





# Get maximum marketing value of your promotional pen

Ingli Sweden has developed a concept that we call PenValue and the purpose is to raise awareness of the value of the promotional pen. It is also a measure of how well suited a promotional pen is to its message, purpose, target group, and area of use relative to its price and the sender's graphic identity. Even a cheap pen can have a high PenValue if it is purchased for the right purpose and use.

In our PenValue-guide we explain the concept and how to choose a pen with maximum PenValue. The guide will help you understand how promotional pens can become an effective and vital marketing channel for you. It discusses both how to build a brand and generate new business. How can you get maximum value out of your pen?

## Consider the following factors when choosing promotional pens for your business:

- Graphic identity: Does it reflect your brand?
- **Message:** What do you really want to say?
- Recipients: What do they want/need?
- Purpose: What do you want to achieve?
- Function: Usability is appreciated!
- Quality and Enviroment: Think sustainable!
- Industry: Adapt for the right business area!
- Quantity: One pen for each meeting?
- Colour and Design: Convey the right feeling!
- Time: Get the most profitable deal!

Take the opportunity to learn more, be inspired and develop your marketing by downloading the PenValue Guide at: Inglisweden.com





# How to find the right pen for your purposes

Ingli Sweden celebrates over 40 years in helping companies strengthen their brands by using printed pens. On our website, www.inglisweden.com, you can easily find the right pen for your purposes and requirements. There we offer over 1000 pen models in different price ranges, colours and designs with various functions.

The main thing to remember is that a promotional pen should reflect your brand in both design and function and that the highest "PenValue" (advertising value) will be achieved only when you have a well planned purpose of use.

#### Always feel free to contact us for help!

If you are having trouble choosing or cannot find what you are looking for please feel free to contact us. We will be glad to guide you, whether you need inspiration, advice or want help finding the right promotional pen for your company.

#### 3 TIPS WHEN ORDERING PROMOTIONAL PENS

- **1. Choosing the right pens** Choose a pen that reflects the graphic identity. Of course, the colour is important here, but also consider the shape of the pen in combination with the logo. For example, a round logo is not suitable for a thin pen with a small printing area. Also consider material and function! Should the pen be eco-friendly, should it write with a certain type of ink or have push- or twist mechanism?
- **2. Number of pens** Promotional pens only fulfill their true purpose when they are given away! The average lifespan of a promotional pen is 8 months and during that time it changes owner 3-4 times. If you are unsure of how many pens to order, a smart rule can be "one pen for every personal meeting". What also affects is the price per piece. In general; the more pens you order, the lower the price.
- **3. Time** Think through and plan ahead for purpose and use. Try to set aside enough time to to ensure that your promotional pens will provide the highest possible value. Lack of time more often tends to result in the conclusion of bad deals and disappointing experiences.



## Always up-to-date information, quick and simple!

We are committed to always give you as up-to-date information as possible which is why we have provided all products in this year's catalogue with QR codes that will lead you straight to the product on our website. Basic product information and price examples are of course still available in the catalogue for you to quickly form an idea of the product.

Most mobile phones today have built-in functionality for reading QR codes directly in the camera app. All you have to do is point the camera at the code and a link will appear on the screen. However, on older mobiles and some android phones, you may need to download a special app to do this.



#### **CONTENT:**

## INGLÍ

Our own Swedish brand for a series of promotional pens that stand for innovation, quality and writing performance. INGLI pens are stylish, affordable and effective messengers.

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erga

Ergas range includes a variety of stylish, high quality pens designed specially to make room for your customized and personalized communication.

**PAGE 16-19** 



BIC is a family-owned, world-leading company in writing materials. For more than 60 years, BIC has provided the market with high-quality, innovative and reliable pens.

PAGE 28-31



Fisher Space Pen has revolutionized the pen industry by it's unique cartridge solution, which made it possible to use a ballpoint pen in outer space for the first time in 1968.

PAGE 46-47

## MONTBLANC

Montblanc is a world-leading brand of truly





In the Stilolinea range you will find functional pens in elaborate design with many printing possibilities. The pens are made of high quality, glossy ABS plastic that is non-toxic.

**PAGE 8-11** 



Pilot is one of the world's leading manufacturers of writing instruments. The brand is well-known for developing innovative pen solutions for different purposes.

**PAGE 20-23** 



Economy is our budget range. Here we have gathered affordable and popular pens from different parts of the world, which are kept on stock in larger numbers for quick deliveries.

PAGE 32-37



Cross is America's oldest and largest manufacturer of exclusive wrinting instruments. The brand stands for classic design and elegance and all pens have a lifetime warranty.

PAGE 48-49



Maxema offers stylishly designed highquality promotional pens. The pens are available in a large number of colours for you to find one that suits your brand.

PAGE 12-15

#### (a) BALLOGRAF.

Ballograf is the only Swedish manufacturer of pens. With its carefully selected materials Ballograf guarantee high quality and sustainability of their products.

PAGE 24-27

## Premium

In our Premium range, quality and writing comfort are the most important values. This chapter includes affordable, popular metal pens as well as more exclusive gift pens.

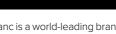
PAGE 40-45



Parker is a well-known and exclusive brand that offers a high quality range of beautifully designed fountain pens, ballpoint- and rollerball pens.

PAGE 50-51





exclusive writing instruments. The range consists of high-quality pens and lifestyle products in an elegant, timeless design.

PAGE 52-53

# INGLI

## **Swedish Design**

INGLI is our own Swedish brand for a series of promotional pens that stand for innovation, quality and writing performance. Many pen models have also been designed with inspiration from mathematics and technology. Some examples of this are Quattro with its four different functions, Phi drawn in proportion to the golden ratio and our latest release Excel which was inspired by the calculation program with the same name.

## Stylish messengers

The INGLI pens are specifically designed to be stylish, affordable and effective messengers. The range includes models in varying styles in order to accommodate different situations. The pens also have different functions and characteristics, each of which adds something extra to your advertising message. All models provide generous printing areas and are delivered with our own refill of the highest quality. The INGLI brand was launched in 2008, but the company was founded as early as 1980, so it is with both passion and experience that we design our pens.

