

CONSUMER PURCHASE CRITERIA

What are the criteria that influence the purchase of a product? Consumers evaluate products on the basis of:







QUALITY

Writing image, ink durability and longevity.

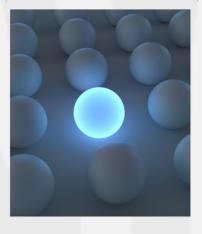
APPLICATION

The alignment of a product for which it is needed.

BUDGET

Aligning a product with a specific budget expectation.







STYLE

A product's colour selection, aesthetic appearance and style.

UNIQUENESS

A product's uniqueness from others, additional features, innovation.

ERGONOMY

A product's comfortable grip and easy usage for extended writing periods.

FOOD AND BEVERAGE MANUFACTURING

FOCUS ON: APPLICATION

- On Floor QC Technicians
- Line Supervisors

F-xMD











Stainless steel barrel

All components are

X-ray metal detectable

Easy glide blue ink

Knurled grip ensures superior writing

stability

Ideal to use in industrial

envinronments

Retractable

Refillable with

F refill

0.7 mm point size



Retractable Suitable for tough weather conditions (-34 – 120 C) Extreme durable
Stainless steel, pressurized barrel Writes on difficult surfaces and upside down Loop for attaching 5x more durable than everyday plastic pens Refillable with K refill
0.7 mm point size Blue ink

FOOD AND BEVERAGE MANUFACTURING

FOCUS ON: BUDGET

General Stuff



SMOOTH MED

Retractable • Low-viscosity smooth ink

■ Rubberised comfort grip ■ Strong

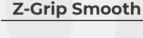
metal and plastic clip • Ventilated push

button ■ 1.0 mm point size ■ Available in

blue, black, green, pink, purple ink colours

Z-Grip





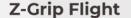




Retractable ■ Stainless steel pocket clip

- Comfort grip Ventilated push-button
 - Doesn't smear 1.0 mm point size
- Available in blue, black and red ink colours











Retractable ■ Lightweight barrel ■ Glides easily ■ Low viscosity ink ■ Strong metal clip

- Ventilated push button 1.2 mm point size
 - Available in blue, black, red ink colours





Retractable ■ Rubbered grip ■ Strong plastic alligator clip ■ Eco-friendly (69% from recycled material) ■ Refillable with SH/H refill ■ 0.5/0.7 mm point sizes ■ Available in blue, black, red ink colours



Ballpoint pen

Jimnie Gel

Gel pen



Retractable • Comfortable rubbered grip
• Ventilated pushing button • Refillable with
K refill • Doesn't smear • 0.7 mm point size
• Available in blue, black, red ink colours

With cap ■ Comfortable grip ■ Quick dry ink
■ Doesn't smear ■ Recommended for left
hand writers ■ 0.7 mm point size ■ Available in
blue and black ink colours



F-301



F-402





Retractable ■ Stainless steel barrel ■ Easy glide ink ■ Strong clip for a secure clasp

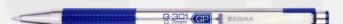
- Comfortable grip Refillable with F refill
- 0.7 mm point size Available grip colours: blue, black, red, green with blue ink



Retractable • Stainless steel barrel
• Rubbered comfort grip • Strong design clip for shirt pocket • Refillable with F refill • 0.7 mm point size • Blue ink

G-301





Retractable

Easy glide gel ink

Smooth writing

Stainless steel barrel

Metal clip

Comfortable grip

Doesn't smear

- Refillable with JF refill 0.7 mm point size
 - Available in blue, black ink colours

Available in blue, black link colours

X-701





Retractable \blacksquare Suitable for tough weather conditions (-34 – 120 C) \blacksquare Extreme durable

■ Stainless steel, pressurized barrel ■ Writes on difficult surfaces and upside down ■ Loop for attaching ■ 5x more durable than everyday plastic pens ■ Refillable with K refill ■ 0.7 mm point size ■ Blue ink

G-450





Retractable • Weighted brass barrel body
• Rubberized, comfortable grip • Rapid dry
blue gel ink • Doesn't smear • Refillable with

