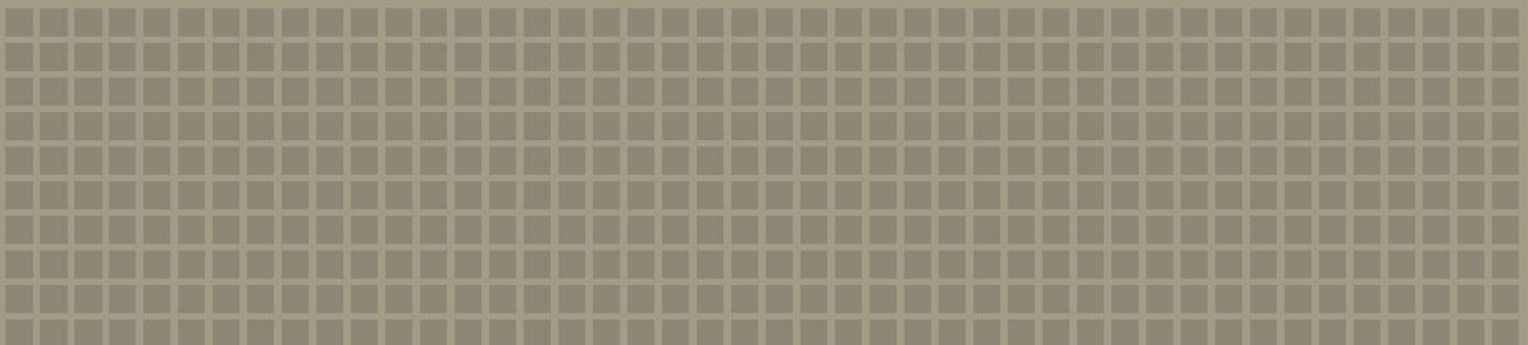


PARKER

Corporate Gifts & Promotional Products  
2010





Over the past century, the name Parker has become synonymous with high quality writing instruments, bringing to mind descriptors such as reliability, dependability, tradition, streamlined, style, prestige, innovation and timelessness.

Parker managed to become highly regarded by consumers after years of diligent and determined attempts "to make a better pen."



- 1863 George Safford Parker, born on 1st November, was a teacher in Telegraphy.
- 1888 Establishment of the Parker Pen Company
- 1894 First major technological breakthrough with the Lucky Curve ink feed system

In the upcoming years Parker announced several technological innovations, including:

- 1905 Black Giant,
- 1921 Duofold
- 1954 Jotter Ball Pen
- 2008 Parker celebrates its 120th anniversary

INTEGRITY



UNDERSTATEMENT



CONFIDENCE





**PARKER**

## Why choose our brands ?

### **Corporate Gifts & Promotional Products**

Our passion for bringing innovative new products to the market, along with our commitment to build Brands That Matter to the consumer, makes us the branded choice for many consumers.

Our brands speak for themselves. Parker®, Waterman®, Rotring®, Quill®, Paper Mate®, Sharpie®, CardScan®, Dymo®... offer the consumer and your customer an unrivalled choice of quality, innovation, proven performance and reliability at price points to meet every requirement.

From prestigious gift fountain pens, to the best in roller balls, gel pens, ball pens and markers, to our Labelling solutions and Office Organisation products no one else can offer you the Newell Rubbermaid line up of brand name leaders.

Choosing Newell Rubbermaid Marking & Gifting 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.

Make a powerful statement with the brands you choose for your next promotional incentive or gift-giving need. Your reputation is at stake. Settle for nothing less than the best. Put your name on a quality product you would be proud to call your own. Trust our brands to build yours.

**Powerful Brands Make Powerful Statements!**

# Contents



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PARKER

# 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, exuding 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.
- Internationally fitted with deluxe fill converter for use with bottle ink.
- Mini fitted with single-channelled ink feed collector.



FP

Fountain Pen Centennial

BLACK GT



FP  
RB  
BP

Fountain Pen International

BLACK PT



FP  
RB  
BP

Roller Ball

BLACK GT



FP  
RB  
BP

Ball Pen

BLACK PT

DUOFOLD



## OPTIONS



### MODES





Fountain pen

Ball pen

Roller ball

### INKS

 Roller Ball

 Ball Pen

### STANDARD PACKAGING\*



### MARKING AREA

CROWN EMBLEMS ENGRAVING OR IMPRINTING

For Fountain Pen

For Ball Pen

9.8x9.8mm

9x9mm

See pages 24-25 for more information on customisation.



