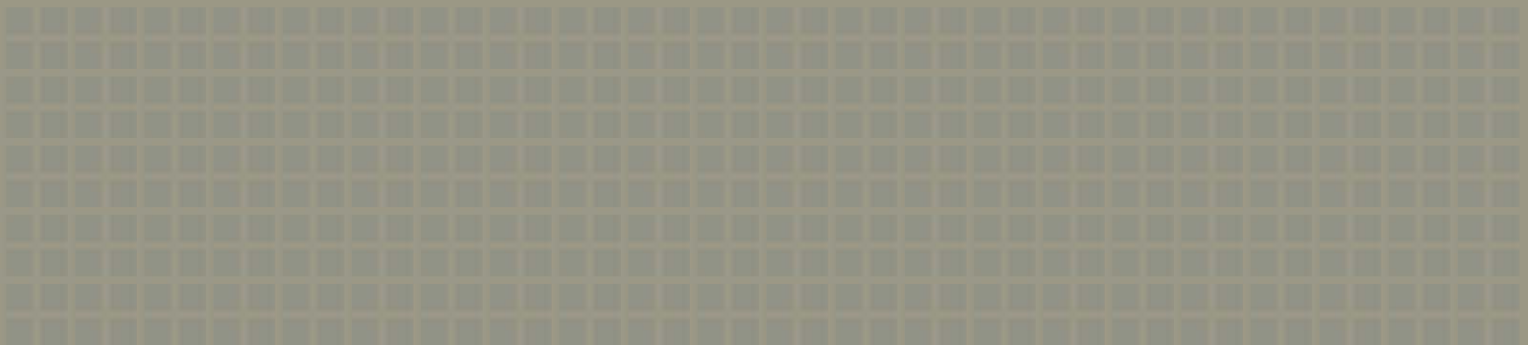


PARKER

*Write your own story*

CORPORATE GIFTS 2013





## THIS YEAR WE CELEBRATE PARKER ANNIVERSARY 125 YEARS OF INNOVATION IN PENS

Since 1888 PARKER has established itself as a pioneer in the fine writing field in both technology and design. Born out of part-time salesman George Parker's yearning for a more reliable pen, PARKER's consumer research-based technological breakthroughs and tireless innovation have transformed the industry time and time again. The source of this drive to innovate? George Parker's ethos, "Make a better pen and people will buy it."

### THE 'TAKE ANYWHERE' PEN: A PIONEERING ANTI-LEAK SYSTEM

In 1894 the Lucky Curve wowed pen users with its pioneering anti-leak ink feed system. This first major innovation in Fountain Pens featured a curved hockey stick-shaped ink feed system that attracted excess ink back into the pen body, preventing flooding when uncapped.



### SAY GOOD BYE TO UNNECESSARY BACK-UP INK

In the '30s, a new decade meant a new engineering breakthrough: the Vacumatic. Considered George Parker's masterpiece, the Vacumatic featured a sackless filling mechanism that allowed it to hold over twice as much ink as other pens. The transparent windows of the barrel allowed the user to see how much ink remained in the well.

### INTRODUCING THE LONGER-LASTING AND SMOOTHER WRITING BALLPOINT

PARKER did not join the industry rush into the Ballpoint market, preferring to create a product that truly answered consumer's needs. Sensing that consumers were frustrated with the poor quality and short lifespan of Ballpoints, PARKER created the Jotter in 1954.



### THE NEXT GENERATION IN PENS

With its latest launch in 2011, **Parker 5TH Technology**, PARKER continues a long tradition of leading the way with cutting edge innovation and design. To keep up with the fast-paced lifestyles of today's consumers, PARKER's ground-breaking new mode of writing provides an easy and clean, refill system that is guaranteed not to leak even in extreme conditions.



