

Schneider  Write it

”

Honest appreciation in
the palm of your hand:
Feels good.



Novelties 2023

Promotional writing instruments

Introduction



In times of climate change, crises and political conflicts, it is good to be able to rely on constants. To trust in our almost 90 years of experience as a manufacturer of high-quality writing instruments: because advertising with Schneider or equipping your own employees with our products means relying on brand quality „Made in Germany“. We are rooted in this tradition, but it is innovation that allows our company to prosper. So we are particularly proud that we can offer you an increasingly sustainable range – since last year even climate-neutral. Did you already know that we are the only supplier of a (promotional) ballpoint pen that is certified with the "Blue Angel"? In this brochure you can find out more about the "Blue Angel" eco-label, our resource-saving materials and many exciting new products. Best of all, you can now also find all the information online on our new website at www.schneiderpen-promotion.com

”

Do you have any questions about our products?

My team and I are happy to help you personally.

Klaus Broghammer

Head of Sales Promotional writing instruments
+49 (0) 7729 - 888 124
promotion@schneiderpen.de

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Sustainability in practice

Schneider's headquarter in Schramberg-Tennenbronn in the Black Forest.



Production: EMAS certified

We stand for quality „Made in Germany“ – produced at two locations in the Black Forest and the Harz Mountains. This close proximity to nature is the reason why we are particularly committed to it. Resource conservation, climate protection, waste avoidance, energy efficiency and the exclusive use of renewable energies are just a few of the many examples of our consistently lived sustainability orientation. We are the only writing instrument manufacturer to meet the requirements of the world's most demanding environmental management system EMAS (<https://ec.europa.eu/>) at all our production sites. And that is just one of the steps on our way: #theschneiderway



The production site in Wernigerode/Harz.



www.schneiderpen-promotion.com

To find out more about our climate protection projects: visit www.climatepartner.com & enter ClimatePartner ID 53739-2110-1001.



All production sites have been certified in accordance with the strict environmental management system EMAS since 1998.



59,200

beeches

Our compensation payments for unavoidable emissions – invested in a certified climate protection project in the Amazon region – correspond to the annual CO₂ commitment of the above-mentioned number of beech trees.

Our product range: completely climate-neutral

We are constantly working to become even more sustainable. However, there are limits to our influence, e.g. with regard to processes at suppliers or production itself. That is why we have commissioned ClimatePartner to record unavoidable CO₂ emissions: this enables us to compensate for all remaining unavoidable emissions by investing in the Pará climate/forest protection project in the Brazilian Amazon. We are proud to be able to offer you our complete range of promotional writing instruments climate-neutral.



Our commitment: sustainable and international

Forests store CO₂, are home to numerous species and are one of the foundations of human life. However, they are being severely degraded, among other things through deforestation and clearing. In order to preserve forests in the long term, forest conservation projects have therefore been initiated worldwide – often in tropical marsh forests, primary rainforests and mangroves. These forests store a particularly large amount of carbon per hectare. We support the protection of the sensitive ecosystem of the Amazon and at the same time contribute with our investments to the UN Sustainable Development Goals (SDGs).

Determined thinking and acting



With campaigns such as a collection of used mobile phones, a project for wild bee hotels or our participation in the „Black Forest CleanUp Days“, we always find new opportunities to get actively involved in environmental protection and for the good of society as a company and as individuals.



Skyton



Refill 774 M

Can be equipped with other refills upon request.

Retractable ballpoint pen available in transparent or opaque plastics with shiny surface.
Equipped with Schneider refill 774 M.

Produced climate neutrally.

Mix & Match

With the ingenious "Mix & Match" principle, several colours can be combined with each other.



Colours

Available from:
Ref. No.:

≥ 1.000 pcs.
937299

Select colour:

Clip sleeve

Upper part

Tip



Special colours for pen body upon request
Minimum quantity: ≥ 10.000 pcs.
Ref. No.: 937299

Imprint positions (in mm)

Screen printing

S2: 80 × 28, S8: 45 × 28

Pad printing

T4: 35 × 7

Digital printing

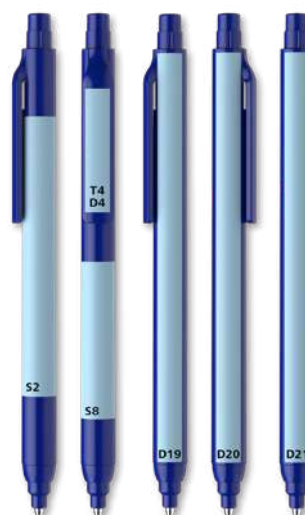
D4: 35 × 7, D19: 117 × 7, D20: 117 × 7, D21: 117 × 7

Film transfer printing

—

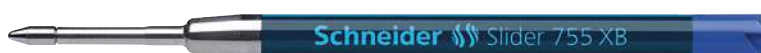
Engraving

—





Slider Rave



Refill Slider 755 XB

Can be equipped with other refills upon request.