\*See details on page 19

# SONNET

The Sonnet is modern pen design at its best - it's the quintessential Parker pen and one of our most successful ever. It combines timeless contemporary style with a unique choice of perfectly balanced pen sizes, diverse modes and high quality finishes. The Sonnet writes beautifully, feels comfortable and looks sublime. Sonnet, the definitive Parker style.

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



SONNET



Fountain Pen

STAINLESS STEEL GT

FP  
RB  
BP  
MP



Roller Ball

STAINLESS STEEL CT

FP  
RB  
BP  
MP



Ball Pen

BLACK GT

FP  
RB  
BP  
BP Mini



Fountain Pen

BLACK CT

FP  
RB  
BP  
BP Mini



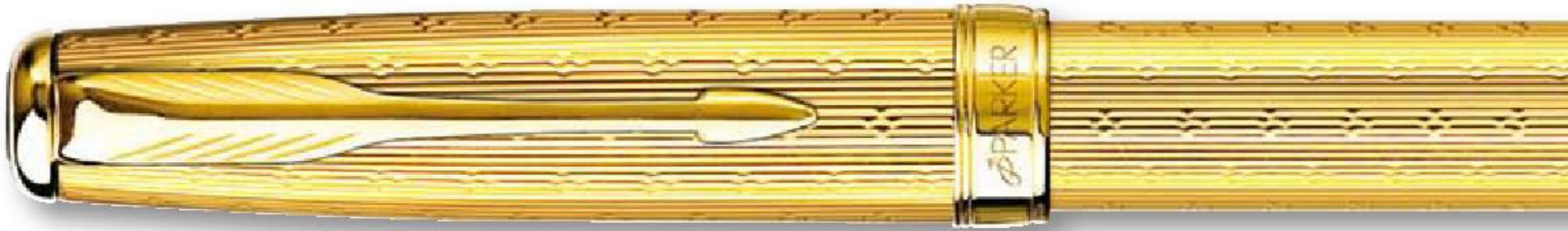
Ball Pen

RED GT

FP  
RB  
BP







## Sonnet Premium Experience



SONNET

## OPTIONS






### MODES



Fountain pen    Ball pen    Roller ball    Mechanical pencil

### INKS

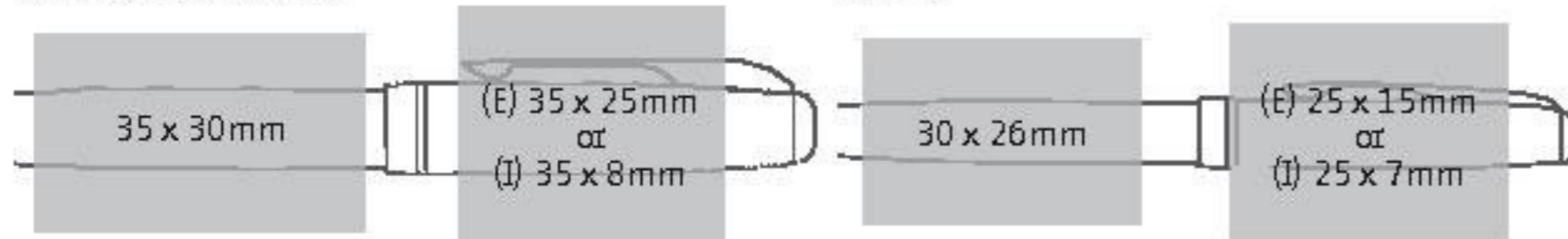
-  Roller Ball
-  Ball Pen
-  0.5 Mechanical Pencil

### STANDARD PACKAGING\*



### MARKING AREA

ENGRAVING AND IMPRINTING  
Standard FP, RB & BP



For Lustre versions only clip emblem available.  
See pages 24-25 for more information on customisation.

\*See details on page 19



# EXECUTIVE

Executive is a sleek, multi-pen packed with authentic Parker quality and design. Each pen has the advanced technology of a quattro multifunction system that saves space and optimises your output. Executive offers a simple, reliable mobile solution for active business people who demand instant results and expert performance, every time.

- Versatile: up to four types in the same pen.
- Magic View Mechanism.

EXECUTIVE QUATTRO



Quattro-pen (2BP & MP & Data)

SHINY CHROME



Quattro-pen (2BP & MP & Highlighter)

MATT BLACK



Quattro-pen (2BP & MP & Highlighter)

MATT CHROME

## OPTIONS



### MODES



Multipen

### MARKING AREA




ENGRAVING AND IMPRINTING

Quattro Pen



See pages 24-25 for more information on customisation.