JKL refill • 0.7 mm point size



Z-Grip



Ballpoint pen



Retractable Stainless steel pocket clip
Comfort grip Ventilated push-button
Doesn't smear 1.0 mm point size

Available in blue, black and red ink colours



Z-Grip Smooth

Retractable • Low-viscosity smooth ink
• Rubberised comfort grip • Strong
metal and plastic clip • Ventilated push
button • 1.0 mm point size • Available in
blue, black, green, pink, purple ink
colours

Z-Grip Flight







Retractable • Lightweight barrel • Glides easily • Low viscosity ink • Strong metal clip • Ventilated push button • 1.2 mm point size • Available in blue, black, red ink colours



Retractable • Rubbered grip • Strong plastic alligator clip • Eco-friendly (69% from recycled material) • Refillable with SH/H refill • 0.5/0.7 mm point sizes • Available in blue, black, red ink colours

Jimnie





Retractable • Comfortable rubbered grip
• Ventilated pushing button • Refillable with
K refill • Doesn't smear • 0.7 mm point size
• Available in blue, black, red ink colours

J Roller RX

Tapli Clip





Roller pen with cap
Smooth gel ink
Archival quality ink
Acid-free
Visible ink
level
Refillable with J refill
0.5 mm point
size
Available in blue, black, red ink colours

LAWYERS / LAW FIRMS

FOCUS ON: STYLE

Lawyers for personal use



Sarasa Grand



SL-F1





Weighted pen body

Brass barrel

Rapid dry gel ink

Engravable

Strong alligator clip

Visible ink level

Stylish metal colours

Refillable with JF refill

With gift box

■ 0.5 mm point size ■ Available barrel colours: black, blue, yellow and red with blue ink

Compact and stylish ■ 105 mm when closed, 134 mm expanded ■ Easy to carry

- Refillable with F refill Stainless steel
- Engravable With gift box 0.7 mm point size ■ Available barrel colours: silver, rose gold, blue, green, pink, orange, black, purple, white, grey with blue ink

Telescopic Stylus









Fashionable colours ■ 97 mm when closed, 130 mm when extended ■ Easy to carry

■ Touch function ■ Refillable with Telescopic refill ■ Stainless steel barrel ■ 0.7 mm point size ■ Blue ink



Retractable ■ Stainless steel barrel ■ Easy glide ink ■ Strong clip for a secure clasp

- Comfortable grip Refillable with F refill
- 0.7 mm point size Available grip colours: blue, black, red, green with blue ink

F-402









Retractable

Stainless steel barrel

 Rubbered comfort grip • Strong design clip for shirt pocket • Refillable with F refill • 0.7 mm point size • Blue ink



G-301 GP ZEBRA

- Comfortable grip Doesn't smear
- Refillable with JF refill 0.7 mm point size
 - Available in blue, black ink colours

F-xMD





Stainless steel barrel ■ All components are X-ray metal detectable ■ Easy glide ink

■ Knurled grip ensures superior writing stability ■ Ideal to use in industrial envinronments ■ Retractable ■ Refillable with F refill ■ 0.7 mm point size ■ Blue ink 901



Stainless steel barrel
Classic shape
With

gift box • Retractable • Strong metal clip
• Refillable with 901 refill • 0.7 / 1.0 mm point
size • Available barrel colours: blue, silver and
salmon with blue ink





Retractable • Weighted brass barrel body
• Rubberized, comfortable grip • Rapid dry
blue gel ink • Doesn't smear • Refillable with

JKL refill • 0.7 mm point size



F-301A



Z-Grip Smooth





Retractable Aluminium body Lightweight barrel Refillable with F refill Easy glide ink

O,7 mm point size Available barrel colours:
grey, blue, pink, gold, maroon, silver, black
with blue ink

Smoon MED ZEERA

Retractable • Low-viscosity smooth ink
• Rubberised comfort grip • Strong
metal and plastic clip • Ventilated push
button • 1.0 mm point size • Available in
blue, black, green, pink, purple ink
colours