YOU WILL FIND ALL PENS FROM INGLI HERE



























FOR MORE PRICES AND MORE INFORMATION:

**1MORE EXTRA** 10100-0027

► Clear clip

▶ Blue ink



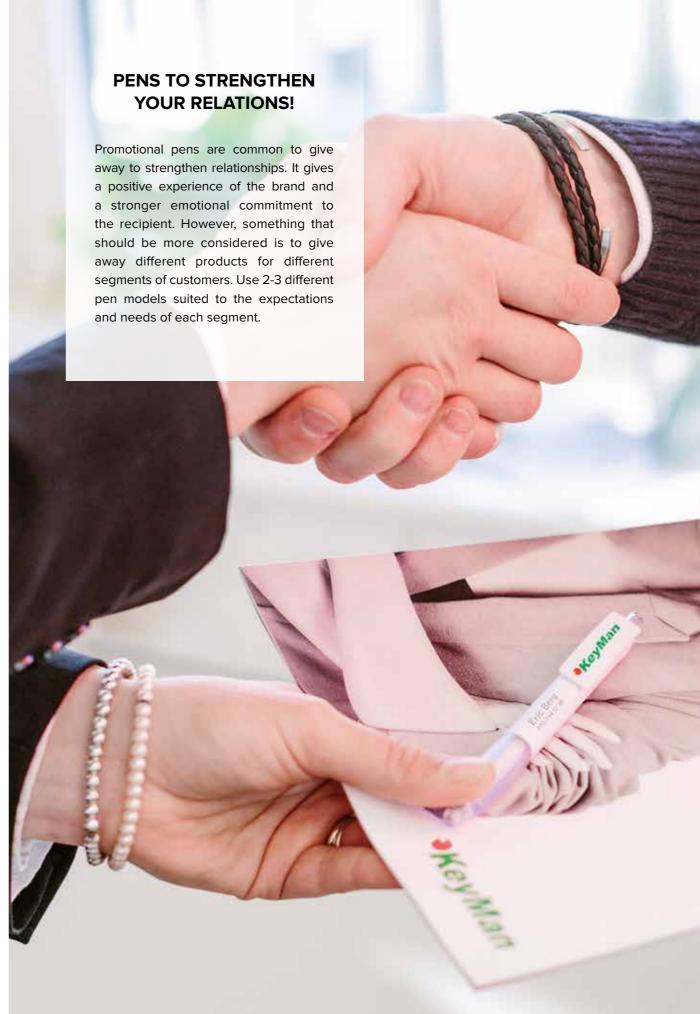
## **1MORE**







All price examples above refer to approximate prices at the specified quantity, 1-colour print included. Set up cost is € 57. VAT and Freight costs are excluded. Complete price information and printing options on www.inglisweden.com.





## Pens "Made in Italy"

Stilolinea was founded in the early 1970s and, since its origin, has focused on maintaining its "Made in Italy" guarantee. The production is carried out at San Mauro Torinese, in a modern plant which extends over 9000m2. There, all stages of the production are performed, from the mould construction, the moulding of plastic materials to the assembly of the pens, through the use of fully automated machinery before the products final inspection. All processes are quality and environmental certified by ISO-9001:2015 and ISO-14001:2015.

## **Function and Design**

In the Stilolinea range you will find functional pens in elaborate designs with many printing possibilities. The pens are made of high quality, glossy ABS plastic that of course is non-toxic and and free from harmful additives. All the refills are always with a one-year warranted duration. Stilolinea also offers some of the most popular eco-pens on the market, made of a special patented plastic from Nature-Works. All pens in the assortment can be assembled in custom colour combinations for orders of at least 5000pcs or alternatively specially made in your own PMS colour with moq of 10000pcs.



YOU WILL FIND ALL PENS FROM STILOLINEA HERE







## **RAJA**



**S45** 







- ► Solid pen body in PLA (Bio-plastic)
- ▶ Rubberized grip

► Eco-labeling on clip



► Frosted pen body in PLA (Bio-plastic) ► Eco-labeling on clip

NatureWorks

Stilolinea's PLA plastic is manufactured by Nature Works. It is eco certified, biodegradable and compostable at temperatures above 60°C.

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## Change is a choice

To change means to choose responsible, sustainable consumption that prefers quality to quantity and raw materials from recovery chains. The use of recycled materials reduces the emission of greenhouse gases and production usually requires less energy compared to manufacturing from non-renewable sources. However, a sustainable alternative does not have to mean aesthetic compromises. In Maxema's new eco range you will find well-designed pens of high quality in eight shades inspired by the colours of nature. This is where their change for more environmentally aware consumption begins.

#### THE PENS:

Designed and produced entirely in Italy using only high quality Italian and German raw materials.

#### THE PLASTIC:

Top quality, non-toxic ABS, highly resistant to knocks and sudden changes in temperature, of excellent glossiness and colour stability, free from dangerous substances such as lead, mercury, chrome and cadmium.