### INKS

-  Ball Pen
-  PDA Highlighter / Navigator
-  0.5 Mechanical Pencil

### STANDARD PACKAGING\*



\*See details on page 19

# FRONTIER

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 the hand.
- Low centre of gravity: ergonomic.
- Soft-touch grip section for extra comfort.



## OPTIONS



### MODES



### INKS

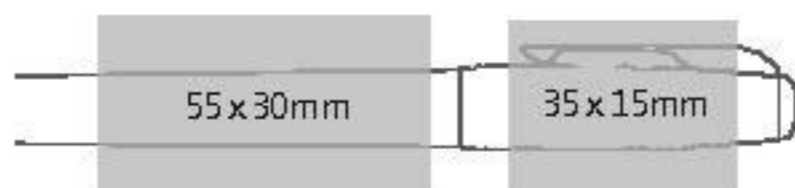


### STANDARD PACKAGING\*



### MARKING AREA

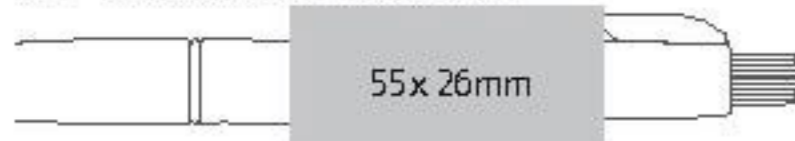
ENGRAVING FOR STAINLESS STEEL  
Fountain Pen & Roller Ball



IMPRINTING TRANSLUCENT  
Roller Ball & Ball Pen



Ball Pen & Mechanical Pencil



See pages 24-25 for more information on customisation.

\*See details on page 19



# URBAN

Urban is a 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. Where image is everything and quality is key, choose a modern pen for a modern life. Parker Urban – engineered to impress, designed to perform.



Fountain Pen

MUTED BLACK GT

FP  
RB  
BP  
MP



Roller Ball

MUTED BLACK CT

FP  
RB  
BP  
MP



Ball Pen

NIGHTSKY BLUE GT

FP  
RB  
BP  
MP



Mechanical Pencil

NIGHTSKY BLUE CT

FP  
RB  
BP  
MP

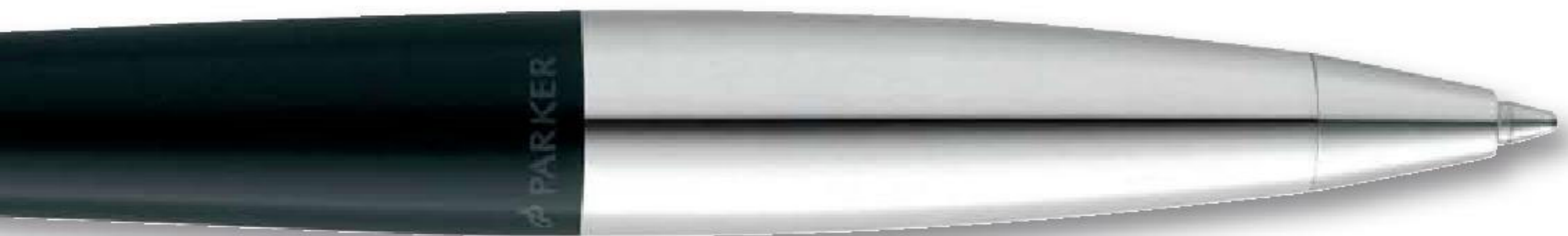


Fountain Pen

METRO METALLIC CT

FP  
RB  
BP  
MP

URBAN





URBAN



## OPTIONS



### MODES



Fountain pen

Ball pen

Roller ball

Mechanical pencil

### INKS



Roller Ball



Ball Pen



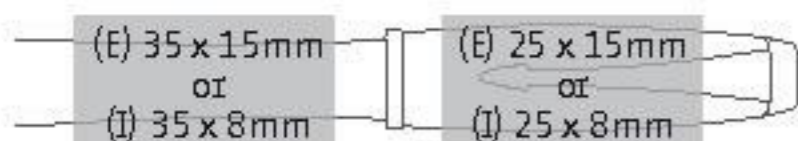
0.5 Mechanical Pencil

### STANDARD PACKAGING\*

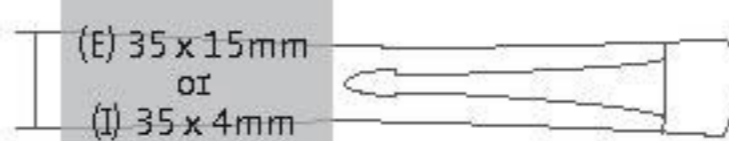


### MARKING AREA

ENGRAVING AND IMPRINTING  
Fountain Pen & Roller Ball



ENGRAVING AND IMPRINTING  
Ball Pen & Mechanical Pencil



See pages 24-25 for more information on customisation.