Retractable ballpoint pen with Viscoglide® technology for extraordinarily smooth and gliding writing. Ergonomic form with rubberised surface. Metal clip and tip. Equipped with Schneider giant metal refill Slider 755 XB.

Produced climate neutrally.

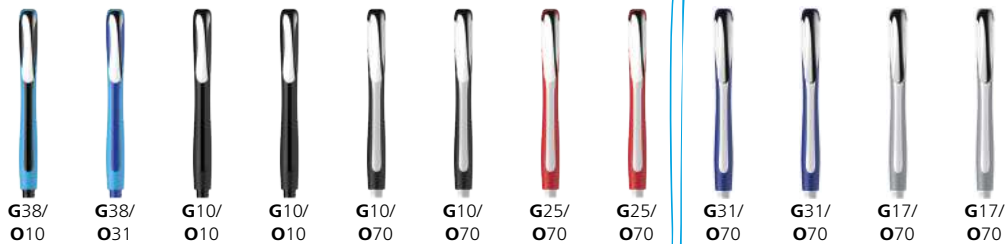
Inspiration



Colours

Available from: ≥ 100 pcs. ≥ 100 pcs. ≥ 100 pcs. ≥ 100 pcs. ≥ 100 pcs. ≥ 100 pcs. ≥ 100 pcs. ≥ 100 pcs. ≥ 100 pcs. ≥ 100 pcs. ≥ 100 pcs. ≥ 100 pcs.
Ref. No.: 932501 932503 932581 932583 932582 932584 932586 932585 932562 932561 932564 932563

Barrel



Refill:



≥ 100 pcs.
932599

Select colour:



G38/
O25

G38/
O44

Special colours for pen body upon request
 Minimum quantity: ≥ 10.000 pcs.
 Ref. No.: 932599

Imprint positions (in mm)

Screen printing

—

Pad printing

T4: 27 × 5, T7: 45 × 3,5, T8: 36 × 3,5

Digital printing

—

Film transfer printing

—

Engraving

G4: 20 × 5



Advertise with trust

65%

less CO₂ emissions in the production of the ballpoint pen Reco*

**applies to the housing parts made of recycled plastic
in comparison to conventional plastic.*



www.blauer-engel.de/uz200

This is what the "Blue Angel" stands for.

The "Blue Angel" has been the German government's environmental label for over 40 years. The symbol provides people with guidance on which products and services are particularly durable and environmentally friendly. Surveys by the Umweltbundesamt (German Federal Environment Agency) show that 90 percent* of people are aware of the high level of awareness of the eco-label, which many people trust. More than 20,000 products have so far been awarded the "Blue Angel" – but with the Reco, we have brought the first and only ballpoint pen to the market that meets the high requirements.



