



CROSS.

EST 1846 USA

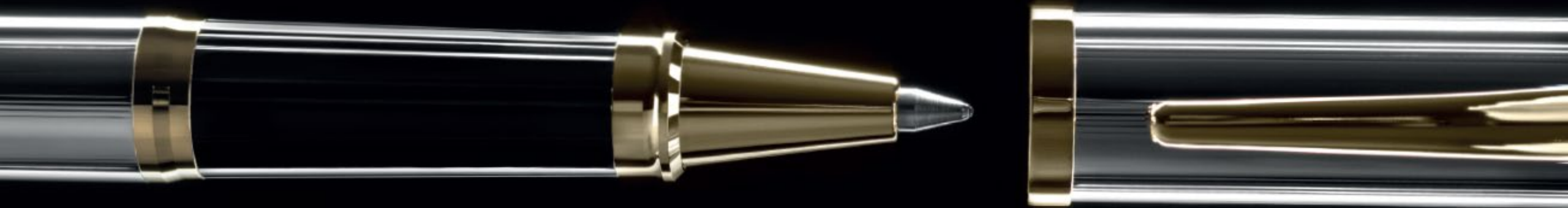
BRAND INTRODUCTION

CROSS.COM





# AN INTRODUCTION TO CROSS





# A LETTER FROM OUR CEO

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Dear Valued Customers,

At A.T. Cross, our journey has been one of excellence and innovation. Since our establishment in Rhode Island in 1876, we have proudly been at the forefront of crafting exceptional writing instruments with exacting attention to detail and renowned jewelry-quality craftsmanship.

The challenges we faced in 2020 were unprecedented, affecting every facet of our lives and businesses. Yet, as I look back, I am filled with pride and gratitude for the resilience and commitment that have defined A.T. Cross for over 175 years.

Our legacy was built on a foundation of quality and craftsmanship. Our focus remains on delivering products that combine timeless design with modern functionality, ensuring that each writing instrument we create meets the highest standards of quality and style. This dedication has enabled us to expand our reach and enhance our offerings, providing you with the best possible experience.

We are excited about the future and the opportunities it holds. Our ongoing efforts to innovate and improve are driven by our desire to serve you better, just as we have done for generations. Whether you are a new buyer or a long-time customer, your trust and support are the cornerstones of our success.

Thank you for being a part of the A.T. Cross family. Together, we will continue to write our legacy.

Sincerely,  
Diego Abril  
CEO, A.T. Cross Company



# THE CROSS BRAND: OUR HERITAGE

## WE'VE BEEN WRITING OUR STORY SINCE 1846. INVENTING. INNOVATING. ALWAYS EVOLVING.

Since our earliest days, Cross has rewritten the rules for putting pen to paper.



### 1846

In the company's early years, Richard Cross specializes in crafting beautifully ornate pencil casings in fine gold and silver.

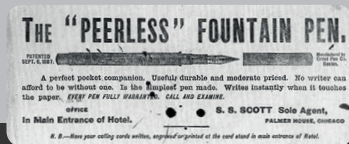


### 1879

Richard's son, Alonzo Cross, invents the first propel-repel stylographic pen, the technical forerunner to today's modern ballpoint pen.

### 1889

The first Cross Fountain Pen debuts with the name Peerless to signify its unmatched technology and design.



### 1946

The Century Pencil debuts in gold and silver finishes to celebrate the Cross Company's Centennial.

### 1953

The iconic 'Century' ballpoint pen introduced with Ellery Boss' groundbreaking internal design patent. Introducing a slimmer, easily replaceable ink refill.



### 1993

Townsend becomes known as The Pen of Presidents, used by leaders across the globe to this day. Century II also makes history as the pen chosen by both parties for official White House signing ceremonies.



### 2009

Cross becomes the first luxury maker to create a multi-function pens with the launch of its Tech Series.



### 2021

Cross celebrates its 175th Anniversary with a full line-up launch of Heritage pens.







# THE CROSS BENEFIT: GIFTED FOR GENERATIONS



## THE GIFT OF CHOICE FOR GENERATIONS

Perfect for birthday's, graduations, promotions, anniversaries and more, a Cross writing instrument offers both practicality and sentimental value. Its enduring quality ensures the recipient will cherish it for years to come.



We don't just make pens; we create timeless treasures that become cherished heirlooms passed down for generations to come.







# THE CROSS BENEFIT: GUARANTEED FOR LIFE



## LIFETIME MECHANICAL WARRANTY

To uphold the trust our customers place in Cross we offer an industry-leading Lifetime Mechanical Warranty through our **Official Authorized Dealers** that sets us apart from other brands. All Cross writing instruments are unquestionably guaranteed against mechanical failure, regardless of age.

