

Business to Business 2006

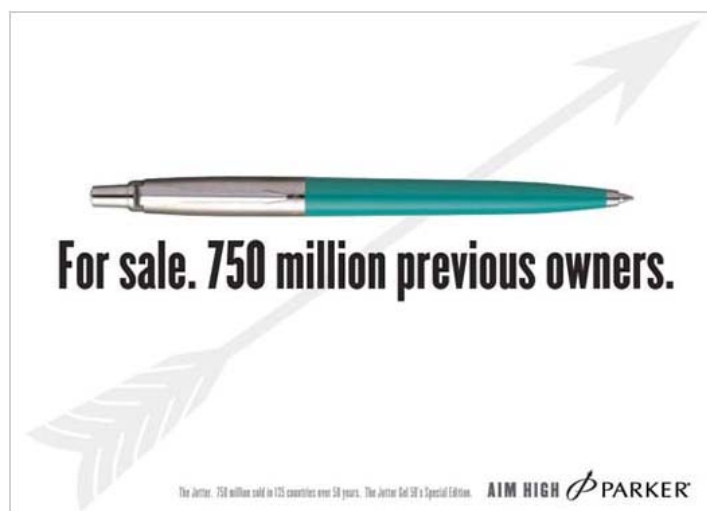


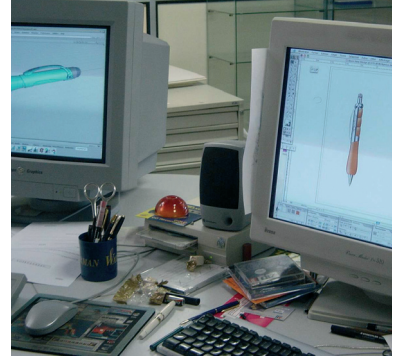
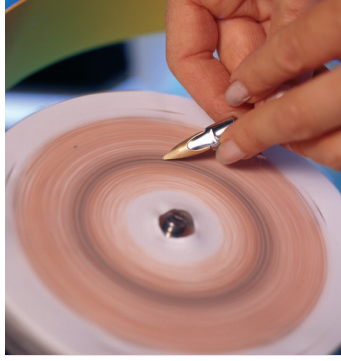
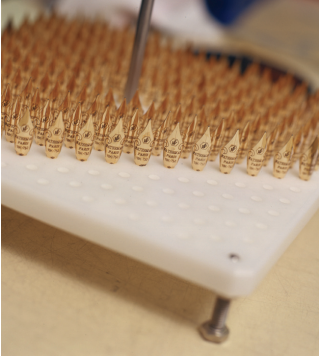
 PARKER®

The strength of Sanford lies in its diversified portfolio of fine writing brands, combined with a year long expertise. Parker is a unique and strong brand with a very distinctive personality.



With a sense of excellence and detail, Parker invents icon pens that become the daily companion of people who aim to express the strength and commitment behind their thoughts and decisions.





Why choose Sanford ?

A FULL AND COMPLETE WRITING INSTRUMENTS SOLUTION

- ⊔ Sanford offers a portfolio of 3 prestigious and emblematic brands that restore the consumer's desire to express themselves and enhance the pleasure of writing: Parker, Waterman and Rotring.
- ⊔ The largest European company in fine writing products.
- ⊔ A unique diversity of brands with a positioning adapted to each target and consumer's desire.


LEVERAGING INDUSTRIAL AND TECHNOLOGICAL EXPERTISE AROUND CORE COMPETENCIES

- ⊔ A dedicated and state-of-the-art Research and Development center in Saint Herblain (France).
- ⊔ Exclusive competencies in design, lacquering, finishes and gold nibs.
- ⊔ Several possibilities to customize your models to have exclusive and personalized writing instruments.
- ⊔ Excellent standards in technology and design.
- ⊔ A highly developed marking unit (Newhaven) with an established know-how in terms of customisation: ink imprinting, engraving, Wrap transfer technology.

DEDICATED AND APPROACHABLE TEAMS OF EXPERTS

- ⊔ 15 subsidiaries in Europe to better meet your needs.
- ⊔ An experienced team with a European market approach.
- ⊔ A local integrated customer service.