Thinking ahead, acting immediately

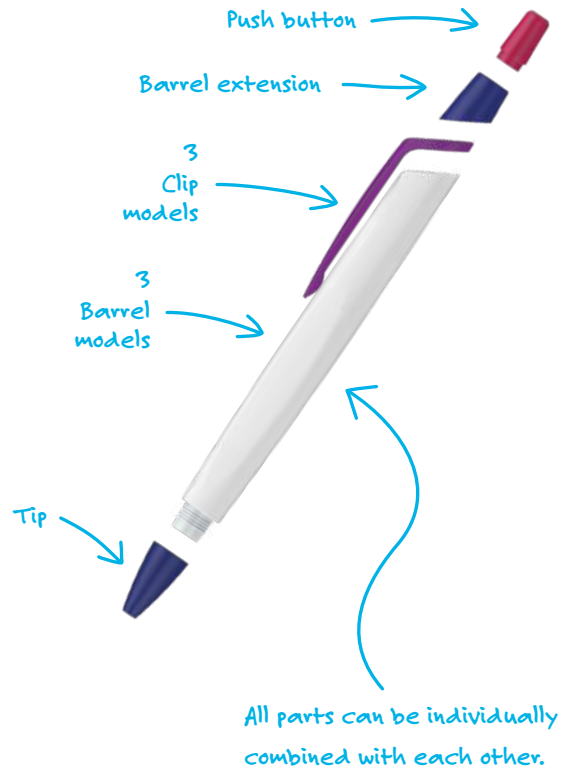
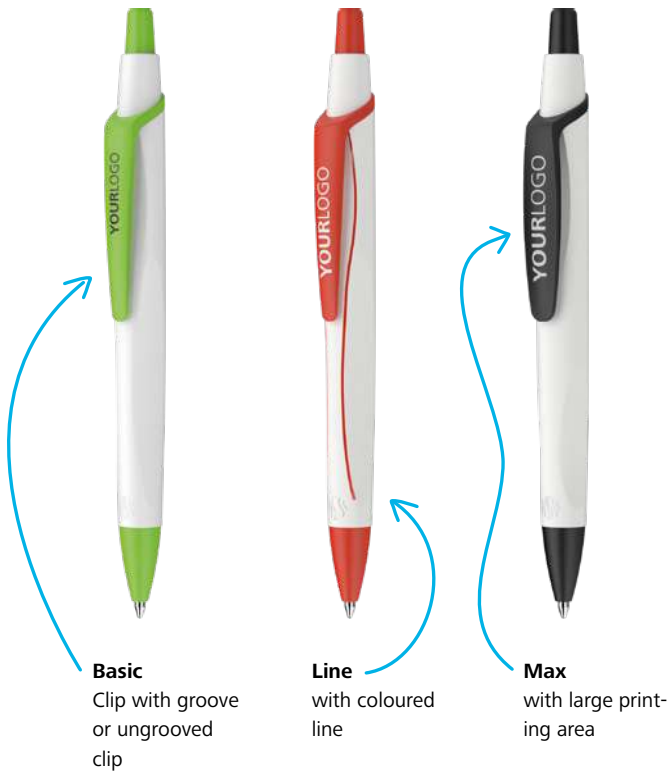
We do not just talk about sustainability – we tackle the issue with innovative product solutions. For example, we rely on the use of recycled plastic: The Reco, for example, is made of 92 percent of this material. Compared to the use of conventional plastic, this saves over 65 percent of CO₂ emissions. This is not only smart, but also proven by certificates from independent testing institutes. So much pioneering spirit has been rewarded – with several environmental awards, such as the PSI Sustainability Award, the German Design Award and the Promotional Gift Award.

→ Did you know? 7 out of 9 writing instruments with the "Blue Angel" are from Schneider.

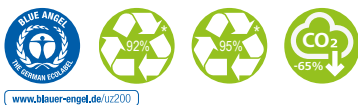
*according to own information on the "Blue Angel" website

Reco

First ballpoint pen in the world that has been awarded the most famous eco-label "Blue Angel".



This is why Reco is awarded with the "Blue Angel" eco-label



- consists of 92% recycled plastic
- can be refilled for a long service life
- is low in pollutants and safe to use
- is manufactured in a resource-saving and environmentally friendly way
- is equipped with the Eco 725 M refill – consists of 95% recycled plastic and is also awarded the "Blue Angel" label

Cleverly combined with Mix & Match

From the tip to the push button: With the ingenious principle of "Mix & Match", the individual components can be combined with each other in different colours. This allows many possible variations and gives the Reco pen an ever-changing character. For example, the ballpoint pen can be specially designed to match the corporate design of a brand or for a special occasion.





www.blauer-engel.de/uz200



PROMOTIONAL GIFT
AWARD 2021



Reco (Model „Basic“)



Refill Eco 725 M

First ballpoint pen in the world that has been awarded the most famous eco-label "Blue Angel".

Dynamic design with elegant matt satin surface.

Replaceable giant refill Eco 725 M with barrel made of 95% recycled plastic.

**Pen body made of 92% recycled plastic. Produced climate neutrally.*

Mix & Match

With the ingenious "Mix & Match" principle, several colours can be combined with each other.