Tapli Clip



Jimnie





Retractable ■ Rubbered grip ■ Strong plastic alligator clip ■ Eco-friendly (69% from recycled material) ■ Refillable with SH/H refill ■ 0.5/0.7 mm point sizes ■ Available in blue, black, red ink colours

Jiiiiiie



■ Ventilated pushing button ■ Refillable with
 K refill ■ Doesn't smear ■ 0.7 mm point size
 ■ Available in blue, black, red ink colours

MEDICAL: NURSES / DOCTORS

FOCUS ON: STYLE

- Doctors for personal use
- Nurses for personal use





F-301A





Retractable ■ Stainless steel barrel ■ Easy glide ink ■ Strong clip for a secure clasp

- Comfortable grip Refillable with F refill
- 0.7 mm point size Available grip colours: blue, black, red, green with blue ink

Retractable

Aluminium body

Lightweight barrel

Refillable with F refill

Easy glide ink

301.A (BP)

■ 0,7 mm point size ■ Available barrel colours: grey, blue, pink, gold, maroon, silver, black with blue ink

F-402



G-301





Retractable

Stainless steel barrel

 Rubbered comfort grip • Strong design clip for shirt pocket • Refillable with F refill • 0.7 mm point size • Blue ink



SL-F1



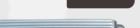


Retractable ■ Easy glide gel ink ■ Smooth writing ■ Stainless steel barrel ■ Metal clip

- Comfortable grip Doesn't smear
- Refillable with JF refill 0.7 mm point size
 - Available in blue, black ink colours

Sarasa Grand







Weighted pen body

Brass barrel

Rapid dry gel ink

Engravable

Strong alligator clip

Visible ink level

Stylish metal colours

Refillable with JF refill

With gift box

■ 0.5 mm point size ■ Available barrel colours: black, blue, yellow and red with blue ink

4

Compact and stylish ■ 105 mm when closed, 134 mm expanded ■ Easy to carry

- Refillable with F refill Stainless steel
- Engravable With gift box 0.7 mm point size ■ Available barrel colours: silver, rose gold, blue, green, pink, orange, black, purple, white, grey with blue ink

Clip on Slim 4C



F-301 Compact





Retractable • 4 classic ink colours in one pen • Alligator clip • Loop for attaching • Eco-

friendly:: 58% made of recycled materials

- Doesn't smear Comfortable grip
- Refillable with SK refill 0.7 mm point size



Ballpoint pen ■ Stainless steel barrel
■ Compact size ■ 97 mm when closed ■ Easy
to carry ■ Loop for attaching ■ Comfortable
grip ■ Refillable with F refill ■ 0.7 / 1.0 mm
point size

<u>bLen</u>



Multifunction pen: blue and red ballpoint pen + 0,5 mm mechanical pencil in one body

Plastic barrel Unique design Vibrationfree writing experience Eco-friendly: 58%

made of recycled materials Quick dry
emulsion ink 0.7 mm point size + 0.5 mm
graphite lead

MEDICAL: NURSES / DOCTORS

FOCUS ON: BUDGET

- Administration
- Staff Assistant









Retractable ■ Stainless steel pocket clip

- Comfort grip Ventilated push-button
 - Doesn't smear 1.0 mm point size
- Available in blue, black and red ink colours

Z-Grip Flight





Retractable ■ Lightweight barrel ■ Glides easily ■ Low viscosity ink ■ Strong metal clip

- Ventilated push button 1.2 mm point size
 - Available in blue, black, red ink colours

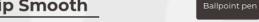
Jimnie





Retractable • Comfortable rubbered grip
• Ventilated pushing button • Refillable with
K refill • Doesn't smear • 0.7 mm point size
• Available in blue, black, red ink colours

Z-Grip Smooth





Retractable • Low-viscosity smooth ink
• Rubberised comfort grip • Strong
metal and plastic clip • Ventilated push
button • 1.0 mm point size • Available in
blue, black, green, pink, purple ink
colours