#### THE COATING:

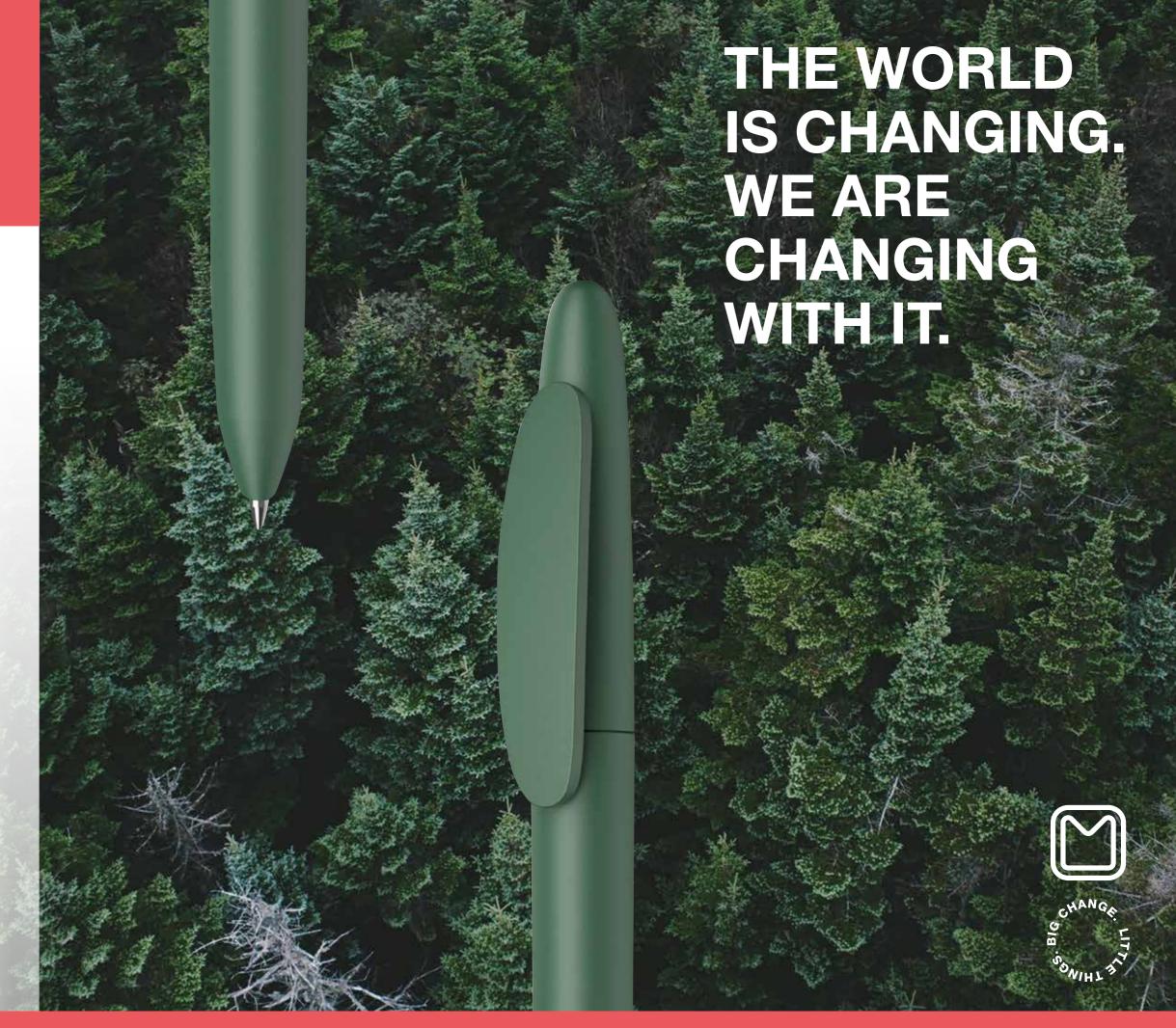
Four layers of coating for perfect sealing and free of toxic substances.

#### THE INK:

Only German, non-toxic Documental ink (ISO 12757-2), conforms to European (REACH) and American (TSCA) directives. The refills in the pens are Jumbo refills which can write for up to 2500m and X-20 for up to 2000m.









- ▶ 100% recycled ABS





## PURE MATT EXTRA

- incl. 1-colour print 500 pcs

14









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#### Italian works of art since 1968

Erga is an Italian manufacturer of pens with 50 years of experience in promotion. Through research and and a strong desire to constantly evolve Erga has successfully managed to take a position at the vanguard of production and automated personalization technologies. All production processes are of course in accordance with the EEC standards.

## Focus on personalization

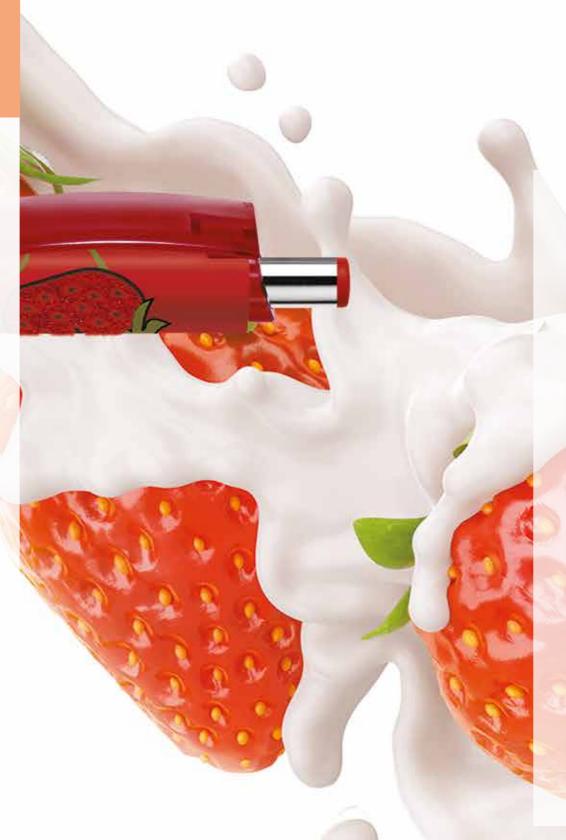
The range includes a variety of stylish, high quality pens designed specially to make room for your customized and personalized communication.

#### 360° Communication

Pens are everywhere, even nice and good quality ones, but the most important thing in a pen is the way you use it to communicate. Communication techniques have changed. In a world where everything goes fast it is important to stand out and offer an experience. Ergas's 360° Communication offers a combination of visual, tactile and textual elements that transmit your message with utmost efficacy. Images are processed 60,000 times faster than texts and if we can address another sense, like feeling, we can achieve even greater success. Choose from the printing techniques: Texture, Digitaly, I-Light and Velvet.

YOU WILL FIND ALL PENS FROM ERGA HERE





## Communication 3<sup>[6]</sup>0

## Upgrade your visibility



#### **PATTERN**

A pattern printed with or without text in one or more colours from the Pantone scale. The rotating screen print is realized before the pen assembly which allows you to customize the whole pen barrel, even under the clip. The printed pattern creates a personal impression and immediate attention.



#### DIGITALY

Digital transfer: Digitaly is the digital printing technique that enables you to reproduce photographic images to the smallest detail. The result is a detailed image for a high-impact communication on a pen that will certainly not go unnoticed. Also with this technique, the entire pen surface can be used for your personalization.



#### **I-LIGHT**

Raised 3D print: The I-Light technique gives your communication greater impact and emotion, having your logos and graphics reproduced with a thickness that is perceivable by touch. Moreover, it enhances the high brilliance of UV colours by alternating lights and shades.



#### **VELVET**

Velvet print: With this technique, you can create velvety logos or other designs in one bright colour. The soft touch gives you a truly unique promotional pen that is both visible and tactile. Velvet can also be combined with other 360° techniques to realise multicolour creations.

## E-VENTI.





**E-SPACE** 





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# 3 tips to gain maximum effect of your communication

Promotional pens are one of the most top performing marketing channels when it comes to attention and recognition, but there are still ways to boost the communication for maximum effect. Although the advertising space on pens is quite small, it is rarely used entirely. Many companies choose to simply print their brand and web address, which of course is important from a brand-building perspective, but why not take the opportunity to communicate something more when you have the chance? A pen is like any ad why you should take advantage of its full potential. Call to action or ask a question to get more interesting. Surely you have something to say that can attract more attention.