Colours

Available from:
Ref. No.:

≥ 300 pcs.
931799 (without imprint "Blue Angel")
931789 (with imprint "Blue Angel")
Select colour:

Push button (application in barrel colour)

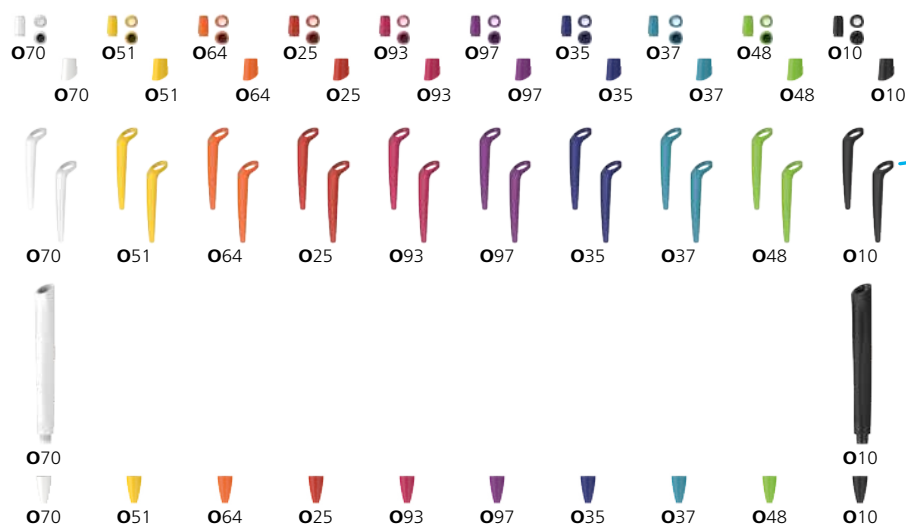
Barrel extension

Clip 1:
Ungrooved clip (imprintable)

2:
Grooved clip (not imprintable)

Barrel

Tip



Special colours for pen body upon request
Minimum quantity: ≥ 10.000 pcs.

Ref. No.: 931799 (without imprint "Blue Angel"), 931789 (with imprint "Blue Angel")

Imprint positions (in mm)

Screen printing

Pad printing

T4: 40 × 3 (6), T6: 50 × 7, T8: 31 × 3, T19.1/T19.2: 27 × 7,
T29.1/T29.2: 59 × 8

Digital printing

Film transfer printing

Engraving





www.blauer-engel.de/uz200



PROMOTIONAL GIFT
AWARD 2021



Reco (Model „Line“)



Refill Eco 725 M

First ballpoint pen in the world that has been awarded the most famous eco-label "Blue Angel".
Dynamic design with elegant matt satin surface. Model "Line" with coloured line.
Replaceable giant refill Eco 725 M with barrel made of 95% recycled plastic.

**Pen body made of 92% recycled plastic. Produced climate neutrally.*

Mix & Match

With the ingenious "Mix & Match" principle, several colours can be combined with each other.



Colours

Available from:
Ref. No.:

≥ 300 pcs.
931599 (without imprint "Blue Angel")
931589 (with imprint "Blue Angel")
Select colour:

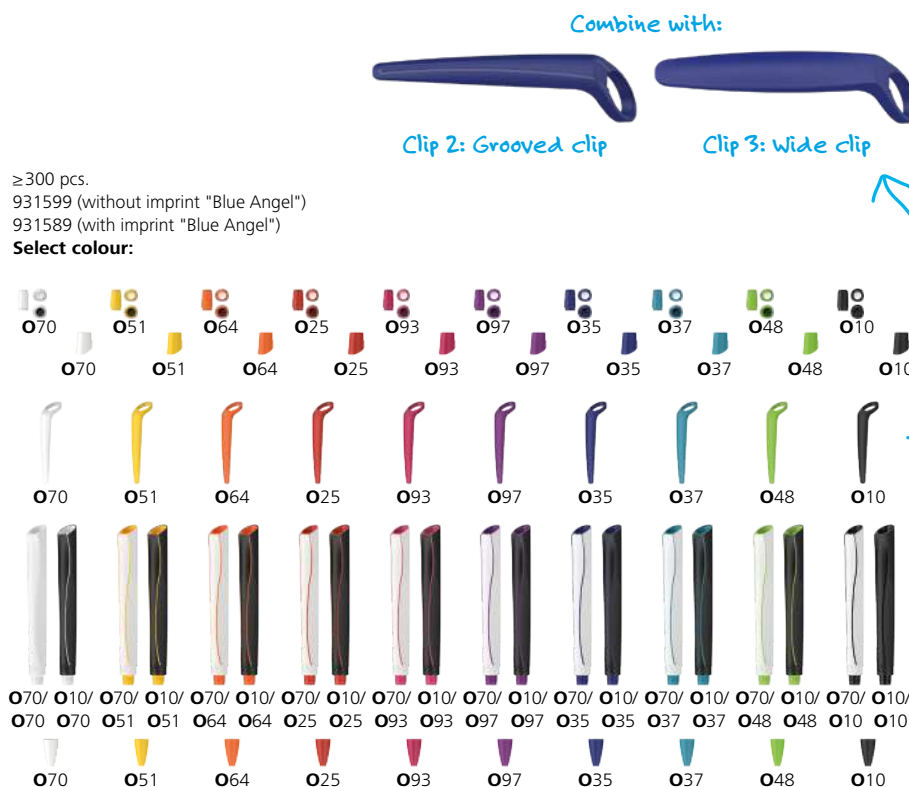
Push button (application in barrel colour)

