PROMOTIONAL WRITING INSTRUMENTS 2018–2019

Made in Germany

Schneider Write it

Germany's
No.1
for brand-name
ballpoint pens
Schneider Slider Rave
Schneider K15
around 50
products to be
individually printed
Quality
for over
80
years

Brands need brand-name pens

Dear friends, and partners of our company,

if you opt for a writing instrument to advertise a brand, strong arguments are needed. We offer you three of them:

1. Made in Germany
2. Sustainability included
3. Germany's No. 1 for brand-name ballpoint pens

You will not find this combination with any other manufacturer. On the following pages we will demonstrate this in more detail, but we can tell you the outcome in advance: Brands need brand-name pens. The Schneider brand offers decisive advantages not only through the recognized quality of its products but also through its sustainability and location. See for yourself on the following pages.

Yours sincerely,

Christian Schneider

Made in Germany

german brand award 17 winner

With the German Brand Award, the German Design Council and the German Brand Institute award successful brands with a consistent brand management and sustainable brand communication. We are very happy about the award because we know: A strong brand notably improves the value of the writing instruments without making them more expensive.

Headquarter in the Black Forest

Schneider employees come to work by bicycle

Our chemists developing new inks

Made in Germany: With Schneider you get writing instruments with a »built-in quality seal«. Due to the manufacturing process and careful controls, our products meet the expectations of German quality products: excellent writing characteristics, reliability and longevity. The good quality of the pens is appreciated by its users and this appreciation is automatically transferred to the logo and the brand which is printed on the pen.

Made in Germany is also an expression of an attitude: It stands for the commitment not to outsource the production to low wage countries. More and more companies and public authorities pay more attention to ethical aspects such as social responsibility and fair working conditions.

Sustainability included

Recycling of product components

Electricity is 100% from waterpower / regenerative energy

Reducing CO_2 emissions

Developed and produced in Germany

Reduction of emissions and waste

Long lasting, sustainable products

We Care

We Care

We don't just say that we care, but we also care in our hearts. Maybe it is because we feel our roots in the Black Forest and Harz that we have a distinct appreciation of nature and its beauty, and for the need to preserve it for generations to come. Everything we do is based on this fundamental attitude.

Sustainability included: Becoming increasingly important is a responsible attitude towards the environment.

Schneider has optimized all processes and is the first company in the sector since 1998 to be certified by EMAS. The regularly conducted validation of the environmental declaration provides proof of a continuous improvement process (CIP) in environmental performance in all production facilities. The environmental performance and policies are published in an environmental declaration available to the public.

The Schneider brand stands for continuous focus on sustainability. This includes the reduction in emissions and waste, recycling, the usage of electricity 100% from regenerative energies etc. in all subsidiaries. Our corporate carbon footprint includes the emissions caused, for example, by purchased raw materials and transport. In addition, we are increasingly offering products with specific ecological characteristics: ballpoint pens and fineliners with pen bodies made of bio-based material or climate neutral writing instruments. To reach climate neutrality Schneider offsets the exact amount of CO_2 emissions by supporting a recognised climate protection project.

EMAS
VERIFIED ENVIRONMENTAL MANAGEMENT
DE-169-000015

PSI SUSTAINABILITY AWARDS
2017
Overall winner
Sustainable Company of the Year 2017

Germany's

No. 1

for
brand-name ballpoint pens

Germany's No. 1 for brand-name ballpoint pens:
Schneider is not just a pioneer but also the leading manufacturer of brand-name ballpoint pens in Germany. Eight Schneider models make up the GfK top ten brand-name pens list! The Schneider brand is therefore well-established with consumers. This is particularly important and an immediate advantage when it comes to promotional pens, because from a consumer perspective promotional pens are often perceived as cheap no-name products.

Price category

per purchase quantity of 1.000 units without imprints

Price category 1

19 Slider Edge
21 Slider Basic XB
24 Like (opaque)
26 Like (transparent)
27 Dynamix
28 Dynamix Pro+
29 Dynamix Shine
30 Essential
32 Evo
33 Evo Pro
36 Sonic
40 K 1
41 K 1 Metal
42 K 1 Biosafe
43 Loox
44 Loox Promo
45 Loox Metal
46 F-ace
47 K 15
48 Frosty
49 Office
50 Sunlite
51 Tops Promo
55 Klick-Fix
66 Line-Up
68 Topliner 963
69 Topliner 967
73 Topball 863
74 Topball 857
78 Highlighter 180
79 Highlighter 150
80 Highlighter 177
81 Permanent marker 130
82 Universal marker 224

Price category 2

14 Slider Xite Promo
18 Slider Memo XB
20 Slider Touch
34 Evo Pro+
37 Sonic Metal
38 Haptify
39 Haptify Promo
54 Klick-Fix-Pen Promo
72 One Business

Price category 3

16 Slider Rave
22 Epsilon
23 Epsilon Touch

Price category 4

58 Ray Fountain Pen
60 Ray Rollerball
64 Link-It

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Ballpoint Pens

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16 Slider Rave
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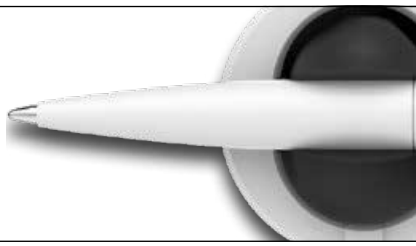
19 Slider Edge
20 Slider Touch
21 Slider Basic XB
22 Epsilon
23 Epsilon Touch
24 Like (opaque)
26 Like (transparent)
27 Dynamix
28 Dynamix Pro+
29 Dynamix Shine
30 Essential
32 Evo
33 Evo Pro
34 Evo Pro+ **New**
36 Sonic
37 Sonic Metal
38 Haptify
39 Haptify Promo
40 K 1
41 K 1 Metal
42 K 1 Biosafe
43 Loox
44 Loox Promo
45 Loox Metal
46 F-ace
47 K 15
48 Frosty
49 Office
50 Sunlite
51 Tops Promo

Klick-Fix

54 Klick-Fix-Pen Promo **New**
55 Klick-Fix **New**



Fountain Pens

58 Ray Fountain Pen **New**
60 Ray Rollerball **New**

Fineliners

64 Link-It **New**
66 Line-Up **New**
68 Topliner 963
69 Topliner 967

Rollerballs

72 One Business
73 Topball 863
74 Topball 857

Markers

78 Highlighter 180
79 Highlighter 150
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81 Permanent marker 130
82 Universal marker 224

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BAL
POI
PEN

Brands need
brand-name pens

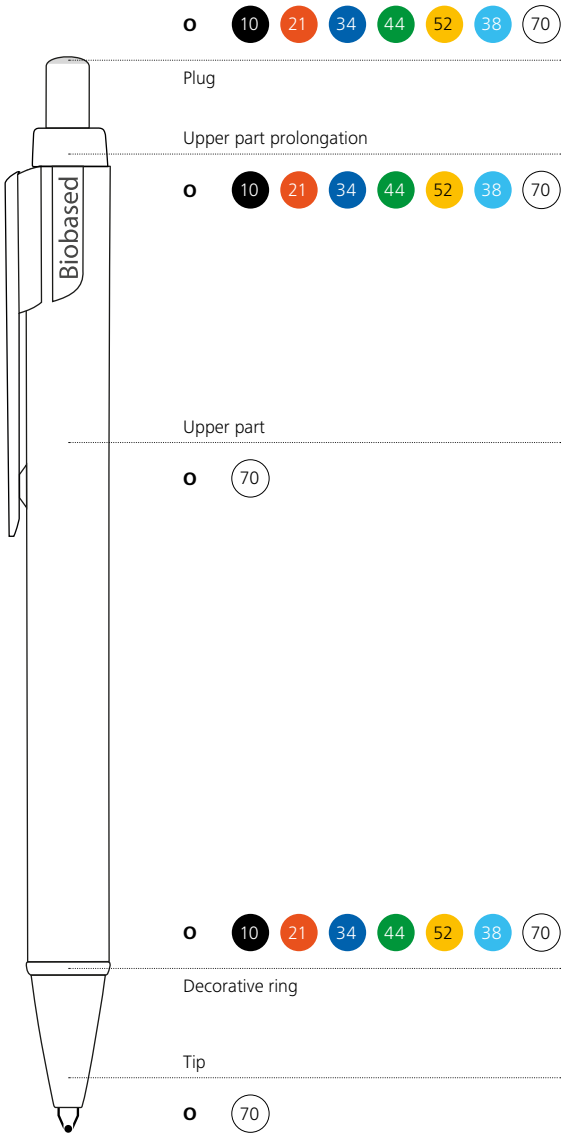
Slider Xite Promo

Bio
Pen body made of 90 % biobased plastic

CO_2 neutral
Emissions fully compensated

Ballpoint pen with white pen body made of 90% biobased plastics. The Viscoglide® technology ensures extraordinarily easy gliding writing. Slightly concave-shaped barrel and sturdy metal clip. Decorative ring and upper part prolongation can clearly be distinguished in terms of colour. Equipped with Schneider refill 778 XB.

Barrel



Imprint positions

D2 on the upper part: 55 × 14 mm
D4 on the clip: 35 × 5 mm
D6 in front of the clip: 40 × 28 mm
G1 laser engraving on the clip: 38 × 5.5 mm

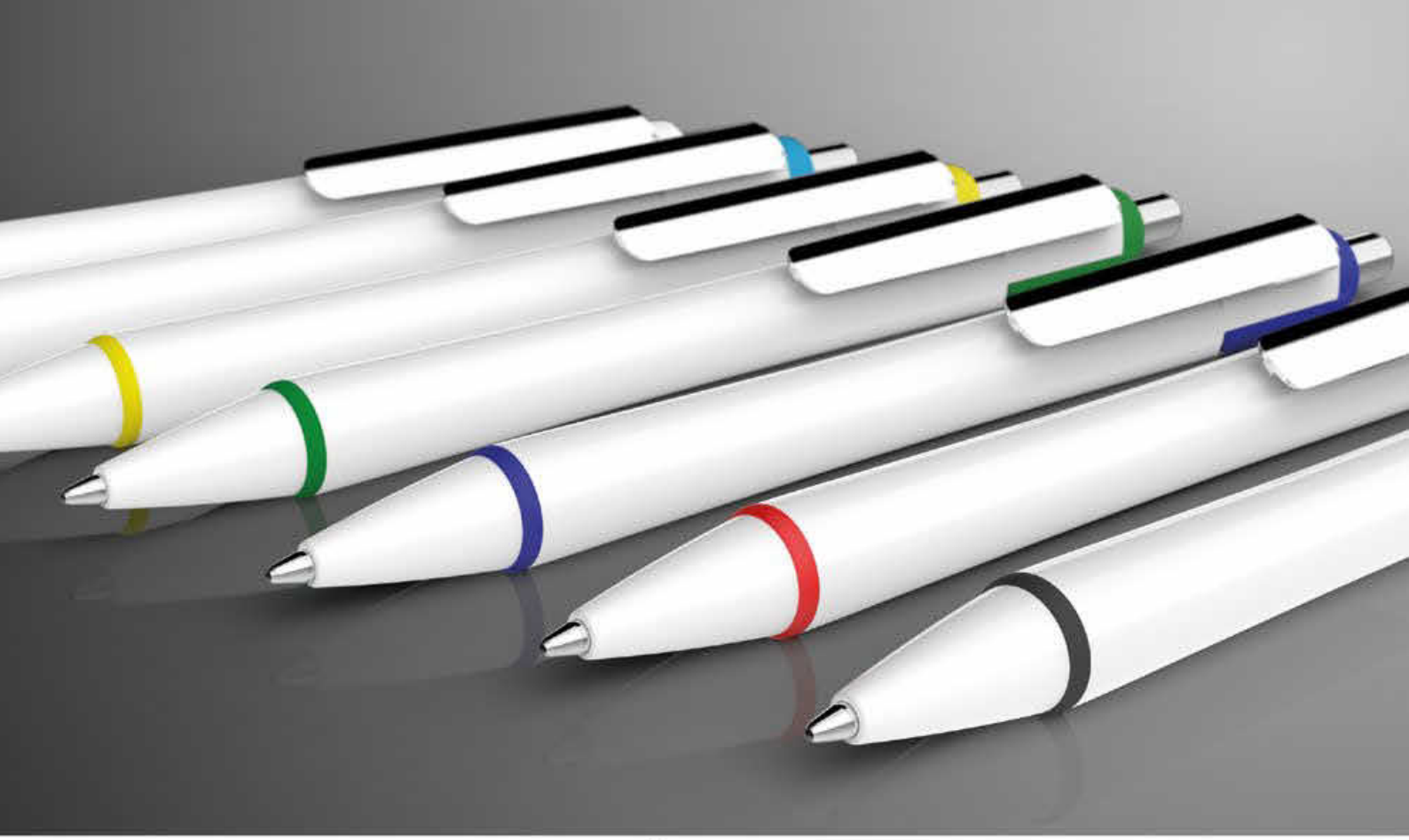
Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 100 pcs.	933299	individual	individual

For orders greater than 100 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

For Documents



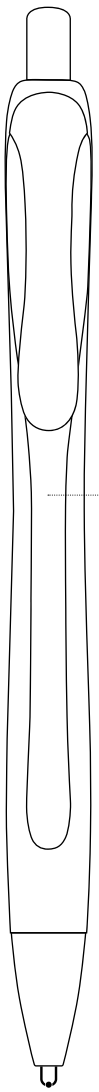
Biobased

Slider Rave

CO₂ neutral
Emissions fully compensated

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

Barrel



Barrel

G	38	–	O	10	25	31	44
G	10	–	O	10	70		
G	25	–	O	70			

Imprint positions

D6 in front of the clip: 36 × 3,5 mm
D10 on the reverse: 45 × 3,5 mm
G1 laser engraving on the clip: 20 × 5 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 100 pcs.	932501	G 38 O 10	black
	932503	G 38 O 31	blue
	932581	G 10 O 10	black
	932582	G 10 O 70	black
	932583	G 10 O 10	blue
	932584	G 10 O 70	blue
	932585	G 25 O 70	blue
From 100 pcs.	932599		individual

For orders greater than 100 pcs. you can select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

For Documents

Slider Memo XB

CO₂ neutral
Emissions fully compensated

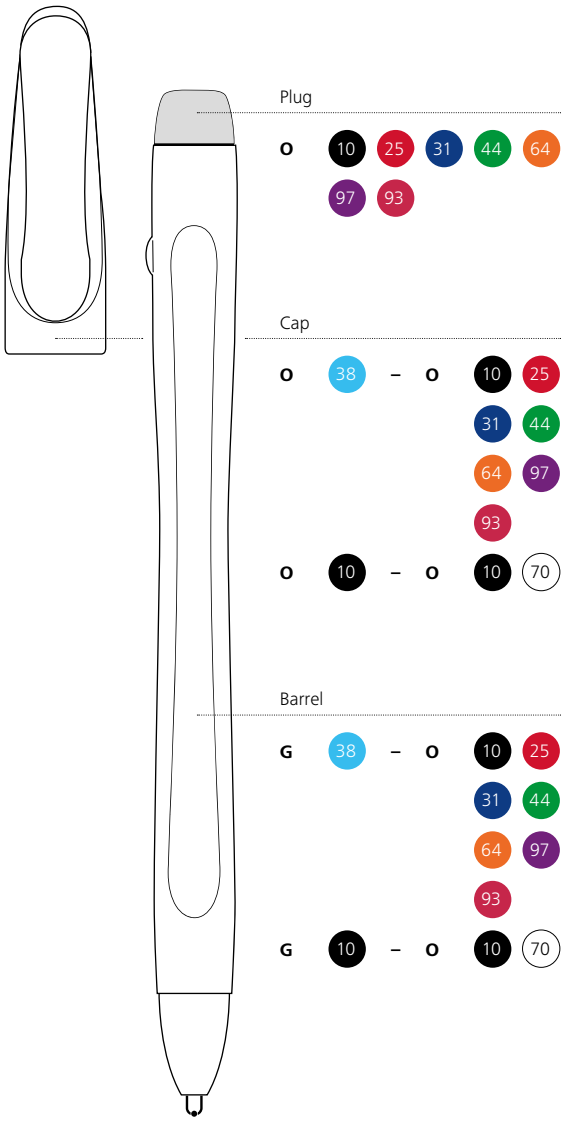
Capped ballpoint pen with innovative Viscoglide® technology for extraordinarily easy, gliding writing. Ergonomic form with rubberised surface. Metal clip. Extra wide wear resistant writing tip in stainless steel.

Barrel

Imprint positions

D3 on the barrel: 3,5 × 45 mm
D10 on the reverse: 45 × 3,5 mm
G1 laser engraving on the clip: 20 × 6 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	950281	G 10 O 10	black
	950282	G 10 O 70	black
	950283	G 10 O 10	blue
	950284	G 10 O 70	blue
From 1.000 pcs.	950201	G 38 O 10	black
	950202	G 38 O 25	red
	950203	G 38 O 31	blue
	950204	G 38 O 44	green
	950206	G 38 O 64	orange
	950208	G 38 O 97	violet
	950209	G 38 O 93	pink
From 2.500 pcs.	950299		individual

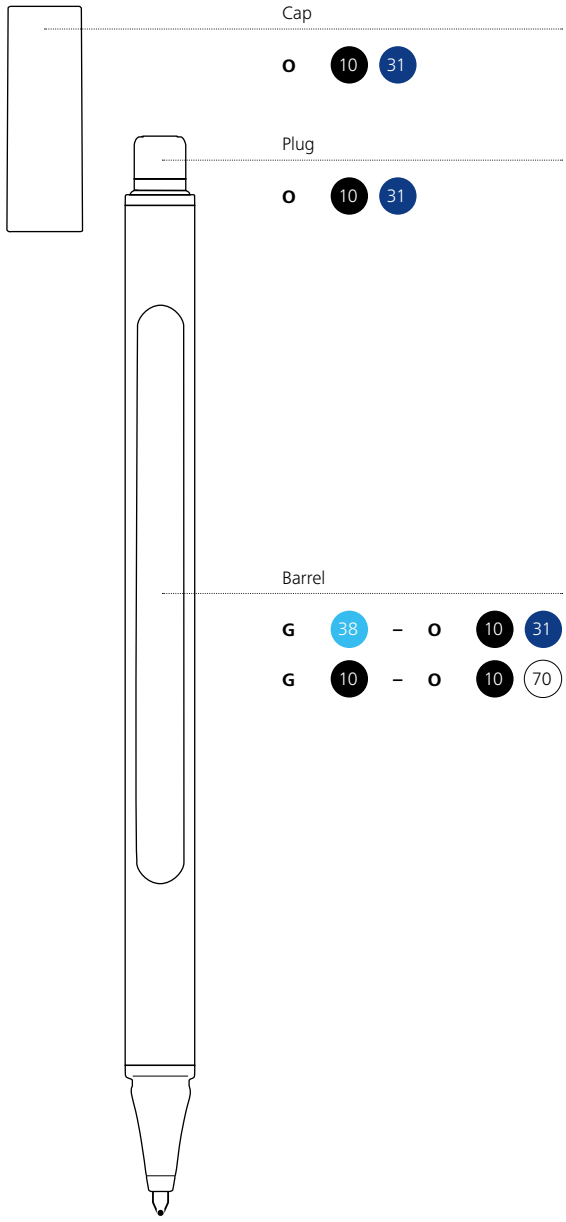
For orders greater than 2.500 pcs. you can select different ink colours. Special colours for pen body upon request.
The colours and abbreviations are explained on pages 86+87.