Product categories

BRANDS	PRODUCTS	FINISHES	WRITING MODES						PAGE	
			FOUNTAIN PEN	BALL PEN	ROLLER BALL	MECHANICAL PENCIL	GEL PEN	MULTIPEN		
 PARKER	DUOFOLD		●	●	-	-	-	-	8, 9	
	PARKER 100		●	●	-	-	-	-	10, 11	
	SONNET	Cisele GT & Lacque Black ST / Matte Black GT & CT	● / ●	● / ●	/ ●	-	-	-	12, 13	
		Stainless Steel GT & CT	●	●	●	●	-	-	12, 13	
	LATITUDE	New	Stainless Steel GT & CT	●	●	●	●	-	-	14, 15
		Silky Black & Warm Grey	●	●	●	-	-	-	14, 15	
	INSIGNIA			●	-	●	-	-	16, 17	
	RIALTO		●	●	-	-	-	-	18, 19	
	FRONTIER	New Colour	Stainless Steel GT	●	●	●	-	-	-	20, 21
		Stainless Steel CT	●	●	●	●	-	-	20, 21	
		Translucent Blue & Translucent Black	-	●	●	-	-	-	20, 21	
		Luna Grey		●	●		-	-	20, 21	
	DIMONIITE			-	●	-	●	●	-	22, 23
	REFLEX	Stainless Steel		-	●	-	-	-	-	24, 25
		White	●	●	●	●	-	-	24, 25	
		Blue & Black	-	-	●	-	-	-	24, 25	
		Translucent Blue	-	-	-	-	●	-	24, 25	
	VECTOR XL	Cool Water		-	-	-	-	●	-	26, 27
		White, Celadon Ice, Volcanic Smoke & Tranquil Indigo		-	●	-	-	-	-	26, 27
	VECTOR 3-in-1			-	-	-	-	-	●	26, 27
VECTOR	White	●	●	●	●	-	-	-	28, 29	
	Blue, Red & Black	-	-	●	-	-	-	-	28, 29	
JOTTER	Stainless Steel		-	●	-	●	-	-	30, 31	
	Blue, Red, Black & White		-	●	-	-	-	-	30, 31	

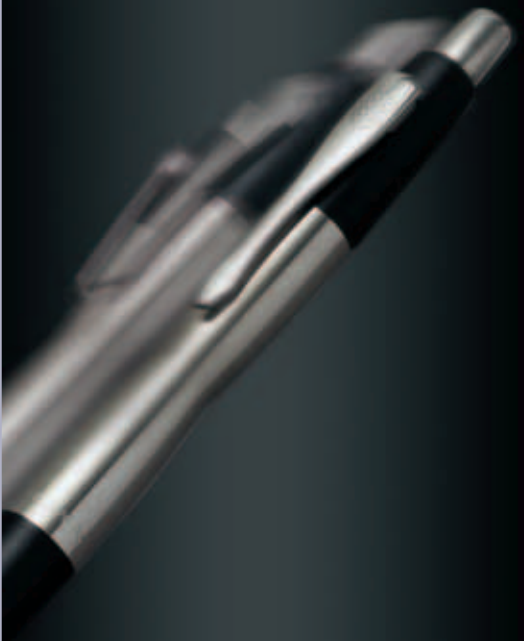


Price Point Index

All the prices are recommended retail prices inclusive of VAT.

 OVER £100 OVER €150	Pages	 FROM 50 TO £100 FROM 80 TO €150	Pages	 FROM 10 to £50 FROM 15 to €80	Pages	 LESS THAN £10 LESS THAN €15	Pages
DUOFOLD PARKER 100 SONNET Cisele SONNET Black FP	8, 9 10,11 12,13 12,13	SONNET Laque Black BP SONNET Matte Black GT FP/RB SONNET Matte Black CT FP LATITUDE Silky Black LATITUDE Warm Grey	12,13 12,13 12,13 14,15 14,15	SONNET Stainless Steel CT & GT SONNET Matte Black GT BP SONNET Matte Black CT RB/BP LATITUDE Stainless Steel GT & CT INSIGNIA RIALTO FRONTIER Stainless Steel GT FP/RB FRONTIER Stainless Steel CT FRONTIER Translucent RB FRONTIER Luna Grey DIMONITE VECTOR 3 in 1	12,13 12,13 12,13 14,15 16,17 18,19 20,21 20,21 20,21 20,21 22,23 26,27	FRONTIER Stainless Steel GT BP FRONTIER Translucent BP VECTOR XL REFLEX VECTOR JOTTER	20,21 20,21 26,27 24,25 28,29 30,31