## Choose a printing technique that appeals to many senses!

The more senses you are able to attract with your communication the better. With 360° communication it becomes possible to communicate with more than just texts and symbols. With this technique you can add both visual and tactile elements and allows you to customize the whole pen barrel. By choosing this type of printing technique, you can enhance your messages in a very attractive and effective way.

## Here's how to create your own unique 360° communication pen:

- 1. Start with your message. What does your logo look like? Does it have any graphic elements that can be picked up in a 360 design? Maybe there is a picture or a particular pattern associated with your business? Think about what you want to convey both in text and in the form of feeling.
- **2. Select the pen.** The pen models available for 360 communication are marked in this chapter with a 360 symbol. Choose the one that best suits your message. If the logo is large, you may choose a pen with larger clip. If you want a more luxurios feeling, you may choose a pen with details in chrome. Use standard colours or make your own combinations of colours and details.
- **3. Wich 360 techniques do you want to use?** Base the decision on the message and the feeling you want to convey. Is a visual result enough or do you want a 3D effect so that the print also gives a tactile experience?
- **4. Send us your logo** in high resolution and in vector, together with your possible toughts and ideas, and we will shortly get back to you with quotation and a couple of diffrent print sketches.



## Innovative pen solutions

Pilot is one of the world's oldest and leading manufacturers of writing instruments, well-known for developing innovative pen solutions for different purposes. Through investments in research and an expertise in chemical engineering, Pilot has developed several ink technologies revolutionary for the market. One of them being the thermosensitive ink included in the popular FriXion range. To secure the production and minimize the environmental impact, Pilot's factories are ISO 14001 certified.

## En 100-årig historia!

The first Pilot pens were launched in Japan in 1918 by Ryosuke Namiki, marine engineer and professor at the Tokyo Merchant Marine College. The success was soon a fact and within the course of 8 years, foreign offices were opened in London, New York, Shanghai and Singapore. Today, Pilot pens are available worldwide and the company can proudly celebrate over 100 years of pen production.



YOU WILL FIND ALL PENS FROM PILOT HERE







## **ACROBALL**





- ▶ 0,7mm ballpoint ▶ Blue ink
- ► Metal clip
- ▶ Rubberized grip







250 pcs

- ► Recycled plastic ► Easy-flow ink in same colour as the grip
- ▶ Pen with grey grip has black or blue ink



All price examples above refer to approximate prices at the specified quantity, 1-colour print included. Set up cost is € 57. VAT and Freight costs are excluded. Complete price information and printing options on www.inglisweden.com.



## **Swedish manufacturer**

Ballograf is the only Swedish manufacturer of pens. Production started in 1945 in a garage in Gothenburg and today they produce over 4 million ballpoint pens and pencils every year, mainly to the office supplies market.

## **Sustainability and warranty**

With its carefully selected materials Ballograf guarantee high quality and sustainability of their products. The original refill contains a documental safe ink, certified by Swedish Archive with a writing length of at least 8000 m, which is 4 times longer than an average refill. In addition all models have a lifetime warranty on the push mechanism.

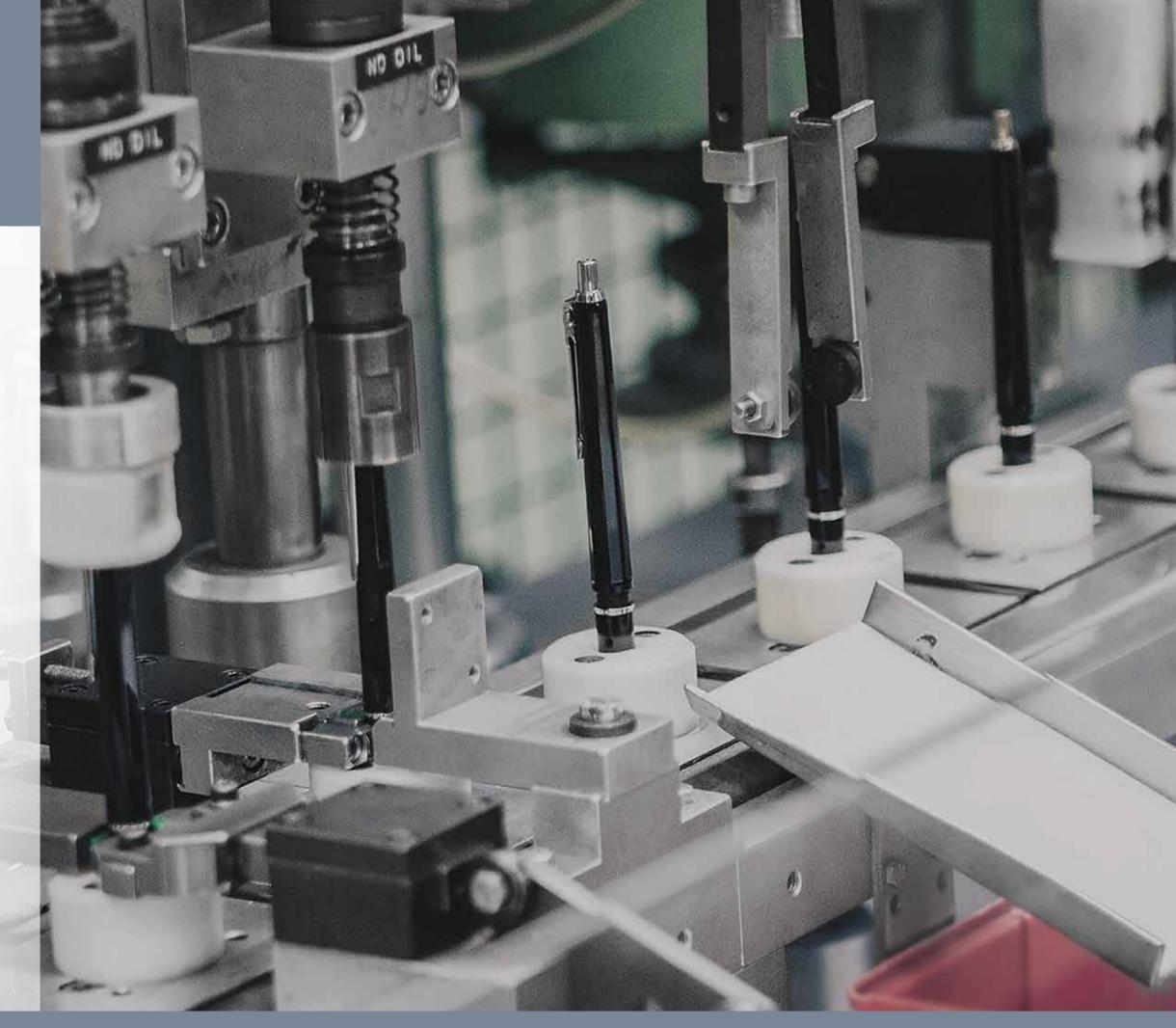
## Award winning design

Ballograf's true classic Epoca has an award winning, elaborate design and has been produced since the early 60's. Over the years Epoca P and Epoca Deskset have become immensely popular all over the world. Today they are almost as much appreciated as fashion accessories as enjoyable pens.