Slider Edge

CO₂ neutral
Emissions fully compensated

Ballpoint pen with Viscoglide® technology for extraordinarily easy, gliding writing. A generously rubberised three-sided barrel is designed for relaxed writing. Extra wide wear resistant writing tip in stainless steel.

Barrel



Imprint positions

D3 on the barrel: 60 × 4,5 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	952201	G 38 O 10	black
	952203	G 38 O 31	blue
	952281	G 10 O 10	black
	952282	G 10 O 70	black
	952283	G 10 O 10	blue
	952284	G 10 O 70	blue

Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

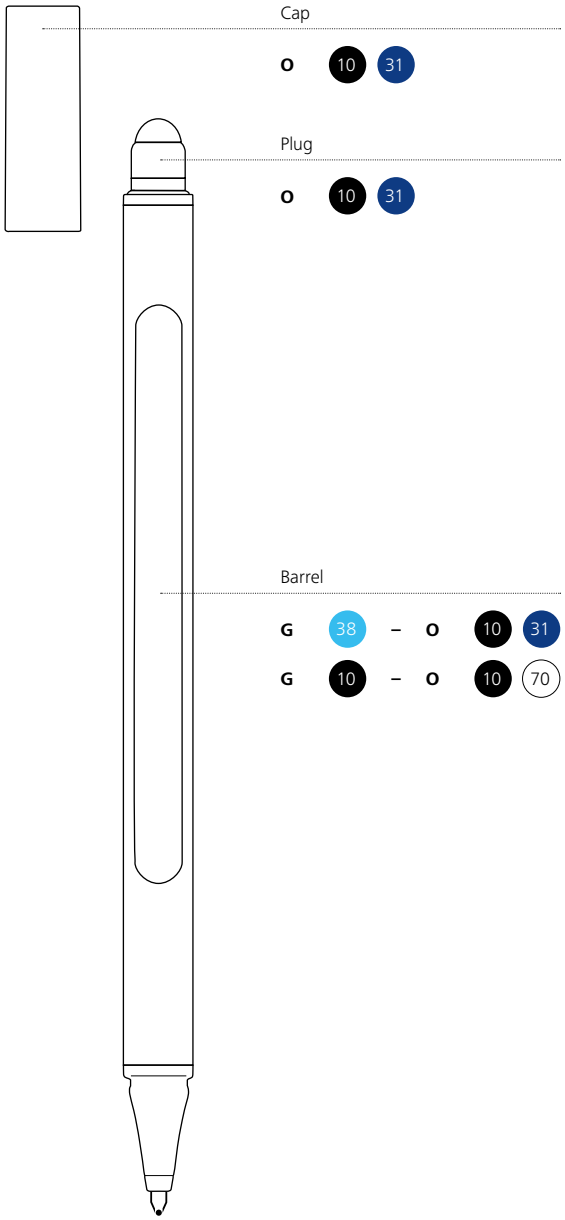
Ergonomic triangle

Slider Touch

CO_2 neutral
Emissions fully compensated

Stylus-ballpoint pen to operate on tablets and smartphones. The ballpoint pen with Viscoglide® technology guarantees extraordinarily easy and gliding writing. Rubberised three-edged barrel allows relaxed writing and navigating. Extra wide wear resistant writing tip in stainless steel.

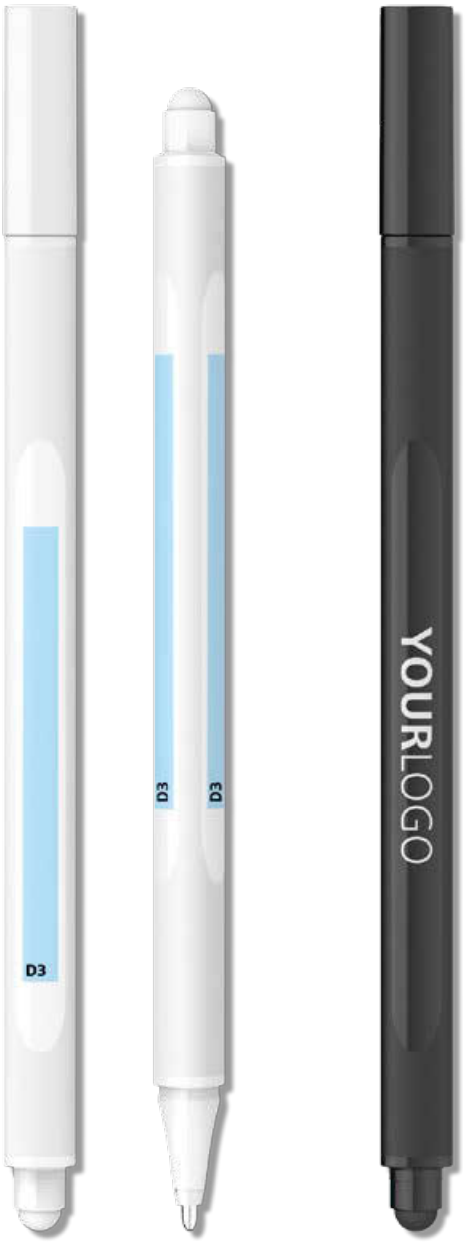
Barrel



Imprint positions

D3 on the barrel: 60 × 4,5 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	954201	G 38 O 10	black
	954203	G 38 O 31	blue
	954281	G 10 O 10	black
	954282	G 10 O 70	black
	954283	G 10 O 10	blue
	954284	G 10 O 70	blue

Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

Touch Pen

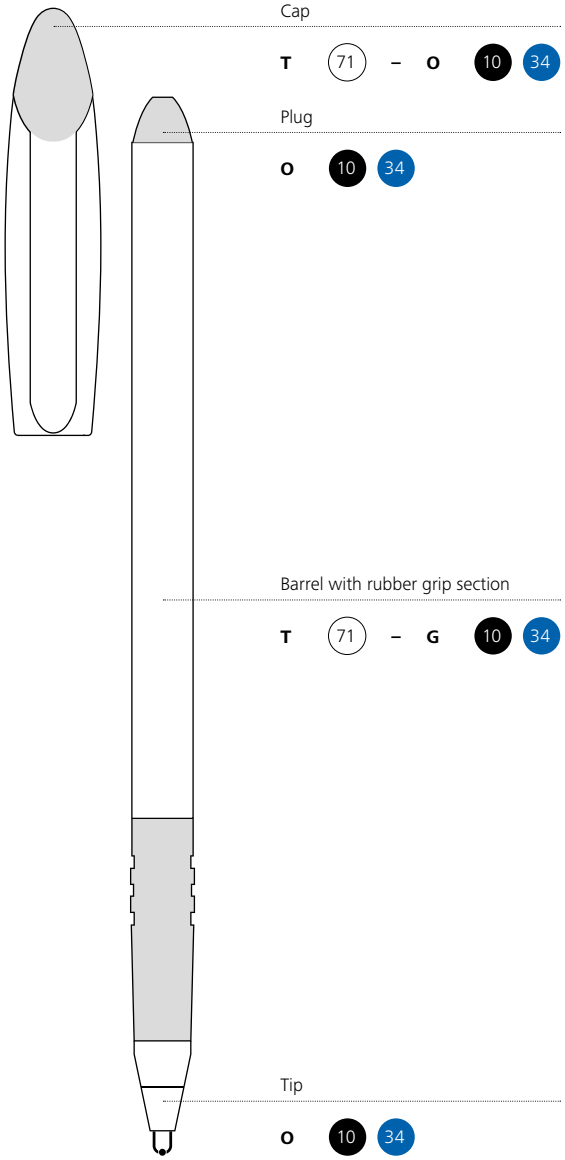
Ergonomic triangle

Slider Basic XB

CO_2 neutral
Emissions fully compensated

Capped ballpoint pen with Viscoglide® technology for extraordinarily easy, gliding writing. In transparent plastics with rubberised grip zone. Extra wide wear resistant writing tip in stainless steel.

Barrel



Imprint positions

D3 on the barrel: 24 × 65 mm (max. 1 colour)
D4 on the clip: 4,5 × 32 mm
F1 film transfer on the barrel: 83 mm circular imprint (from 10.000 pcs.)

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	951201	T 71 G/O 10	black
	951203	T 71 G/O 34	blue

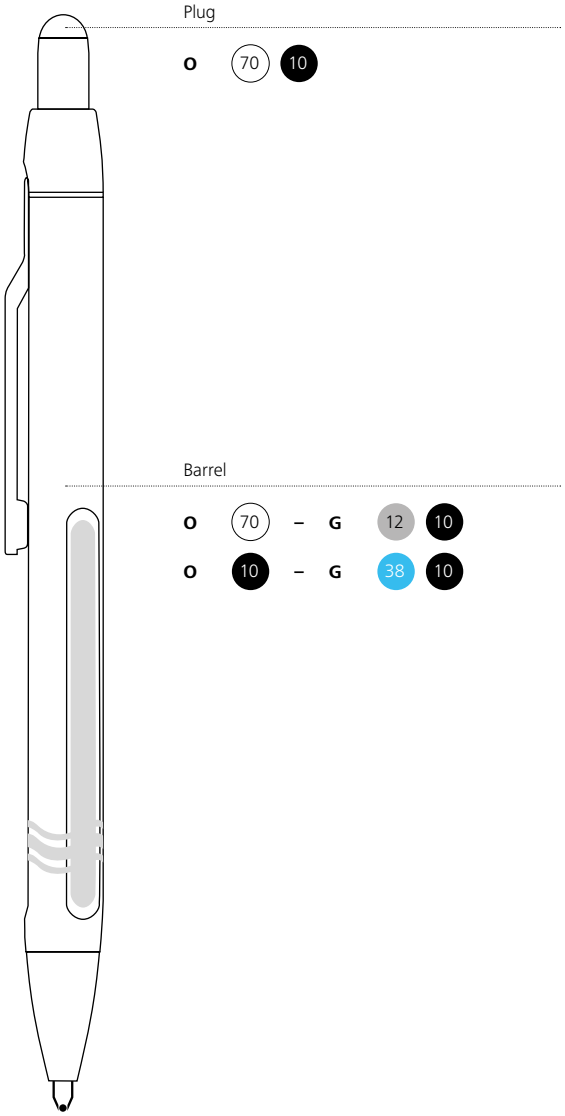
Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

Epsilon

Ballpoint pen with classic design featuring modern elements like the elegant, partially recessed metal clip. Equipped with Schneider large metal refill Slider 755 XB with Viscoglide®-Technologie for extraordinarily easy, gliding writing.

Barrel



Imprint positions

D3.1 on the barrel: 45 × 4,5 mm
D3.2 on the barrel: 45 × 4,5 mm
D10 on the reverse: 45 × 3 mm

Real image

Ink colour

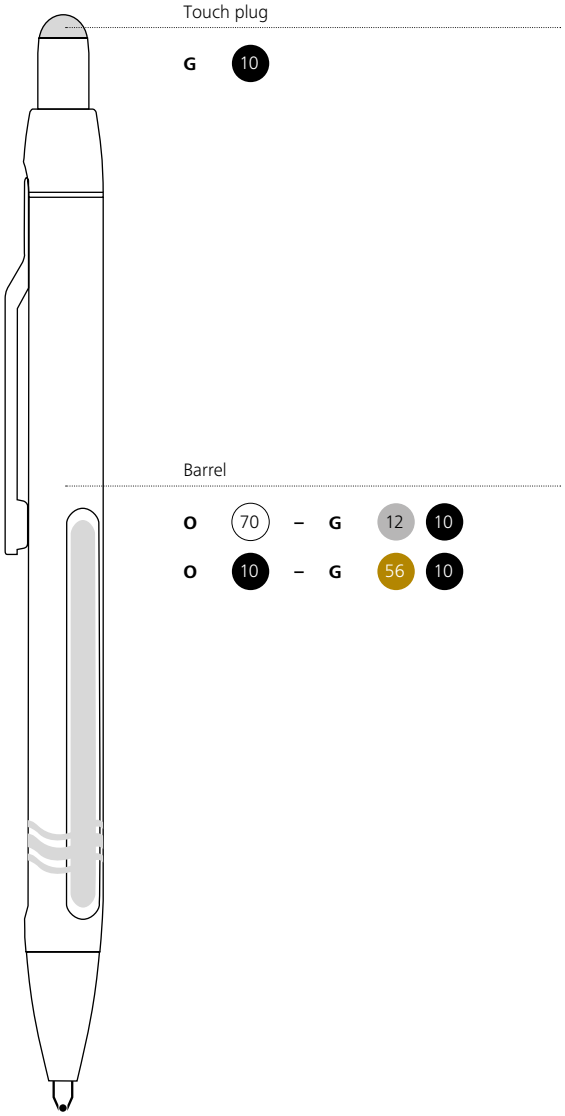
Unit	Ref. No.	Barrel	Ink colour
From 100 pcs.	938601	O 10 G 38	blue
	938681	O 10 G 10	black
	938682	O 70 G 10	black
	938683	O 10 G 10	blue
	938684	O 70 G 10	blue
	938685	O 70 G 12	blue
From 100 pcs.	938699		individual

For orders greater than 100 pcs. you can select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Epsilon Touch

Stylus-ballpoint pen to operate on tablets and smartphones in opaque plastics with shiny surface. Modern elements like the elegant, partially recessed metal clip. Equipped with Schneider large metal refill Slider 755 XB with Viscoglide®-Technologie for extraordinarily easy, gliding writing.

Barrel



Imprint positions

D3.1 on the barrel: 45 × 4,5 mm
D3.2 on the barrel: 45 × 4,5 mm
D10 on the reverse: 45 × 3 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 100 pcs.	938701	O 70 G 12	blue
	938703	O 10 G 56	blue
	938781	O 10 G 10	black
	938782	O 70 G 10	black
	938783	O 10 G 10	blue
	938784	O 70 G 10	blue
From 100 pcs.	938799		individual

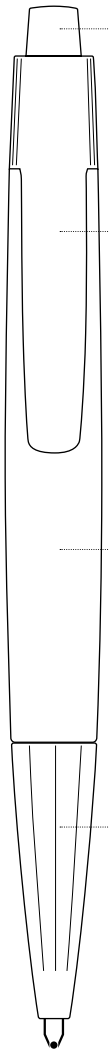
For orders greater than 100 pcs. you can select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Like (opaque)

CO₂ neutral
Emissions fully compensated

Retractable ballpoint pen available in opaque plastics in 10 fresh colours, with matt surface and rubberised anti-slip grip zone. Equipped with Schneider refill 774 M.

Barrel



Push button

O 10 25 35 64 51 70 97 93 37 48

Clip sleeve

O 10 25 35 64 51 70 97 93 37 48

Upper part

O 10 25 35 64 51 70 97 93 37 48

Front part

G 10 25 35 64 51 70 98 93 37 48 42 69

Imprint positions

D2 on the upper part: 37 × 54 mm
D4 on the clip: 5,5 × 42 mm
D6 in front of the clip: 37 × 23 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	936599	individual	individual

For orders greater than 300 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

For Documents

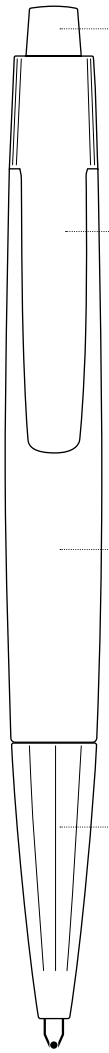
GERMANY

Like (transparent)

CO₂ neutral
Emissions fully compensated

Retractable ballpoint pen available in transparent plastics in 12 fresh colours, with matt surface and rubberised anti-slip grip zone. Equipped with Schneider refill 774 M.

Barrel



Push button

T 10 25 34 64 51 70 97
93 39 48 42 69

Clip sleeve

T 10 25 34 64 51 70 97
93 39 48 42 69

Upper part

T 10 25 34 64 51 70 97
93 39 48 42 69

Front part

G 10 25 35 64 51 70 98
93 39 48 42 69

Imprint positions

D2 on the upper part: 37 × 54 mm
D4 on the clip: 5,5 × 42 mm
D6 in front of the clip: 37 × 23 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	936599	individual	individual

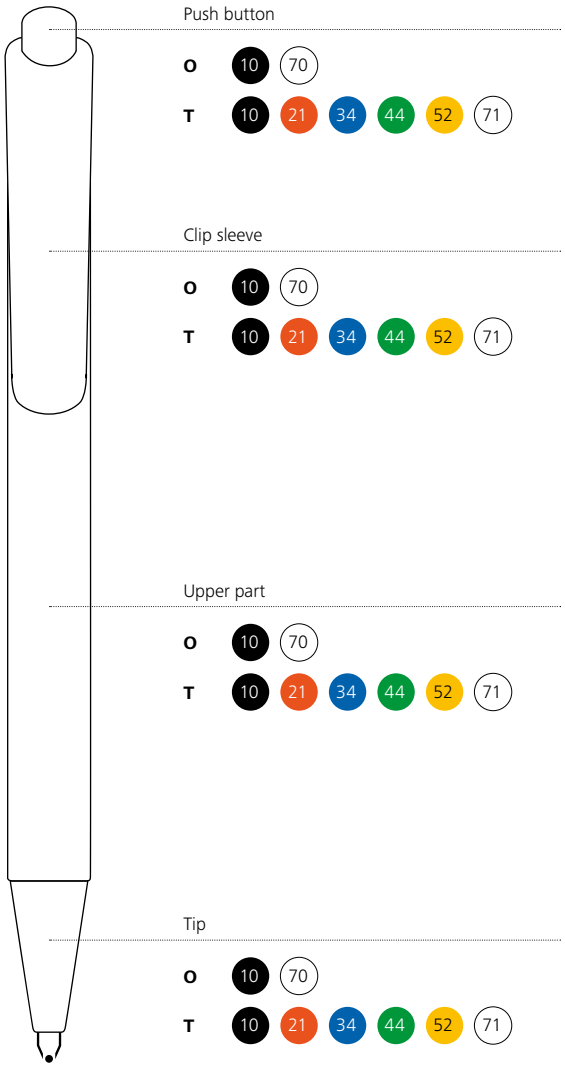
For orders greater than 300 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

For Documents

Dynamix

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

Barrel



Imprint positions

D2 on the upper part: 30 × 70 mm
D4 on the clip: 8 × 36 mm
D6 in front of the clip: 30 × 45 mm
F2 film transfer on the upper part: 92 mm circular imprint

Real image

Ink colour

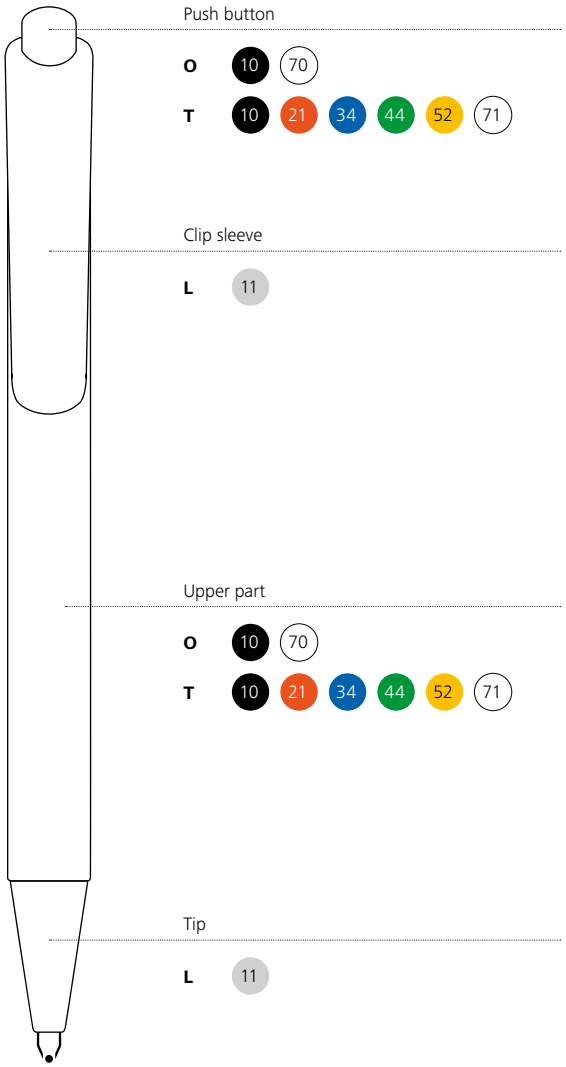
Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	930699	individual	individual

For orders greater than 600 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Dynamix Pro+

Retractable ballpoint pen available in transparent or opaque plastics with matt surface. High-quality lacquered clip and tip. Equipped with Schneider refill 774 M.