Tapli Clip





Retractable • Rubbered grip • Strong plastic alligator clip • Eco-friendly (69% from recycled material) • Refillable with SH/H refill • 0.5/0.7 mm point sizes • Available in blue, black, red ink colours

4C Rose Gold





4 ink colours in one pen ■ Retractable
■ Smooth writing ■ Comfortable, trianglular
grip ■ With plastic clip ■ Rose gold barrel
■ Non-refillable ■ 1.0 mm point size

WAREHOUSE / LOGISTICS















Retractable ■ Suitable for tough weather conditions (-34 – 120 C) ■ Extreme durable ■ Stainless steel, pressurized barrel ■ Writes on difficult surfaces and upside down • Loop for attaching • 5x more durable than everyday plastic pens - Refillable with K refill ■ 0.7 mm point size ■ Blue ink



Retractable Stainless steel barrel ■ Rubbered comfort grip ■ Strong design clip for shirt pocket ■ Refillable with F refill ■ 0.7 mm point size ■ Blue ink

F-xMD





Stainless steel barrel ■ All components are

X-ray metal detectable
Easy glide ink Knurled grip ensures superior writing stability - Ideal to use in industrial envinronments - Retractable - Refillable with F refill ■ 0.7 mm point size ■ Blue ink







Retractable ■ Lightweight barrel ■ Glides easily ■ Low viscosity ink ■ Strong metal clip

■ Ventilated push button ■ 1.2 mm point size Available in blue, black, red ink colours

G-450





Retractable • Weighted brass barrel body ■ Rubberized, comfortable grip ■ Rapid dry blue gel ink ■ Doesn't smear ■ Refillable with JKL refill ■ 0.7 mm point size

Hi Mckie







Alcohol-based permanent marker ■ For wide range of surfaces ■ Rapid dry ink ■ Non-toxic ■ 2/4 mm point size ■ Available in blue, black, red and green colours

Mckie Extra Bold





For wide range of surfaces • Permanent marker ■ Alcohol-based ■ Rapid dry ink

■ Unique, extra bold tips ■ 10 / 17 mm point size Available in black

Paint Marker







Oil based ink • Writes on all surfaces ■ Creates permanent colour ■ Bullet tip ■ 3.0 mm point size Available in blue, black, red, green, silver, gold, white, yellow, purple, orange and pink colours

Mckie Paint Marker Bold





Double-ended paint marker ■ 8 mm chisel and 2 mm round tip ■ Oil-based permanent marker Non-fading colours Low odour, perfect for indoors and outdoor use

■ Without Xylene ■ Waterproof ■ Writes on metal, black rubber, glass, plastic, paper, etc.

WAREHOUSE / LOGISTICS

FOCUS ON: BUDGET

- Administration
- Staff Assistants



Z-Grip





Retractable ■ Stainless steel pocket clip

- Comfort grip Ventilated push-button
 - Doesn't smear 1.0 mm point size
- Available in blue, black and red ink colours

Z-Grip Smooth

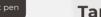




Retractable • Low-viscosity smooth ink ■ Rubberised comfort grip ■ Strong metal and plastic clip ■ Ventilated push button ■ 1.0 mm point size ■ Available in blue, black, green, pink, purple ink colours

Z-Grip Flight









Retractable • Lightweight barrel • Glides easily ■ Low viscosity ink ■ Strong metal clip

- Ventilated push button 1.2 mm point size
 - Available in blue, black, red ink colours

Tapli Clip

Z1





Retractable ■ Rubbered grip ■ Strong plastic alligator clip ■ Eco-friendly (69% from recycled material) ■ Refillable with SH/H refill ■ 0.5/0.7 mm point sizes ■ Available in blue, black, red ink colours

Jimnie









Retractable - Comfortable rubbered grip ■ Ventilated pushing button ■ Refillable with K refill ■ Doesn't smear ■ 0.7 mm point size Available in blue, black, red ink colours

