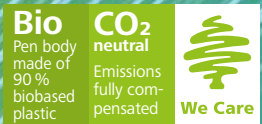


Brands need brand-name ballpoint pens

New products 2017



Made in Germany

Schneider  Write it

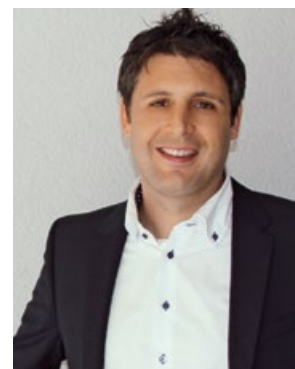


CO₂
neutral
Emissions
fully compensated



Bio
Pen body
made of
90 %
biobased
plastic

Going the next step



Our quality and our ecological and social achievements have made us the number one brand of ballpoint pens in Germany. In 2016 Schneider was awarded the "Brand of the Century" brand award. This award of approval shows the great trust in the company Schneider. This is an immediate benefit, particularly when it comes to promotional items. The recipients appreciate a gift even more when the brand is known to them - they immediately get the good feeling that they are important to the person who gave it to them.

With our quality writing instruments, we make everyday life subtly better and we contribute to preserve our valuable environment. If this is also important for you, we definitely have some interesting news for you!

For example, we have achieved a milestone in the production of writing instruments made of bio-based plastic. We launched the first product of this kind a few years ago, the K 1 ballpoint pen. The next in line is now the Slider Xite Promo, the latest member of the successful Slider family. Its casing is made of 90% bio-based PLA, extracted from maize and sugar beet. The concept is geared towards both design and durability, also a contribution to sustainability. After all, the Slider Xite is an article of day-to-day use which people like to keep and refill, not least because of its simply perfect design and writing properties thanks to Viscoglide® technology.



To find out exactly what bio-based plastic is and what advantages it offers, see www.schneiderpen.com/faq

What we can say here is that the use of bio-based plastic material conserves our scarce oil reserves and causes less greenhouse gases than petroleum-based plastics. Schneider has not just jumped on the eco bandwagon but has been actively promoting environmental protection for a very long time. This is demonstrated by the early EMAS certification of the company in 1998: we were the first and for a long time the only company in the industry to obtain this. Since then we undergo regular auditing by an authorized, independent environmental expert. EMAS is the "Premium-Standard" when talking about environmental management systems and requires regulations that are much stricter than for example the ISO 14001.

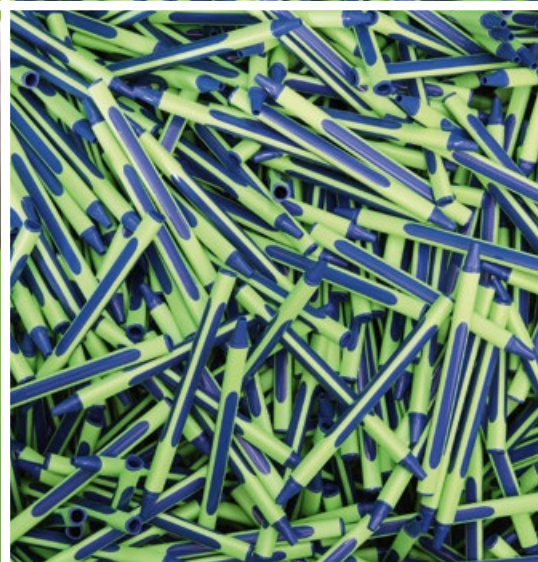
Meanwhile new measures have been taken: Schneider has been offering its popular Slider series and its promotional ballpoint pen Like as climate neutral. A corporate carbon footprint discloses how much CO₂ is generated by a company's activities. The Carbon Footprint also includes, amongst other things, all related raw materials and transport. The carbon footprint is used as the foundation for developing concepts to reduce carbon emissions. Unavoidable emissions can be offset by supporting a recognized and certified carbon offset project. In collaboration with ClimatePartner, Schneider is able to offset the exact amount of emissions for every product listed above.

It is wonderful to see that we don't stand alone with our efforts. Many value-conscious consumers are committed to paying more for a product that has been produced in an environmentally friendly manner and in good working conditions. Schneider develops and produces its pens solely in Germany and can thus guarantee the compliance with the demanding ecological and social standards.

"Made in Germany" is not only a valued label but also stands for the commitment not to outsource the production to low wage countries.

Yours sincerely,

Christian Schneider



The plastic made from nature itself

What is bio-based plastic?