Barrel



Imprint positions

D2 on the upper part: 30 × 70 mm
D4 on the clip: 8 × 36 mm
D6 in front of the clip: 30 × 45 mm
F2 film transfer on the upper part: 92 mm circular imprint

Real image

Ink colour

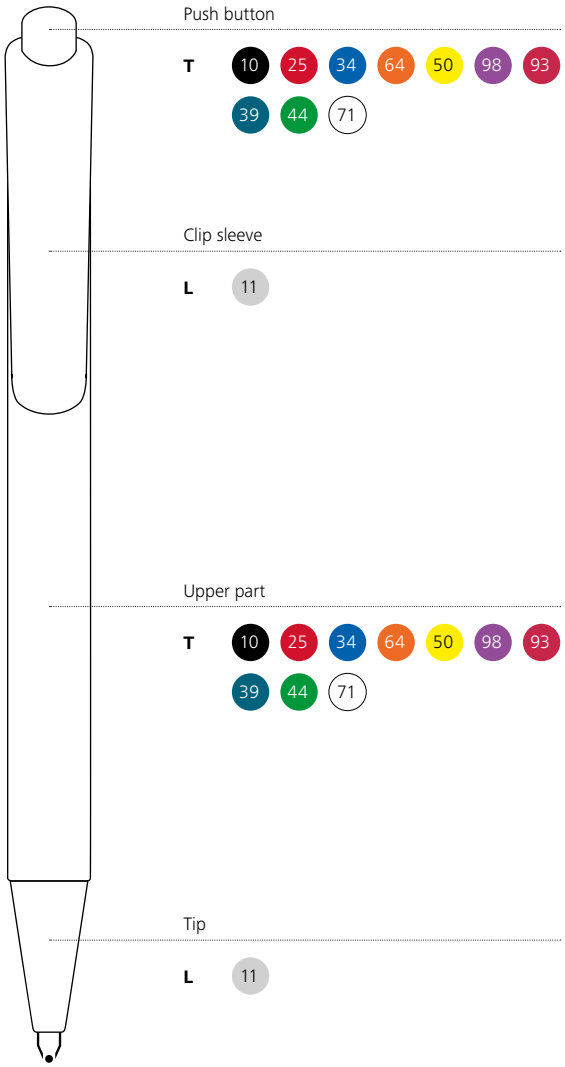
Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	937599	individual	individual

For orders greater than 600 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Dynamix Shine

Retractable ballpoint pen available in transparent plastics with shiny surface. High-quality lacquered clip and tip. Equipped with Schneider refill 774 M.

Barrel



Imprint positions

D2 on the upper part: 30 × 70 mm
D4 on the clip: 8 × 36 mm
D6 in front of the clip: 30 × 45 mm
F2 film transfer on the upper part: 92 mm circular imprint

Real image

Ink colour

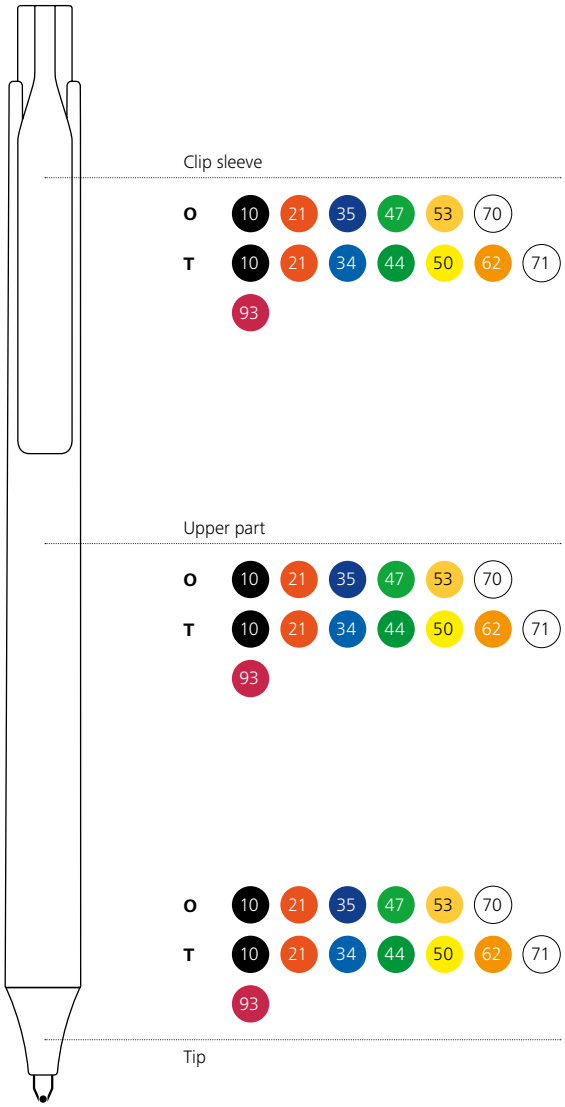
Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	930499	individual	individual

For orders greater than 600 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Essential

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

Barrel



Imprint positions

D2 on the upper part: 28 × 80 mm
D4 on the clip: 5,5 × 35 mm
D6 in front of the clip: 28 × 45 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	937399	individual	individual

For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Evo

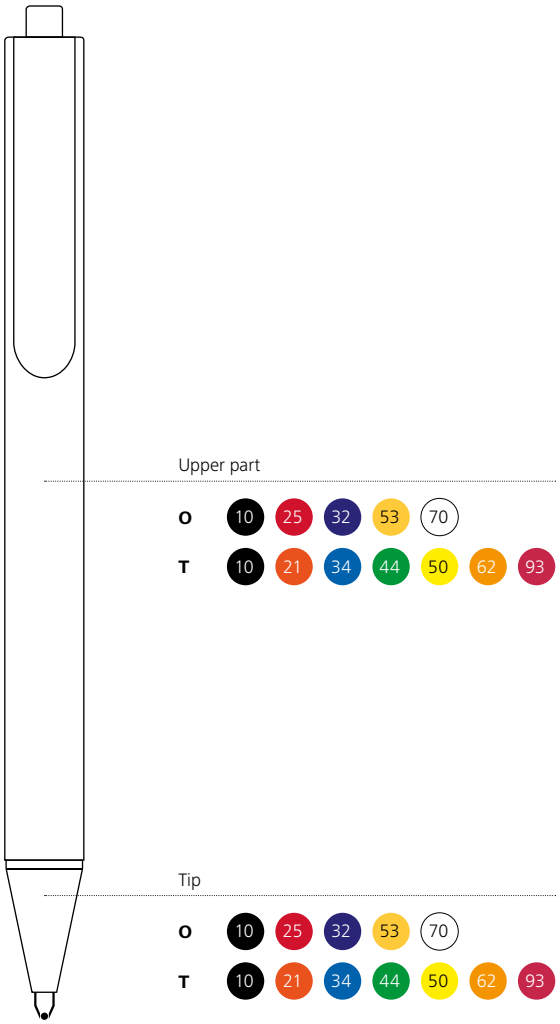
Retractable ballpoint pen available in transparent or opaque plastics with shiny surface. Metal clip and push button. Equipped with Schneider refill 774 M.

Barrel

Imprint positions

D2 on the upper part: 28 × 80 mm (from 1.000 pcs.)
D6 in front of the clip: 28 × 45 mm
F2 film transfer on the upper part: 109 mm circular imprint
G1 laser engraving on the clip: 6 × 37 mm

Real image



Ink colour

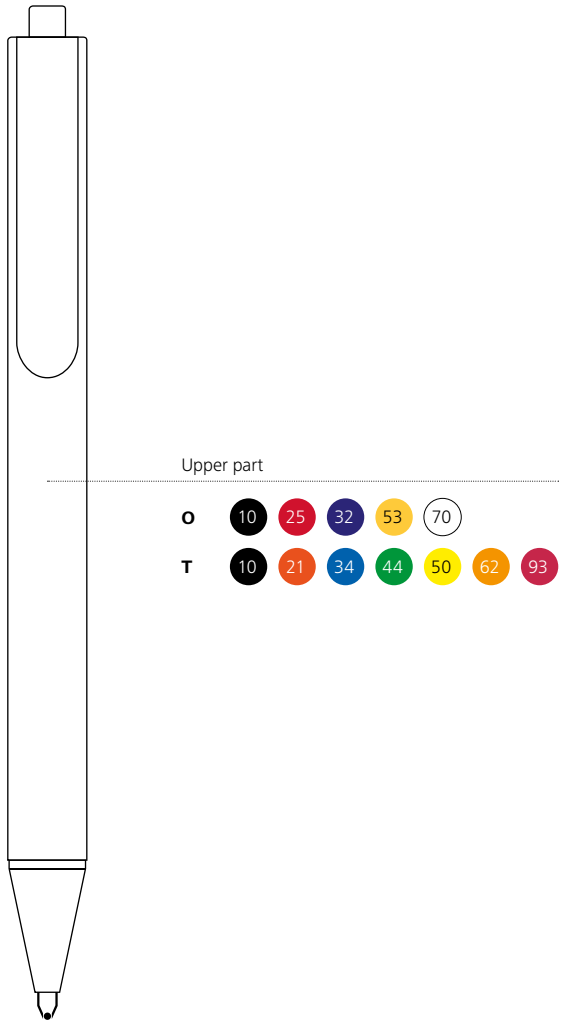
Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	939699	individual	individual

For orders greater than 300 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Evo Pro

Retractable ballpoint pen available in transparent or opaque plastics with shiny surface. Barrel tip, clip and push button in metal. Equipped with Schneider refill 774 M.

Barrel



Imprint positions

D2 on the upper part: 28 × 80 mm
D6 in front of the clip: 28 × 45 mm
F2 film transfer on the upper part: 109 mm circular imprint
G1 laser engraving on the clip: 6 × 37 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	939899	individual	individual

For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Evo Pro+

New

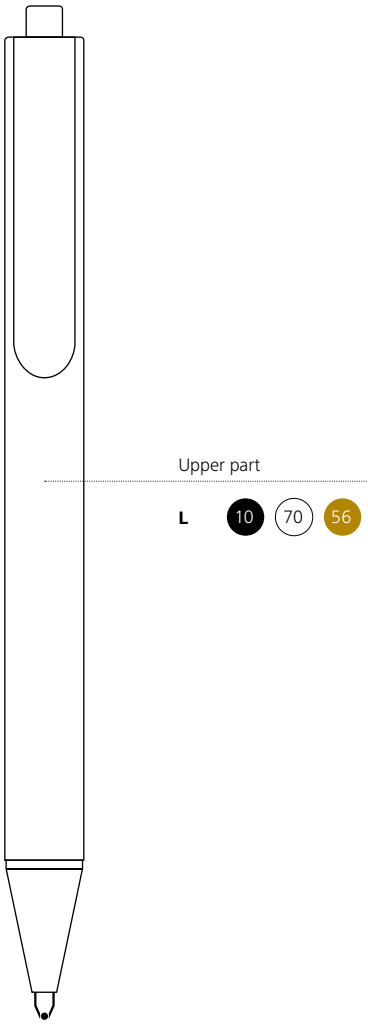
Retractable ballpoint pen in plastics with lacquered surface. Barrel tip, clip and push button in metal. Equipped with either Schneider refill 774 M or Schneider refill 778 XB.

Barrel

Imprint positions

D2 on the upper part: 28 × 80 mm
D6 in front of the clip: 28 × 45 mm
G1 laser engraving on the clip: 6 × 37 mm

Real image

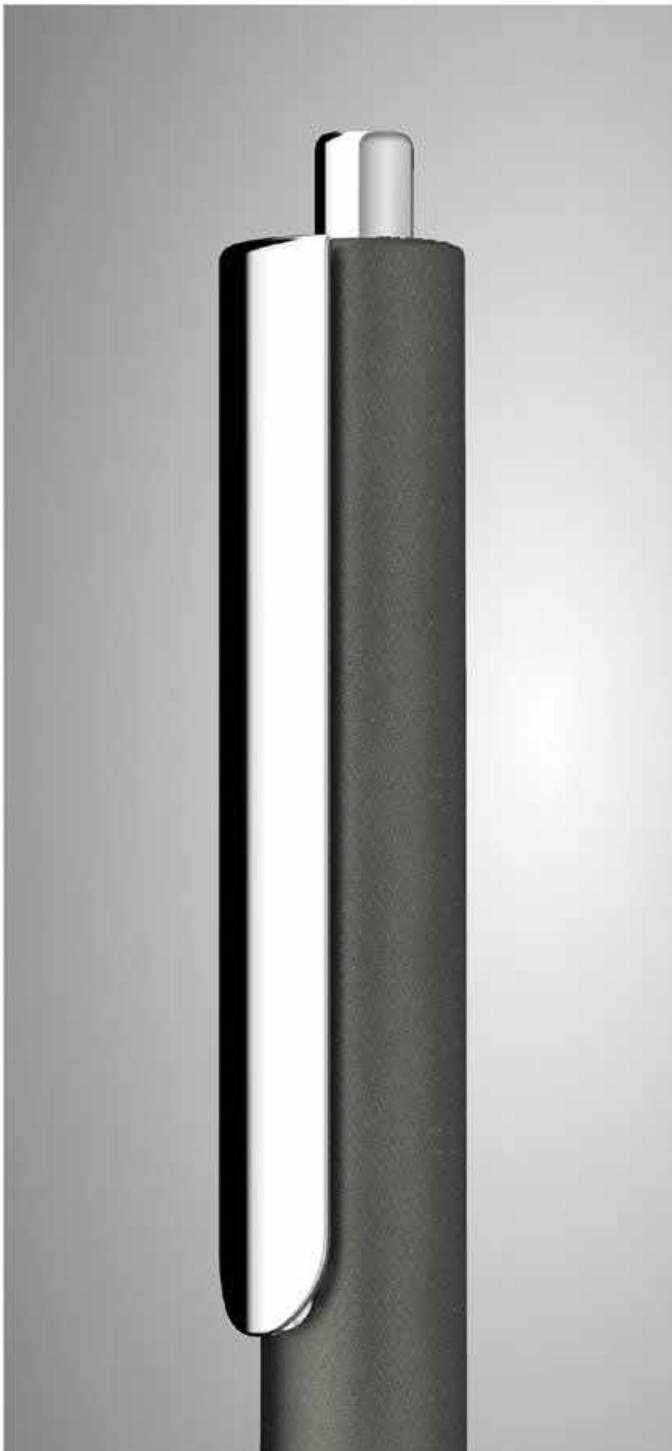


Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs. with refill 778	939771	L 10	black
	939772	L 70	blue
	939773	L 56	blue
From 1.000 pcs. with refill 774	939701	L 10	black
	939749	L 70	blue
	939753	L 56	blue
From 1.000 pcs.	939799		individual

For orders greater than 1.000 pcs. you can select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

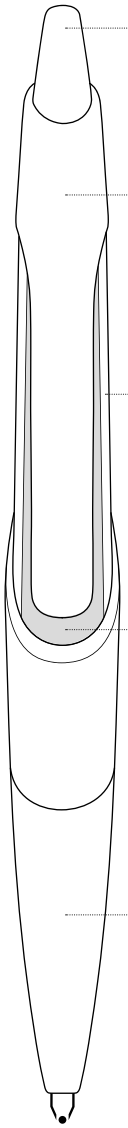
For Documents



Sonic

Retractable ballpoint pen with innovative barrel design in opaque plastics and a shiny surface. Rubberised grip section. Print position “under glass” on inner sleeve. Equipped with Schneider refill 774 M.

Barrel



Push button

O 10 25 31 43 51 64 70

Clip sleeve

O 10 25 31 43 51 64 70

Outer sleeve

T 71

Inner sleeve (under the glass)

O 10 25 31 43 51 64 70

Front part

G 10 25 31 43 51 64

Ink colour

Imprint positions

D4 on the clip: 6 × 45 mm
D5 on the outer sleeve, on the left + right side of the clip: 8 × 35 mm
D6 in front of the clip: 12 × 10 mm
D8 on the inner sleeve, on the left + right side of the clip: 23,5 × 50,5 mm
D10 on the reverse: 7 × 50 mm

Real image

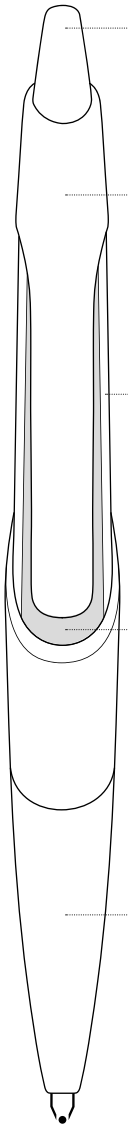
Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	930299	individual	individual

For orders greater than 300 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Sonic Metal

Retractable ballpoint pen with innovative barrel design in opaque plastics and shiny surface. High-quality lacquered clip and rubberised anti-slip grip zone. Print position “under glass” on inner sleeve. Equipped with Schneider refill 774 M.

Barrel



Push button

O 10 25 31 43 51 64 70

Clip sleeve

L 11

Outer sleeve

T 71

Inner sleeve (under the glass)

O 10 25 31 43 51 64 70

Front part

G 10 25 31 43 51 64

Ink colour

Imprint positions

D4 on the clip: 6 × 45 mm
D5 on the outer sleeve, on the left + right side of the clip: 8 × 35 mm
D6 in front of the clip: 12 × 10 mm
D8 on the inner sleeve, on the left + right side of the clip: 23,5 × 50,5 mm
D10 on the reverse: 7 × 50 mm

Real image

Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	934599	individual	individual

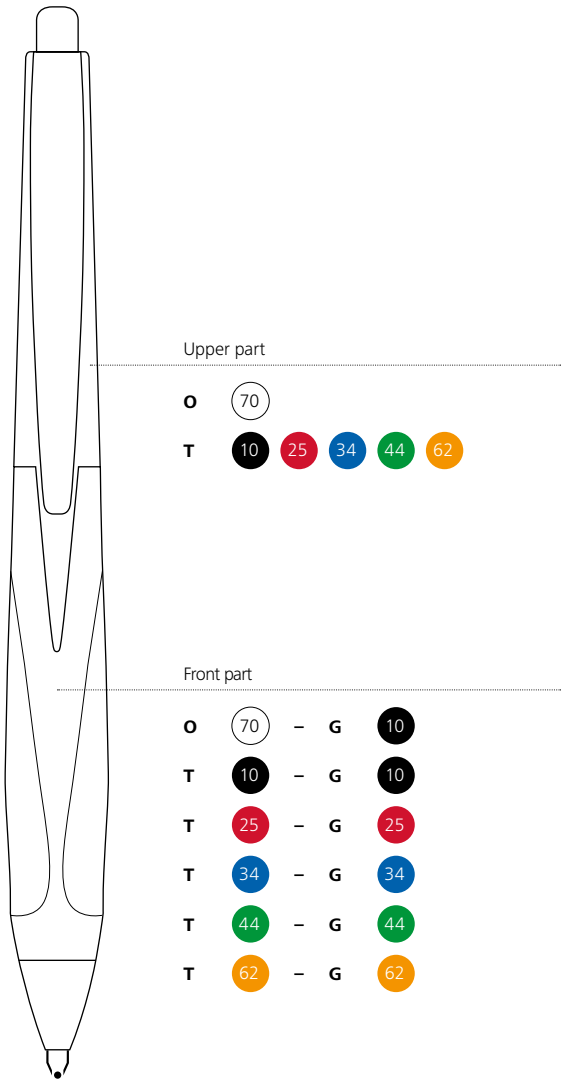
For orders greater than 300 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

For Documents

Haptify

Retractable ballpoint pen available in transparent or opaque plastics, shiny surface and with a rubberised three-edged anti-slip grip zone. Metal clip and push button. Equipped with Schneider refill 774 M.