All Cross writing instruments are designed to be easily refillable and reusable for lifetimes of enjoyment.





# THE CROSS BENEFIT: THE OFFICIAL PEN OF PRESIDENTS

## AN HONORED HISTORY

As we look to the future, Cross continues to make history as the pen chosen for official signing ceremonies in the White House.

Presidents Gerald Ford, Ronald Reagan, George H.W. Bush, Bill Clinton, George W. Bush, Barack Obama, Donald Trump and Joe Biden have all used Cross Townsend, Cross Century II pen or Cross Classic Century pens while in office.



TOWNSEND



CENTURY II



CLASSIC CENTURY

Townsend, Century II and Classic Century writing instruments have been chosen by Presidents.





# CUSTOMER TESTIMONIALS



★★★★★

Overall, a wonderful and luxurious pen, writes fantastically, looks beautiful without being in any way extravagant. This is the pen that the President uses, with good reason! 100% recommended,



★★★★★

I had a cross pen a long time ago, my parents bought me one for school, I used it until the chrome wore off. It went missing & I always wanted to replace it. These write so clean, no ink globs, smooth, just lovely to use.



★★★★★

Growing up I watched my late, beloved father use a gold-plated cross ballpoint pen and always loved it due to its beauty and elegance. It lasted forever; unfortunately, I'm far away here in USA from Nigeria for the past 20+ years; I know it's somewhere in our house; I think my dad bought his in the late 60's. For some unexplained reasons, Cross pen "crossed" my mind this past Sunday and I ordered this chrome/gold one for a trial and received it today, and boy, I got it in my hand and I felt tears coming down my eyes and it felt the same way it felt back in the 70's when I would bring it to my late dad to write with in his beautiful penmanship.



★★★★★

I use the cross pen for business. It works great and is very professional.







# AN INTRODUCTION TO OUR PRODUCTS





# INTRODUCING OUR PRODUCT TECHNOLOGIES



## BALLPOINT PENS

Ideal for everyday use with quick dry ink.  
Operate using a twist mechanism.  
Recommended for left-handed users.  
Refills available in fine and medium tips for a customized writing experience.



## ROLLERBALL PENS

Use a gel based ink which is more free flowing compared to ballpoints.  
Cap posts on the barrel, offering a balanced look while in use.  
Innovative Selectip® design converts to a Ballpoint or Felt-tip when you switch the refills.  
Refills available in fine and medium tips for a customized writing experience.



## FOUNTAIN PENS

Experience the everyday act of writing with a fountain pen, where luxury meets the nostalgia.  
Cap posts on the barrel, offering a balanced look while in use.  
Fountain pen nibs Available in extra-fine, fine and medium for a customized writing experience.  
Ink refills available through disposable cartridges or ink bottles. (Push-in converter required.)

# FEATURES



# INTRODUCING OUR PRODUCT OFFERINGS

A portfolio designed to cover every consumer and gifting need.



## LUXURY

Townsend | Century II  
Classic Century | Wanderlust

Our luxury collection is renowned for its exquisite craftsmanship, timeless elegance and precious materials for our most discerning customers.



## TECH

Tech3+ | Tech2

From paper to screen, our most innovative products are designed with tech compatibility in mind and enable customers to adapt to every writing situation.



## PREMIUM

ATX | Bailey | Edge | Calais

Our premium collection is not just a tool for writing, but a symbol of status, a piece of art and a pleasure to use.



## EVERYDAY ESSENTIALS

Click | Coventry | Bailey Light

Quintessential for everyday writing, our collections elevate everyday moments into something special.



## DECORATED

Corporate Gifting  
across our portfolio

From emblems to engraving we provide unique customizations across our entire portfolio for your increased brand recognition.



## ACCESSORIES

Journals | Refills  
Bottled Ink & Converters

Our family of companions allowing for extended life of your pen and offering a better writing experience.





**LUXURY:** UPSCALE | DISCERNING | PROFESSIONAL | EDUCATED







# TOWNSEND

## EXCELLENCE ALWAYS.

### OVERVIEW

Cross Townsend honors tradition with undeniable distinction. Long preferred for its commanding presence and uncompromised quality, the timeless Cross silhouette embodies classic elegance and finesse.

The pen of choice. A gift of distinction. Cross Townsend embodies excellence always. Preferred by several American presidents for its impeccable style and writing performance, Townsend is a prized possession ideal for passing down to future generations.