Comfortable rubbered grip ■ Doesn't smear ■ Smooth ink ■ With ventilated cap ■ 0.7 / 1.0 mm point size • Hexagonal barrel • Available in blue, black, red and green colours



Ballpoint pen



Plastic ballpoint pen ■ Slim design ■ Hexagonal barrel ■ Slip-proof grip ■ Ventilated cap ■ 0.7 mm point size ■ Smooth ink ■ Available in blue, black ink colours

ARCHITECTS / **ACCOUNTANTS / ENGINEERS**

FOCUS ON: APPLICATION / STYLE

- Architects
- Architects
- Designers
- Designers











Retractable - Stainless steel barrel

■ Rubbered comfort grip ■ Strong design clip for shirt pocket • Refillable with F refill ■ 0.7 mm point size ■ Blue ink





Stainless steel barrel - All components are X-ray metal detectable ■ Easy glide ink

 Knurled grip ensures superior writing stability - Ideal to use in industrial

envinronments - Retractable - Refillable with F refill ■ 0.7 mm point size ■ Blue ink

F-301



F-301A





Retractable ■ Stainless steel barrel ■ Easy glide ink ■ Strong clip for a secure clasp

- Comfortable grip Refillable with F refill
- 0.7 mm point size Available grip colours: blue, black, red, green with blue ink





Retractable ■ Aluminium body ■ Lightweight barrel ■ Refillable with F refill ■ Easy glide ink ■ 0,7 mm point size ■ Available barrel colours: grey, blue, pink, gold, maroon, silver, black with blue ink

M-301





Stainless steel barrel - Strong metal clip ■ Built in eraser ■ Comfortable grip

■ 0.5 mm standard HB lead refill ■ Available grip colours: blue, black, wine red

Drafix





Metal clip (removable) ■ 4 mm narrow lead sleeve ■ Slim design ■ Built in eraser

- Standard lead refills 0.3/0.5/0.7/0.9 mm
- Plastic ring to indicate refill quality (HB, B etc.) - For technical drawings

DelGuard



bLen





Mechanical pencil 0,5/0,7 mm ■ Double spring mechanism in the lead - Textured grip ■ The lead is unbreakabla due to the special mechanism inside • With strong plastic clip ■ Comfortable, non-slippery grip ■ Built-in eraser Recommend refill with 0.5 / 0.7 mm DelGuard lead to minimize iamming

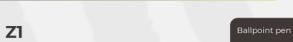
Multifunction pen: blue and red ballpoint pen + 0,5 mm mechanical pencil in one body ■ Plastic barrel ■ Unique design ■ Vibrationfree writing experience **Eco-friendly: 58%** made of recycled materials ■ Quick dry

emulsion ink ■ 0.7 mm point size + 0.5 mm graphite lead

ARCHITECTS / ACCOUNTANTS / ENGINEER

FOCUS ON: BUDGET

- Administration
- Office Staff



Z-Grip Smooth





Comfortable rubbered grip ■ Doesn't smear

■ Smooth ink ■ With ventilated cap ■ 0.7 / 1.0 mm point size - Hexagonal barrel

Available in blue, black, red and green colours





Retractable • Low-viscosity smooth ink ■ Rubberised comfort grip ■ Strong metal and plastic clip . Ventilated push button ■ 1.0 mm point size ■ Available in blue, black, green, pink, purple ink colours

Tapli Clip



Jimnie Gel





Retractable ■ Rubbered grip ■ Strong plastic alligator clip **Eco- friendly (69% from** recycled material) ■ Refillable with SH/H refill ■ 0.5/0.7 mm point sizes ■ Available in blue, black, red ink colours



H-8000





Doesn't smear - Archiavable, doesn't fade ■ Refillable with SH refill ■ With ventilated cap ■ 0.5 mm point size ■ Extra fine writing width Available in blue, black, red ink colours