Barrel



Imprint positions

D2 on the upper part: 12 × 38 mm

Real image

Ink colour

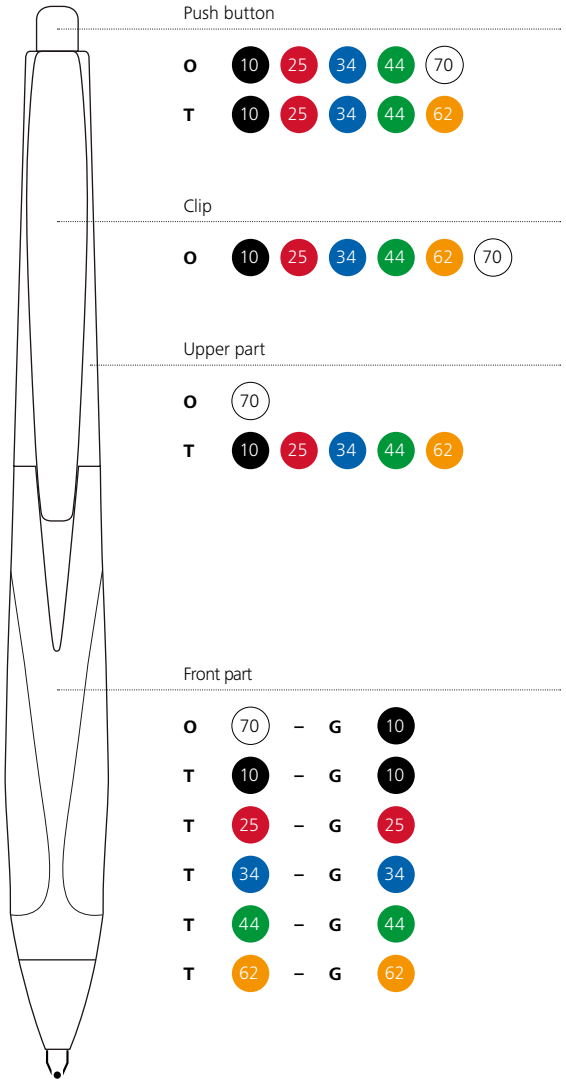
Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	939199	individual	individual

For orders greater than 300 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Haptify Promo

Retractable ballpoint pen available in transparent or opaque plastics, shiny surface and a rubberised three-edged anti-slip grip zone. Equipped with Schneider refill 774 M.

Barrel



Imprint positions

D2 on the upper part: 12 × 38 mm
D4 on the clip: 5,5 × 45 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	937099	individual	individual

For orders greater than 300 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

K 1

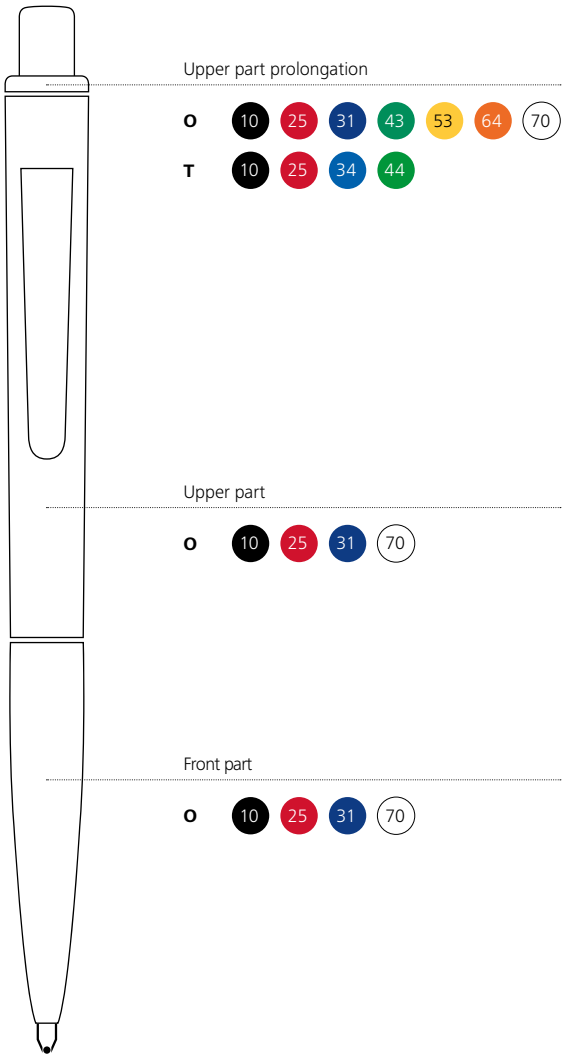
Classical retractable ballpoint pen in opaque plastics with shiny surface. Metal clip and push button. Equipped with Schneider refill 774 M.

Barrel

Imprint positions

D2 on the upper part: 15 × 55 mm
D6 in front of the clip: 29,5 × 12 mm
D7 above the clip: 7 × 7 mm
D11 above, at the side of the clip: 9 × 8 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	93148	O 70 O 70	blue
From 1.000 pcs.	931499	individual	individual

For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

K 1 Metal

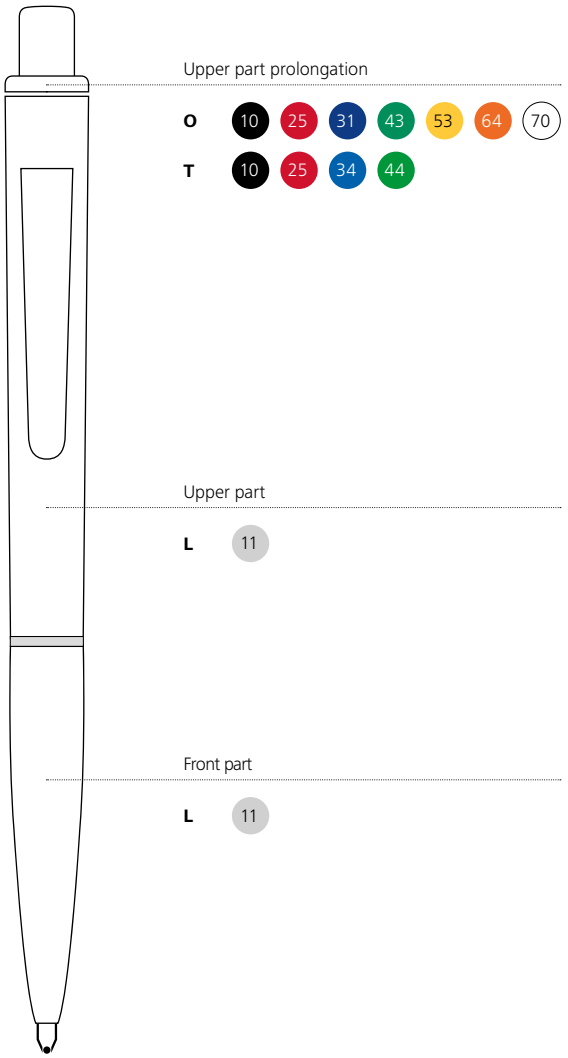
Retractable ballpoint pen in high-quality plastics with shiny silver lacquering. Clip, decorative ring and push button in metal. Equipped with Schneider refill 774 M.

Barrel

Imprint positions

D2 on the upper part: 15 × 55 mm
D6 in front of the clip: 29,5 × 12 mm
D7 above the clip: 7 × 7 mm
D11 above, at the side of the clip: 9 × 8 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	936999	individual	individual

For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

K 1 Biosafe

Bio Pen body made of 68 % biobased plastic

CO_2 neutral Emissions fully compensated

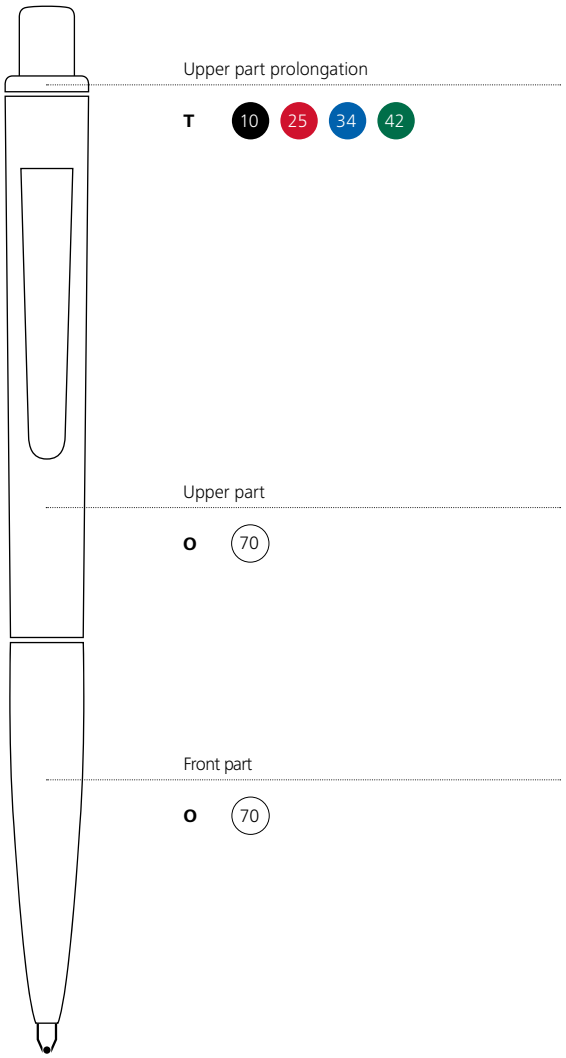
Retractable ballpoint pen with pen body made of bio-based plastic. Metal clip and push button. Equipped with Schneider refill Express 739 M.

Barrel

Imprint positions

D2 on the upper part: 15 × 55 mm
D6 in front of the clip: 29,5 × 12 mm
D7 above the clip: 7 × 7 mm
D11 above, at the side of the clip: 9 × 8 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	932899	individual	individual

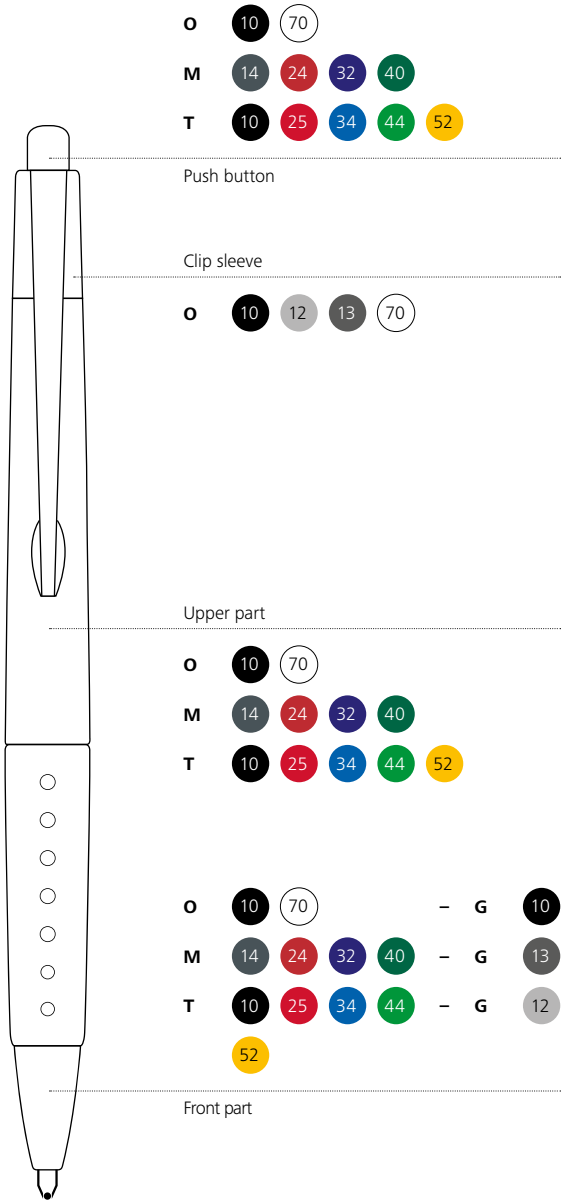
For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

For Documents

Loox

Retractable ballpoint pen in transparent, metallic or opaque plastics with shiny surface. Rubberised anti-slip grip zone and sturdy clip in stainless steel. Equipped with Schneider refill 774 M.

Barrel



Imprint positions

D2.1 on the upper part: 14 × 42 mm (from 300 pcs.)
D2.2 on the upper part: 28 × 42 mm (from 1.000 pcs.)
D6 in front of the clip: 8 × 10 mm
F2 film transfer on the upper part: 58,5 mm circular imprint (from 10.000 pcs.)

Real image

Ink colour

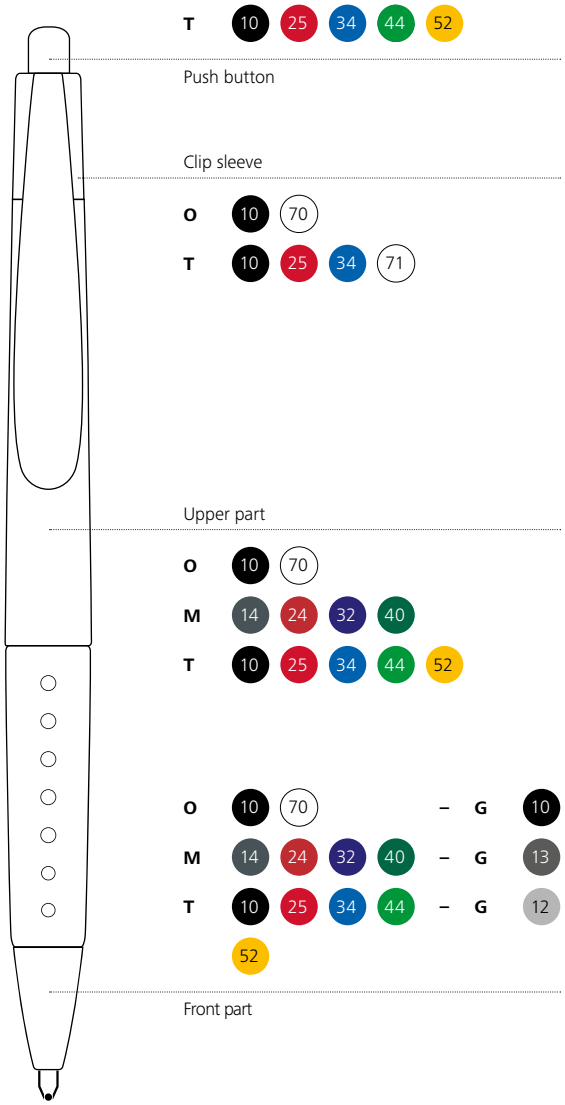
Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	935501	M 14 G 13	black
	935502	M 24 G 13	blue
	935503	M 32 G 13	blue
	935504	M 40 G 13	blue
From 1.000 pcs.	935599	individual	individual

For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Loox Promo

Retractable ballpoint pen in transparent, metallic or opaque plastics with shiny surface. Rubberised anti-slip grip zone. Equipped with Schneider refill 774 M.

Barrel



Imprint positions

D2 on the upper part: 28 × 42 mm
D4 on the clip: 6 × 34 mm
D6 in front of the clip: 8 × 10 mm
F2 film transfer on the upper part: 58,5 mm circular imprint (from 10.000 pcs.)

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	935799	individual	individual

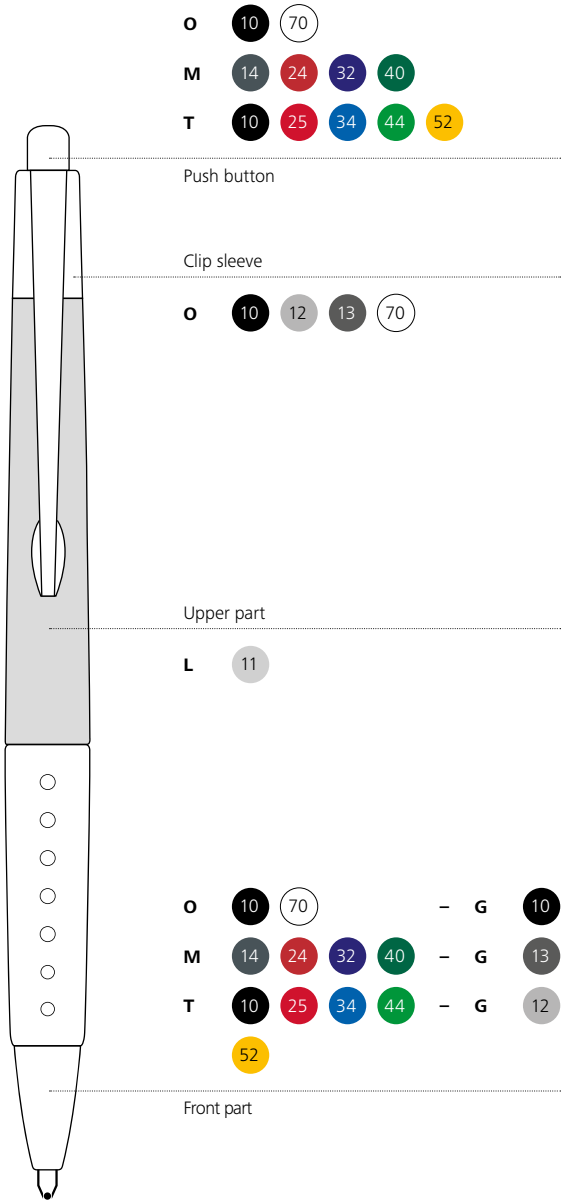
For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

For Documents

Loox Metal

Retractable ballpoint pen in high-quality plastics with shiny silver lacquering and rubberised anti-slip grip zone. Sturdy clip of stainless steel. Equipped with Schneider refill 774 M.