### FEATURES

- Official Presidential Pen
- Distinguished, substantial Art Deco-style design
- Wide bodied girth pen
- Available in precious metal details
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Luxury gift box
- Engravable





# TOWNSEND

## TECHNOLOGIES AVAILABLE



Ballpoint Pen



Rollerball Pen



Fountain Pen



**Metallic**  
Lustrous finish  
crafted in metals for  
a professional look



**Lacquer**  
Gives the pen a  
premium and luxurious  
appearance, making it a  
statement accessory



**Matte**  
Smooth, non-reflective  
surface for those  
who appreciate  
understated luxury



**Textured**  
The unique tactile  
dimension introduces a  
distinct and stylish look



Presented in a Luxury gift box

## COLORS AVAILABLE







# TOWNSEND

## METALLIC



### MEDALIST®

Bright, polished chrome combines with 23KT gold-plated appointments, to make an undeniable statement of style.

<b>506-FF</b> Fine Fountain Pen with Polished Stainless Steel Nib	<b>\$300</b>
<b>506-MF</b> Medium Fountain Pen with Polished Stainless Steel Nib	<b>\$300</b>
<b>505</b> Selectip® Rollerball Pen	<b>\$215</b>
<b>502TW</b> Ballpoint Pen	<b>\$185</b>

## LACQUER



### LUSTROUS CHROME

Uncompromising craftsmanship and a bright chrome finish with polished chrome appointments make this a selection of uncommon distinction.

<b>536-FS</b> Fine Fountain Pen with Polished Stainless Steel Nib	<b>\$240</b>
<b>536-MS</b> Medium Fountain Pen with Polished Stainless Steel Nib	<b>\$240</b>
<b>535</b> Selectip® Rollerball Pen	<b>\$190</b>
<b>532TW</b> Ballpoint Pen	<b>\$170</b>



### BLACK LACQUER / 23KT GOLD-PLATED

A classic combination; highly polished black lacquer with 23KT gold-plated appointments.

<b>575</b> Selectip® Rollerball Pen	<b>\$245</b>
<b>572TW</b> Ballpoint Pen	<b>\$210</b>

## MATTE



### MATTE BLACK

The smart matte black finish features a PVD-plated barrel incised with a subtle line pattern and glossy black PVD-plated appointments.

<b>AT0042-60</b> Ballpoint Pen	<b>\$185</b>
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## TEXTURED



### BLACK MICRO-KNURL

Modern black PVD finish with a sandblasted, finely micro-knurled texture. Matte black PVD appointments create a sleek, monochromatic look.

<b>AT0045-62</b> Selectip® Rollerball Pen	<b>\$215</b>
<b>AT0042-62</b> Ballpoint Pen	<b>\$185</b>



### GREEN MICRO-KNURL

Deep matte green PVD finish with a sandblasted, finely micro-knurled texture. Offset by polished black PVD appointments.

<b>AT0045-63</b> Selectip® Rollerball Pen	<b>\$215</b>
<b>AT0042-63</b> Ballpoint Pen	<b>\$185</b>



# CENTURY II

## TIMELESS STYLE. RICH NEW FINISHES.

### OVERVIEW

Century II shares the style and grace of the original Cross Classic Century, yet its wider profile is more substantial and purposeful in hand. Balanced and weighted with precision, the Century II embodies timeless style.

### FEATURES

- Official Presidential Pen
- Distinguished timeless style
- Medium bodied girth pen
- Available in precious metal details
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in Luxury gift box \*Lustrous chrome and Medalist ship in premium gift box
- Engravable







# CENTURY II

## TECHNOLOGIES AVAILABLE



Ballpoint Pen



Rollerball Pen



Fountain Pen  
**COMING  
SOON!**



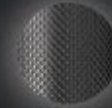
**Metallic**  
Shiny professional  
finish draws attention



**Lacquer**  
Gives the pen a  
premium and luxurious  
appearance, making it a  
statement accessory



**Matte**  
Smooth, non-reflective  
surface for those  
who appreciate  
understated luxury



**Textured**  
The unique tactile  
dimension introduces a  
distinct and stylish look



Presented in a Luxury gift box



Medalist and Chrome are presented  
in a Premium gift box

## COLORS AVAILABLE





# CENTURY II

## METALLIC



**23KT GOLD-PLATED**  
Crafted using one of the highest purities of gold and the thickest plating standard to achieve a truly luxurious appearance, finished with matching 23KT gold-plated appointments.

AT0082WG-161 \$219  
Ballpoint Pen



**MEDALIST®**  
A combination of polished chrome and 23KT gold-plated appointments creates a striking two-tone contrast.

3304 \$155  
Selectip® Rollerball Pen  
3302WG \$135  
Ballpoint Pen



**LUSTROUS CHROME**  
The smooth, polished look of chrome gives a decidedly modern feel to the Century® II profile with polished chrome appointments.

