | | pc | 3,09 |
| 700788 | | | School brush griffix size 10 cat tongue orange | 4 pcs | | pc | 3,09 |
| Loose items | | | | | | | |
| 700740 | | | School brush griffix size 12 bristle red | 3 pcs | 807 pcs | pc | 3,09 |
| 700757 | | | School brush griffix size 6 bristle blue | 3 pcs | 807 pcs | pc | 2,89 |
| 700771 | | | School brush griffix size 6 hair yellow | 3 pcs | 807 pcs | pc | 2,89 |
| 700764 | | | School brush griffix size 10 hair green | 3 pcs | 807 pcs | pc | 3,09 |
| 700788 | | | School brush griffix size 10 cat tongue orange | 3 pcs | 807 pcs | pc | 3,09 |
| Folding box with Euro hole | | | | | | | |
| 700726 | | | School brushes set griffix 3 pieces (12 bristle, 6 bristle, 6 hair) + ribbon | 5 pcs | 75 pcs | pc | 8,39 |
| 700733 | | | School brushes set griffix 5 pieces (all 5 variants) + ribbon | 5 pcs | 75 pcs | pc | 13,49 |

NEW

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.



Large-scale eye-catchers

New and improved **class schedules** designed to match the griffix range are available for 2022. This popular promotional tool has a lasting impact. Kids just love the cute stickers on the back!



Window decoration

Trying is believing



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.



A4 table display

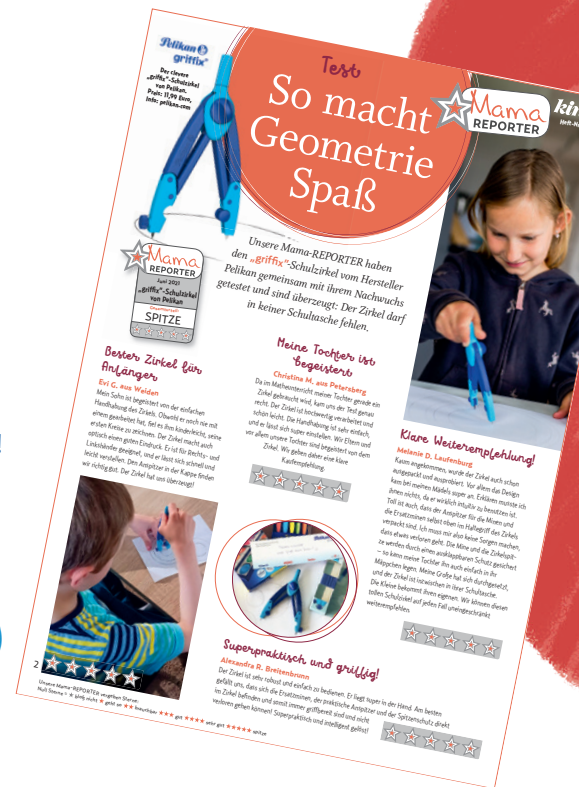


A tester station offers the perfect way to round out any presentation of the griffix® writing instruments.

High-impact griffix campaign

A large-scale advertising campaign will support griffix sales throughout 2022. 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.



| | March | April | May | June | July | August | September | October |
|-----------------------|-------|-------|-----|------|------|--------|-----------|---------|
| Product launch | | | | | | | | |
| TV campaign | | | | | | | | |
| Decorations | | | | | | | | |
| Additional placements | | | | | | | | |
| Social Media | | | | | | | | |
| PR/Print/Online | | | | | | | | |

griffix product range presentation

Present the griffix product range in a compact, attractive display on your sales floor! You can choose from two options: with packaged goods in environmentally friendly, appealing hanging folding boxes, or unpackaged goods in triangular displays.