*At a loss for words?  
Experience Parker 5th, the next generation in pens*



**PARKER**

*Write your own story*

**NEW PARKER 5TH™ TECHNOLOGY**

**Smart Glide Tip | Innovative Materials | Clean Refill**





## ENTER THE WORLD OF PARKER CORPORATE GIFTS

PARKER pens have been at the forefront of design for over 125 years, producing some of the world's most iconic pens. Traditionally known for reliability, smooth writing performance, and superior design, PARKER pens have always been desirable.

For the promotional & incentive market, our commitment to excellence extends into the Business to Business world. A 'PARKER' is a special gift – and that makes it the ideal way to let customers or employees know just how much they are appreciated.

Choosing our expertise also means being able to take advantage of our unique experience in the understanding of the design brief, deadlines, and the end user's particular customisation needs. With our expertise in the use and development of modern customisation techniques we ensure that the right message or image is communicated at the right time.

We know the pen works as a promotional or incentive tool, here are a few of the reasons to use quality pens:

- To Commemorate that Unique Occasion
- A Symbol of Recognition
- A Token of Thanks
- The Perfect Ambassador
- The Ideal Corporate Gift
- An addition to the advertising schedule
- A question of sales

A pen says it all because it is as unique as the day itself and a lasting symbol of that particular moment.







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**PARKER**

## **SONNET**

The Parker Sonnet is modern pen design at its best – the definitive PARKER style.

- Precision engineered reliability and smooth performance
- Sumptuous finishes & exquisite details

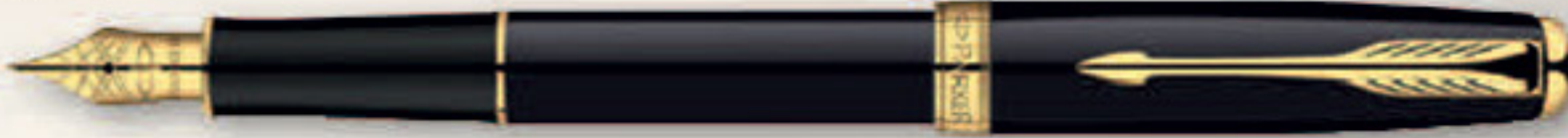


*Write your own story*



# SONNET

FP RB BP



Black GT

FP RB BP



Black CT

FP RB BP MP



Stainless Steel CT

FP RB BP MP



Stainless Steel CT

## OPTIONS



### MODES



Fountain pen



Roller ball



Ball pen



Mechanical pencil  
(only SS CT)

### INKS



Roller ball



Ball pen



Mechanical pencil

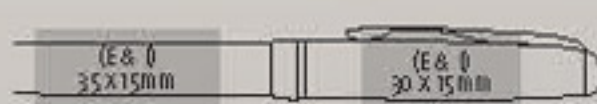
### STANDARD PACKAGING\*



### MARKING AREA

ENGRAVING AND IMPRINTING  
Fountain pen & Roller ball

Ball pen & Mechanical pencil



See pages 22-23 for more information on customisation.

\*See details on page 18-19





## URBAN Premium

As part of the Parker Premium range, the look Parker Urban writing instrument is at the fore front of dynamic, smooth modern silhouette, and the hall mark of success for people who know what innovated design is all about.

Parker 5TH Technology expands into new line. The metal lacquered and chiselled Urban Premium displays a dynamic and smooth modern silhouette. Perfect corporate gift.



5th Technology FP RB BP



Ebony Black

5th Technology FP RB BP



Ebony Black

5th Technology FP RB BP



Pearl Metal

5th Technology FP RB BP



Pearl Metal

## OPTIONS



### MODES



5th Technology



Fountain pen




Roller ball




Ball pen

### INKS

 5th Technology

 Roller ball

 Ball pen

### STANDARD PACKAGING\*



\*See details on page 18-19

### MARKING AREA

#### ENGRAVING

5th Technology, Fountain pen & Roller ball

Ball pen



\*Engraving also available on crown: FP/RB - 8mm, BP - 11.5mm

See pages 22-23 for more information on customisation. See detailed price list on pages 24-28.





## URBAN Premium

The range's streamlined creative edge strikes a perfect balance between form and function. Urban Premium - ideal timeless companion, perfect corporate gift, incentive or award.