\*See details on page 19



# PARKER IM

Introducing the new Parker IM...redefining affordable luxury in writing instruments. The Parker IM's modern design and 9 timeless finishes successfully meld the classic with the contemporary. The finest grades of lustrous lacquer and chrome, and a highly engineered manufacturing process, ensure the Parker quality known worldwide. Attention to detail and an array of striking finishes make the Parker IM the ultimate affordable luxury pen.

PARKER IM



Fountain Pen

BLACK GT

FP  
RB  
BP



Roller Ball

BLACK CT

FP  
RB  
BP



Ball Pen

SILVER CT

FP  
RB  
BP



Fountain Pen

BLUE CT

FP  
RB  
BP

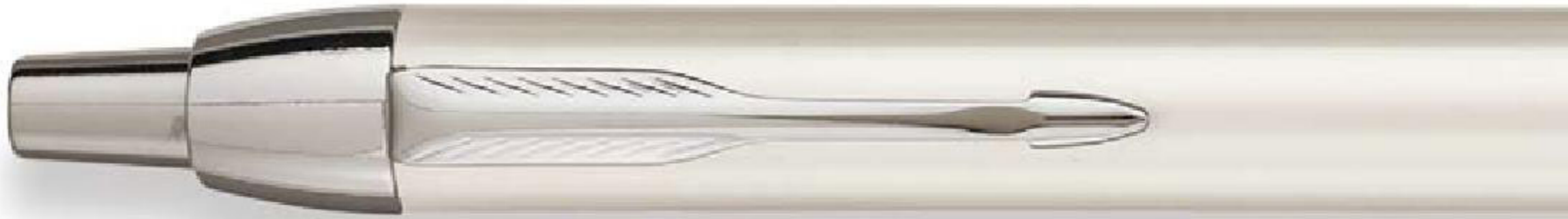


Roller Ball

SHINY CHROME CT

FP  
RB  
BP





PARKER IM



## OPTIONS



### MODES



Fountain pen

Ball pen

Roller ball

Mechanical pencil  
(White Pearl only)

### INKS

● Roller Ball

● Ball Pen

● 0.5 Mechanical Pencil

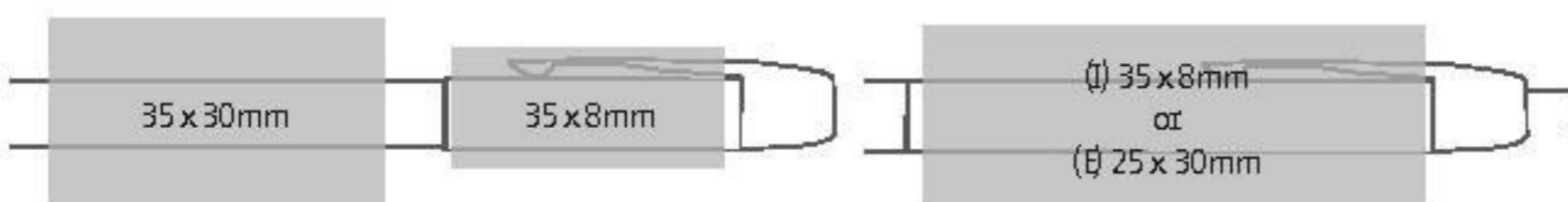
### STANDARD PACKAGING\*



### MARKING AREA

ENGRAVING AND IMPRINTING  
Fountain Pen & Roller Ball

Ball Pen & Mechanical Pencil



See pages 24-25 for more information on customisation.

\*See details on page 19

# ESPRIT

Parker Esprit is a dynamic fusion of sleek, contemporary minimalism and cutting edge innovation. Its smart telescopic mechanism and its pure portable design will appeal to those who want technical precision and perfect functionality. With a range of vibrant colours and sleek technical modes, Esprit is a compact business pen for a fast-moving world.

- Unique telescopic mechanism for all modes especially unique for fountain pen and duo pen.
- Ergonomic moulded grip zone.
- Lightweight and soft metallic touch are brought by aluminium.