Barrel



Imprint positions

D2 on the upper part: 28 × 42 mm
D6 in front of the clip: 8 × 10 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	935299	individual	individual

For orders greater than 1.000 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

For Documents

F-ace

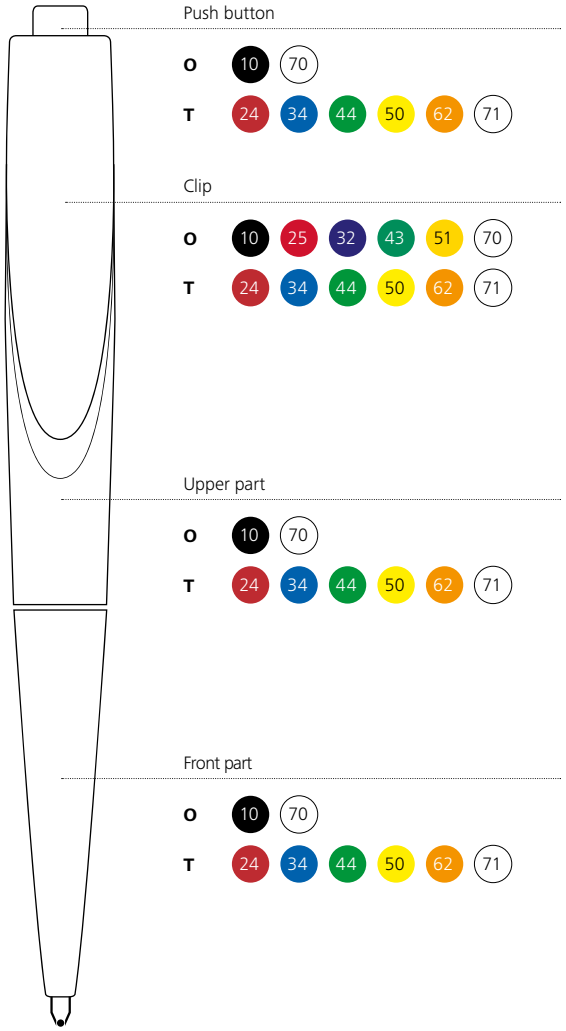
Retractable ballpoint pen available in transparent or opaque plastics with matt surface. Equipped with Schneider refill 774 M.

Barrel

Imprint positions

D2 on the upper part: 4 × 50 mm
D4 on the clip: 10,5 × 42 mm
D6 in front of the clip: 10 × 10 mm
D10 on the reverse: 10 × 55 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	933599	individual	individual

For orders greater than 300 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

K 15

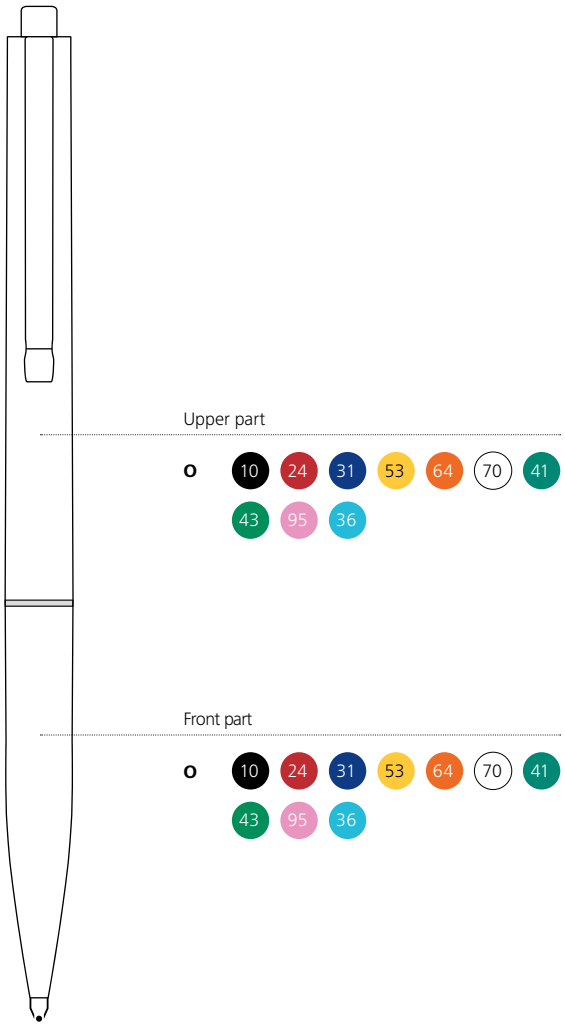
Retractable ballpoint pen in opaque plastics with shiny surface. Clip, decorative ring and push button in metal. Equipped with Schneider refill 770 M.

Barrel

Imprint positions

D1 on the front part: 26,5 × 20 mm
D2.1 on the upper part: 12 × 52 mm (from 1.000 pcs.)
D2.2 on the upper part: 20 × 52 mm (from 2.500 pcs.)
D6 in front of the clip: 26,5 × 18 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	93081	O 10	black
	93082	O 24	blue
	93083	O 31	blue
	93085	O 53	blue
	93086	O 64	blue
	93087	O 41	blue
	93088	O 70	blue
	930804	O 43	blue
	930809	O 95	blue
	930810	O 36	blue
From 2.500 pcs.	930899	individual	individual

For orders greater than 2.500 pcs. you can choose your colours from the colour range chart. You can also select different ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

Frosty

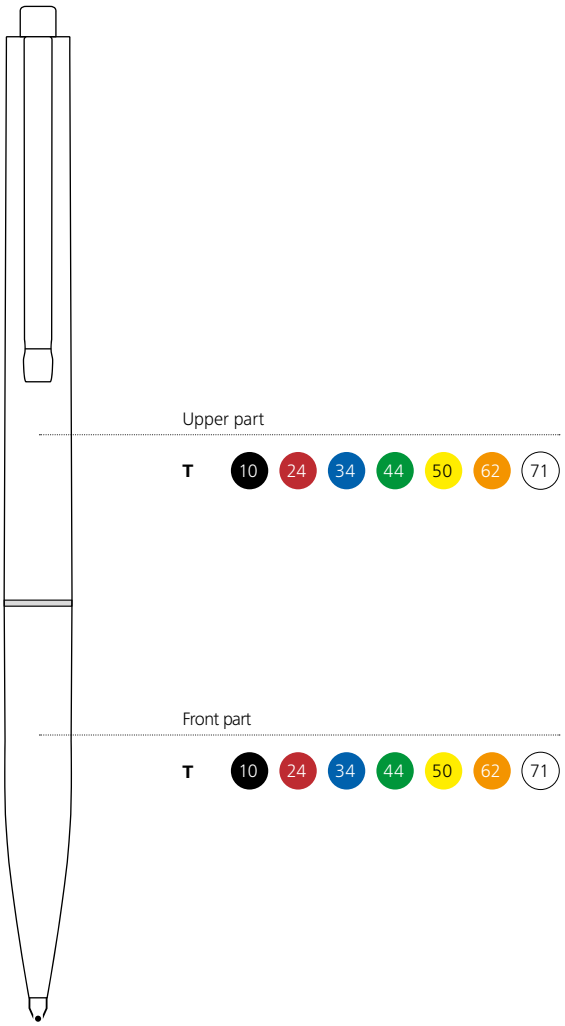
Retractable ballpoint pen in transparent plastics with frosted surface. Clip, decorative ring and push button in metal. Equipped with Schneider refill 774 M.

Barrel

Imprint positions

D1 on the front part: 26,5 × 20 mm
D2.1 on the upper part: 12 × 52 mm (from 1.000 pcs.)
D2.2 on the upper part: 20 × 52 mm (from 2.500 pcs.)
D6 in front of the clip: 26,5 × 18 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	931901	T 10	black
	931902	T 24	blue
	931903	T 34	blue
	931904	T 44	blue
	931905	T 50	blue
	931906	T 62	blue
	931949	T 71	blue
From 2.500 pcs.	931999	individual	individual

For orders greater than 2.500 pcs. you can choose your colours from the colour range chart. You can also select refill 778 XB and different ink colours. Special colours for pen body upon request. The colours, refills and abbreviations are explained on page 84 onwards.

For Documents

Office

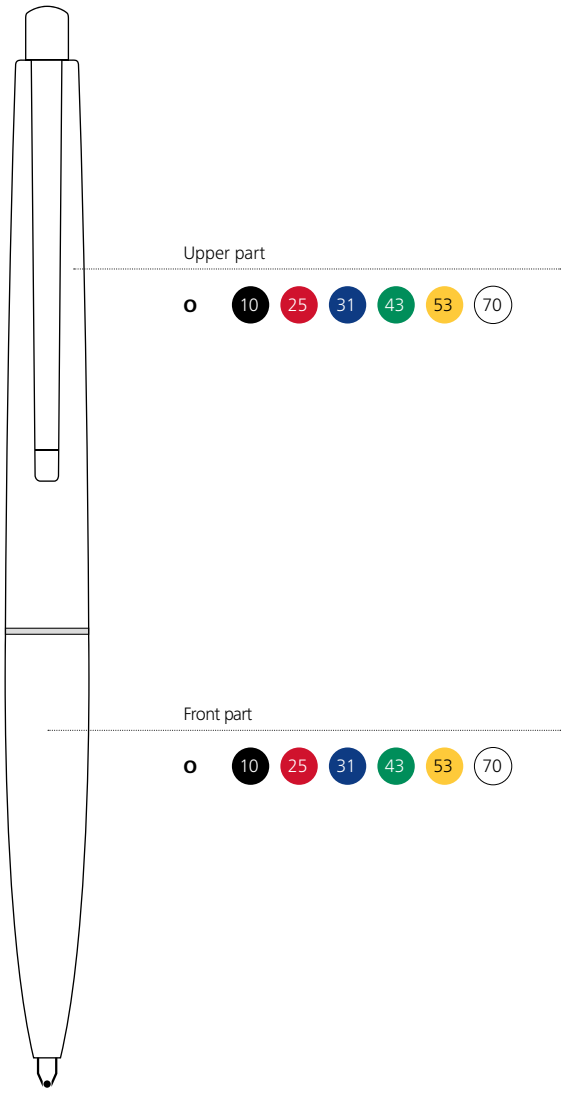
Retractable ballpoint pen in opaque plastics with shiny surface. Clip, decorative ring and push button in metal. Equipped with Schneider refill 770 M.

Barrel

Imprint positions

D2.1 on the upper part: 14 × 50 mm (from 1.000 pcs.)
D2.2 on the upper part: 28 × 40 mm (from 2.500 pcs.)
D6 in front of the clip: 8 × 10 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	932901	O 10	black
	932902	O 25	blue
	932903	O 31	blue
	932904	O 43	blue
	932905	O 53	blue
	932949	O 70	blue
From 2.500 pcs.	932999	individual	individual

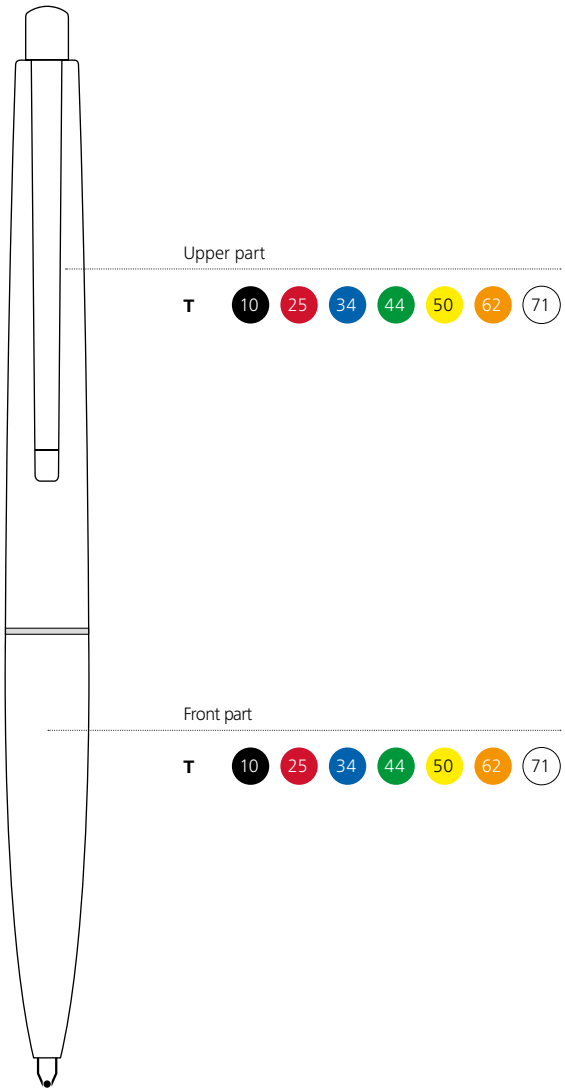
For orders greater than 2.500 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

For Documents

Sunlite

Retractable ballpoint pen in transparent plastics with shiny surface. Clip, decorative ring and push button in metal. Equipped with Schneider refill 774 M.

Barrel



Imprint positions

D2.1 on the upper part: 14 × 50 mm (from 1.000 pcs.)
D2.2 on the upper part: 28 × 40 mm (from 2.500 pcs.)
D6 in front of the clip: 8 × 10 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	936601	T 10	black
	936602	T 25	blue
	936603	T 34	blue
	936604	T 44	blue
	936605	T 50	blue
	936606	T 62	blue
	936649	T 71	blue
From 2.500 pcs.	936699	individual	individual

For orders greater than 2.500 pcs. you can choose your colours from the colour range chart. You can also select different refills and ink colours. Special colours for pen body upon request.
The colours, refills and abbreviations are explained on page 84 onwards.

For Documents

Tops Promo

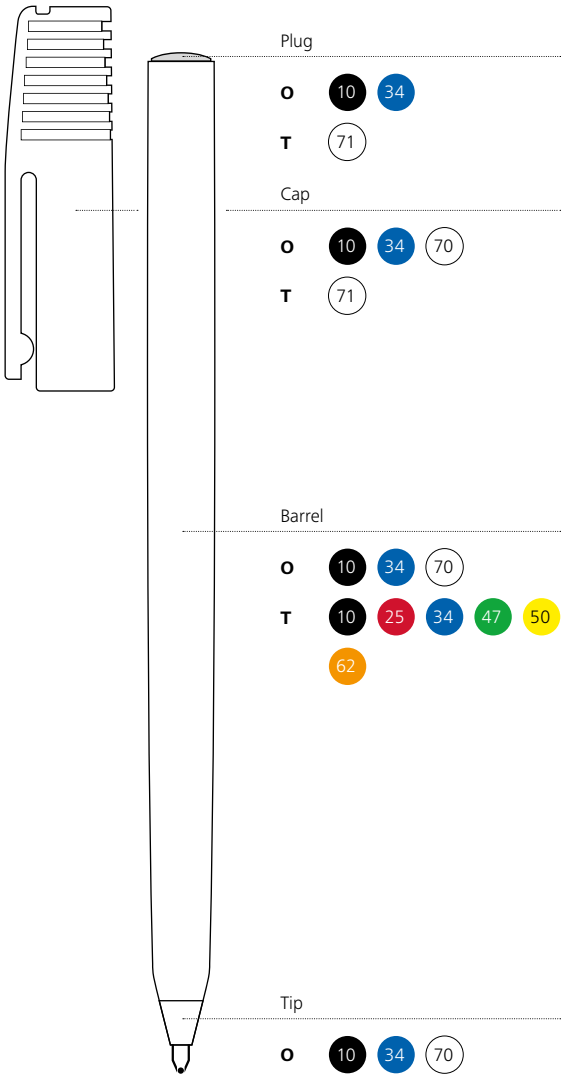
Capped ballpoint pen available in transparent or opaque plastics with shiny surface. Wear-resistant stainless steel tip.

Barrel

Imprint positions

D3 on the barrel: 24 × 65 mm (from 2.500 pcs., max. 1 colour),
24 × 80 mm (from 10.000 pcs., multiple colours)
F1 film transfer on the barrel: 98 mm circular imprint (from 10.000 pcs.)

Real image



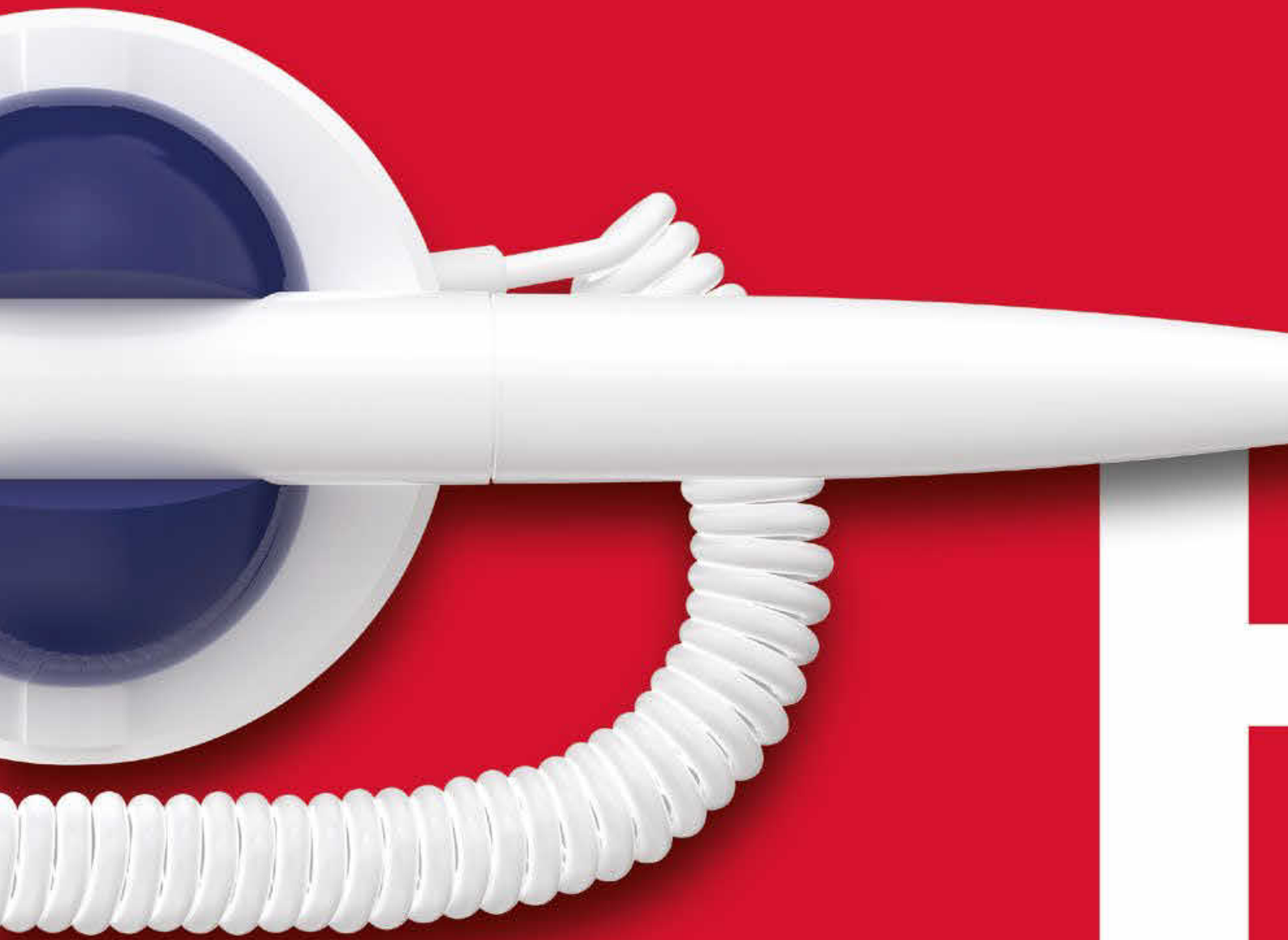
Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 2.500 pcs.	951501	O 10	black
	951503	O 34	blue
	951549	O 70	blue
	951581	T 10 71 O 70 *	black
	951582	T 25 71 O 70 *	blue
	951583	T 34 71 O 70 *	blue
	951584	T 47 71 O 70 *	blue
	951585	T 50 71 O 70 *	blue
	951586	T 62 71 O 70 *	blue
From 10.000 pcs.	951599	individual	individual

* Tip: **O** 70 Cap + plug **T** 71

For orders greater than 10.000 pcs. you can choose your colours from the colour range chart.
You can also select different ink colours. Special colours for pen body upon request.
The colours and abbreviations are explained on pages 86+87.