FP RB BP



Matt Black

FP RB BP



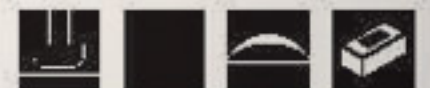
Metallic Brown

FP RB BP

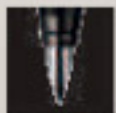


Metallic Pink

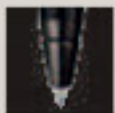
## OPTIONS



### MODES



Fountain pen



Roller ball



Ball pen

### INKS



Roller ball



Ball pen

### STANDARD PACKAGING\*



\*See details on page 18-19

### MARKING AREA

#### IMPRINTING

Fountain pen & Roller ball



Ball pen



\* Engraving only.

See pages 22-23 for more information on customisation. See detailed price list on pages 24-28.



\*Doming also available on crown:  
FP/RB - 8mm, BP - 11.5mm





# PARKER IM Premium

Striking the perfect balance between smart design and top performance, tradition and modernity. Ideal gift for any occasion.



BP



Matt Black CT

BP



Metallic Brown CT

BP



Metallic Pink CT

BP



Shiny Chrome Chiselled

BP



Dark Gun Metal Chiselled

## OPTIONS



### MODES



Ball pen

### INKS

 Ball pen

### STANDARD PACKAGING\*

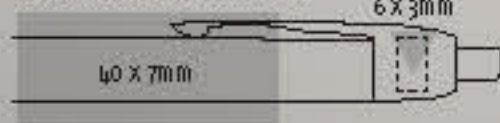


### MARKING AREA

#### IMPRINTING

Matte Black, Metallic Brown and Metallic Pink

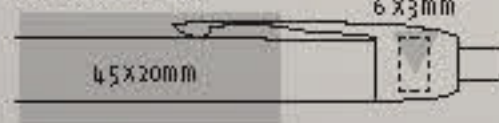
Side of push button  
6 x 3 mm



#### ENGRAVING

Shiny Chrome, Dark Gun Metal

Side of push button  
6 x 3 mm



See pages 22-23 for more information on customisation.

\*See details on page 18-19





# JOTTER Premium

PARKER shows the chiselling talents of its design and engineering experts with three squarely modern finishes for Jotter Premium.



BP



Matt Black  
Chiselled

BP



Linished  
Chiselled

BP



Polished  
Chiselled

## OPTIONS



### MODES



Ball pen

### MARKING AREA


IMPRINTING AND ENGRAVING\*  
Ball pen



\* Imprint available only on Matt Black, engraving only on Linished and Polished.

See pages 22-23 for more information on customisation.

### INKS

 Ball pen

### STANDARD PACKAGING\*



\* See details on page 18-19



# PARKER

BP



Muted  
Black GT

FP RB BP



Muted  
Black CT

BP



Nightsly  
Blue CT

FP RB BP MP



Metro  
Metallic CT

## OPTIONS

### MODES



Fountain pen



Roller ball



Ball pen



Mechanical pencil  
(Metro Metallic CT only)

### INKS



Roller ball



Ball pen

### STANDARD PACKAGING\*



\*See details on page 18-19.



# URBAN

Cool, new generation pen that redefines modern writing and reinvents the rules. It combines ergonomics with art, to give an unconventional bullet shape with perfect weight and balance.