FP  
BP  
MP  
Duo

Fountain Pen

SILVER CT



FP  
BP  
MP  
Duo

Ball Pen

CARBON CT



FP  
BP  
MP  
Duo

Mechanical Pencil

ELECTRIC BLUE CT



FP  
BP  
MP  
Duo

Duo-Pen

ELECTRIC RED CT

ESPRIT



## OPTIONS



### MODES



Fountain pen



Ball pen



Mechanical pencil



Multipen

### INKS



Ball Pen



PDA Duo Pen



Mechanical Pencil

### STANDARD PACKAGING\*

### MARKING AREA

ENGRAVING AND IMPRINTING  
Fountain Pen



BP, MP & Duo



See pages 24-25 for more information on customisation.



\*See details on page 19



# VECTOR

There are some things that we need to rely on everyday. Vector is a pen to count on for Parker craftsmanship guaranteed.

Simple, essential and reliable, Vector 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.



## OPTIONS





### MODES



Fountain pen    Ball pen    Roller ball

### INKS

-  Roller Ball
-  Ball Pen

### PACKAGING\*



Optional

\*See details on page 19

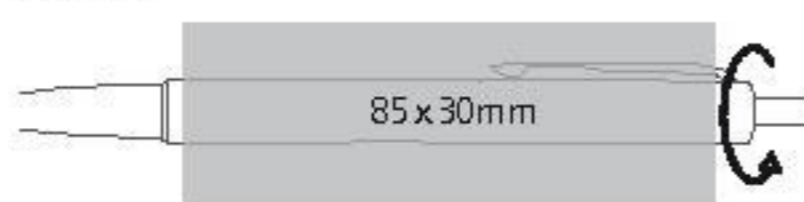
### MARKING AREA

#### ENGRAVING\* AND IMPRINTING

Fountain Pen & Roller Ball



Ball Pen



\* only Stainless Steel

See pages 24-25 for more information on customisation.





**RUSH  
72H**



# 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.

JOTTER



Ball Pen

STAINLESS STEEL

FP  
BP  
MP



Ball Pen

BLACK

BP



Ball Pen

RED

BP



Ball Pen

BLUE

BP



Mechanical Pencil

WHITE

BP  
MP

## OPTIONS



### MODES



Fountain pen



Ball pen



Mechanical pencil

### INKS



Ball Pen



0.5 Mechanical Pencil

### PACKAGING\*



Optional

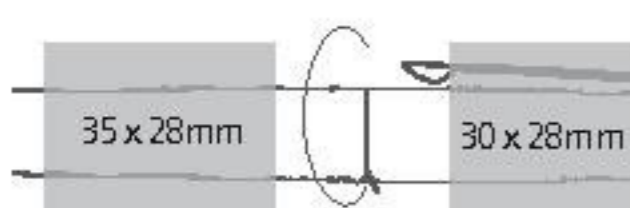


\*See details on page 19

### MARKING AREA

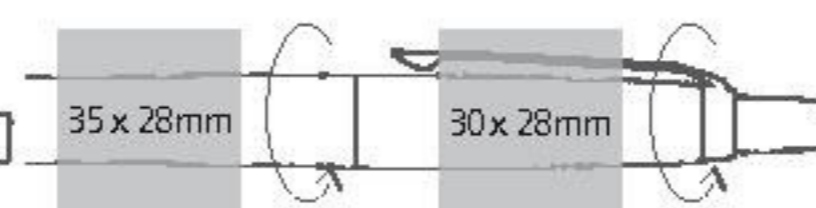
#### ENGRAVING

Steel Ball Pen & Mechanical Pencil



#### IMPRINTING & ENGRAVING

White, Black, Blue, Red Ball Pen & Mechanical Pencil



See pages 24-25 for more information on customisation.

# Packaging Options



New MR gift box (Scode: S0907700)  
(Sonnet, Sonnet Premium)



New LR gift box; (Scode: S0904040)  
(Urban, Parker IM, Jotter, Vector)