3504 \$110  
Selectip® Rollerball Pen  
3502WG \$90  
Ballpoint Pen

## LACQUER



**BLACK LACQUER / 23KT GOLD-PLATED**  
A polished black lacquer finish with 23KT gold-plated appointments makes a definitive statement.

414-1 \$155  
Selectip® Rollerball Pen  
412WG-1 \$135  
Ballpoint Pen



**PEARLESCENT WHITE LACQUER**  
A pearlescent white lacquer with polished rose gold PVD appointments for a statement of refined elegance.

AT0085-113 \$155  
Selectip® Rollerball Pen  
AT0082WG-113 \$135  
Ballpoint Pen



**BLACK LACQUER/CHROME PLATE**  
A modern combination of polished black lacquer with the crisp contrast of polished chrome appointments.

AT0082WG-157 \$135  
Ballpoint Pen



**TRANSLUCENT BLUE LACQUER/CHROME PLATE**  
A polished translucent blue lacquer finish gleams against chrome plate appointments, bringing a splash of color to the Century® II mix.

AT0082WG-158 \$135  
Ballpoint Pen



**TRANSLUCENT COBALT BLUE LACQUER**  
Highly polished translucent cobalt blue lacquer finish with luxe appointments of rose gold PVD. Fashion and function in one!

AT0082WG-138 \$126  
Ballpoint Pen



# CENTURY II

## MATTE

## TEXTURED

## LACQUER - SPECIAL EDITIONS



### GUNMETAL GRAY

A gunmetal gray finish with polished black PVD appointments conveys a sense of authority.

AT0085-115  
Selectip\* Rollerball Pen  
AT0082WG-115  
Ballpoint Pen

\$155

\$135



### BLACK MICRO-KNURL

Modern black PVD finish with a sandblasted, finely micro-knurled texture. Matte black PVD appointments create a sleek, monochromatic look.

AT0082WG-132  
Ballpoint Pen \$144



### CHERRY BLOSSOM TRANSLUCENT BLUE LACQUER

The translucent blue lacquer with polished rose-gold appointments is beautifully crafted with a delicate deep-engraved, enamel-filled pattern for an elevated writing experience.

AT0082-163  
Ballpoint Pen \$140



### CHERRY BLOSSOM GLOSSY PINK LACQUER

The glossy pink lacquer finish showcases a beautiful and delicate deep-engraved, enamel-filled pattern for a touch of artistic flair.

AT0082-162  
Ballpoint Pen \$135



### SMOKEY PINK LACQUER

Highly polished smokey pink lacquer finish with appointments of rose gold PVD are reminiscent of early spring days.

AT0082-164  
Ballpoint Pen \$135



### LAVENDER BLUE LACQUER

Highly polished lavender blue lacquer finish with 23KT gold-plated appointments make a statement in spring style.

AT0082-165  
Ballpoint Pen \$135



### EARTHY BEIGE LACQUER

Highly polished earthy beige lacquer finish with appointments of black PVD create a sharp look of style.

AT0082-166  
Ballpoint Pen \$135





# CLASSIC CENTURY

## CLASSIC. ICONIC.

### OVERVIEW

Classic Century is classic Cross. Its slim, elegant lines have defined it for over seventy years. Instantly recognizable as a Cross pen, and still the gift of choice for the most important moments in life.

### FEATURES

- Official Presidential Pen
- Iconic classic style
- Slim bodied girth pen
- Available in precious metal details
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Premium gift box
- Engravable







# CLASSIC CENTURY

## TECHNOLOGIES AVAILABLE



Ballpoint Pen



Pencil



**Metallic**

Shiny professional finish draws attention



**Lacquer**

Gives the pen a premium and luxurious appearance, making it a statement accessory



**Matte**

Smooth, non-reflective surface for those who appreciate understated luxury



**Textured**

The unique tactile dimension introduces a distinct and stylish look



Presented in a Premium gift box

## COLORS AVAILABLE





# CLASSIC CENTURY

## METALLIC



### 23KT GOLD-PLATED

Crafted using one of the highest purities of gold and the thickest plating standard to achieve a truly luxurious appearance, finished with matching 23KT gold-plated appointments.

AT0081-156	\$310
Ballpoint and 0.7mm Pencil Gift Set	
AT0082-156	\$180
Ballpoint Pen	
AT0083-156	\$180
0.7mm Pencil	



### MEDALIST®

Guaranteed Cross quality in a stylish combination of polished chrome and 23KT gold-plated appointments.