FP RB BP



London Cab  
Black CT

BP



Fast Track  
Silver CT

BP

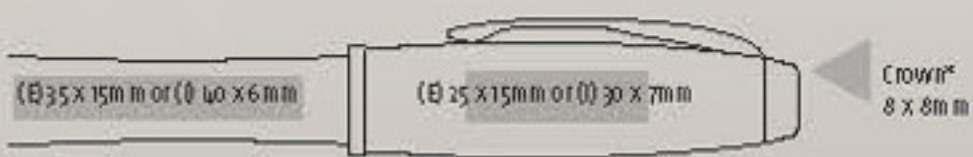


Bay City  
Blue CT

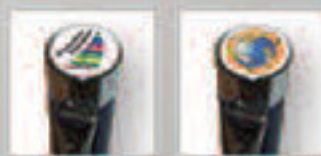
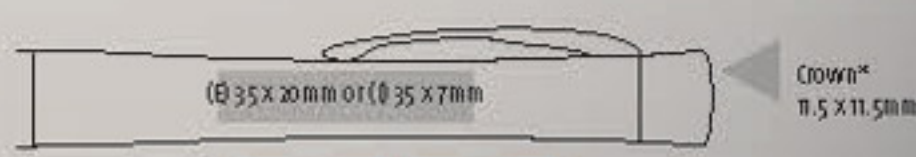


## MARKING AREA

ENGRAVING AND IMPRINTING  
Fountain pen & Roller ball



Ball pen



\*Doming also available on crown:  
FP/RB - 8 mm, BP - 11.5 mm

See pages 22-23 for more information on customisation.



FP RB BP



Black GT

FP RB BP



Black CT

RB BP



Silver CT

RB BP



Blue CT

## OPTIONS

### MODES



Fountain pen



Roller ball



Ball pen

### INKS



Roller ball



Ball pen

### STANDARD PACKAGING\*



\*See details on page 18-19.



# PARKER IM

Parker IM's modern design offers 8 timeless finishes successfully combining classic and contemporary styles. The finest grades of lustrous lacquer and chrome, and a highly engineered manufacturing process, ensure the Parker quality known worldwide.

RB BP



Gun Metal CT

RB BP



Brushed Metal CT

BP

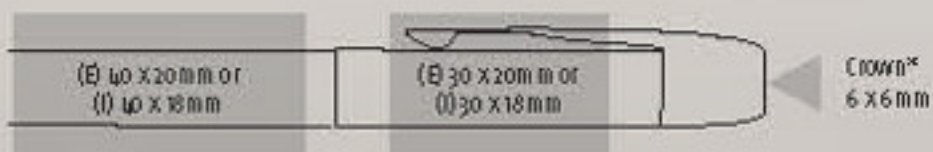


Pearl White CT

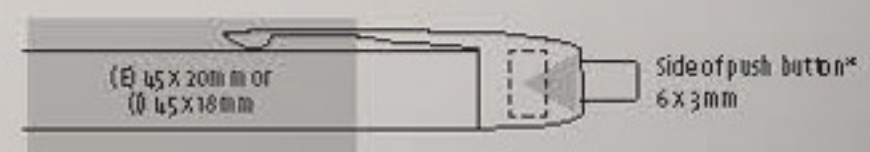


## MARKING AREA

ENGRAVING AND IMPRINTING  
Fountain pen & Roller ball



Ball pen



\*Engraving only. Daming also available on crown: FP/RB - 8mm

See pages 22-23 for more information on customisation.



# VECTOR

Simple, essential and reliable, Vector is special with its adaptability and inherent quality.

- Total surface imprint possibility & Wrap Transfer Process.
- Manufactured from high-impact ABS plastic: long lasting, durable.

RB BP

**BEST  
SELLER**



Stainless  
Steel

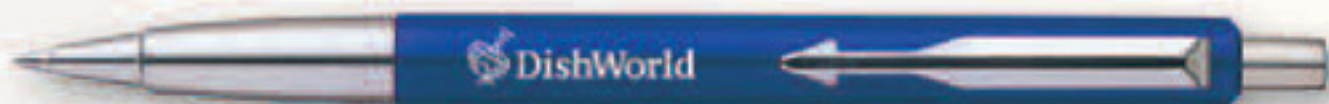
RB BP

**BEST  
SELLER**



Black

RB BP



Blue

RB BP



White

RB



Digital Wrap

## OPTIONS



### MODES





Roller ball



Ball pen

### INKS

 Roller ball

 Ball pen

### STANDARD PACKAGING\*



### MARKING AREA

ENGRAVING\* AND IMPRINTING  
Fountain pen & Roller ball



Ball pen



\*Only Stainless Steel

See pages 22-23 for more information on customisation.