YOU WILL FIND ALL PENS FROM BALLOGRAF HERE









- ▶ Documental Safe ink, ISO 11798
- ► Writing length 8000m
- ▶ Lifetime warranty on mechanism
- ▶ Chrome details
- ▶ Print on the upper or lower part



**EPOCA P LUXE** 

- ▶ Gold-coloured details▶ Documental Safe ink, ISO 11798
- ► Suitable for gold printing





© *BALLO* 

► Lifetime warranty on mechanism



**EPOCA RECYCLED** 

▶ Recycled plastic from Stena Recycling ▶ Documental Safe ink, ISO 11798

**EPOCA GRIP** 







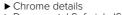
All price examples above refer to approximate prices at the specified quantity, 1-colour print included. Set up cost is  $\in$  57. VAT and Freight costs are excluded. Complete price information and printing options on www.inglisweden.com.



**RONDO** 

**RONDO CLASSIC** 





▶ Documental Safe ink, ISO 11798

▶ Print on barrel or clip

**RONDO SOFT** 



CLASSIC/SOFT €4,50/pc ncl. 1-colour print



- ▶ Rubberized softsilk surface
   ▶ Print or engraving on clip
   ▶ Documental Safe ink, ISO 11798

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## World-leading & familiy-owned

BIC is a family-owned, world-leading company in writing materials. For more than 60 years, BIC has provided the market with high-quality, simple, innovative and reliable solution. Solutions for everyone everywhere and all times.

## Well-known classics

BIC's first product; ballpoint pen BIC Cristal, was launched in France, December 1950 by Marcel Bich. The quality and affordable price of the BIC Cristal ballpoint pen quickly made it popular among a growing number of consumers. 1959 Bic enters the Scandinavian market. Bic has, over the years, launched several well-known pen classics such as Bic M10 (1956) and Bic 4 Colour (1970) and today they have approximately 4 million distributors worldwide.

YOU WILL FIND ALL OUR PENS FROM BI( HERE





## BIC MATIC ECOLUTIONS \_\_\_\_\_





## **BIC MEDIA CLIC BIO**





## **BIC 4 COLORS**



All price examples above refer to approximate prices at the specified quantity, 1-colour print and set-up cost included. VAT and Freight costs are excluded. Complete price information and printing options on www.inglisweden.com.

## **EVOLUTION ECOLUTION CUT PENCIL**





## **EVOLUTION ECOLUTION ERASER PENCIL**





- ► Wood-free, synthetic resin
- ▶ 46% recycled material
- ► Medium hard lead (HB)
- ▶ Optional colour on eraser and ferrule





#### Create a customer-unique product with BIC BritePIX

**Evolution Ecolution Pencil** (Cut & Eraser) can be printed with BIC BritePIX; A circular digital print which is an affordable alternative for creating a customer-unique product. More info and prices are available at inglisweden.com



€0,90/pc

ncl. 1-colour print 500 pcs



All price examples above refer to approximate prices at the specified quantity, 1-colour print and set-up cost included. VAT and Freight costs are excluded. Complete price information and printing options on www.inglisweden.com.

# Economy

## **Affordable messengers**

Economy is the name of our budget range. Here we have gathered affordable messengers produced in different parts of the world, by reliable manufacturers and under strictly supervised production. The range includes some of our most popular promotional pens and pens with different functions. From ball-point pens, pencils and touch pens to eco-friendly alternatives - all with one thing in common; good quality at a low price.

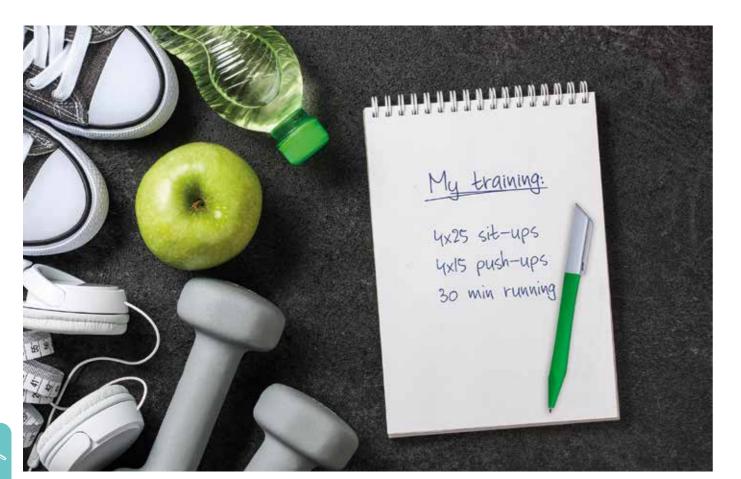
## Large stock and fast deliveries

Most of our Economy pens have a price range below € 1,00/pc. The models are kept stock in a larger number of selected colours to enable fast deliveries. Many pen models can also be ordered in your own PMS colour at MOQ 5000-10000 pcs.



YOU WILL FIND ALL OUR E(ONOMY PENS HERE





## **CURLICUE**





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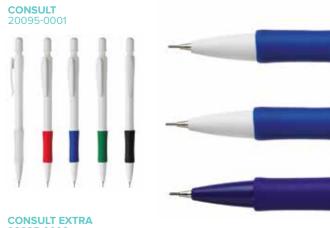


## **CARLTON**

**DART** 



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## **CONGRESS**







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**TIMMERMAN** 



## **PET PEN**



#### **PET PEN PENCIL** 20014-0113





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## Special production: Customized pens at reasonable prices

We know that promotional pens are an affordable and efficient media for advertising, but how well they serve their purpose depends on how we make them communicate. Just like in all marketing, it's all about visibility and sharing an experience. But how is that possible since there are so many promotional pens out there? It's a cliché, but true, that you must be unique and stand out from the crowd if you want to reach out with your message. The standard selection of pens on the market is extensive so you will not have any trouble finding one in the right colour and shape that suits your brand. However, this means that many other companies will be sharing the same pen as you.