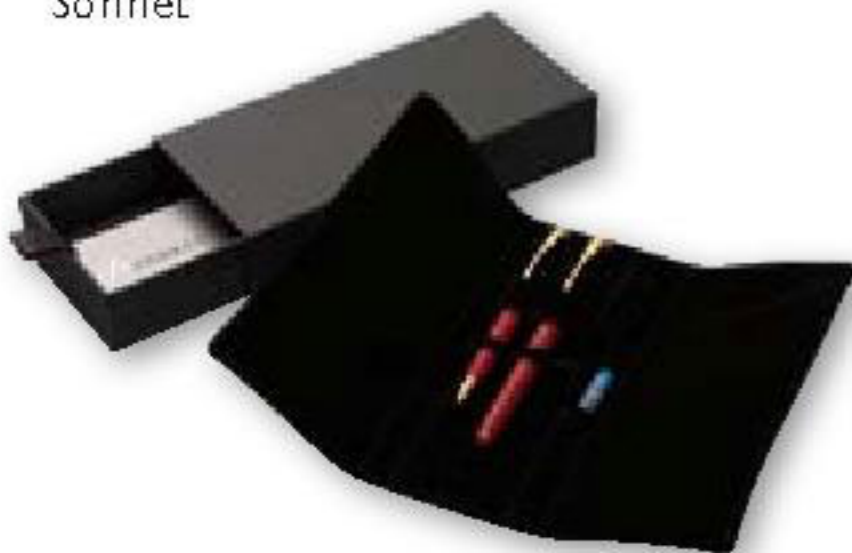
PACKAGING OPTIONS

**Important! New boxes available only when stock of below boxes have been exhausted.**

EL1 Gift Box (Scode: S0806770 / S0136710)  
Jotter / Vector



HL Gift Box (Scode: S0779940)  
Sonnet



EL2 Gift Box (Scode: S0136770 / S0074260)  
Jotter / Vector



HL Gift Box  
Duofold



LM1 Gift Box (Scode: S0309780)  
Frontier / Parker IM / Urban

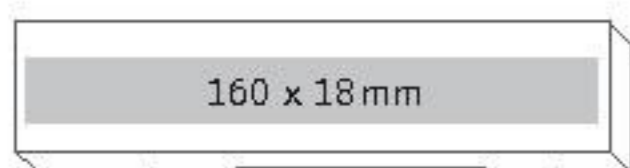


Pen In A Card  
Jotter / Vector

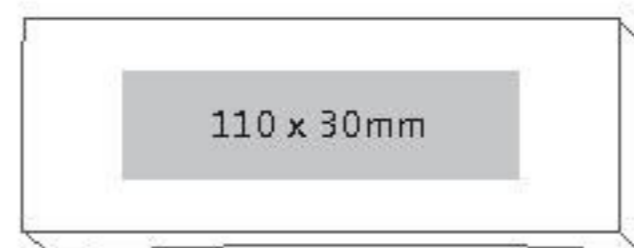


**MARKING AREA** - measurements and techniques available only for gift boxes in current offer.

1. EL1 IMPRINTING



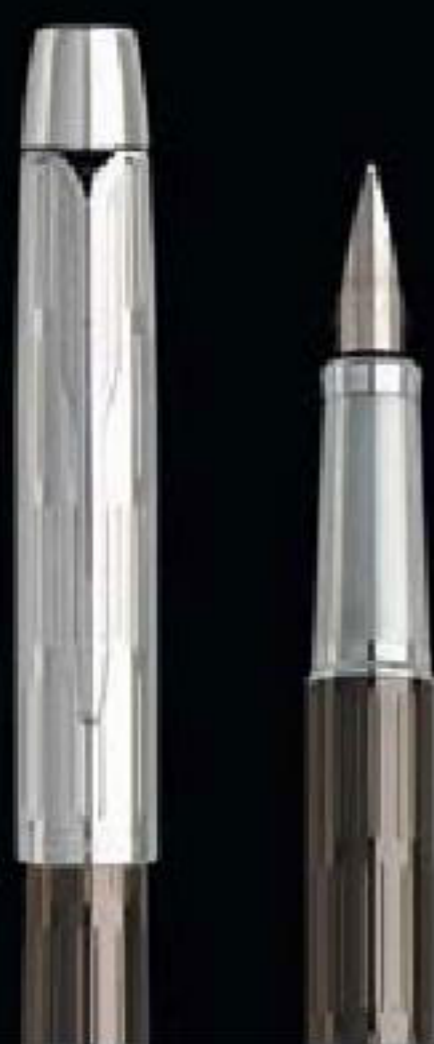
2. EL2 IMPRINTING



# PARKER IM PREMIUM



Simple modern styling and high-performance writing comfort: PARKER IM defines the brand – and never more so than today. Combining its distinctive design codes with this year's most influential trends, Italian designer Beatrice Fontana brings her contemporary vision to PARKER IM's classic tapered shape to create three tasteful, tactile finishes of premium quality. Parker IM Premium: the smart choice for quality finishes for every mood and mindset.



PARKER IM PREMIUM



Fountain Pen

CUSTOM CHISELLED

FP  
BP  
MP



Roller Ball

SHINY CHROME CHISELLED

FP  
BP  
MP



Ball Pen

DARK GUN METAL CHISELLED

FP  
BP  
MP

## OPTIONS

### MODES



Fountain pen



Ball pen



Roller ball

### STANDARD PACKAGING\*



### INKS



Roller Ball



Ball Pen

See pages 24-25 for more information on customisation.