\*See details on page 18-19.





# JOTTER

The PARKER icon, Jotter, is the preferred choice for active writers who need pens wherever they go.

- Stainless steel trim
- Classic and functional design

BP MP



Stainless Steel

BP



Black

BP



Red

BP



Blue

BP



White

## OPTIONS



### MODES



Ball pen



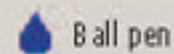
Mechanical pencil  
(SS CT only)

### MARKING AREA

ENGRAVING AND IMPRINTING  
Ball pen & Mechanical pencil



### INKS



Ball pen



Mechanical pencil

### STANDARD PACKAGING\*



\*Only stainless steel  
See pages 22-23 for more information on customisation.

\*See details on page 18-19.

# PACKAGING OPTIONS



MHR gift box  
(Code: 50907700)  
(SONNET)



LR Premium gift box without logo  
(Code: 50944380)  
(URBAN PREMIUM, URBAN STANDARD, PARKER IM PREMIUM, PARKER IM STANDARD)



LR gift box with transparent sleeve  
(Code: 50975330 + 842263)  
Gift box dedicated only for URBAN, Parker IM, JOTTER, VECTOR marked products, upon customer request.



**BAGS**  
You can pack your pens in original Parker gift bags. Bags are available while stocks last.

## MARKING AREA

LR Premium gift box without logo  
Screenprint on box - 1 colour







LR Premium gift box  
(Code: 50914510)  
(URBAN PREMIUM,  
PARKER IM PREMIUM)



LR gift box  
(Code: 50975330)  
(URBAN, PARKER IM,  
JOTTER, VECTOR)