Barrel extension

Clip 1:
Ungrooved clip (imprintable)

Barrel

Tip



Special colours for pen body upon request
Minimum quantity: ≥ 10.000 pcs.

Ref. No.: 931599 (without imprint "Blue Angel"), 931589 (with imprint "Blue Angel")

Imprint positions (in mm)

Screen printing

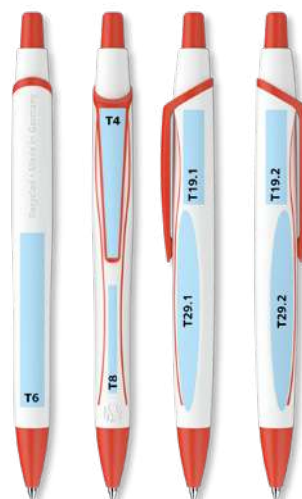
Pad printing

T4: 40 × 3 (6), T6: 50 × 7, T8: 31 × 2,5, T19.1/T19.2: 27 × 6,
T29.1/T29.2: 59 × 7

Digital printing

Film transfer printing

Engraving





www.blauer-engel.de/uz200



PROMOTIONAL GIFT
AWARD 2021



Reco (Model „Max“)



Refill Eco 725 M

First ballpoint pen in the world that has been awarded the most famous eco-label "Blue Angel".
Dynamic design with elegant matt satin surface. Model "Max" with larger printing area.
Replaceable giant refill Eco 725 M with barrel made of 95% recycled plastic.

**Pen body made of 92% recycled plastic. Produced climate neutrally.*

Mix & Match

With the ingenious "Mix & Match" principle, several colours can be combined with each other.



Colours

Available from:
Ref. No.:

≥ 300 pcs.
931399 (without imprint "Blue Angel")
931389 (with imprint "Blue Angel")
Select colour:

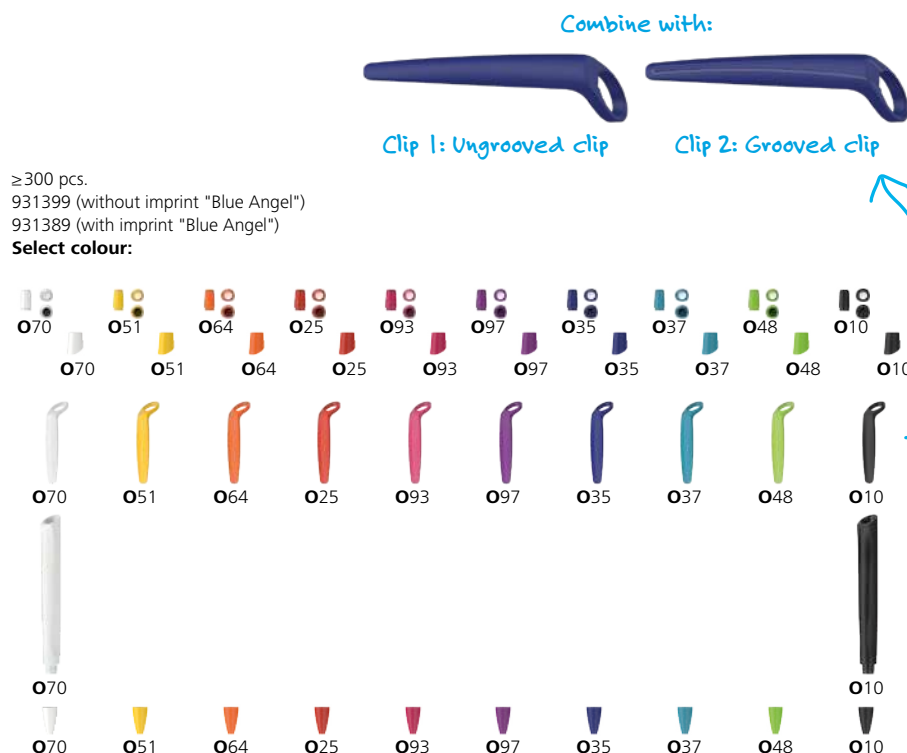
Push button (application in barrel colour)