330105	\$155
Ballpoint and 0.7mm Pencil Gift Set	
3302	\$90
Ballpoint Pen	
330305	\$90
0.7mm Pencil	



### LUSTROUS CHROME

Unequalled Cross craftsmanship in a brilliant chrome-plated finish with polished chrome appointments.

350105	\$99
Ballpoint and 0.7mm Pencil Gift Set	
3502	\$55
Ballpoint Pen	
350305	\$55
0.7mm Pencil	

## LACQUER



### BLACK LACQUER

The contrasting finish of black lacquer with polished chrome appointments is modern exemplified.

AT0081-77	\$149
Ballpoint and 0.7mm Pencil Gift Set	
AT0082-77	\$84
Ballpoint Pen	
AT0083-77	\$84
0.7mm Pencil	



### TRANSLUCENT BLUE LACQUER

Bright, bold blue lacquer with polished chrome appointments brings a splash of color to the mix.

AT0082-112	\$84
Ballpoint Pen	





# CLASSIC CENTURY

## MATTE



### CLASSIC BLACK

This exceptionally handsome satin black finish is accented with 23KT gold-plated appointments. Luxe awaits.

250105	\$180
Ballpoint and 0.7mm Pencil Gift Set	
2502	\$90
Ballpoint Pen	
250305	\$90
0.7mm Pencil	

## TEXTURED



### SATIN CHROME

Satin finish, accented with polished chrome appointments portrays a sense of glamor and elegance.

AT0082-14	\$45
Ballpoint Pen	



### BRUSHED BLACK PVD

Brushed black PVD with an engraved engine-turned, diamond-patterned finish adds an element of modern sophistication.

AT0082-122	\$87
Ballpoint Pen	



### BRUSHED ROSE GOLD PVD

Brushed rose gold PVD with an engine-turned, diamond-patterned finish adds an element of modern sophistication.

AT0082-123	\$87
Ballpoint Pen	



### BLACK WITH MICRO-KNURL TRIM

Finely sandblasted black PVD finish with polished black PVD appointments. The barrel is trimmed with a refined band of micro-knurl texture. An updated look for the modern executive.

AT0082-136	\$80
Ballpoint Pen	



### TITANIUM GRAY WITH MICRO-KNURL TRIM

Finely sandblasted titanium gray PVD finish and matching appointments. The barrel is trimmed with a refined band of micro-knurl texture. An updated look for the modern executive.

AT0082-137	\$80
Ballpoint Pen	



**TECH:** FUNCTION & FORM | SUBSTANCE & STYLE | LEADERS







# TECH3+

## MULTI-TASKERS, PAPER TO SCREEN.

### OVERVIEW

Cross Tech3+ gets it done, all in one. Our multifunction pen switches from black ballpoint to red editing ballpoint to pencil with a simple twist. And the classic conical-shaped top can be interchanged with the included stylus for use with any mobile touchscreen device.

### FEATURES

- Three writing tips inside: black ballpoint, red ballpoint and 0.5mm pencil
- Conical top unscrews to reveal an eraser
- Ships with hard conical top and the separate stylus attaches easily over the eraser
- 2-way rotation mechanism switches between writing tips
- Medium bodied girth pen
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Premium gift box





# TECH3+

## TECHNOLOGIES AVAILABLE



Red and Black Ballpoint Pen



Mechanical Pencil



Eraser



Stylus Top Accessory



**Metallic**  
Shiny professional finish draws attention



**Matte**  
Smooth, non-reflective surface for those who appreciate understated luxury



**Textured**  
The unique tactile dimension introduces a distinct and stylish look

## GIFT BOX INCLUDED



Presented in a Premium gift box

## COLORS AVAILABLE







# TECH3+

## METALLIC



### LUSTROUS CHROME

Bright, polished chrome with classic linear engravings and polished chrome appointments.

AT0090-1  
Multifunction Pen

\$105

## MATTE



### SATIN BLACK

Classic black with a satin finish, accented with polished chrome appointments.

AT0090-3  
Multifunction Pen

\$110



### METALLIC BLUE

This bright blue satin finish with polished chrome appointments is both bold and fun.

AT0090-8  
Multifunction Pen

\$110

## TEXTURED



### BRUSHED BLACK

Brushed black PVD with an engraved engine-turned, diamond-patterned finish and polished black PVD appointments.

AT0090-19  
Multifunction Pen

\$116



### BRUSHED CHROME

Brushed chrome with an engine-turned, diamond-patterned finish and polished black PVD appointments.