\*See details on page 19



# JOTTER & VECTOR PREMIUM



Parker shows the chiselling talents of its design and engineering experts with three squarely modern finishes for Jotter and Vector. Jotter, with its iconic torpedo shape and distinctive arrow clip, has been the best performing writing pen at every occasion throughout life since its launch in 1954. Vector, with its elegant tubular lines and rounded cap and base is a totem of reliability and the preferred choice of heavy writers. Today, both Jotter and Vector sign the times with three new finishes combining quality materials and contemporary design to redefine the feel of modern expression.



Fountain Pen

PARKER VECTOR: MATT BLACK CHISELLED



Roller Ball

PARKER VECTOR: LINED CHISELLED



Ball Pen

PARKER JOTTER: POLISHED CHISELLED

JOTTER & VECTOR  
PREMIUM

## OPTIONS



### MODES



Fountain pen



Ball pen

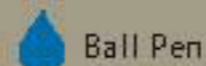


Roller ball

### INKS



Roller Ball



Ball Pen

### STANDARD PACKAGING\*



### MARKING AREA

#### IMPRINTING & ENGRAVING

Vector FP/RB

Jotter BP



See pages 24-25 for more information on customisation.

\*See details on page 19

# 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.

MARKING TECHNIQUES

## STANDARD ENGRAVING



A sharp diamond or cutter leaves a fine scratch engraved mark on the surface of the pen. This method of engraving is usually used for precious metal products. It offers a quality finish for both text and logos. Standard engraving is also offered on plastic products with a wax colour fill.

## 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. 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.

## CLIP EMBLEMS



Clip emblems give you the opportunity to display your message on the clip of the pen. This can be a printed or a die struck emblem. We offer oval, round, square and rectangular shapes of emblems.

## CROWN EMBLEMS



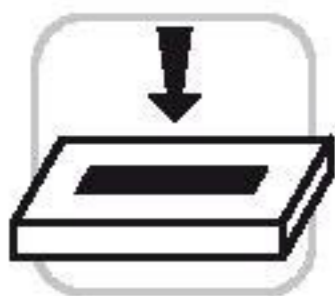
Crown emblems allow you to discretely convey your message on the crown of a wide variety of our pens. These emblems can be either printed or laser engraved.

## STORYBOARDS



Expand your advertising message with storyboards! Storyboard is a 3.8cm x 13cm card printed with your full-colour logo and/or a message on both sides. The storyboards can be inserted into any of our gift-boxed pens and sets. Storyboards may only be ordered with an equal quantity of pens.

## GIFT BOX DECORATION



Some of our giftboxes can be used to convey your message. We use screen printing to decorate Parker EL 1 and EL 2 giftboxes.

## PEN IN A CARD



An innovative way to convey your message, Pen-in-a-Card® offers you the possibility to communicate in 4-colours both inside and outside of the card. Your message can be fully customised, creating a unique custom designed package for the writing instrument you selected. Pen-in-a-Card® is available for Quill and selected Parker items.

## 72H RUSH SERVICE



Jotter standard black, blue, red and white are available in 72H Rush Order Program - order from 100 to 5000 units.

General conditions:

- Maximum two colours imprint within print limitations listed in the catalogue.
- The 72H Rush Order program is based on already-approved artwork (clean order).
- Finished goods will be delivered 3 working days after ready-to-print artwork approval before 12 am/noon (CET). Weekends and public holidays are not regarded as working days.
- Our 72H Rush Order program is based on limited order quantities on selected products, standard packaging and subject to stock availability. There is a supplement of £47.62 on top of the final standard delivery price.
- We reserve the right to modify prices, models and colours without prior notice.
- 72H Rush Orders are limited to one delivery to one address.
- All orders are subject to credit approval. Please be aware that changes will delay orders. All orders received must have complete data, product configuration, imprint colour references, ready-to-print artwork and full shipping address details (with phone number and contact name).
- To use our 72H Rush Order program you have to indicate text "72H RUSH" on all your orders.
- Service only available in European Union countries without customs.