FP: Fountain Pen, BP: Ballpen RB: Roller Ball, MP: Mechanical Pencil, GT: Gold Trim, ST: Silver Trim, CT: Chrome Trim





PARKER®

P PARKER®

For over 100 years, Parker has been at the forefront of design, producing some of the best pens in the world.

With a sense of excellence and detail, Parker invents icon pens that become the daily companion of people who aim to express the strength and commitment behind their thoughts and decisions.

AIM HIGH *P* **PARKER®**

Black Platinum

Black GT



FP



BP



FP



BP

└ Marking area

CROWN EMBLEMS
ENGRAVING OR IMPRINTING

For Fountain Pen

For Ball Pen





DUOFOLD

Born in the age of Jazz and Art Deco, the Duofold reflects the opulence and iconography of its origins. It is a pen of exceptional character and distinctive appearance, excluding the quality and luxury of outstanding craftsmanship. It is the face of creation and reassured confidence.

- 23 carat gold plated trim, electroplated to an average of 5 microns.
- Highly polished 18 nib with platinum plating.
- Technically advanced feed system.
- Fitted with de-luxe piston filler suitable for Quink bottled ink.
- Full life-time warranty.



Fountain pen



Ball pen

- Standard packaging



For other types of packaging please see pages 32-33

• Selection of ink colours



Opal Silver ST

Cobalt Black GT



FP



BP



FP

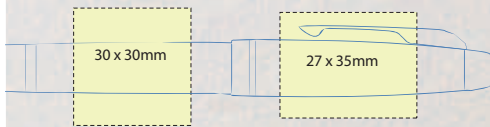


BP

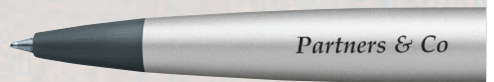
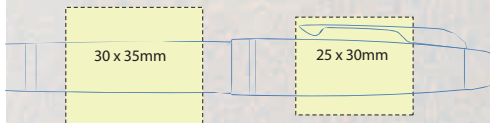
└ Marking area

ENGRAVING

for Fountain Pen



for Ball Pen



IMPRINTING
for Fountain Pen



for Ball Pen






PARKER®
100

Parker100 possesses the perfect combination of understated status and sharp, individual style. It is the embodiment of Parker's distinguished legacy and vibrant future juxtaposing classic and contemporary, conventional and avant-garde. Perfect simplicity, perfect balance, the perfect result.

- Unique, sensuous and dynamic design.
- On-trend colours which have roots in the past but with modern approach.
- Modern interpretation of hooded nib, magnified by the gently curved feed ring.
- Full life-time warranty.



Fountain Pen



Ball Pen

• Selection of ink colours



• • Standard packaging



For other types of packaging please see pages 32-33

Ciselé GT

Stainless Steel CT

Stainless Steel GT

Laque Black ST

Matte Black CT

Matte Black GT



FP
BP



FP
BP
RB
MP



FP
BP
RB
MP



FP
BP



FP
BP
RB



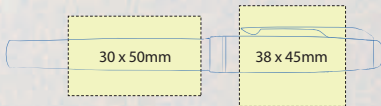
FP
BP
RB



└ Marking area

ENGRAVING FOR STAINLESS STEEL

Fountain Pen & Roller Ball

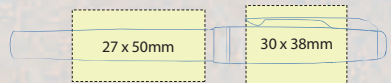


Ball Pen & Mechanical Pencil

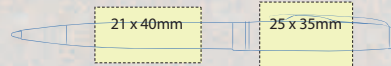


ENGRAVING FOR MATTE BLACK & LAQUE BLACK

Fountain Pen & Roller Ball

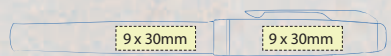


Ball Pen & Mechanical Pencil

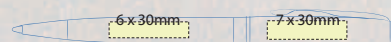


IMPRINTING FOR MATTE BLACK & LAQUE BLACK

Fountain Pen & Roller Ball



Ball Pen & Mechanical Pencil





SONNET

The Sonnet range possesses a sophisticated harmony that is synonymous with achievement and distinction. Its uniqueness lies in its balanced style and classic dimensions. It is a perfect blend of confident awareness and considered thinking, a timeless accomplice.