AT0090-21  
Multifunction Pen

\$116



### DARK BLUE PVD

Dark blue PVD with an engraved engine-turned, diamond-patterned finish. Matte dark blue PVD appointments.

AT0090-25  
Multifunction Pen

\$116



# TECH2

## PART STYLUS. PART PEN.

### OVERVIEW

Cross Tech 2 puts ideas to paper as easily as it navigates any mobile touchscreen. With a ballpoint on one end and a stylus on the other, it's a modern must-have designed for first-quality, dual performance.

### FEATURES

- Conical top with attached stylus
- Slim bodied girth pen
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Premium gift box
- Engravable







# TECH2

## TECHNOLOGIES AVAILABLE



**Ballpoint Pen**



**Stylus**



**Metallic**

Shiny professional finish draws attention



**Matte**

Smooth, non-reflective surface for those who appreciate understated luxury

## GIFT BOX INCLUDED



Presented in a Premium gift box

## COLORS AVAILABLE





# TECH2

## METALLIC



### CHROME

This brilliant chrome finish with sleek, satin black appointments is as stylish as it is professional.

AT0652-2  
Dual-function Pen

\$44

## MATTE



### SATIN BLACK

Our popular satin black finish with matching appointments for a harmonious blend.

AT0652-1  
Dual-function Pen

\$44



### METALLIC BLUE

Embrace the bold with our bright blue lacquer finish with satin black appointments.

AT0652-6  
Dual-function Pen

\$44



### TITANIUM GRAY

Industrial-inspired titanium gray lacquer finish with polished black PVD appointments. Both modern and classic.

AT0652-14  
Dual-function Pen

\$44



**PREMIUM:** INNOVATORS | LEADERS | SEEKERS







# ATX

## ULTRA SLEEK. ULTRA MODERN.

### OVERVIEW

ATX is the perfect balance of design ingenuity and practical sensibility. Inspired by modern industrial design trends, ATX® delivers an exceptional writing experience in a sophisticated, ergonomic package. The look is sleek and unmistakably contemporary.

### FEATURES

- Modern sophisticated style
- Tapered silhouette with integrated clip
- Medium bodied girth pen
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Premium gift box
- Engravable





# ATX

## TECHNOLOGIES AVAILABLE



**Ballpoint Pen**



**Rollerball Pen**



**Fountain Pen**



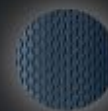
**Metallic**  
Shiny professional  
finish draws attention



**Lacquer**  
Gives the pen a  
premium and luxurious  
appearance, making it  
a statement accessory



**Matte**  
Smooth, non-reflective  
surface for those  
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**Textured**  
The unique tactile  
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Presented in a Premium gift box

## COLORS AVAILABLE







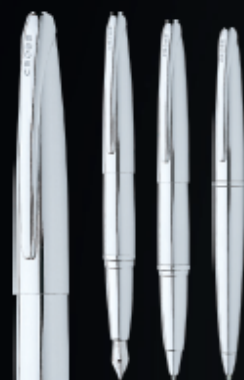
# ATX

## METALLIC

## LACQUER

## MATTE

## TEXTURED



### PURE CHROME

Super-smooth finish, polished to perfection and reflecting the contemporary fashion of modern metals, featuring polished chrome appointments.

### TRANSLUCENT BLUE LACQUER

The translucent blue lacquer offers an expression of both purpose and individuality, featuring polished chrome appointments.

### Basalt Black

The two most popular of all writing instrument colors; black and chrome, combine to create a sharp look, featuring polished chrome appointments.

### BRUSHED BLACK

A brushed black PVD finish with a machine-turned, diamond-pattern engraving and polished black PVD appointments.

### BRUSHED ROSE GOLD

A brushed rose gold tone PVD finish with a machine-turned, diamond-pattern engraving and polished black PVD appointments.

### BRUSHED CHROME

A brushed chrome finish with a machine-turned, diamond-pattern engraving and polished black appointments.

### SANDBLASTED DARK BLUE

Expertly crafted, A sandblasted blue finish with a machine-turned, diamond-pattern engraving and polished blue PVD appointments.

### SANDBLASTED TITANIUM GRAY

Expertly crafted, A sandblasted titanium gray finish with a machine-turned, diamond-pattern engraving and polished titanium gray PVD appointments.