KL



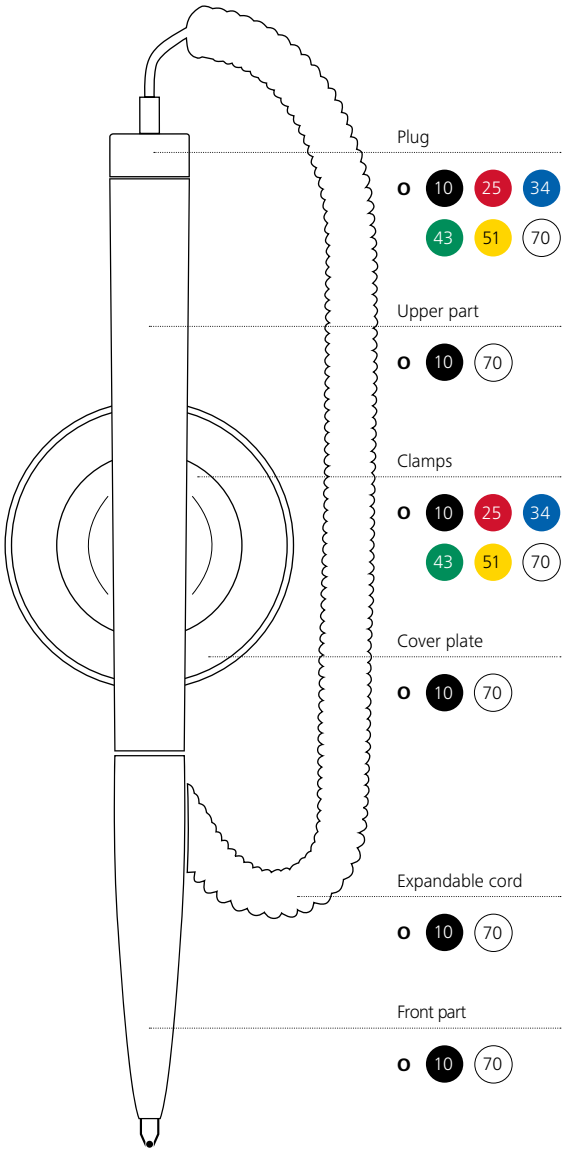
Brands need
brand-name pens

Klick-Fix-Pen Promo

New

Ballpoint pen with expandable cord for fastening at the cash desk, phone, in the car etc. The Klick-Fix is auto adhesive, and the pen holder can be rotated to any position. Equipped with Schneider refill 774 M.

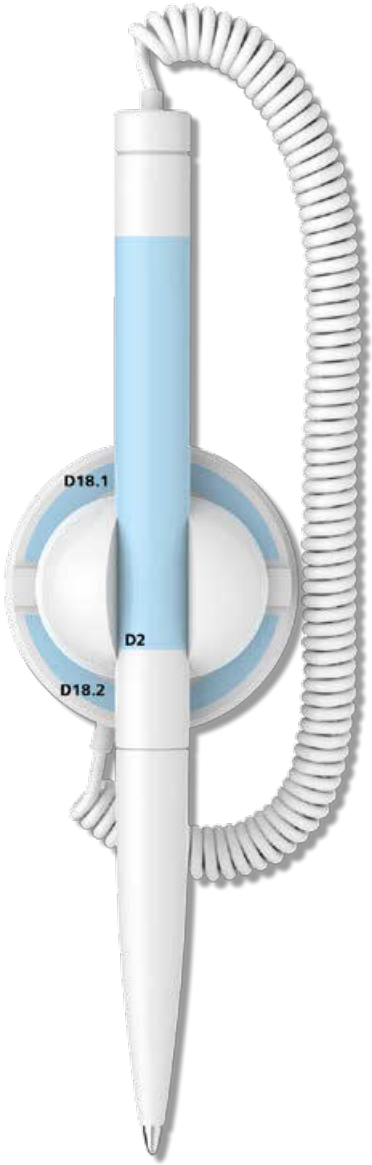
Barrel



Imprint positions

D2 on the upper part: 55 × 29 mm
D18.1 on the cover plate, top: 3 mm circular imprint
D18.2 on the cover plate, bottom: 3 mm circular imprint

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 100 pcs.	941301	o 10 o 70	blue
	941302	o 25 o 70	blue
	941303	o 34 o 70	blue
	941304	o 43 o 70	blue
	941305	o 51 o 70	blue
	941349	o 70 o 70	blue
	941351	o 10 o 10	black
	941352	o 25 o 10	black
	941353	o 34 o 10	black
	941354	o 43 o 10	black
	941355	o 51 o 10	black
	941356	o 70 o 10	black
From 1.000 pcs.	941299		individual

For orders greater than 1.000 pcs. you can select different refills and ink colours.

The colours, refills and abbreviations are explained on page 84 onwards.

For Documents

Klick-Fix

New

Universal holder for pens, markers, computer tools, etc. - virtually any small product. The Klick-Fix has an adhesive back and the clamps can be rotated to any position. The back panel can be stuck to multiple surfaces. Customize your component colors! The Klick-Fix can be customized with your name or expression. Handy, anywhere you place it.

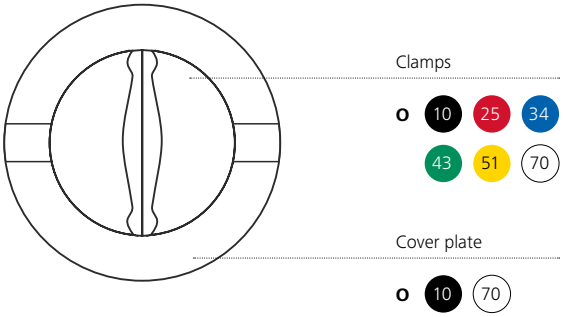
Pen holder

Imprint positions

D18.1 on the cover plate, top: 3 mm circular imprint

D18.2 on the cover plate, bottom: 3 mm circular imprint

Real image



Unit	Ref. No.	Pen holder
From 100 pcs.	941101	o 10 o 70
	94122	o 25 o 70
	94123	o 34 o 70
	941104	o 43 o 70
	941105	o 51 o 70
	941149	o 70 o 70
	941151	o 10 o 10
	941152	o 25 o 10
	941153	o 34 o 10
	941154	o 43 o 10
	941155	o 51 o 10
	941156	o 70 o 10

The colours and abbreviations are explained on pages 86+87.

Brands need
brand-name pens

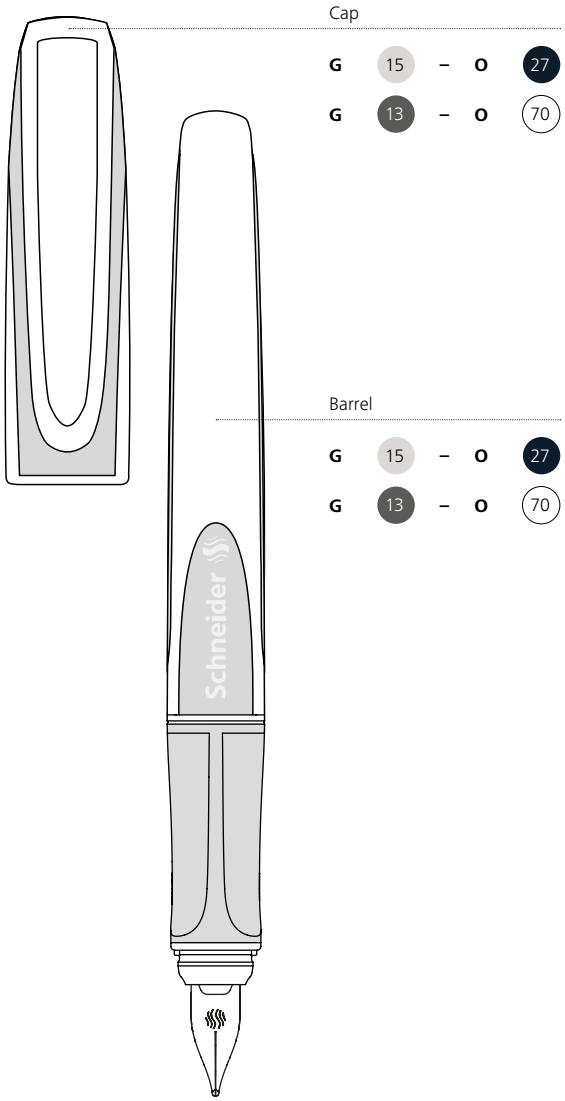
DUN
FAIN
FENS

Ray Fountain Pen

New

Fountain pen with ergonomically rubberised grip profile and high-quality stainless steel nib with iridium tip. Standard ink cartridges, royal blue, erasable.

Barrel



Imprint positions

D4 on the clip: 33 × 5 mm
D9 on the front side of the barrel: 38 × 7 mm
D12 on the back side of the barrel: 38 × 7 mm
D13 on the back side of the cap: 40 × 6 mm
D14 on the cap, on the left side of the clip: 20 × 6 mm
D15 on the cap, on the right side of the clip: 20 × 6 mm
G1 laser engraving on the clip: 33 × 5 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 100 pcs.	968203	G 15 O 27	blue
	968249	G 13 O 70	blue

The colours and abbreviations are explained on pages 86+87.

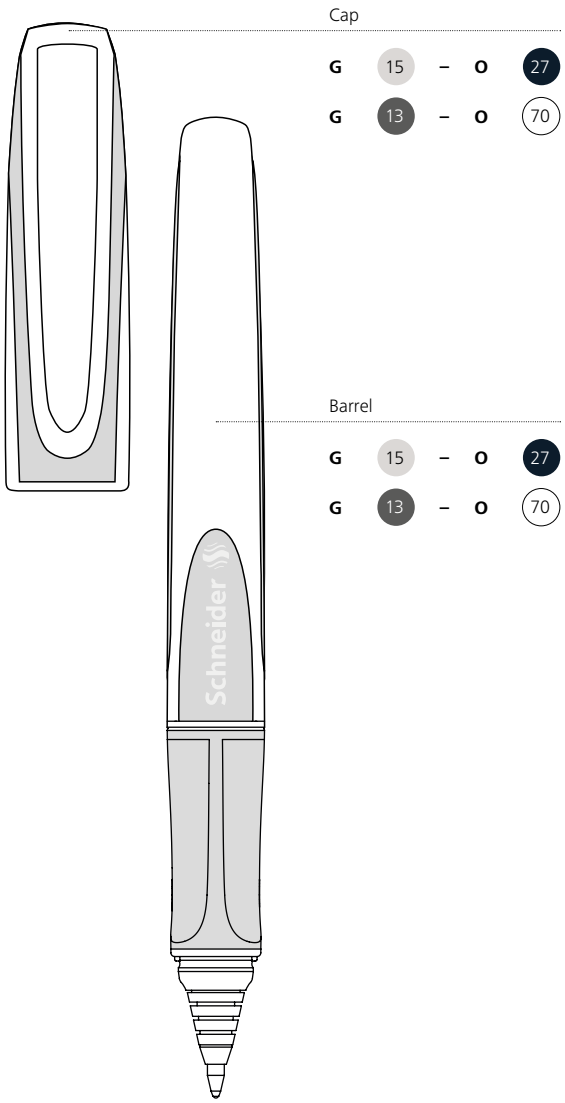
Schneider

Ray Rollerball

New

Cartridge rollerball pen with ergonomically rubberised grip profile and wear-resistant stainless steel tip. Standard ink cartridges, royal blue, erasable.

Barrel



Imprint positions

D4 on the clip: 33 × 5 mm
D9 on the front side of the barrel: 38 × 7 mm
D12 on the back side of the barrel: 38 × 7 mm
D13 on the back side of the cap: 40 × 6 mm
D14 on the cap, on the left side of the clip: 20 × 6 mm
D15 on the cap, on the right side of the clip: 20 × 6 mm
G1 laser engraving on the clip: 33 × 5 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 100 pcs.	987803	G 15 O 27	blue
	987849	G 13 O 70	blue

The colours and abbreviations are explained on pages 86+87.

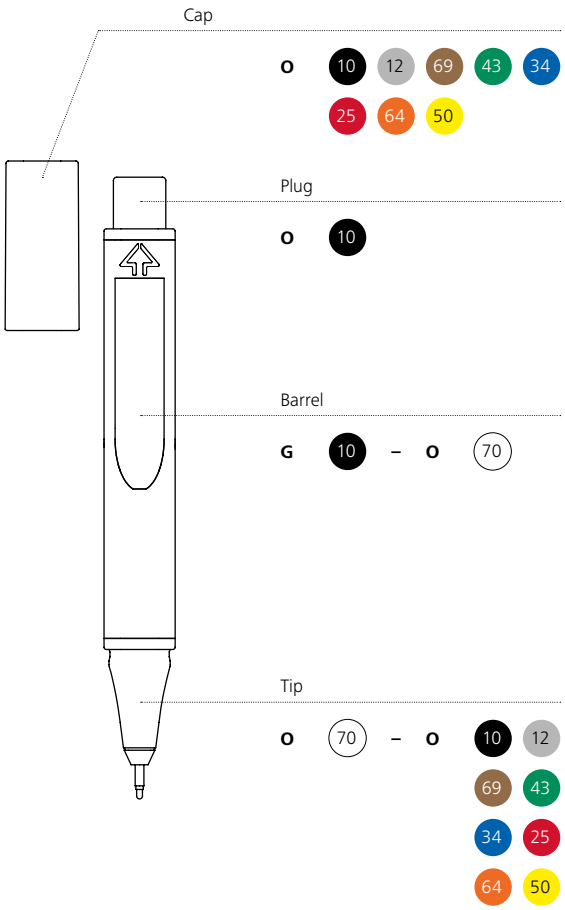
Made in Germany

Brands need
brand-name pens

Link-It

The first fineliner with a clever system to allow a variety of combinations. Favourite colours can be easily linked. The convenient adjustable pencil case is durable, can be used as case penholder and is also made of waste from internal plastics processing. The rubberised ergonomic and three-edged barrel is ideal for relaxed writing. As the cap fits neatly on the end of the barrel it can be held comfortably as an individual pen as well. The barrel is made of 88% biobased plastic. Cap-off ink, can be kept open 2 to 3 days. 8 ink colours in line width 0.4 mm.

Barrel



Imprint positions

D3.1 on the barrel: 21 × 4,5 mm
D3.2 on the barrel: 26 × 4,5 mm
D19 on the outside wrap: 106 × 10 mm

Real image

Ink colour

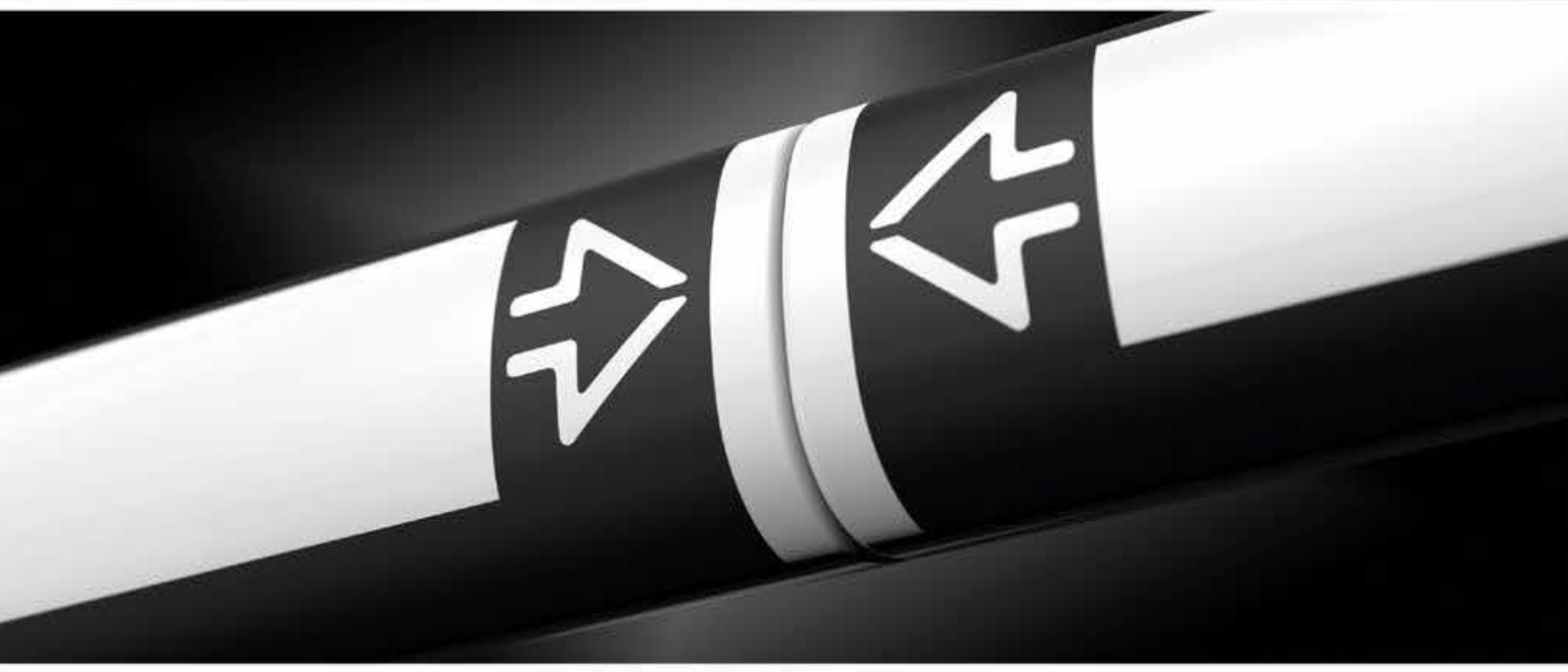
Unit	Ref. No.	Barrel	Ink colour
From 100 pcs.	991298	G 10 O 70	black, grey, brown, green, blue, red, orange, yellow

Ink colour = colour of cap

The colours and abbreviations are explained on pages 86+87.

Cap off

Ergonomic triangle



Line-Up

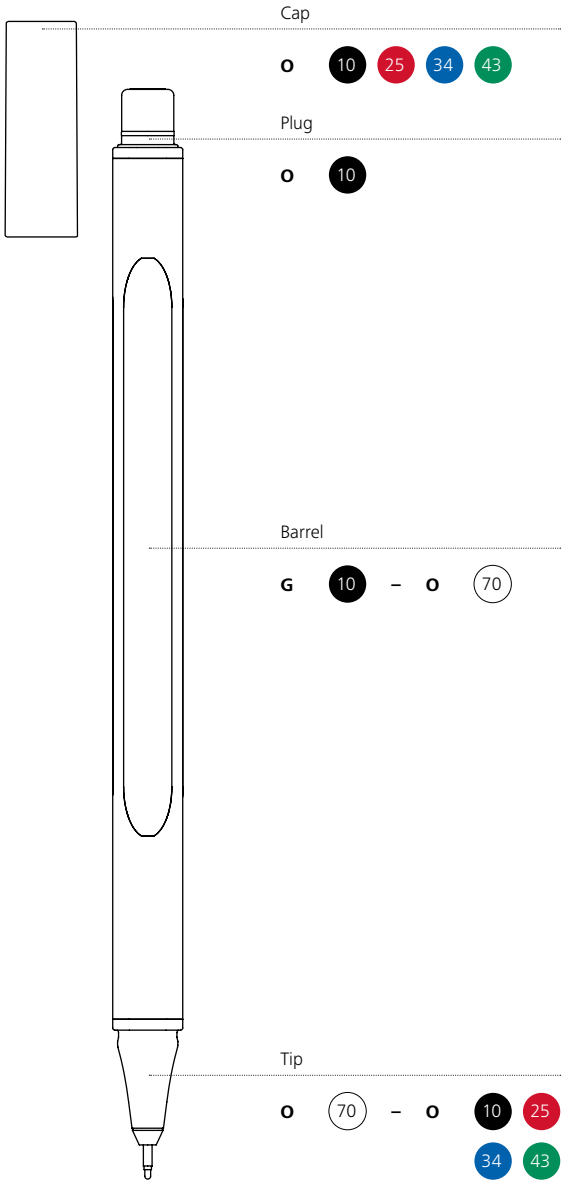
Bio Pen body made of > 85% biobased plastic

CO_2 neutral Emissions fully compensated

New

Fineliner with a barrel of 88% bio-based plastic. Relaxed writing is ensured with the rubberised, ergonomic triangular barrel. Cap-off ink, can be kept open 2 to 3 days. Robust metal-encased writing tip. Line width 0.4 mm.