- 23 carat gold plated (flash gold 0.75µ) nib or stainless steel nib.
- Solid 18 carat gold or 18 carat rhodium plated gold nib.
- Sumptuous finishes & exquisite details.
- Precision engineered: reliability and smooth performance.
- Full life-time warranty.



Fountain Pen



Ball Pen



Roller Ball



Mechanical Pencil

- Standard packaging



- Selection of ink colours



For other types of packaging please see pages 32-33

Stainless Steel CT



FP
BP
RB
MP

Stainless Steel GT



FP
BP
RB
MP

Silky black



FP
BP
RB

Warm grey



FP
BP
RB

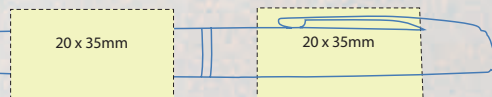
U Marking area

IMPRINTING AND ENGRAVING

Fountain Pen & Roller Ball



Ball Pen & Mechanical Pencil



See pages 84-85 for more information on customisation.



Latitude



LATITUDE embodies a highly original non conformist individuality. In form and ornament, it rebels against traditional convention whilst retaining an unrivalled quality inherent to a Parker pen. It's a unique alternative, an enigmatic article.

- Unusual and eye- catching.
- Precision and style for the stainless steel finishes.
- Originality and imagination for the lacquered finishes.
- Available with 23 carat gold plated trim or chrome coloured trim.
- Full life-time warranty.



Fountain pen



Ball pen



Roller ball



Mechanical pencil

• Standard Packaging



• Selection of ink colours



For other types of packaging please see pages 32-33

Stainless Steel CT

Stainless Steel GT

Black Laque CT

Matte Black CT



BP
MP



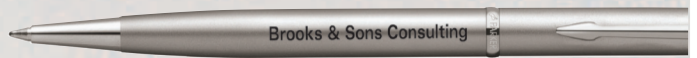
BP
MP



BP
MP



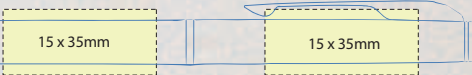
BP
MP



└ Marking area

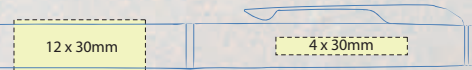
ENGRAVING FOR STAINLESS STEEL

Ball Pen & Mechanical Pencil



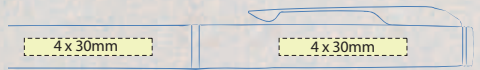
ENGRAVING FOR BLACK LAQUE & MATTE BLACK

Ball Pen & Mechanical Pencil



IMPRINTING FOR BLACK LAQUE & MATTE BLACK

Ball Pen & Mechanical Pencil





INSIGNIA

INSIGNIA is the classic accessory for the quietly discerning. A precise combination of authentic quality and effortless style that is skillfully captured in its distinctively slender appearance and refined finishes. Clearly special, clearly PARKER.

Indulge in a little bit of luxury.

- Slim, tapered profile.
- Twist action mechanism with automatic retraction.
- Double hooked clip fixing.
- Smooth Ball form on clip: won't snag garments.
- Full life-time warranty.



Ball pen



Mechanical pencil

- Standard Packaging



For other types of packaging please see pages 32-33

• Selection of ink colours

BP



Matte Black

Matte Black



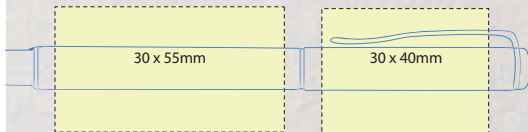
FP



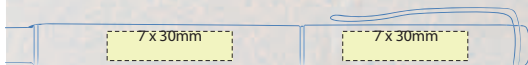
BP

U. Marking area

ENGRAVING
Fountain Pen & Ball Pen



IMPRINTING
Fountain Pen & Ball Pen





RIALTO

A beautiful crafted veneer of taste and tradition surrounds Rialto's streamlined appearance. It is a pen with character, grace and charm. It appeals to the connoisseur within.