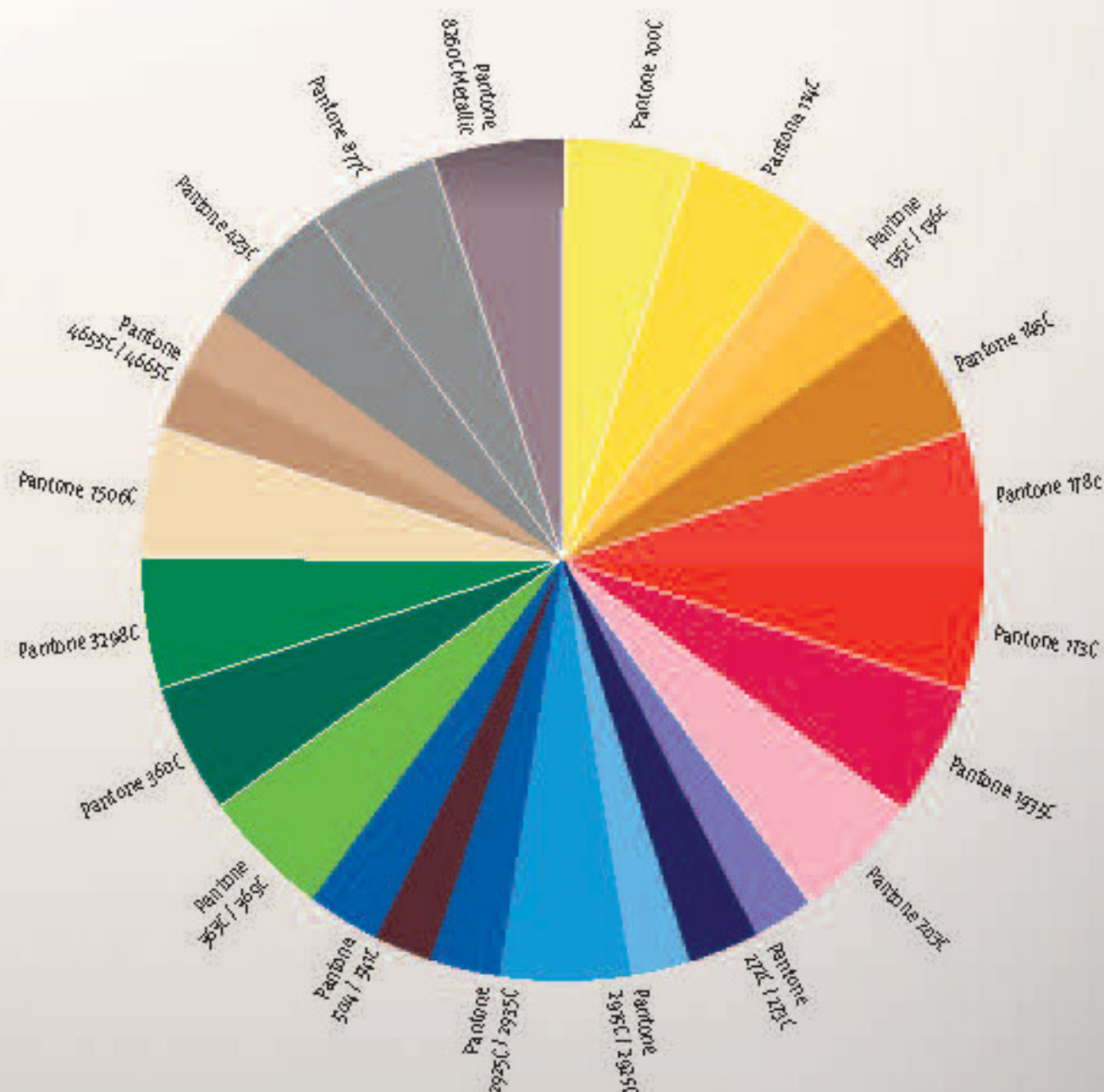
## VECTOR & JOTTER SPECIAL COLOURS

PARKER now offers you the possibility to customize our best-selling Vector and Jotter pens.

You can choose from a pallet of 20 COLOURS to customise the barrel and transmit your message in the colour you want!  
Minimum Order Quantity: 10,000 units Lead time: 2 months from clean order

You can as well choose ANY OTHER PANTONE colour you want.  
Minimum Order Quantity: 10,000 units Longer lead time: 3 months from clean order

Of course our customized Jotters and Vectors have the guaranteed high quality standards which you are used to from PARKER.





# MARKING TECHNIQUES

## PAD PRINTING



From 1 to 5 colours, pad printing enables us to print single or multi colour images on large areas and on curved surfaces, including pen clips. In this process the print image is etched into a stamp, which is then filled with ink. The pad picks up the ink and prints the image on the pen.

## SCREEN PRINTING



From single colour print to complex multi-colour customised designs, screen printing offers printing in solid, bold and clear lines. On some products (such as the Parker VECTOR) we can even print 360 degrees. In screen printing ink is pressed through a contour gauge screen resulting in a neat and clear image on the pen, even for the more complex designs.

## LASER ENGRAVING



A computer-controlled 'rotary' laser machine enables the pen to rotate during the laser process, offering you a larger than normal print area, ensuring a durable and high quality display of your message. On matte and lacquered products the laser cuts into the surface to reveal the substrate or core barrel colour. On steel products, the laser burns the surface without cutting into it, leaving a brown/black (oxidised) permanent mark.

## DIGITAL WRAP



Transfer print is a high quality digital printing process, which offers a 360° full colour image, onto both cap and barrel of the Parker VECTOR FP and RB. The printed film wrap process enables you to produce artworks, logos and brand messages which feature tint, tone, colour wash and photo imagery. The results are of photographic quality and there is no colour limit. You can now display your image exactly as you want.

## CROWN ENGRAVING

Crown engraving allow you to discretely convey your Logo on the crown of a wide variety of our pens. These logos will be laser engraved.





## DOMING

This year we offer the possibility to display your message on pen crown (Parker IM, Parker IM Premium, Urban, Urban Premium) using digital technology to give your message maximum visibility. The image is covered by a special resin, which protects it in a durable way.