Thanks to custom production, we are able to develop pens in all shapes and colours and with a multitude of functions. There are actually no limits to what you can do – if you're yearning for a carrot-shaped pen in a particular shade of orange, we can help.

#### Pens in your own PMS-colour

But custom production needn't be quite so advanced. If you can plan ahead of time, this is also a very cost-effective option for large-volume orders. Thanks to delivery straight from the factory, we can offer lower prices on more or less all the pens in our standard range. Most of our standard pens can also be customised with your own PMS colour.

#### Minimum quantities:

The minimum quantities for custom-colour plastic pens vary from 5,000 to 10,000 pieces depending on the model. The minimum quantity for metal pens is 5,000 pieces. Custom combinations of standard colours are usually available at even lower volumes.



#### Customised packaging

In addition, we can produce customised packaging for your pens. A nice and simple option is our Paper Case, which is available in a custom design when ordering just 100 pieces. Other packaging includes custom cases, boxes, shop display units, blister packs, and other displays. Pen accessories such as note books, folders, and the like can also be produced.

More about Special production on inglisweden.com

# 7 situations where promotional pens have great value

There are situations and marketing purposes for which promotioanal pens are especially useful. To explain this, we have written a guide where we describe the value of promotional pens in 7 different situations. The purpose is to inspire and assist sales and marketing professionals to see new potential applications where promotional pens can add value to both brand and customers.

#### In the guide we list the following 7 situations:

#### 1. Pen give away in face-to-face encounters

Profile products, such as promotional pens, are highly appreciated why it should be obvious to give them away in meetings with other people.

#### 2. Pens increases sales and help seal the deal

A promotional pen does not usually seal a deal directly, but rather helps the process. It is all about ensuring that the pen finds its way to the right person, in the right place, at the right time.

#### 3. Pens to enhance an experience

We know that a gift can enhance an experience and leave the recipient with positive feelings about your encounter.

#### 4. Pens for brand-building

An effective and stylish promotional pen has a long service life and can actually be used daily by the one who has received it.

#### 5. Pens to increase your conversion rate

Did you know that the motivation for conversion is dramatically increased if the call to action is first communicated by physical advertising, for example through promotional pens?



#### 6. Pens to improve customer satisfaction

In order to get more satisfied customers, you should always strive for positive customer experiences and try to exceed your customer's expectations at every opportunity given.

#### 7. Pens to strengthen relations in different segments

Your customers expect different things from you depending on what relations you have. That's why we recommend that you treat your customers differently. Even when it comes to promotional pens.

Take the opportunity to learn more about the value of promotional pens in different situations. Read our guide to better understand and have easier to plan for different applications in your own organisation.

Download the complete guide at: inglisweden.com

## Premium

## **Quality and comfort**

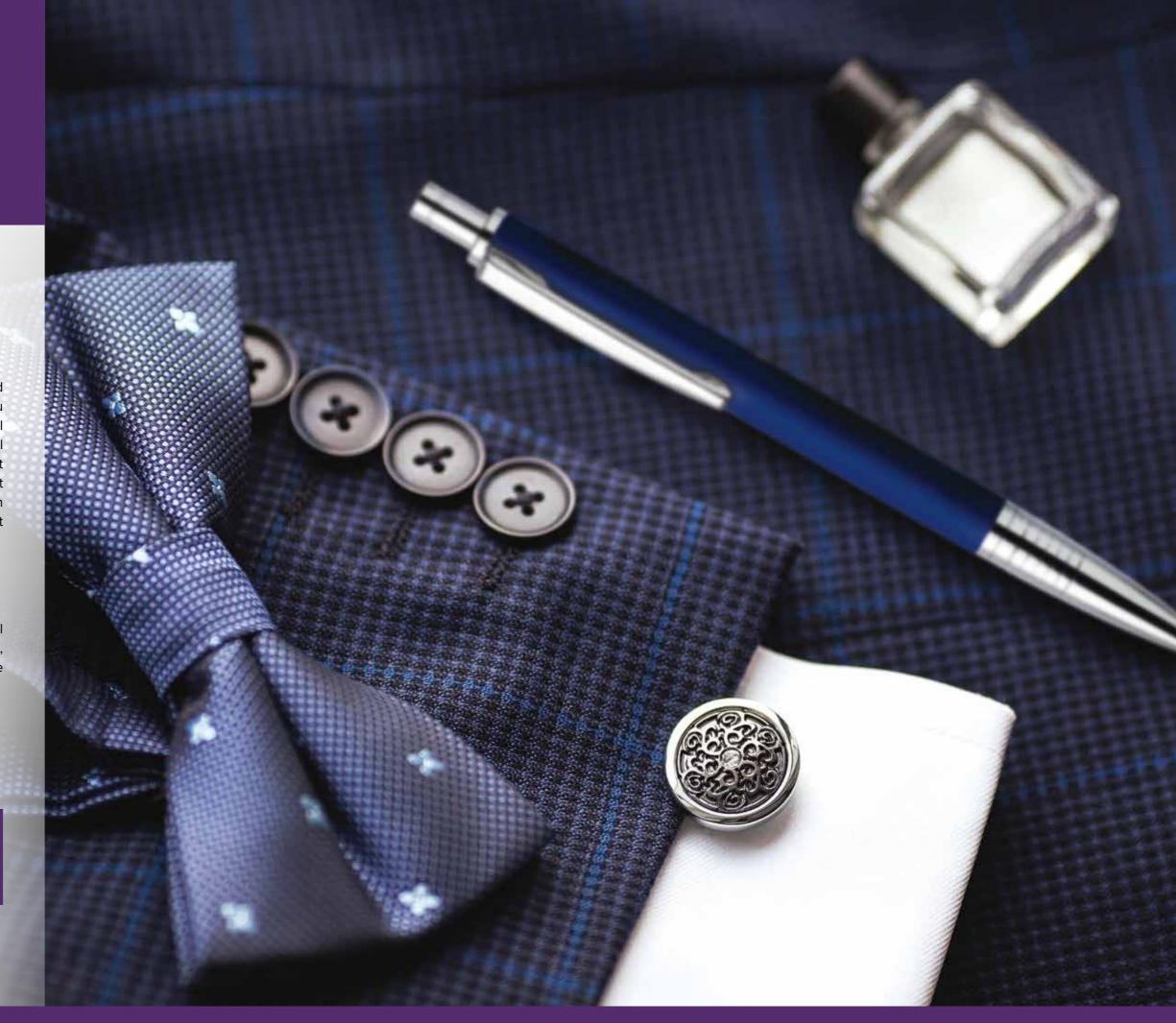
For the pens in our Premium range, quality and feeling are the most important values. Here you will find our most affordable and popular metal pens along with more exlusive gift pens. Several pen models can preferably be delivered as a set to include different types of pens, such as ballpoint pens, fountain- and rollerball pens. This, as the pen type and refill often play an important role when it comes to writing comfort.