NEW

Attractive displays


Displays available from May 2022




With hanging folding boxes – dimensions (W x H x D): approx. 60 x 195 x 40 cm



With unpackaged goods in triangular displays – dimensions approx. (W x H x D): ca. 60 x 195 x 40 cm

| Item no. | EAN | Item code | Delivery unit | Price for | RRP in€ |
|------------------------------------|---|---|---------------|-----------|---------|
| Display griffix with hanging items | | | | | |
| Display | | | | | |
| 605670 |  | Easyflex Display griffix hanging items | 1 PAC | PAC | |
| 820547 | | Lead pencil griffix Neon Fresh Blue, for righthanders | 4 pcs | pc | 11,29 |
| 820561 | | Lead pencil griffix Lovely Pink, for righthanders | 4 pcs | pc | 11,29 |
| 821032 | | Ink pen griffix Sweet Berry, for righthanders | 4 pcs | pc | 11,49 |
| 820998 | | Ink pen griffix Neon Black, for righthanders | 4 pcs | pc | 11,49 |
| 820301 | | Fountain pen griffix Lovely Pink, for righthanders | 4 pcs | pc | 16,69 |
| 820325 | | Fountain pen griffix Sweet Berry, for righthanders | 4 pcs | pc | 16,69 |
| 820349 | | Fountain pen griffix Neon Black, for righthanders | 4 pcs | pc | 16,69 |
| 820363 | | Fountain pen griffix Neon Fresh Blue, for righthanders | 4 pcs | pc | 16,69 |
| 819084 | | School scissors griffix round Lovely Pink and blue assorted colours, for righthanders | 6 pcs | pc | 4,89 |
| 819091 | | School scissors griffix, pointed assorted colours, for righthanders | 10 pcs | pc | 4,89 |
| 700979 | | School compass griffix Sweet Berry | 4 pcs | pc | 12,59 |
| 700887 | | School compass griffix blue | 4 pcs | pc | 12,59 |
| 700832 | | Wax crayons Pelikan griffix, 8 colours | 6 ET | ET | 6,79 |
| 700733 | | School brushes set griffix with 5 brushes (all 5 variants) + ribbon | 6 pcs | pc | 13,49 |
| 960559 | | Giant ink cartridge griffix 4001 GTP/5 royal blue in etui | 12 ET | pc | 4,79 |
| 960575 | | Ink pen refill griffix 4001 GTP/5 royal blue on blister card | 6 pcs | pc | 5,79 |
| 701129 | | Sharpener griffix A1B/B Oceanblue | 4 ST | pc | 3,69 |

| Item no. | EAN | Item code | Delivery unit | Price for | RRP in € |
|----------------------------------|---|--|---------------|-----------|----------|
| Display griffix with loose items | | | | | |
| Display | | | | | |
| 605687 |  | Easyflex Display griffix, loose items | 1 PAC | PAC | |
| 605373 | | Display fountain pen griffix 12 pieces, assorted, for right handers | 1 PAC | PAC | 200,28 |
| 605366 | | Display ink writer pen griffix 12 pieces, assorted, for right handers | 1 PAC | PAC | 137,88 |
| 605496 | | Display lead pencil griffix 12 pieces, assorted, for right handers | 1 PAC | PAC | 135,48 |
| 605519 | | Display school compass griffix, 9 pc, assorted colours | 1 PAC | PAC | 113,31 |
| 605397 | | Display school scissors griffix round, 12 pc, assorted colours | 1 PAC | PAC | 58,68 |
| 605380 | | Display school scissors griffix pointed, 12 pc, assorted colours | 1 PAC | PAC | 58,68 |
| 700832 | | Wax crayons Pelikan griffix, 8 colours | 6 ET | ET | 6,79 |
| 700733 | | School brushes set griffix with 5 brushes (all 5 variants) + ribbon | 6 pcs | pc | 13,49 |
| 960559 | | Giant ink cartridge griffix 4001 GTP/5 royal blue in etui | 6 ET | ET | 4,79 |
| 960575 | | Ink pen refill griffix 4001 GTP/5 royal blue in folding box with Euro hole | 6 ST | ST | 5,79 |

griffix shelf presentation

To promote cross-selling of the griffix family, we recommend **presenting the products together**. Displaying all of the members of the griffix product family next to each other at the POS makes it more likely that loyal customers who trust griffix will pick out additional products.

The new packaging design helps keep shelves looking tidy while providing helpful guidance on the product family.

Proper presentation helps buyers find what they are looking for while increasing sales and keeping customers happy.

Promote
cross-
selling