## GIFT BOX DECORATION

On our new Parker LR Premium giftbox we can offer large marking area to present your logo, name or message. We use screen printing in 1 colour to decorate Parker LR Premium gift box.



# TECHNICAL INFORMATION - ENGRAVING



PARKER

PAGES	PRODUCTS	FINISHES	LASER ENGRAVING			EMBLEMS
			CAP	BARREL	CROWN/TOP	
6 - 7	Sonnet	Stainless Steel CT			-	-
		Black CT/VT			-	-
8 - 9	Urban Premium	Ebony Black				Doming
		Pearl Metal				Doming
		Matt Black, Metallic Brown/Pink	-	-		Doming
		Shiny Chrome Chisel., Gun Metal Chsd.	-			Doming
10	Parker IM Premium	Matt Black, Metallic Brown/Pink	-	-		Doming
		Polished Chiselled + Unished Chiselled	-		-	-
11	Jotter Premium	Matte Black Chiselled	-		-	-
12 - 13	Urban	Metro Metallic				Doming
		Matt Lacquer				Doming
		All except Pearl White				Doming
14 - 15	Parker IM	Pearl White				Doming
		Stainless Steel			-	-
17	Jotter	Stainless Steel			-	-

72<sup>h</sup>

\*Doming also available on crown/top

COLOUR GUIDE Light Grey Dark Grey Light Gold Gold

Our marking centre offers additional decoration possibilities, subject to pricing and lead-times. Please contact your sales representatives for information.

FONT NAME	FONT STYLE
Ametype	AaBbCcDdEeFf
Atial	AaBbCcDdEeFf
Bell	AaBbCcDdEeFf
Book Antiqua	AaBbCcDdEeFf
Century Gothic	AaBbCcDdEeFf
Century Schoolbook	AaBbCcDdEeFf
Edwardian Script	<i>AaBbCcDdEeFf</i>
Englische	<i>AaBbCcDdEeFf</i>
Franklin Gothic	AaBbCcDdEeFf
Garamond	AaBbCcDdEeFf
High Tower	AaBbCcDdEeFf
IRIS	<i>AaBbCcDdEeFf</i>
Lucida Calligraphy	<i>AaBbCcDdEeFf</i>
Rockwell	AaBbCcDdEeFf
Verdana	AaBbCcDdEeFf





PARKER

# TECHNICAL INFORMATION - IMPRINTING

PAGES	PRODUCTS	FINISHES	SCREEN PRINT			PAD PRINT			
			CAP	BARREL	COLOUR	CAP	BARREL	CROWN/TOP	COLOUR
6 - 7	Sonnet	Stainless Steel CT	1 colour	1 colour	any Pantone colour	1 colour	1 colour	-	Silver on CT / Gold on GT
		Black CT/GT	1 colour	1 colour	any Pantone colour	1 colour	1 colour	-	Silver on CT / Gold on GT
8 - 9	Urban Premium	Ebony Black, Pearl Metal	-	-	-	-	-	-	-
		Matt Black	-	-	-	1 colour	1 colour	-	Black
		Metallic Brown	-	-	-	1 colour	1 colour	-	Brown
		Metallic Pink	-	-	-	1 colour	1 colour	-	Pink
		Shiny Chrome Chisel, Gun Metal Chisel	-	-	-	-	-	-	-
10	Parker IM Premium	Matt Black	-	-	-	1 colour	1 colour	-	Black
		Metallic Brown	-	-	-	1 colour	1 colour	-	Brown
		Metallic Pink	-	-	-	1 colour	1 colour	-	Pink
11	Jotter Premium	ALL	-	1-4 colours	any Pantone colour	-	1-4 colours	-	any Pantone colour
12 - 13	Urban	FP / RB	-	-	-	1-4 colours	1-4 colours	-	any Pantone colour
		BP	-	-	-	-	1-4 colours	-	any Pantone colour
14 - 15	Parker IM	FP / RB	1 colour	1 colour	any Pantone colour	1-4 colours	1-4 colours	-	any Pantone colour
		BP	-	1-4 colours	any Pantone colour	-	1-4 colours	-	any Pantone colour
16	Vector	RB	1-4 colours	1-4 colours	any Pantone colour	1-4 colours	1-4 colours	-	any Pantone colour
		BP	-	1-4 colours	any Pantone colour	-	1-4 colours	-	any Pantone colour
17	Jotter	Stainless Steel	1-4 colours	1-4 colours	any Pantone colour	1-4 colours	1-4 colours	-	any Pantone colour
		Lacquer	1-4 colours	1-4 colours	any Pantone colour	1-4 colours	1-4 colours	-	any Pantone colour