Bio-based plastics are those made from renewable raw materials such as maize starch, cane and beet sugar, vegetable oils, cotton cellulose and wood. Bio-based plastic such as BioPE, BioPET, cellulose acetate and PLA save natural resources and generate lower levels of CO₂-emissions on average. They differ from recycled plastic: the latter also saves resources due to the fact that it is re-used, but originally produced in the conventional way.

The Schneider bio-fleet

We started making products out of bio-based plastic several years ago. A key aspect for us is that the quality of the writing instruments has to be equal to made of conventional plastic – and this takes time to achieve. After our “bio-neer” the K 1 Biosafe, we now also offer the ballpoint pen Slider Xite Promo.

Where are things heading?

We certainly intend to keep moving forward. At the moment we’re testing the use of recycled plastic (see above) and we’re thinking in concrete terms about laying the foundations for another step forward: the use of recycled bio-based plastic, i.e. combining both types of environment-friendly plastic.

For details, see www.schneiderpen.com/faq



We Care

Not just organic plastic – for decades we've made a point of producing our writing instruments in ways that are as environmentally compatible as possible. We have been EMAS certified since 1998 - so we are the first company in the industry to have joined the world's most demanding environmental management system. As a result we have implemented an impressive series of measures dedicated to enhancing sustainability. Here is a selection:

- Recycling of 85% of production waste
- Use of renewable energy only
- Modern, energy-efficient machinery
- 50,000 kilometres per year of car travel saved by using e-bikes as company vehicles
- Packaging consisting of 80% waste paper
- 90% of raw materials from Europe
- Certified compensation of unavoidable CO₂ emissions generated by the entire Slider series and the promotion ballpoint pen Like.

In this way, every product made by us has contributed enormously to environmental protection – including those that are not made of organic plastic. Of course, we don't write 'Organic' on them in this case – but instead our motto: "We Care".

Find out more at www.schneiderpen/we-care: you can also download our sustainability report here.



Slider Xite Promo

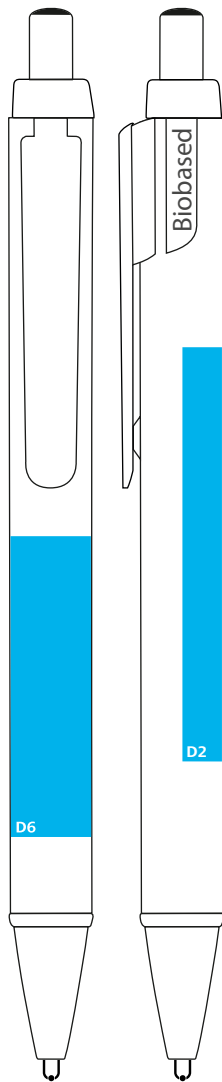


K 1 Biosafe

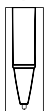
Slider Xite Promo

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.

Bio
Pen body
made of
90%
biobased
plastic
CO₂
neutral
Emissions
fully com-
pensated



Tip



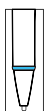
O 70

Upper part



O 70

Decorative ring



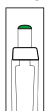
O 10 21 34 44 52 38 70

Upper part prolongation



O 10 21 34 44 52 38 70

Plug



O 10 21 34 44 52 38 70



Slider Xite Promo	Ref. No.	Barrel	Ink colour
From 600 pcs.	933299	individual	individual

Imprint positions

D2 on the upper part: 55 × 14 mm

D6 in front of the clip: 40 × 28 mm

Refill 778

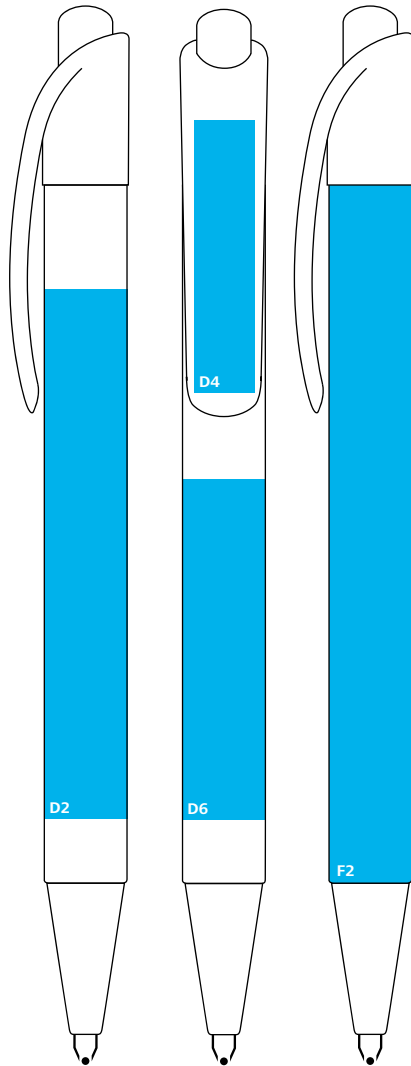


Plastic refill with Viscoglide® technology for easy, gliding writing. The wear-resistant stainless steel tip guarantees that the ink supply can be fully used and does not smear. The ink (black und blue) is waterproof according to ink standard ISO 12757-2. The ink dries quickly - even on smooth paper - and is smudge proof when highlighting it later on. Extra Broad (XB) line width.