Barrel



Imprint positions

D3 on the barrel: 60 × 4,5 mm

Real image

Ink colour

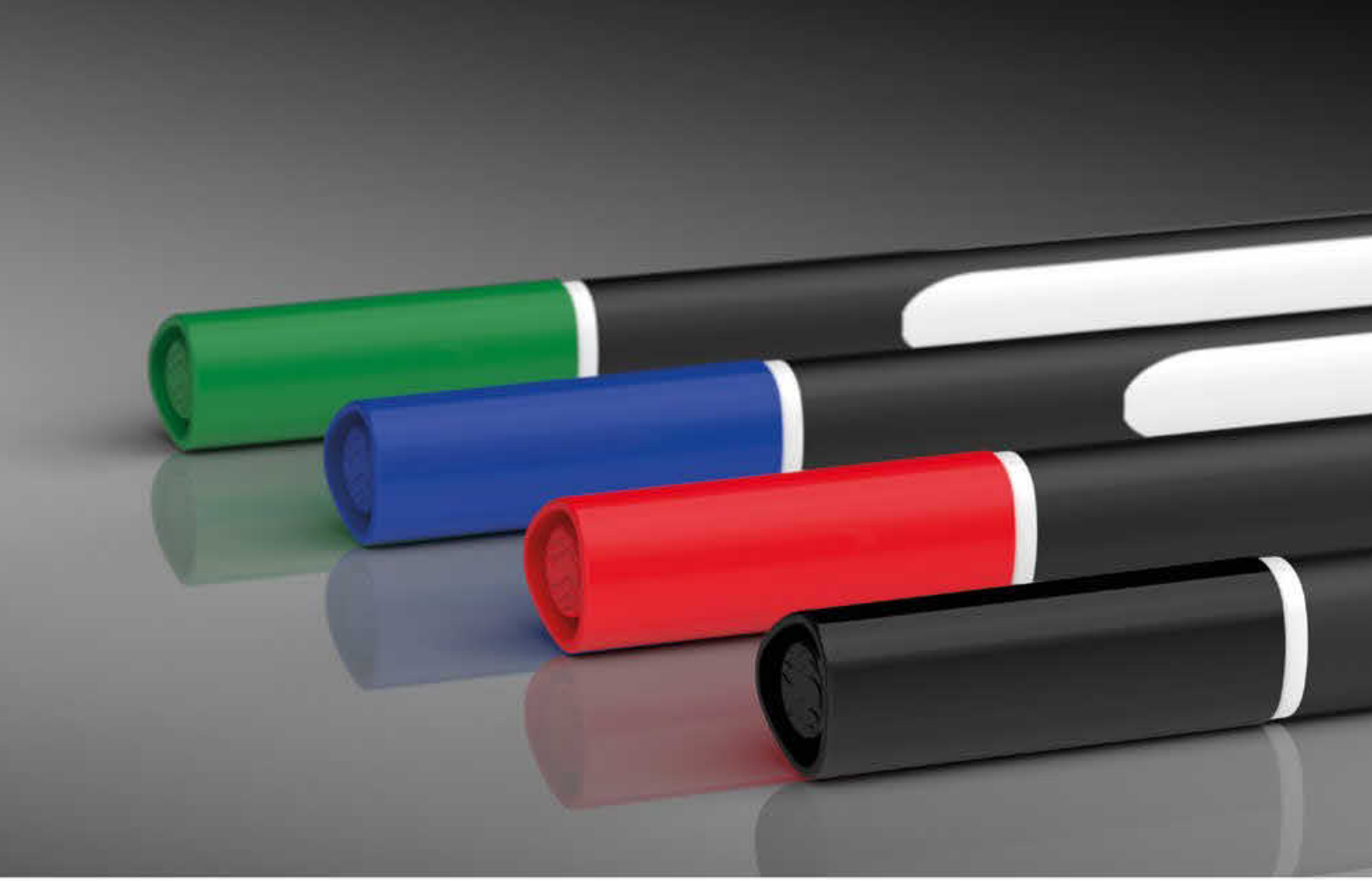
Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	991001	G 10 O 70	black
	991002	G 10 O 70	red
	991003	G 10 O 70	blue
	991004	G 10 O 70	green

Ink colour = colour of cap

The colours and abbreviations are explained on pages 86+87.

Cap off

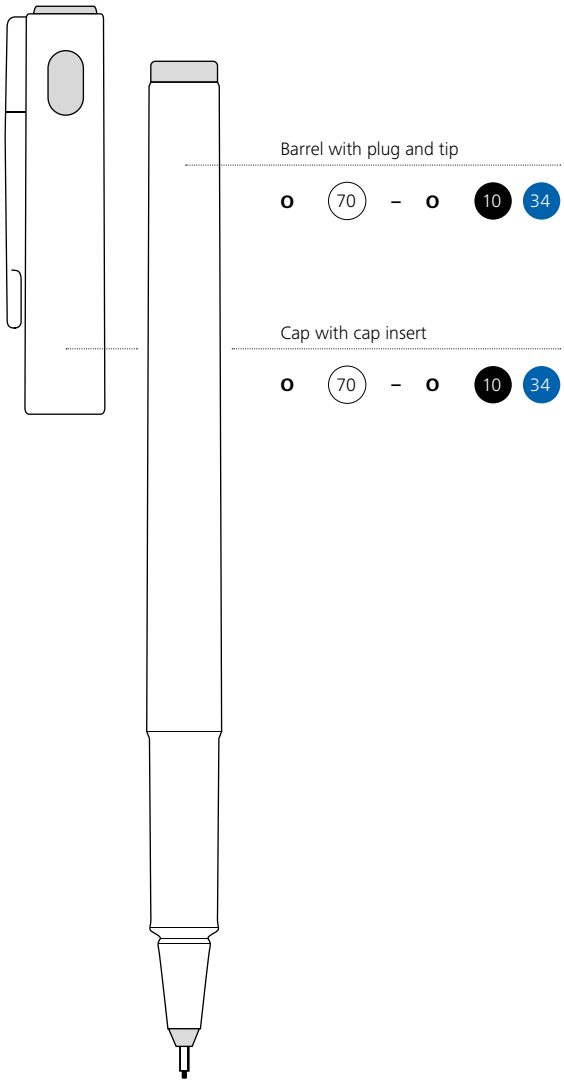
Ergonomic triangle



Topliner 963

Fineliner in opaque plastics with matt surface. Cap-off ink, can be kept open 2 to 3 days. Metal clip and metal-encased fibre tip 0.4 mm.

Barrel



Imprint positions

D3 on the barrel: 28 × 58 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	99636	o 70 o 10	black
	99638	o 70 o 34	blue

Ink colour = colour of cap insert, plug and tip

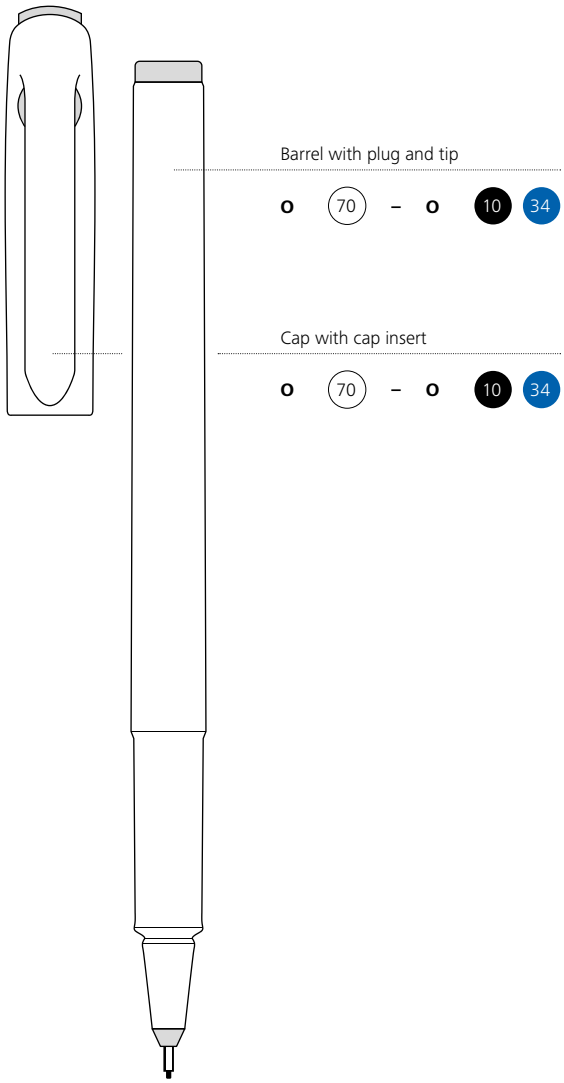
Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

Topliner 967

Fineliner in opaque plastics with matt surface. Cap-off ink, can be kept open 2 to 3 days. Metal-encased fibre tip 0.4 mm.

Barrel



Imprint positions

D3 on the barrel: 28 × 58 mm
D4 on the clip: 4,5 × 38 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	996701	o 70 o 10	black
	996703	o 70 o 34	blue

Ink colour = colour of cap insert, plug and tip

Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

ROL

BAL

Brands need
brand-name pens

LER

LS

One Business

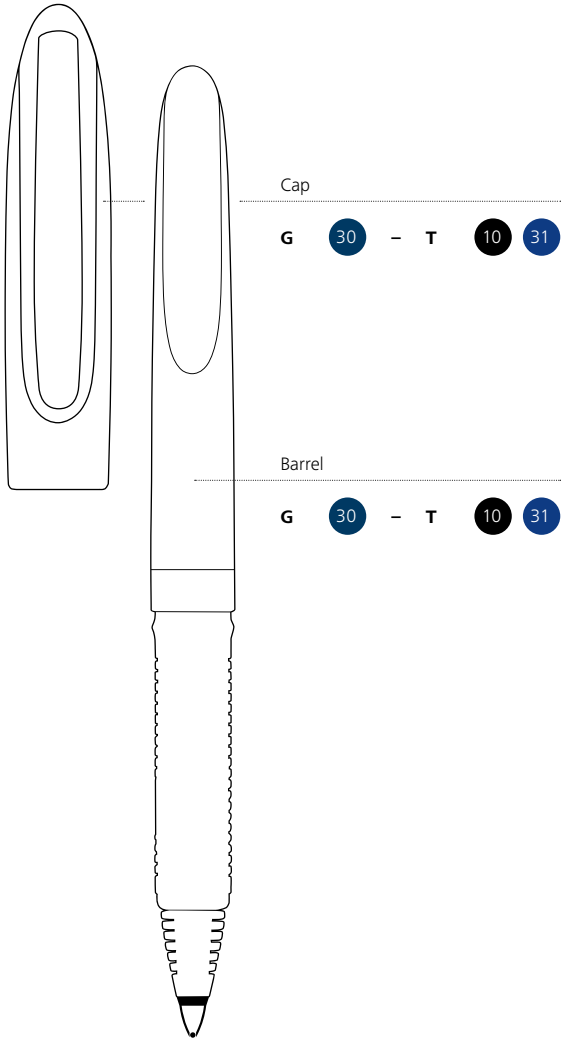
Rollerball with Ultra-Smooth tip. Ergonomically rubberised surface. Cap-off ink does not run dry even if the cap is removed for 2-3 days. High-quality metal clip. The ink colours are waterproof according to ink standard ISO14145-2. Line width 0.6 mm.

Barrel

Imprint positions

D13 on the backside of the cap: 35 × 8 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 300 pcs.	983001	G 30 O 10	black
	983003	G 30 O 31	blue

Ink contains the preservatives C(M)IT/MIT

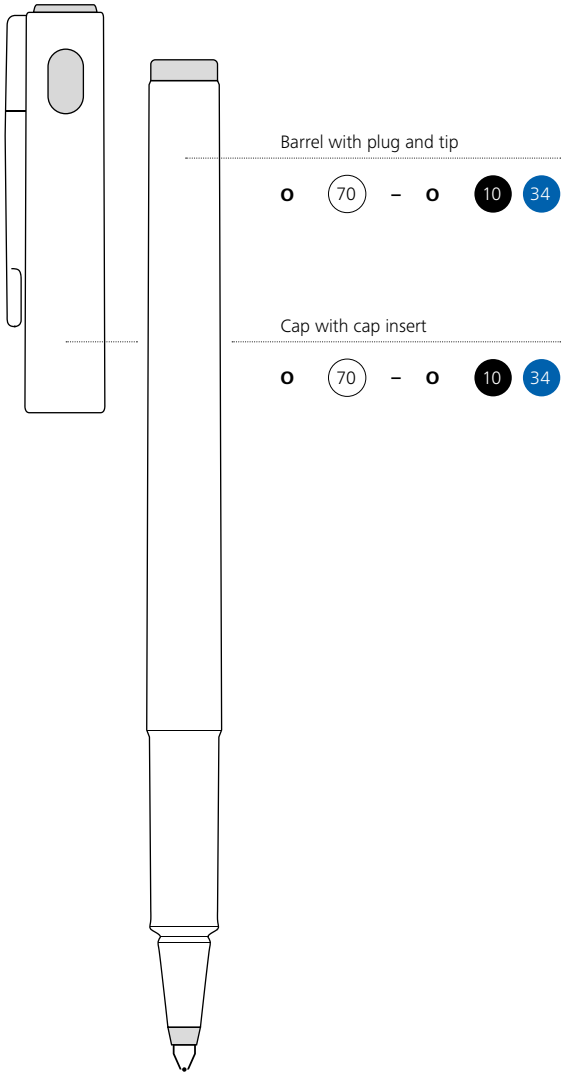
Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

Topball 863

Rollerball in opaque plastics with matt surface. Cap-off ink, can be kept open 2 to 3 days. Metall clip and metal tip 0.6 mm.

Barrel



Imprint positions

D3 on the barrel: 28 × 58 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	98636	O 70 O 10	black
	98638	O 70 O 34	blue

Ink colour = colour of cap insert, plug and tip

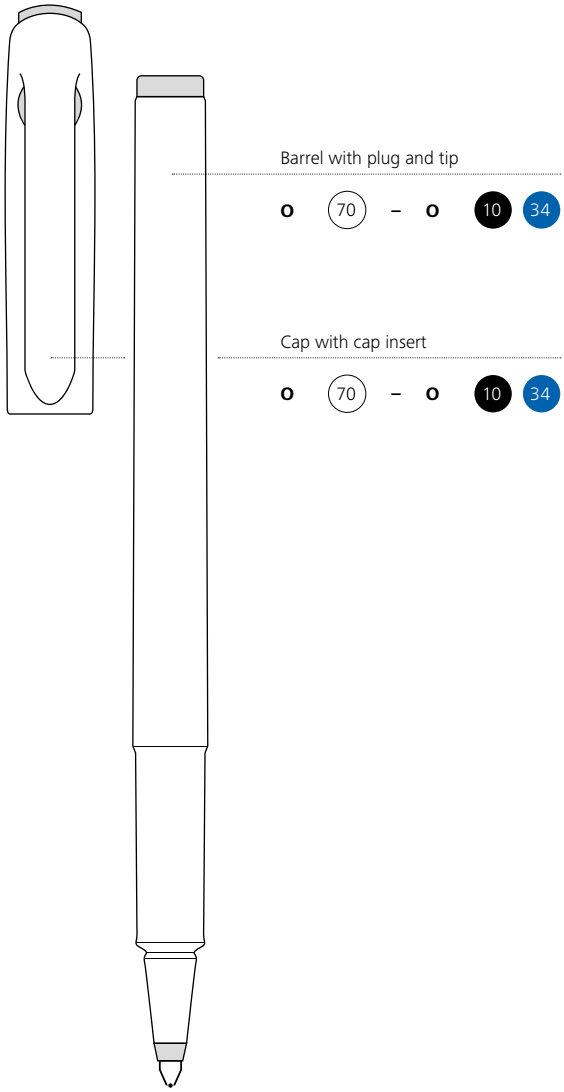
Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

Topball 857

Rollerball in opaque plastics with matt surface. Cap-off ink, can be kept open 2 to 3 days. Metal tip 0.6 mm.

Barrel



Imprint positions

D3 on the barrel: 28 × 58 mm
D4 on the clip: 4,5 × 38 mm

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	985701	o 70 o 10	black
	985703	o 70 o 34	blue

Ink colour = colour of cap insert, plug and tip

Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

Cap off

Pen Configurator

The Schneider Pen Configurator allows you to individualise, print and engrave your pens.

Did you know?
The Pen Configurator is the perfect easy-to-use online tool for adapting Schneider writing instruments to your own particular needs. What model, what colour, what imprint? These questions are answered on a step-by-step basis, so that, finally, a request can be sent with the picture of the required writing instrument.

First choose the model you want and then change the colour of the various components to meet your personal preferences. The printing surfaces indicated can now be filled with the message of your choice or with your logo, giving you a precise impression of what your finished writing instruments might look like. The picture is like a 3D image and the product can be turned on its axis so that you can see all the printed surfaces. Information like the product name, refill type and minimum order quantity for special colours are also displayed. The program is easy to use and is the perfect tool for developing ideas.

Design your personal writing instrument now at:
www.penconfigurator.com

Pen Configurator
www.penconfigurator.com

Brands need
brand-name pens

Highlighter 180

reddot design award
winner 2013

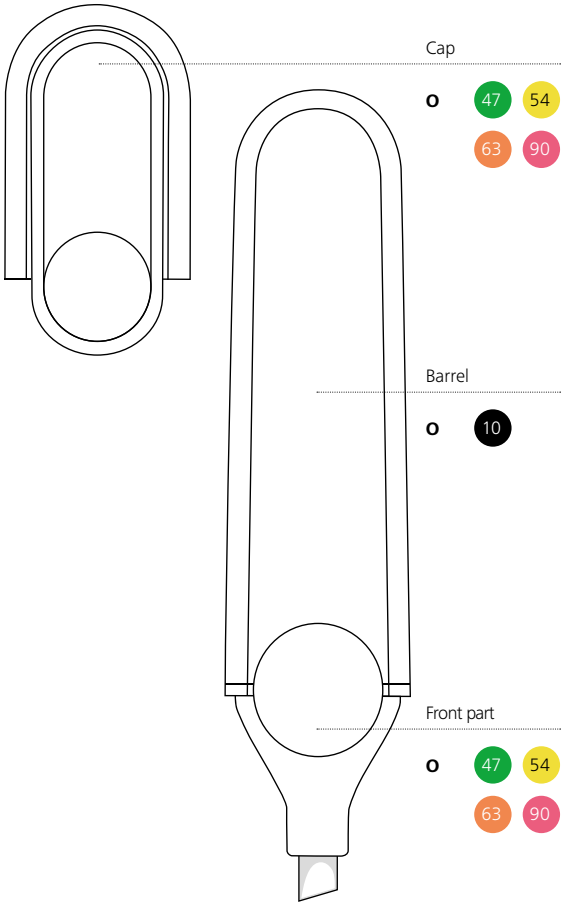
Highlighter in opaque plastics with matt surface. Vivid and light proof ink suitable for normal, copy and fax paper. Chisel tip for 1+5 mm.