Barrel extension

Clip 3:
Wide Clip (imprintable)

Barrel

Tip



Special colours for pen body upon request
Minimum quantity: ≥ 10.000 pcs.

Ref. No.: 931399 (without imprint "Blue Angel"), 931389 (with imprint "Blue Angel")

Imprint positions (in mm)

Screen printing

Pad printing

T4.1: 40 × 5 (6,5), T4.2: 20 × 7,5, T6: 50 × 7, T8: 31 × 3, T19.1/T19.2: 50 × 6,
T29.1/T29.2: 32 × 7

Digital printing

Film transfer printing

Engraving



Bio-based – sophisticated!



Renewable plastic

Hard to believe: starch obtained from maize, sugar from sugar cane and sugar beet, vegetable oil such as castor oil or cellulose from cotton or wood can serve as the raw material for plastics. The advantage of this? These are renewable raw materials from which bio-based plastics such as BioPE, BioPET, cellulose acetate and PLA can be obtained. Processing these materials conserves limited petroleum resources and at the same time reduces CO₂ emissions in an average comparison with conventional petroleum-based raw materials. Best of all, bio-based plastics have no disadvantages compared to conventional plastics.



You can find more ballpoint pens, fineliners and highlighters made from bio-based plastics on the Internet at www.schneiderpen-promotion.com

You can find the Slider Xite on the Internet
at www.schneiderpen-promotion.com



Genuine natural talents

The granulate from which bio-based plastic is produced is not obtained from crude oil as is the case with conventional plastic. Only renewable raw materials are used. This is just as innovative as it is resource-friendly.

What counts are the inner values

Try to save resources.

Conventional plastic is usually produced on the basis of petroleum – a finite resource. Biobased plastic uses renewable raw materials such as maize, sugar beet or wood.

Try to save CO₂ emissions.

Conventional plastic is based on crude oil, which is extracted with the help of crude oil production. The use of bio-based plastics can reduce CO₂ emissions because renewable resources are used as raw materials.

Trust in an independent verification.

The use of bio-based resources can be independently certified. Certification bodies such as DIN CERTCO, for example, test the organic content – scientifically sound and neutral.



Slider Xite



Line-Up & Link-It

Go for quality without compromise.

The same high quality requirements apply to writing instruments made of bio-based plastic as to all other Schneider products. Only when we can guarantee beyond doubt that the quality is right do we convert established products into series production. This is how we make our model series even more sustainable, step by step: #theschneiderway



K 1 Biosafe



Refill Express 739 M

Can be equipped with other refills upon request.

Retractable ballpoint pen with pen body made of biobased plastic. Metal clip and push button.
Equipped with Schneider refill Express 739 M.

**Pen body made of > 62% biobased plastic. Produced climate neutrally.*

Inspiration



Colours

Available from: ≥ 1.000 pcs.
Ref. No.: 932899
Select colour:

Upper part prolongation

Upper part

Front part

T25

T34

T42

T10

O70

O70

Special colours for pen body upon request
 Minimum quantity: ≥ 10.000 pcs.
 Ref. No.: 932899

New biobased plastic

Imprint positions (in mm)

Screen printing

S2: 55 × 15, S8: 12 × 29,5

Pad printing

T9: 7 × 7, T10: 8 × 9

Digital printing

D19: 70 × 7 (9), D20: 70 × 7 (9), D21: 70 × 7

Film transfer printing

—

Engraving

—





Gift box (made of cardboard)

Can be individually personalised all round
according to your CD specifications

Customisable for any occasion:
Anniversaries, Christmas, trade fair
giveaways, as a welcome gift for
new employees, etc.