886-2XS	\$110
Extra-Fine Fountain Pen with Polished Stainless Steel Nib	
886-2FS	\$110
Fine Fountain Pen with Polished Stainless Steel Nib	
886-2MS	\$110
Medium Fountain Pen with Polished Stainless Steel Nib	
885-2	\$90
Selectip® Rollerball Pen	
882-2	\$70
Ballpoint Pen	

886-37FS	\$135
Fine Fountain Pen with Polished Stainless Steel Nib	
886-37MS	\$135
Medium Fountain Pen with Polished Stainless Steel Nib	
885-37	\$110
Selectip® Rollerball Pen	
882-37	\$90
Ballpoint Pen	

886-3XS	\$120
Extra-Fine Fountain Pen with Polished Stainless Steel Nib	
886-3FS	\$120
Fine Fountain Pen with Polished Stainless Steel Nib	
886-3MS	\$120
Medium Fountain Pen with Polished Stainless Steel Nib	
885-3	\$100
Selectip® Rollerball Pen	
882-3	\$85
Ballpoint Pen	

886-41XJ	\$140
Extra-Fine Fountain Pen with Stainless Steel Nib Coated with Polished Black PVD	
886-41FJ	\$140
Fine Fountain Pen with Stainless Steel Nib Coated with Polished Black PVD	
886-41MJ	\$140
Medium Fountain Pen with Stainless Steel Nib Coated with Polished Black PVD	
885-41	\$115
Selectip® Rollerball Pen	
882-41	\$100
Ballpoint Pen	

886-42FF	\$140
Fine Fountain Pen with Stainless Steel Nib Coated with Polished Rose Gold PVD	
886-42MF	\$140
Medium Fountain Pen with Stainless Steel Nib Coated with Polished Rose Gold PVD	
885-42	\$115
Selectip® Rollerball Pen	
882-42	\$100
Ballpoint Pen	

886-43FS	\$140
Fine Fountain Pen with Polished Stainless Steel Nib	
886-43MS	\$140
Medium Fountain Pen with Polished Stainless Steel Nib	
885-43	\$115
Selectip® Rollerball Pen	
882-43	\$100
Ballpoint Pen	

886-45FJ	\$140
Fine Fountain Pen with Stainless Steel Nib Coated with Dark Blue PVD	
886-45MJ	\$140
Medium Fountain Pen with Stainless Steel Nib Coated with Dark Blue PVD	
885-45	\$115
Selectip® Rollerball Pen	
882-45	\$100
Ballpoint Pen	

886-46FJ	\$140
Fine Fountain Pen with Stainless Steel Nib Coated with Titanium Gray PVD	
886-46MJ	\$140
Medium Fountain Pen with Stainless Steel Nib Coated with Titanium Gray PVD	
885-46	\$115
Selectip® Rollerball Pen	
882-46	\$100
Ballpoint Pen	





# BAILEY

## MAKE A LASTING IMPRESSION.

### OVERVIEW

Bailey draws the eye with its deep-cut engraved center band and is noteworthy for its mid-sized profile and professional look. Purposeful and authoritative, Bailey belongs in every portfolio.

### FEATURES

- Traditional, well-balanced rounded design
- Multi-groove center ring with a deep-cut engraving
- Medium bodied girth pen
- Available in precious metal details
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Premium gift box
- Engravable





# BAILEY

## TECHNOLOGIES AVAILABLE



Ballpoint Pen



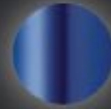
Rollerball Pen



Fountain Pen



**Metallic**  
Shiny professional finish draws attention



**Lacquer**  
Gives the pen a premium and luxurious appearance, making it a statement accessory



**Matte**  
Smooth, non-reflective surface for those who appreciate understated luxury

## GIFT BOX INCLUDED



Presented in a Premium gift box

## COLORS AVAILABLE





# BAILEY

## METALLIC



### MEDALIST®

A beautiful collaboration of bright polished chrome and 23KT gold-plated appointments.

AT0456-6MS	\$85
Medium Fountain Pen with Polished Stainless Steel Nib	
AT0455-6	\$75
Selectip® Rollerball Pen	
AT0452-6	\$65
Ballpoint Pen	

## LACQUER



### PEARLESCENT WHITE LACQUER

A pearlescent white lacquer adorned with polished rose gold PVD appointments, elegantly crafted, forever appreciated.

AT0456-22	\$70
Selectip® Rollerball Pen	
AT0452-22	\$65
Ballpoint Pen	



### BLACK LACQUER

A rich black lacquer offset by polished chrome appointments for a classic charm.

AT0456-7MS	\$70
Medium Fountain Pen with Polished Stainless Steel Nib	
AT0455-7	\$60
Selectip® Rollerball Pen	
AT0452-7	\$55
Ballpoint Pen	



### RED LACQUER

A delicious red lacquer gleams against polished chrome appointments.