## Stylish gift boxes

All Premium pens printed or engraved by us will be delivered free of charge in stylish Paper Cases, but other cases and gift boxes are also available in the assortment.

YOU WILL FIND ALL OUR
PREMIUM PENS HERE







## **HEMINGWAY**

Preminm





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QUINTO \_\_\_\_\_





## **VENETO**





## **MILANO**





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## HILTON \_\_\_\_\_









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## **BUSINESS**







BUSINESS BALLPOINT 20075-0003 K12



**BUSINESS PENCIL** 20075-0003 P12



All price examples above refer to approximate prices at the specified quantity, 1-colour print or engraving included. Set up cost is € 57.

VAT and Freight costs are excluded. Complete price information and printing options on www.inglisweden.com.

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Preminm



## First ballpoint pen in space

Fisher Space Pen was founded by Paul C. Fisher in 1967. 20 years earlier, Fisher revolutionized the pen industry by the invention of a refillable cartridge, but it was his creation of the sealed, pressurized ink cartridge that literally took the company all the way into space!

As the world began to explore our universe, Fisher realized that there was no pen that could function in the alternating icy cold and boiling hot vacuum of space. Fisher's unique cartridge solution, which was patented in 1965, made it possible to use a ballpoint pen in space for the first time.

## **Unique writing properties**

But the sealed, gas-pressurized cartridge has proved to be very useful here on earth as well. The refill is providing a steady ink flow and is guaranteed to write on most surfaces at all angles, under water and regardless of weather or temperature. In addition, the ink lasts three times longer than the average pen and does not dry out in over a hundred years. All in all, this allows Fisher to offer some of the most advanced writing instruments in the world.



YOU WILL FIND ALL OUR PENS FROM FISHER HERE











- ▶ 1,1 mm ballpoint, black ink ▶ Pressurized cartridge
- Raw brass





### BULLET



- ▶ Pressurized cartridge
- ▶ Black lacquered- or chrome-plated brass

### **BULLET CLIP**



- ▶ Pressurized cartridge
- ▶ Detachable clip in chrome or black metal.

## **AG7**\_\_\_







- ▶ 1,1 mm ballpoint, black ink
- ▶ Pressurized cartridge ► Chrome-plated brass
- ▶ Push mechanism with side button to release the cartridge



Gas Thixotropic ink in a plug hermetically sealed cartridge



#### THE ORIGINAL **SPACE PEN FROM 1968**

AG7 was the first pen ever to be used in outer space. It debuted on the 1968 Apollo 7 mission and has been on all NASA-manned spaceflights since then.

All price examples above refer to approximate prices at the specified quantity, engraving included. Set up cost is € 57. VAT and Freight costs are excluded. Complete price information and printing options on www.inglisweden.com.

## CROSS



Cross stands for classic design and elegance. The company was founded in 1846 by Richard Cross and Edward W. Bradbury and has since become America's oldest and largest manufacturer of exclusive writing instruments. For many years, Cross has been the official supplier of pens to the White House in the United States. The company also cooperates with other large and world-renowned brands such as Ferrari and Disney.

## **Lifetime warranty**

Cross motto has always been to manufacture elegant and long lasting pens why all pens in the range have a lifetime warranty.

YOU WILL FIND ALL OUR PENS FROM (ROSS HERE





## CLASSIC CENTURY \_\_\_\_\_







## CLASSIC CENTURY SET \_\_\_\_\_





All price examples above refer to approximate prices at the specified quantity, engraving included. Set up cost is € 57. VAT and Freight costs are excluded. Complete price information and printing options on www.inglisweden.com.



#### **Passion and innovation**

In 1888 George Parker patented his first leak-proof fountain pen. With over a century of experience, passion and pioneering innovation, Parker is today a world-leading brand of exclusive writing instruments.

## **Design and quality**

Parker has a wide range of beautifully designed fountain pens, ballpoint- and rollerball pens. The iconic Parker arrow has become a world-famous symbol synonymous with high class and quality. The arrow still adorns the clip on most Parker pens.

With many years of commitment to quality, Parker ensures that each pen delivers the best writing experience when it matters most. All pens in the range have a 2-year warranty.



PENS FROM PARKER HERE





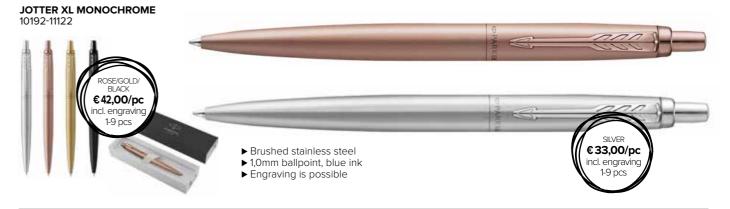
## URBAN MUTED BLACK \_\_\_\_\_











All price examples above refer to approximate prices at the specified quantity, engraving included. Set up cost is € 57. VAT and Freight costs are excluded. Complete price information and printing options on www.inglisweden.com.

## A successful story

The successful story of Montblanc takes us over 100 years back in time to 1906. That was the year that the German engineer August Eberstein started manufacturing fountain pens to sell to traders in Berlin and Hamburg. The following year, he was joined by investors Johannes Voss and Max Koch, which enabled him to open his own production. The Montblanc brand was registered in 1910 and since 1913 the pens have been adorned with the iconic Montblanc symbol. It consists of a six-pointed star with rounded tips that symboliz the six valleys of Mount Blanc.