Provides enough space for
your images, graphics and texts

Suitable for all
Schneider promotional pens

Ref. No.: 9942

Cardboard gift box for up to 3 writing instruments.
With 4-colour customised print on front and back.

Inspiration



Alternative:

without imprint



Ref. No.: 9941

Cardboard gift box for up to 3 writing instruments.
In white, without imprint.

Inspiration



8 Slider Rave



6 Skyton



14 Reco (Model "Line" with clip 3 (wide clip))



12 Reco (Model "Basic")



6 Skyton

Imprint positions

- | | |
|--|---|
| 1 on the barrel | 19 on the upper part, on the right side of the clip |
| 2 on the upper part | 20 on the upper part, on the left side of the clip |
| 3 on the front part | 21 on the upper part, on the back side |
| 4 on the clip | 22 on the front part, on the right side of the clip |
| 5 on the front side of the barrel | 23 on the front part, on the left side of the clip |
| 6 on the back side of the barrel | 24 on the front part, on the back side |
| 7 on the reverse | 25 on the intermediate piece |
| 8 in front of the clip | 26 on the intermediate piece, on the right side of the clip |
| 9 above the clip | 27 on the intermediate piece, on the left side of the clip |
| 10 above, at the side of the clip | 28 on the intermediate piece, on the back side |
| 11 on the cap, on the right side of the clip | 29 on the grip zone |
| 12 on the cap, on the left side of the clip | |
| 13 on the back side of the cap | |
| 14 on the outer sleeve, on the left + right side of the clip | S Screen printing |
| 15 on the inner sleeve, on the left + right side of the clip | T Pad printing |
| 16 on the outside wrap | D Digital printing |
| 17 on the pencil case (label) | F Film transfer printing |
| 18 on the cover plate | G Engraving |

Colour descriptions and abbreviations

Below please find a list of the colours for the plastic parts used in the catalogue. They all are adjusted to a Pantone colour tone. These colour details are only approximate. They can differ from the original plastic colours. To avoid these discrepancies please order a sample in the required colour.

Black 10	Silver 11	Pantone Cool Gray 6 12	Pantone Cool Gray 11 13	Pantone 432 14	Pantone Cool Gray 1 15	Pantone 429 16	Pantone Cool Gray 7 17
Pantone 179 21	Pantone 187 24	Pantone 186 25	Pantone 296 27	Pantone 7694 30	Pantone 7687 31	Pantone 2756 32	Pantone 297 33
Pantone 293 34	Pantone 662 35	Pantone 311 36	Pantone 7468 37	Pantone 298 38	Pantone 315 39	Pantone 342 40	Pantone 327 41
Pantone 3425 42	Pantone 347 43	Pantone 355 44	Pantone 361 47	Pantone 368 48	Pantone Yellow 50	Pantone 116 51	Pantone 130 52
Pantone 123 53	Pantone 809 54	Pantone 1255 56	Pantone 151 62	Pantone 811 63	Pantone 1585 64	Pantone 158 65	Pantone 7594 68
Pantone 7588 69	White 70	Transparent 71	Pantone 806 90	Pantone 214 93	Pantone 237 95	Pantone 248 96	Pantone 259 97
Pantone 258 98							

G rubberised, **L** lacquered, **M** metallic, **O** opaque, **T** transparent

Signs and Symbols



For Documents

The writing is permanent according to ISO standards for "documentary use".



Soft Touch

Rubberised grip zones or surfaces on the barrel for a comfortable and secure grip.

New website – great performance



Everything important for download

Do you need current brochures or catalogues as a digital version? No problem: Our print publications are available for download.

Know-how to read

Printing techniques, material science, certificates & Co.: Get to know our products, offers and services even better. You still have unanswered questions? You can find contact persons on the website.

Quick search function

Product overview made easy: filter the promotional writing instrument range according to colours, product features or the surface.

Integrated search for dealers

Local expertise: With the help of the practical dealer search, industrial customers can look for a suitable dealer close by.

Don't miss any news

Simply register and stay up-to-date: Register for our newsletter with just a few clicks.



www.schneiderpen-promotion.com



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