Sarasa Clip



Comfortable grip ■ Quick dry ink ■ Doesn't

smear ■ Recommended for left hand writers

■ 0.7 mm point size ■ With cap ■ Available in

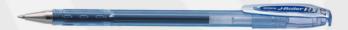
blue and black ink colours

Retractable ■ Rapid dry gel ink ■ Acid free, water-proof ink ■ Archival quality ■ Refillable with JF refill **Eco-friendly (76% from** recycled material) ■ Strong alligator clip ■ 0.4 / 0.5 / 0.7 mm point size ■ Available in 20 colours



Ola Gel





ZEBRA Ola ... GEL

Roller pen with cap
Smooth gel ink
Archival quality ink
Acid-free
Visible ink
level
Refillable, it takes J refill
0.5 mm point
size
Available in blue, black, red ink colours

Retractable gel pen • Comfortable rubbered barrel • Doesn't smear • Ventilated push button • Smooth writing • For everyday use • 1.0 mm point size • Available in blue, black and red ink colours

TEACHERS

FOCUS ON: APPLICATION & BUDGET







Comfortable rubbered grip ■ Doesn't smear ■ Smooth ink ■ With ventilated cap ■ 0.7 / 1.0 mm point size ■ Hexagonal barrel ■ Available in blue, black, red and green colours

Tapli Clip





Retractable ■ Rubbered grip ■ Strong plastic alligator clip ■ Eco- friendly (69% from recycled material) ■ Refillable with SH/H refill ■ 0.5/0.7 mm point sizes ■ Available in blue, black, red ink colours

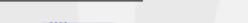
H-8000

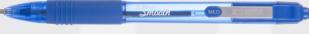


ZERNA SUPER FINE HAVY O.5 BIS

Doesn't smear • Archiavable, doesn't fade
• Refillable with SH refill • With ventilated
cap • 0.5 mm point size • Extra fine writing
width • Available in blue, black, red ink
colours

Z-Grip Smooth





Retractable • Low-viscosity smooth ink
• Rubberised comfort grip • Strong
metal and plastic clip • Ventilated push
button • 1.0 mm point size • Available in
blue, black, green, pink, purple ink
colours

Ola Gel

Gel pen

Ballpoint pen



Retractable pen • Comfortable rubbered barrel • Doesn't smear • Ventilated push button • Smooth writing • 1.0 mm point size • Available in blue, black and red ink colours

Sarasa Clip

Gel pen



Retractable • Rapid dry gel ink • Acid free, water-proof ink • Archival quality • Refillable with JF refill • Eco-friendly (76% from recycled material) • Strong alligator clip • 0.4 / 0.5 / 0.7 / 1.0 mm point size • Available in 20 colours

Clip on Slim 4C



Fountain Pen





Retractable • 4 classic ink colours in one pen

- Alligator clip Loop for attaching Ecofriendly (58% from recycled material)
 - Doesn't smear Comfortable grip
- Refillable with SK refill 0.7 mm point size

Fountain pen ■ Scratch-resistant stainless

steel nib = 1300 m write out length

7 fashionable ink colours: black, blue, red,
green, light blue, pink and purple = Smooth
writing = Non-refillable = Water-based ink

Plastic clip = 0.6 mm point size

4C Rose Gold





4 ink colours in one pen • Retractable
• Smooth writing • Comfortable, trianglular
grip • With plastic clip • Rose gold barrel
• Non-refillable • 1.0 mm point size

N-5200





Slip-proof design • Clear, hexagonal barrel for visible ink level • Doesn't smear • Ventilated cap • Archiavable, non-fading ink • Refillable with H refill • 0.7 mm point size • Available in blue, black, red and green ink colours

Tapli Clip





Mechanical pencil ■ Comfortable rubbered grip ■ Alligator clip ■ With eraser ■ Ecofriendly (79% from recycled material)

■ Standard HB lead refill 0.5 mm ■ Retractable

Mildliner Highlighter





Nice mild colours Double ended: highlighter and fine marker Mild water resistant ink

■ Acid free ■ Archival quality ■ 1.4 / 4.0 mm point size ■ Available in 44 colours



ZEBRA Pen guarantees the performance of their writing instruments.