## **Iconic design**

In 1924, the reservoir pen "Meisterstück" was launched. Over the years it has become immensely popular and well-known, a true design icon! Today, however, the brand is not only associated with elegant writing instruments. Montblanc is also known for its exclusive watches and leather goods, made in Switzerland and Florence. By combining fine European craftsmanship with classic design and refined creation, Montblanc can offer a high-quality range of lifestyle products within the Fine Living category.









## **MEISTERSTÜCK**





## MEISTERSTÜCK GOLD PLATED CLASSIQUE ROLLER

40497-2890 B2Ö



- ► Length 137mm, weight 24g
- ▶ 0,7mm rollerball, black ink ▶ Pen body in black resin
- ▶ Gold-plated details in 23,3 carats

## MEISTERSTÜCK PLATINUM LINE MIDSIZE BALLPOINT

40497-4185 B1Ö



- ▶ 1,0mm ballpoint, black ink ▶ Pen body in black resin
- ▶ Platinum details

## MEISTERSTÜCK GOLD COATED LEGRAND BALLPOINT

40497-0456 B2Ö



- ▶ Pen body in black resin
- ▶ Gold-plated details in 23,3 carats

## **STARWALKER**

STARWALKER METAL/RESIN



All price examples above refer to approximate prices at the specified quantity, diamond engraving with gold- or silver filling included. Set up cost is € 282. VAT and Freight costs are excluded. Complete price information on www.inglisweden.com.

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# Our work for sustainability!

Ingli Sweden is striving for sustainable business. The key areas of sustainability is environment, employment, human rights, anti-corruption and responsible leadership. Our corporate responsibility is in especially three areas: economic, social and environmental. We have chosen a strategy that is based on the fact that we are part of the problem, which means we can also become part of the solution towards sustainable development. We are constantly working to integrate sustainability in our operations as well as in the products and services we offer.

#### **Code of Conduct**

We support the guidelines of United Nations' Global Compact and accept our responsibility regarding human rights of those affected by our activities as well as our responsibility to contribute to sustainable development in society. We have established a social code of conduct that applies to our own operation and in the relationship with suppliers of products and services. The code is a natural part of our work

## SUSTAINABILITY FOR (URRENT AND FUTURE GENERATIONS!

and describes among others the legal requirements and demands of working conditions, working and living environment. Contact us if you want to take part of our documentation.

We think it is important that our operation leave as little impact on the environment as possible. This is achieved by making environmental demands to our suppliers and being aware of our own deficiencies. Our main activities right now are to:

- Most of our new products are eco-friendly and we try to guide our customers in making sustainable choices
- We optimize our transports to reduce the environmental impact, eg. we cotransport goods from Asia by boat. It is important to realize that shipping is an essential part in purchasing sustainable products.
- We economise our resources and have the highest possible level of recycling.
- We use 100% renewable energy.

Of course we also comply with applicable environmental laws and constantly work to reduce our impact on the environment.

Ingli Sweden wants to extend its responsibility beyond that required by law. This is why we have chosen to become certified within the framework of ISO quality and environmental management standards in accordance with ISO 9001:2015 and ISO 14001:2015. Our quality-and environmental management system helps us meet the challenges we face and take advantage of the opportunities with which we are presented. We want to contribute to the long-term, sustainable development of our planet and the people that live here, both current and future generations. The work we have started together is something we take great pride in. It is a task that will never end, but the fact that we are working together towards achieving a more sustainable future is a source of joy and commitment.

Our overall, long-term quality goal is to continually act to reduce quality deficiencies and raise the quality of our products and services while our environmental goal is to increase the proportion of products made from materials with less environmental impact.

## Our range of Eco pens

The environment is one of our most important sustainability issues. We offer a wide range of eco pens made from materials that are better for the environment from a sustainability perspective.

#### It should be easy to make the right choice

Our ambition is to provide and constantly expand our eco range of promotional pens. It is our responsibility to inform about which pens are better for the environment and try to steer our customers and partners towards more eco-friendly alternatives. It should be easy to make the right choice.

#### Materials with less environmental impact

In our range, we have a variety of pens made of materials with less environmental impact compared to traditional, new produced plastic. For example, we offer promotional pens made of:

#### - Ingeo® PLA, biodegradable

Our pens in PLA are made of a patented and environmentally certified material from NatureWorks called Ingeo®. Ingeo® PLA is extracted from renewable raw materials, such as plant fibres and lactic acid, and has unique properties that are not found in traditional plastics. The material is biodegradable and compostable at temperatures above 60°C so that it can re-enter the natural cycle. Also, the production of PLA requires only one-third of the energy needed for the manufacture of ordinary ABS plastic.

#### - Recycled ABS

ABS is a sustainable and durable plastic with a nice lustre that works great to recycle. The advantages of plastic recycling are many. Pens of recycled ABS are a good environmental choice as it contributes, among other things, to reduced new production of plastic and the utilization of non-renewable raw materials.



## BE SURE TO MAKE THE RIGHT (HOI(E!

#### - rPET, recycled PET-plastic

Promotional pens made from recycled rPET plastic are constantly increasing on the market. It is a light and strong plastic that is very durable. rPET is made of 100% recycled PET bottles and can be reused for new products many times. rPET plastic is not environmentally friendly in itself, but it does have less impact. As with all plastic recycling, manufacturing in rPET also contributes, for example, to reduced waste disposal and reduced oil dependency.

#### Recycled paper

Recycled paper is, from an environmental point of view, generally a better material than plastic. Among other things, plastic production releases considerably more greenhouse gases than the corresponding paper production. Also, production with recycled paper swallows considerably less energy. To recycle paper and use for manufacturing other products also contribute to resource-efficient production and reduced waste, which is necessary for our circular economy.

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# Quality, creativity and 40 years of experience in printing pens.

For over 40 years, Ingli Sweden has provided the market with printed promotional pens. It was in 1980 that the founder Jaan Ingel got the idea to start a small printing business for advertising products together with his family in his own basement in Täby, north of Stockholm. His vision was clear. To make long lasting relations and create value by offering his customers creativity, knowledge, service and quality. A strong vision that lives on in the company even until this day.

Today Ingli Sweden is the largest dedicated pen supplier on the Swedish promotional product market. With a large stock of pens in different varieties and our own printing house, we can offer a great deal of options and short delivery times. Ingli Sweden also have the agencies for some of the largest pen manufacturers in the world and have several well-known brands such as Stilolinea, Maxema, Cross, Parker, Montblanc, Bic, Pilot and Ballograf in our assortment. Pens are our passion and our main goal is to make all people aware of the value you get by giving pens.