Barrel

Imprint positions

D3 on the barrel: 48 × 14 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	918004	O 10 O 47	green
	918005	O 10 O 54	yellow
	918006	O 10 O 63	orange
	918009	O 10 O 90	pink

Ink contains the preservatives C(M)IT/MIT

Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

Highlighter 150

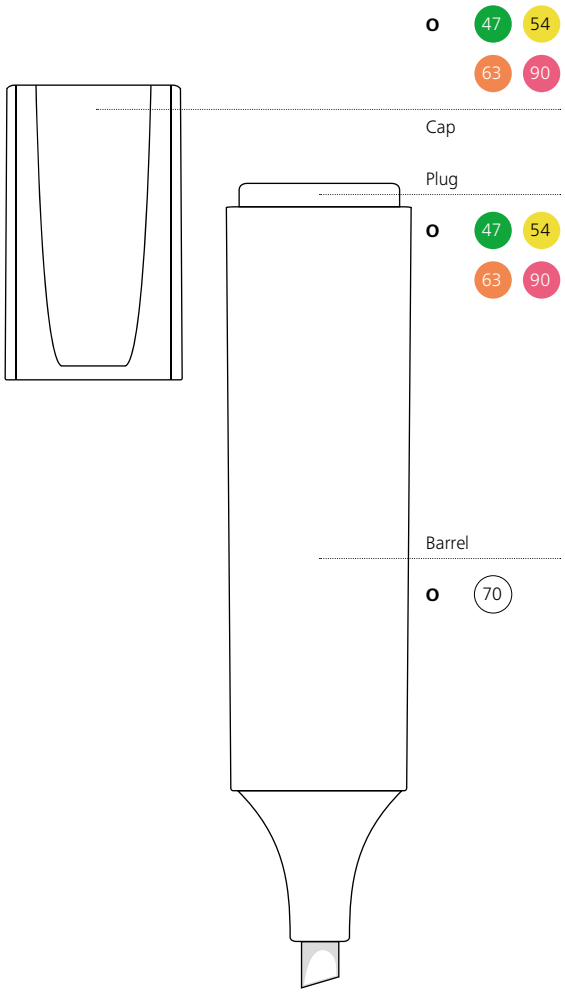
Highlighter in opaque plastics with matt surface. Vivid and light proof ink suitable for normal, copy and fax paper. Chisel tip for 1+5 mm.

Barrel

Imprint positions

D3 on the barrel: 14 × 60 mm
D4 on the clip: 10 × 20 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	915004	O 70 O 47	green
	915005	O 70 O 54	yellow
	915006	O 70 O 63	orange
	915009	O 70 O 90	pink

Ink contains the preservatives C(M)IT/MIT

Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

Highlighter 177

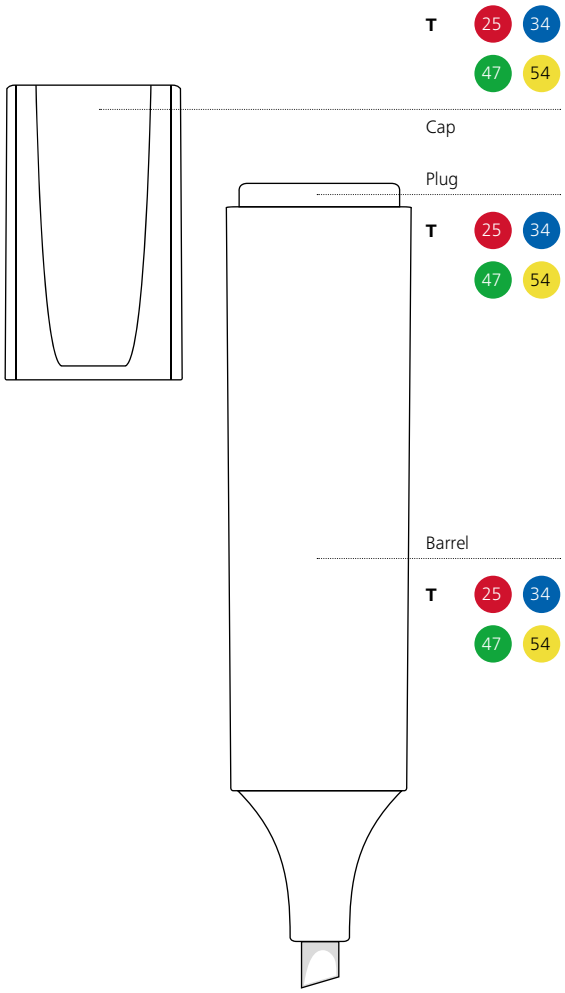
Highlighter in transparent plastics with matt surface. Vivid and light proof ink suitable for normal, copy and fax paper. Chisel tip for 1+5 mm.

Barrel

Imprint positions

D3 on the barrel: 14 × 60 mm
D4 on the clip: 10 × 20 mm

Real image



Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	917702	T 25	rot
	917703	T 34	blue
	917704	T 47	green
	917705	T 54	yellow

Ink contains the preservatives C(M)IT/MIT

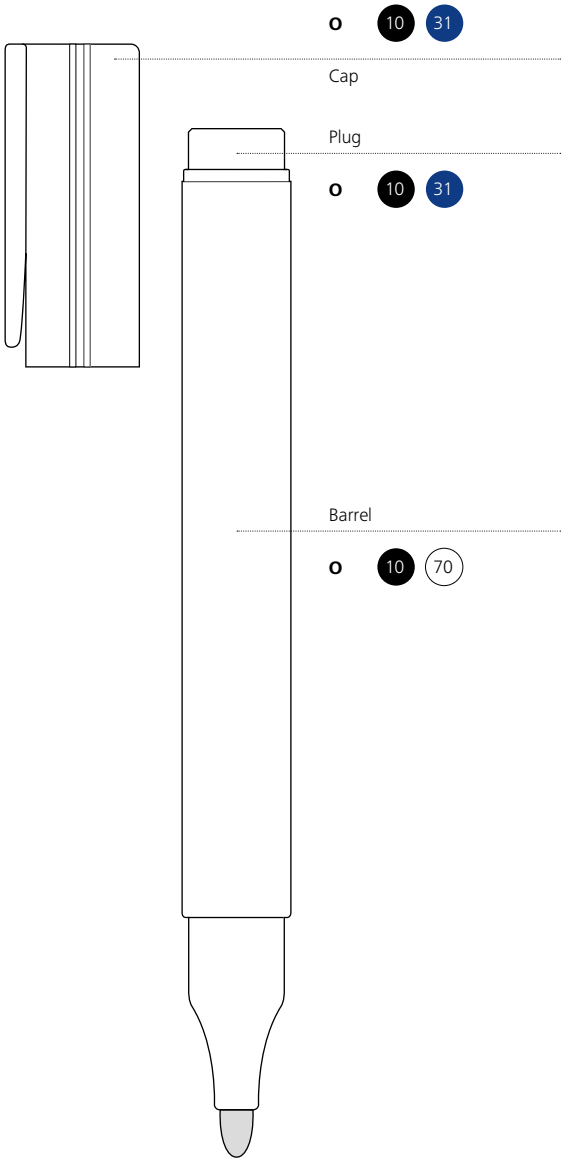
Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

Permanent marker 130

Permanent marker in opaque plastics with shiny surface. For carton, paper, plastics, glass, metal and wood. Quick-drying, light and water resistant. Cap-off ink, can be kept open 2 to 3 days. Rounded tip for 1–3 mm.

Barrel



Imprint positions

D3 on the barrel: 43 × 75 mm

F1 film transfer on the barrel: 92 mm circular imprint (from 10.000 pcs.)

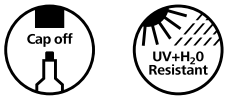
Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 600 pcs.	913001	O 10	black
	913101	O 70 O 10	black
	913103	O 70 O 31	blue

Special colours for pen body upon request.

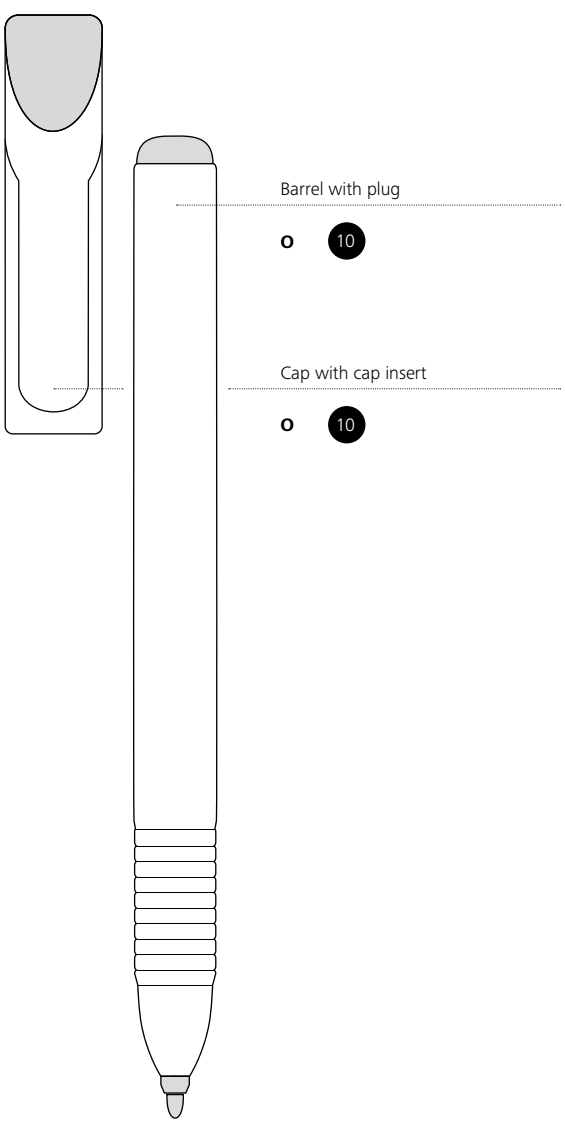
The colours and abbreviations are explained on pages 86+87.



Universal marker 224

Universal marker in opaque plastics with shiny surface. For OHP film, CD and DVD, carton, paper, plastics, glass, metal and wood. Quick-drying, light and water resistant. Cap-off ink, can be kept open 2 to 3 days. Rounded tip for 1 mm.

Barrel



Imprint positions

D3 on the barrel: 31,5 × 65 mm

D4 on the clip: 7 × 30 mm

F1 film transfer on the barrel: 87 mm circular imprint (from 10.000 pcs.)

Real image

Ink colour

Unit	Ref. No.	Barrel	Ink colour
From 1.000 pcs.	922401	O 10	black

Special colours for pen body upon request.

The colours and abbreviations are explained on pages 86+87.

Gift sets

Decisive: first impressions count. The content and the external packaging are of uttermost importance to Schneider. The presentations of the boxes are therefore immaculate, add value and exude quality. Depending on the selection, Schneider Schreibgeräte adds the appropriate exclusive frame, a smart and surprising moment, it dots the i's and cross the t's. Of course this then creates a platform for the presentation of your name and logo.

For further information please contact us any time.

1

2

3

	Description	Ref. No.	Colour
1	**Plastic set**		
	for 1 pen	99946	transparent
	for 1 fountain pen or rollerball Ray	99948	transparent
2	**Wallet**		
	for 4 highlighters 150, 177	9977	transparent
	for 4 highlighters 180	9951	transparent
	other wallets upon request		
3	**Insert pocket (made of cardboard)**		
	for 1 pen	9949	black

Refills for ballpoint pens

"The good Schneider refill" has been a synonym for ballpoint pen refills and is readily available in specialist stores everywhere. Most Schneider refills are fitted with wear-resistant stainless steel tips. It guarantees that the large ink reserve can be used without leaving any residue and without any smear marks. Virtually all the promotional ballpoint pens can be optionally fitted with the following refills. The refills with Viscoglide® technology ensure exceptionally easy, gliding writing.

1 2 3 4 5 6 7 8 9

Description		Name		ISO-format	Tube	Tip	Available ink colours
Ballpoint ink-Refills with conus tip meeting ISO 12757-2 for Documents	M	1	**Express 735**	G2	Giant metal	Stainless steel	
		2	**Express 739**	G2	Giant plastic	Stainless steel	
		3	**Express 775**	H	Metal	Stainless steel	
		4	**774**	H	Plastic	Stainless steel	
		5	**770**	H	Plastic	Brass	
Viscoglide®-Refills with conus tip meeting ISO 12757-2 for Documents (excepting red ink colour)	M	6	**Slider 755**	G2	Giant metal	Stainless steel	
	XB	6	**Slider 755**	G2	Giant metal	Stainless steel	
		7	**Slider 710**	H	Metal	Stainless steel	
		8	**778**	H	Plastic	Stainless steel	
Gel ink-Refill with conus tip meeting ISO 27668-2 for Documents (excepting red + green ink colour)	M	9	**Gelion 39**	G2	Giant plastic	Stainless steel	

Technical data
Artwork

In order to perfectly create your imprint motifs and logos in accordance with your concepts on the selected promotional pens we need you to submit best quality artwork. In order to minimise your preparations we offer the following guidelines. There are three ways to submit your artwork:

1. Digital Data

The best alternative in the submission of artwork is to send it in the form of data or graphical data. Basically two categories exist within digital graphics:

Vector Graphics
In vector graphics the individual stet of a graphic is built up from the basic elements such as curves, lines and then saved in the form of coordinates and mathematical vectors. This has the big advantage that the corresponding graphics enlarge or reduce without steps and without loss of quality. Additionally vector graphics need a lot less data volume compared to bitmaps.

Some of the more popular vector graphic programs are CorelDraw (.cdr) and Adobe Illustrator (.ai). These programs as well as EPS or PDF graphics give the best results.
Warning: Please note that the original bitmap files that are saved or placed in vector-programs are not vector-graphics and are therefore not suitable to produce final films!

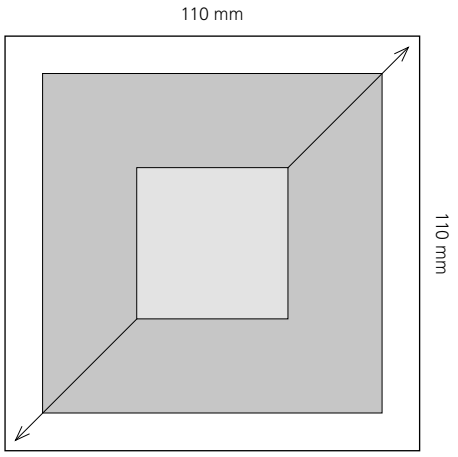
Bitmaps
The picture information is saved point by point. The disadvantage of bitmaps is that picture enlargements and reductions will result in considerable loss of quality. Artwork in bitmap format can be used, but it should have a resolution of a minimum of 1,200 dpi in reference to the original print size.

The most famous bitmap programs are TIFF, PSD and JPG. Internet graphics (e.g. gif) are not suitable for reproduction of artwork because they usually do not have sufficient resolution for printing.
Warning: Bitmap graphics which are saved or placed in Word, PowerPoint or Excel are not suitable!

2. Films

The classic form of the artwork for your imprint motif is a screen or offset-film. It must have the size of 1:1. For multiple colour prints please provide register marks for each film layer in order to fit the colours together. Offset films should not be cut too short. The optimum dimension is 110 x 110 mm, within which the logo is positioned regardless of size.

As we do not know in advance whether or not you need silk-screen or tampon films, electronic data is always advantageous and saves further delays.



3. Reproducible Artwork

For producing the process films we need your best quality reproducible artwork, e.g. clear hard copy, good drawings, crisp prints etc. – and please, not too small!
Please note that fax and photocopies can't be used.

Using Fonts in Digital Data

If you use fonts in your digital artwork, we kindly ask you to convert them to curves/vectors or to send the fonts as separate data (True-Type, Open-Type or Type1 Fonts).

In order to receive the best quality of legibility and imprint we recommend a font from 5 dots.

Stroke Widths

The minimum stroke width for imprinting is 0.15 mm. We cannot imprint thinner stroke widths because of technical conditions.

Imprinting Colours

Please indicate the required imprinting colours in Pantone or HKS. If we only can use a printed model we try to meet the colours to 100%, but without guarantee.

For imprints on coloured bodies we recommend the preimprint of a white field in order to receive a better covering of the following imprinting colours. Without this pre-imprint colours can differ from the requirement.

Possibilities for Transmission

You can send us your imprinting data via E-mail or on CD/ DVD. If you wish to send us your files via E-mail please attach the data to your E-mail-client as an enclosure and indicate in your E-mail the program in which you have established the data. Together with all the other relevant information please send your E-mails to: viw@schneiderpen.de

Imprint positions

D1	on the front part
D2	on the upper part
D3	on the barrel
D4	on the clip
D5	on the outer sleeve, on the left + right side of the clip
D6	in front of the clip
D7	above the clip
D8	on the inner sleeve, on the left + right side of the clip
D9	on the front side of the barrel
D10	on the reverse
D11	above, at the side of the clip
D12	on the back side of the barrel
D13	on the back side of the cap
D14	on the cap, on the left side of the clip
D15	on the cap, on the right side of the clip
D18	on the cover plate
D19	on the outside wrap
F1	film transfer on the barrel
F2	film transfer on the upper part
G1	laser engraving on the clip

Signs and Symbols

Cap-off
Can be kept open for 2 to 3 days without drying up.

For Documents
The writing is permanent according to ISO standards for “documentary use“.

Water and light resistant
The writing doesn’t dissolve in water and remains visible after UV radiation.

Triangular shape
Defines exact position for each finger.

Stylus-pen
With soft touch tip to operate on tablets and smartphones.

CO_2 neutral
Schneider offsets unavoidable emissions caused by supporting a certified and ecologically sustainable climate protection project.

Further information can be found at Climatepartner.com

Bio
Pen body with this symbol are made of biobased plastic.

Colour descriptions

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

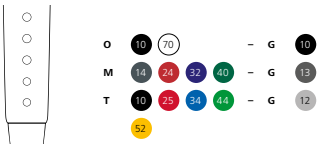
Black 10	Silver 11	Pantone Cool Gray 6 12	Pantone Cool Gray 11 13	Pantone 432 14	Pantone Cool Gray 1 15	Pantone 179 21
Pantone 187 24	Pantone 186 25	Pantone 296 27	Pantone 7694 30	Pantone 7687 31	Pantone 2756 32	Pantone 297 33
Pantone 293 34	Pantone 662 35	Pantone 311 36	Pantone 7468 37	Pantone 298 38	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 7594 68	Pantone 7588 69	White 70	Transparent 71	Pantone 806 90	Pantone 214 93
Pantone 237 95	Pantone 259 97	Pantone 258 98				

Plastic types

G Rubberised
L Lacquered
M Metallic
O Opaque
T Transparent

Colour key

For each writing instrument you will find every available plastic type and plastic colour. They are to be read as follows:



Front part available in **T like transparent** – colour **25** (Pantone 186)
with **rubberised grip section** – colour **12** (Pantone Cool Gray 6)

Please note that the illustrated product colours shown throughout this catalogue may vary slightly from actual products due to inherent limitations in reproduction techniques.

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