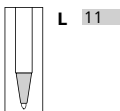
Description	Name	ISO-format	Tube	Tip	Available ink colours
Viscoglide®-Refills with conus tip meeting ISO 12757-2 for Documents	778	H	Plastic	Stainless steel	 

Dynamix Shine

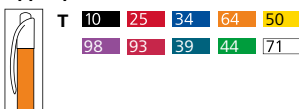
Retractable ballpoint pen available in transparent plastics with shiny surface. High-quality lacquered clip and tip. Equipped with Schneider refill 774 M.



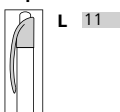
Tip



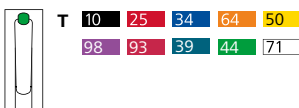
Upper part



Clip sleeve



Push button



Dynamix Shine	Ref. No.	Barrel	Ink colour
From 600 pcs.	930499	individual	individual

Imprint positions

D2 on the upper part: 30 × 70 mm

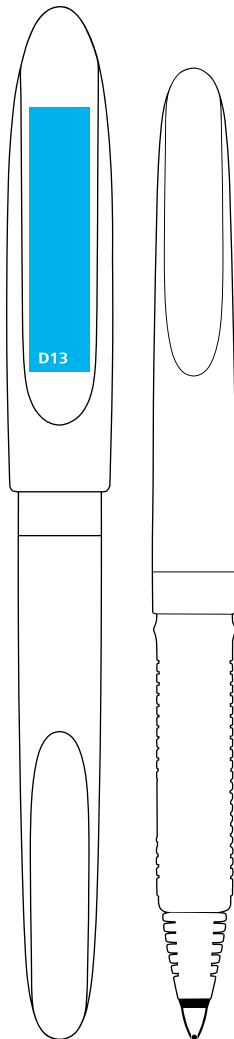
D4 on the clip: 8 × 36 mm

D6 in front of the clip: 30 × 45 mm

F2 film transfer on the upper part: 92 mm circular imprint

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.



Cap



G 30 - T 10 B1

Barrel



G 30 - T 10 B1

One Business	Ref. No.	Barrel	Ink colour
From 300 pcs.	983001	G 30 O 10	
	983003	G 30 O 31	

Imprint positions

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

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 Corel-Draw (.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.

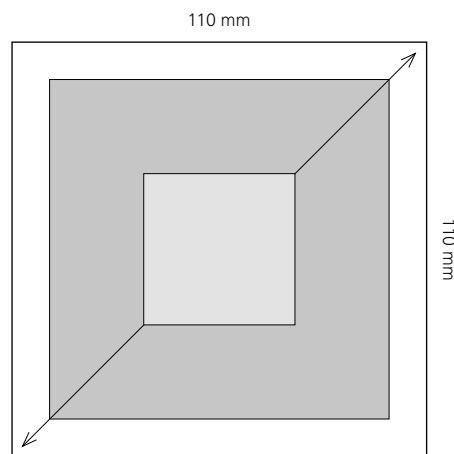
The most famous bitmap programs are TIFF, PSD and JPG. Internet graphics (e.g. gif) are not suitable for reproduction of artwork because they usually do not have sufficient resolution for printing.

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

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 part 2 "documentary use".



Refillable

The pens can be refilled with refills, cartridges or reservoirs.



Refillable with Plug+Play

Ballpoint pens and refills with this symbol are compatible to each other.



Water and light resistant

The writing doesn't dissolve in water and remains visible after UV radiation.



Biosafe

Pen body made of naturally renewable and biodegradable materials.



Triangular shape

Defines exact position for each finger.



Stylus-pen

With soft touch tip to operate on tablets and smartphones.



CO₂ neutral

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

Further information can be found at Climatepartner.com



Bio

Pen bodys with this symbol are made of bio-based plastic.

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 twist button
- D10** on the reverse
- D11** above, at the side of the clip
- D12** on the cap button
- D13** on the backside of the cap
- F1** film transfer on the barrel
- F2** film transfer on the upper part
- G1** laser engraving on the clip



www.schneiderpen.com/we-care

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