# Technical Information - Engraving

ENGRAVING



FONT NAME	FONT STYLE
1. Helvetica Medium	<b>AaBbCcYyZz</b>
2. Helvetica Medium Oblique	<b>AaBbCcYyZz</b>
3. Helvetica Medium Outline	<b>AaBbCcYyZz</b>
4. Helvetica Medium Oblique Outline	<b>AaBbCcYyZz</b>
5. Helvetica Black	<b>AaBbCcYyZz</b>
6. Helvetica Black Oblique	<b>AaBbCcYyZz</b>
7. Helvetica Black Outline	<b>AaBbCcYyZz</b>
8. Helvetica Black Oblique Outline	<b>AaBbCcYyZz</b>
9. Univers	<b>AaBbCcYyZz</b>
10. Univers Oblique	<b>AaBbCcYyZz</b>
11. Univers Outline	<b>AaBbCcYyZz</b>
12. Univers Oblique Outline	<b>AaBbCcYyZz</b>
13. Bookman	<b>AaBbCcYyZz</b>
14. Bookman Oblique	<b>AaBbCcYyZz</b>
15. Bookman Outline	<b>AaBbCcYyZz</b>
16. Bookman Oblique Outline	<b>AaBbCcYyZz</b>
17. Script (Swing)	<b>AaBbCcYyZz</b>
18. Script	<b>AaBbCcYyZz</b>

PAGES	BRANDS & PRODUCTS	FINISHES	ENGRAVING				EMBLEMS			
			STANDARD ENGRAVING	LASER ENGRAVING	CROWN	CLIP				
			CAP	BARREL	CAP	BARREL				
6 - 7	DUOFOLD		-	-	-	-	-	X	-	
8 - 9	SONNET	Stainless Steel CT & GT Laquer CT & GT					-	-	X	-
10	EXECUTIVE	Gold Lustre & Silver Lustre	-	-	-	-	-	-	X	-
11	FRONTIER	Shiny Chrome, Matt Chrome & Matt Black Stainless Steel CT & GT					FPI/RB	-	X	-
12 - 13	URBAN	Translucent Black & Blue Metro Metallic (Stainless Steel)					FPI/RB	-	X	-
14 - 15	Parker IM	Matt Laquer					FPI/RB	-	-	-
20	Parker IM PREMIUM						-	-	-	-
16	ESPRIT	Silver, Carbon, Electric Blue & Red					-	-	-	-
17	VECTOR						FPI/RB	X	-	-
21	VECTOR PREMIUM		-	-	-	-	-	-	-	-
18	JOTTER	Stainless Steel Laquer					-	-	-	X
21	JOTTER PREMIUM		-	-	-	-	-	-	-	-

COLOUR GUIDE

	White		Black		Brass		Dark Grey
	Gold		Silver				

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



# Technical Information - Imprinting



		IMPRINTING										
PAGES	BRANDS & PRODUCTS	FINISHES	SCREEN PRINTING			PAD PRINTING				360°	DYNATON	EUSIB 72H
			CAP	BARREL	AVAILABLE COLOURS	CAP	BARREL	AVAILABLE COLOURS				
6 - 7	DUOFOLD		-	-	-	-	-	-	-	-	-	-
8 - 9	SONNET	Stainless Steel CT & GT Lacquer CT & GT	-	-	-	-	-	-	-	-	-	-
		Gold Lustre & Silver Lustre	1 colour	1 colour	any Pantone colour	1 colour	1 colour	any Pantone colour	1 colour	any Pantone colour	-	-
10	EXECUTIVE	Quattro Pen	-	-	-	-	-	-	-	-	-	-
11	FRONTIER	Stainless Steel CT & GT	-	-	-	1 colour	1 colour	any Pantone colour	1 colour	any Pantone colour	-	-
		Translucent Black & Blue	-	-	-	1 colour	1 colour	any Pantone colour	1 colour	any Pantone colour	-	-
12 - 13	URBAN		-	-	-	1-4 colours	1-4 colours	any Pantone colour	1-4 colours	any Pantone colour	-	-
14 - 15	Parker JM	Fountain Pen & Roller Ball Ball Pen & Mechanical Pencil	-	1 colour	any Pantone colour	1-4 colours	1-4 colours	any Pantone colour	-	any Pantone colour	-	-
20	Parker JM PREMIUM		-	-	-	-	-	-	-	-	-	-
16	ESPRIT	Silver, Carbon, Electric Blue & Red	-	-	-	1 colour	1 colour	any Pantone colour	1 colour	any Pantone colour	-	-
17	VECTOR		no limitation	FP/RB no limitation	any Pantone colour	-	-	-	FP 1 colour	any Pantone colour	X	-
21	VECTOR PREMIUM		-	1 colour	any Pantone colour	-	-	-	-	-	-	-
18	JOTTER	Stainless Steel Lacquer	-	1 colour	any Pantone colour	-	-	-	-	-	-	-
			-	1 - 4 colours	any Pantone colour	-	-	-	-	-	-	X
21	JOTTER PREMIUM		-	1 colour	any Pantone colour	-	-	-	-	-	-	-