- 23 carat gold plated trim.
- Parallel sided profile: modern and distinctive design.
- Full life-time warranty.



Fountain pen



Ball pen

- Standard packaging



• Selection of ink colours

BP



For other types of packaging please see pages 32-33



Stainless Steel CT

Stainless Steel GT

Translucent Black

Translucent Blue

Luna Grey



FP
BP
RB
MP



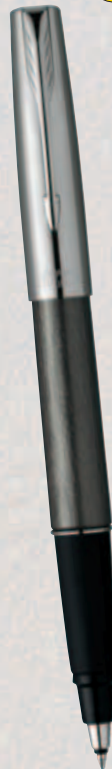
FP
BP
RB



BP
RB



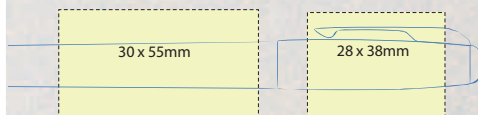
BP
RB



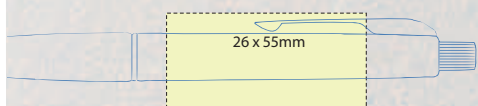
BP
RB

U. Marking area

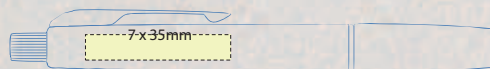
ENGRAVING FOR STAINLESS STEEL
Fountain Pen & Roller Ball



Ball Pen & Mechanical Pencil



IMPRINTING FOR TRANSLUCENT BLUE, BLACK & LUNA GREY
Ball Pen & Roller Ball





F R O N T I E R

Frontier is both conservative and forward thinking, exploring new horizons yet never losing sight of its foundations. The ‘soft touch’ gripping section gives this pen its distinctive, contemporary build combining style and value, dependability and progression.

- Cigar-shaped body: distinctive look and easy fit in hand.
- Low centre of gravity: ergonomic.
- Soft-touch grip section for extra comfort.
- Full life-time warranty.



Fountain pen



Ball pen



Roller ball



Mechanical pencil

- Standard packaging



• Selection of ink colours



For other types of packaging please see pages 32-33

Carbon

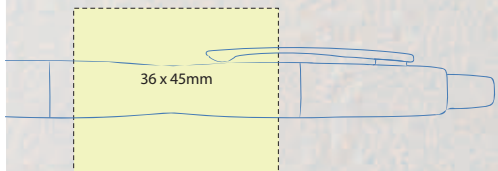
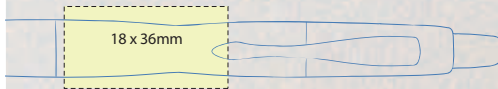
Prussian Blue



└ Marking area

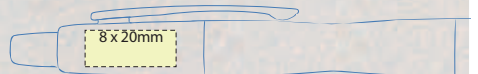
ENGRAVING

Ball Pen, Gel Pen & Mechanical Pencil



IMPRINTING

Ball Pen, Gel Pen & Mechanical Pencil





dimonite

PARKER Dimonite has a modern, sophisticated look with a subtle futuristic form.

It makes a statement of individuality and personal style for the design conscious consumer, for the young urban sophisticate, who choose to express their individuality through statements of stylish modernity.

- Contemporary, functional and stylish design.
- Suitable for use with standard Parker Ball Pen or gel refill.
- Full life-time warranty.