## ARTWORK SPECIFICATION

### Production - Ready artwork

- Please submit vector based artwork electronically by email
- Ideal formats we can accept are Illustrator or EPS or AI. Also PDF files created by using either EPS or AI and being saved as 'editable'.
- Please try to provide correct pre-sized artwork, for the relevant sizes, please see our product information sheets for more details.
- Please ensure all fonts are outlined. If you require additional lines of text on your artwork in a specific font please add this in your mail. We may require you to supply the font. (if it is under license).  
Please supply pantone C reference numbers for individual colours. You can supply Black and White artwork with pantone colours specified within your email.

### Other acceptable formats

TIFF, JPEG or PSD files. Please ensure your files are at least 600 dpi. Note that these formats will need to be re-drawn by our designers team so may extend leadtime.

### Unacceptable formats

Office Software (Word, Powerpoint, Publisher etc.) Web images (Low Resolution JPEG, PNG, GIF etc. Under 300 dpi.)

### Compression schemes

MAC Stuffit (.sit or .sea) files or ZIP files. If your files are longer than 10 MB please compress them accordingly.

### Hardcopy artwork

If computer generated artwork is not available, we can accept a hardcopy printout for scanning. Please ensure the copy is clean and all text is clearly read.

### Colour variations

It is our intention to match as close as possible to all pantone numbers and colour swatches, however, please would you note the following. As our inks have to comply with certain safety standards, it is not always possible to give an accurate match, especially, on units other than white. This may result in significant colour difference when printing onto a coloured unit, i.e.. Red or Black units or yellow on Blue units. Please take this into consideration.

There may also be occasional variations between batches, as the complexities of printing may vary the colours, however, we endeavour to keep the differences as minimal as possible. Customised printed products (Screen & Pad) are more prone to showing wear as the surface is marked/worn through use. Metallic finishes do not offer the same level of durability as standard colours as the finish is achieved using small metallic particles which do not absorb the surface of the product.

### Tints and gradients

Tints and Gradients can only be printed as part of our Transfer Wrap process on Parker Pen Vector products. We can not produce them as screen prints, if you have tints or gradients in your artwork please convert them to 100% spot colour, or ask our design team to colour match them to the closest pantone reference.

### Imprinting position

Unless specified, imprinting will be right handed for writing mode position. Please also state your preferred marking position in your email, for more information please see our marking position guide.

### Submitting your artwork

Please email your artwork over with your purchase order form to your Newell Rubbermaid sales contact.

Please ensure your artwork meets the above production-ready guidelines.

### Additional information

- Files received without vector data or in an unacceptable format are subject to a longer lead time.
- Any non format compliant artwork will be re-drawn to confirm to our standards.
- Please note that our minimum line weight is 0.4pts, anything less than this may not print out correctly, including line art and text. We will always make you aware if your artwork falls below this point and modify where necessary to meet our printing requirements.
- For Transfer Wrap orders please supply your artwork at no less than 300dpi in CMYK.
- We will supply "Marking Instruction" Sheet for you to check your artwork. Please make sure you check this very carefully before giving approval. Once you have given approval we will not be responsible for any discrepancies made.
- If you need to supply your artwork on disk, please include a printed hard copy of your artwork for our reference.
- If you do not know the pantone reference of your artwork, we will endeavour to match it as closely as possible.

### Copyright information

When orders are printed to customer's specifications, the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement.