- Standard packaging



For other types of packaging please see pages 32-33

• Selection of ink colours



Stainless Steel

Translucent Blue

Black

Blue

White



BP



Gel



RB



RB

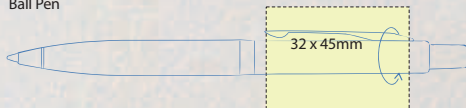


FP
BP
RB
MP

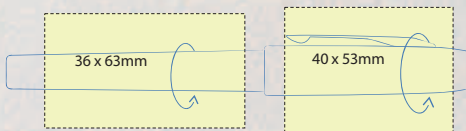


└ Marking area

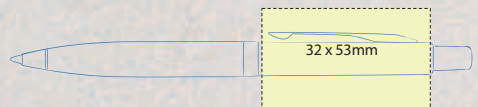
ENGRAVING FOR STAINLESS STEEL
Ball Pen



IMPRINTING FOR WHITE, BLUE, TRANSLUCENT BLUE AND BLACK
Fountain Pen & Roller Ball



IMPRINTING FOR WHITE, BLUE, TRANSLUCENT BLUE AND BLACK
Ball Pen & Mechanical Pencil





REFLEX

Comfortable, modern and innovative, Reflex meets the needs of the next generation.

It is a pen for those who are up-front and active. The elongated “comfort grip” makes Reflex the most comfortable Parker ever.

- Soft grip.
- Ventilated cap for Roller Ball and Fountain Pen.
- Full life-time warranty.



Fountain pen



Ball pen



Roller ball



Mechanical pencil



- Standard Packaging



For other types of packaging please see pages 32-33

- Selection of ink colours  BP & Ge I 

Volcanic Smoke



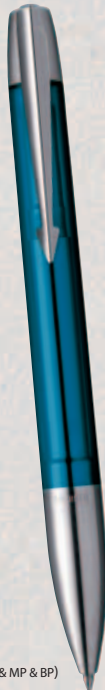
XL (BP)
3-in-1 (Stylus & MP & BP)
3-in-1 (2 BP & MP)

Tranquil Indigo



XL (BP)
3-in-1 (Stylus & MP & BP)

Cool Water



XL (Gel)

Celadon Ice



XL (BP)

White

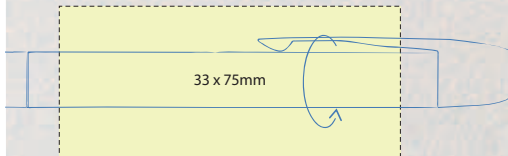


XL (BP)
3-in-1 (Stylus & MP & BP)

□ Marking area

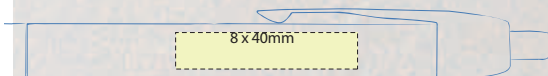
IMPRINTING

Vector XL



33 x 75mm

Vector 3-in-1



8 x 40mm



Vector 3-in-1



Vector XL

VECTOR XL / 3-in-1

Vector is the simplest, hard working Parker tool. There are some things we need to rely on everyday: Vector is an essential that you can really take for granted, as it has Parker craftsmanship, guaranteed. Vector is the straightforward choice for those who value function over appearance and yearn for a simple, modern life.

- Manufactured from high-impact ABS plastic: long lasting, durable.
- Colour palette of refined urban neutrals: complement of hectic working lifestyles.
- Wide barrel: easy fit in hand.
- Distinctive parallel sided profile: classic and functional design.
- Stainless steel trim.
- Full life-time warranty.

Vector 3-in-1 is a 3-modes-in-1-pen with a gravity based mechanism: you just need to rotate the pen so the desired icon faces you, and press the top button.



Ball Pen



Gel Pen



Multipen

- Selection of ink colours

BP & Multipens with Stylus

Multipens with 2 BP

Gel



- Standard Packaging



For other types of packaging please see pages 32-33

Black



RB

Blue



RB

Red



RB

White

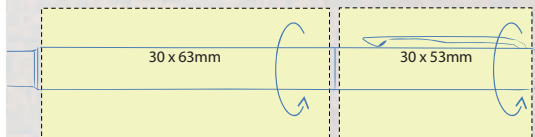


FP
RB
BP
MP

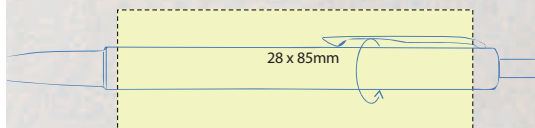
Marking area

IMPRINTING FOR WHITE, BLUE, RED & BLACK

Fountain Pen & Roller Ball



Ball Pen & Mechanical Pencil





VECTOR

parkerseries

In order to appeal to a wider audience and offer more flexibility Parker has retained the original features of its best-selling VECTOR range and re-invented this everyday pen under the title PARKERSERIES. Simple, essential and reliable, PARKERSERIES is made special by its adaptability and inherent quality. With Parker's guarantee of style and innovation, basic doesn't have to mean ordinary.

- Total surface imprint possibility.
- Wrap Transfer Process.
- Manufactured from high-impact ABS plastic: long lasting, durable.
- Distinctive parallel sided profile: classic and functional design.
- Stainless steel trim.
- Full life-time warranty.



Fountain pen



Ball pen



Roller ball



Mechanical pencil

- Standard packaging
-

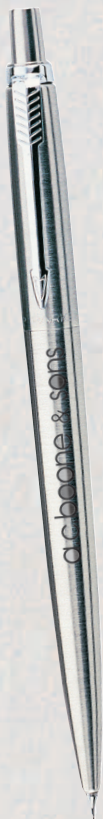


• Selection of ink colours



For other types of packaging please see pages 32-33

Stainless Steel



BP
MP

Black



BP

Red



BP

Blue



BP

White

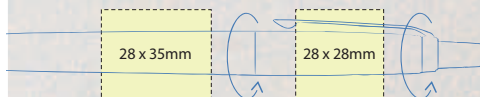


BP

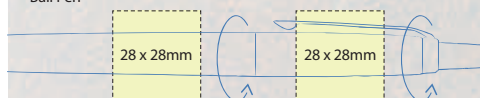


U Marking area

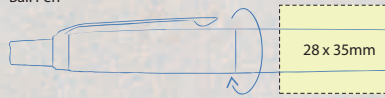
ENGRAVING FOR STAINLESS STEEL
Ball Pen & Mechanical Pencil



ENGRAVING FOR WHITE, BLUE, RED AND BLACK
Ball Pen



IMPRINTING FOR WHITE, BLUE, RED AND BLACK
Ball Pen





Jotter

The PARKER lively companion. Jotter is the preferred choice for active writers who need pens wherever they go. JOTTER consumers are social and dynamic. They are open to change and work to achieve this through evolution, not revolution.

- One of the Parker icons.
- Stainless steel trim.
- Classic and functional design.
- Full life-time warranty.



Ball pen



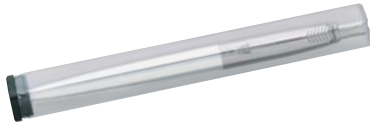
Mechanical pencil

- Standard packaging

For Stainless Steel



For White, Blue, Red and Black



• Selection of ink colours

BP



For other types of packaging please see pages 32-33

1 EL 1 gift box



2 EL 2 gift box



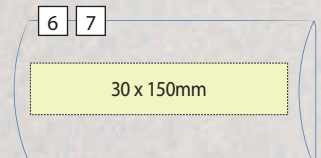
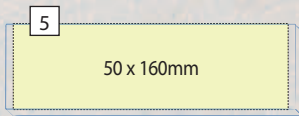
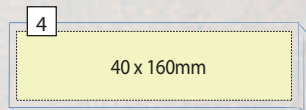
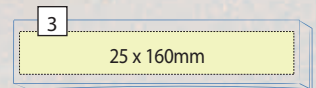
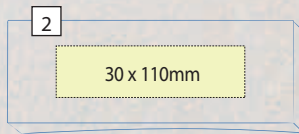
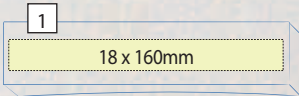
3 P 911 gift box



4 P 921 gift box



U Marking area
IMPRINTING



PACKAGING OPTIONS & WARRANTY

Full lifetime Warranty:

Your PARKER writing instrument is guaranteed against failure due to faulty materials or workmanship throughout the life of the original owner.

If found to be defective, this PARKER writing instrument will be repaired or replaced when returned to PARKER or one of its authorised service centres throughout the world.

Any product that is no longer in production and cannot be repaired will be replaced with a comparable PARKER product. Damage caused to products and fountain pen nibs due to impact or abuse is not covered by this warranty. This warranty is non-transferable.

This warranty gives you specific legal rights and you may have other rights which vary from state to state, province from province, or country to country.

5 P923 gift box



6 ML gift box



7 HL gift box