AT0456-8MS	\$70
Medium Fountain Pen with Polished Stainless Steel Nib	
AT0455-8	\$60
Selectip® Rollerball Pen	
AT0452-8	\$55
Ballpoint Pen	



### BLUE LACQUER

A vibrant blue lacquer smartly dressed in polished chrome appointments.

AT0456-12MS	\$70
Medium Fountain Pen with Polished Stainless Steel Nib	
AT0455-12	\$60
Selectip® Rollerball Pen	
AT0452-12	\$55
Ballpoint Pen	





# BAILEY

## MATTE



### MATTE BLACK LACQUER

A modern monochromatic look with polished black PVD appointments.

AT0456-19FJ Fine Fountain Pen with Stainless Steel Nib, Coated with Polished Black PVD	\$75
AT0456-19MJ Medium Fountain Pen with Stainless Steel Nib, Coated with Polished Black PVD	\$75
AT0455-19 Selectip® Rollerball Pen	\$65
AT0452-19 Ballpoint Pen	\$60



### MATTE GRAY LACQUER

Sleek, industrial style with polished black PVD appointments.

AT0456-20XJ Extra-Fine Fountain Pen with Stainless Steel Nib, Coated with Polished Black PVD	\$75
AT0456-20FJ Fine Fountain Pen with Stainless Steel Nib, Coated with Polished Black PVD	\$75
AT0456-20MJ Medium Fountain Pen with Stainless Steel Nib, Coated with Polished Black PVD	\$75
AT0455-20 Selectip® Rollerball Pen	\$65
AT0452-20 Ballpoint Pen	\$60



### MATTE RED LACQUER

Vibrant red highlighted by polished black PVD appointments.

AT0456-21XJ Extra-Fine Fountain Pen with Stainless Steel Nib, Coated with Polished Black PVD	\$75
AT0456-21FJ Fine Fountain Pen with Stainless Steel Nib, Coated with Polished Black PVD	\$75
AT0456-21MJ Medium Fountain Pen with Stainless Steel Nib, Coated with Polished Black PVD	\$75
AT0455-21 Selectip® Rollerball Pen	\$65
AT0452-21 Ballpoint Pen	\$60

## LACQUER - SPECIAL EDITION



### BAILEY™ YEAR OF THE DRAGON PEARLESCENT WHITE LACQUER

Hand-polished pearlescent white lacquer finish with deep-etched engravings of the dragon zodiac, paired with 23KT PVD rose gold-plated inlays and appointments make this a collector's favorite.

AT0456-23FF Fine Fountain Pen with 23KT PVD Rose Gold-Plated Nib	\$95
AT0455-23 Selectip® Rollerball Pen	\$85
AT0452-23 Ballpoint Pen	\$80



# CALAIS

## A MODERN TAKE ON CLASSIC.

### OVERVIEW

Calais was inspired by art-deco design, with an asymmetrical tapered profile, polished chrome details, and a selection of fine finishes. It's one of the more modern Cross collections that appeal to those who appreciate the simple pleasure of a stylish everyday pen that expresses their personality. A modern take on classic Cross design.

### FEATURES

- Lightweight asymmetrical tapered profile
- Wide bodied girth pen
- Available in precious metal details
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Premium gift box
- Engravable





# CALAIS

## TECHNOLOGIES AVAILABLE



Ballpoint Pen



Rollerball Pen



Fountain Pen



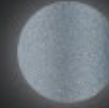
**Metallic**

Shiny professional finish draws attention



**Lacquer**

Gives the pen a premium and luxurious appearance, making it a statement accessory



**Matte**

Smooth, non-reflective surface for those who appreciate understated luxury

## GIFT BOX INCLUDED



*Presented in a Premium gift box*

## COLORS AVAILABLE







# CALAIS

## METALLIC



### MEDALIST®

Bright polished chrome detailed with a 23KT gold-plated band and appointments.

ATO112-15  
Ballpoint Pen

\$55

## METALLIC AND LACQUER



### POLISHED CHROME

A gleaming polished chrome finish, band and appointments define classic style.

ATO116-1MS  
Medium Fountain Pen with  
Polished Stainless Steel Nib

\$50

ATO115-1  
Selectip® Rollerball Pen

\$45

ATO112-1  
Ballpoint Pen

\$40



### CHROME/BLACK LACQUER

A contrasting chrome and black lacquer finish accented with a polished chrome band and appointments.

ATO112-2  
Ballpoint Pen

\$40



### CHROME/BLUE LACQUER

A contrasting chrome and blue lacquer finish accented with a polished chrome band and appointments.

ATO116-3MS  
Medium Fountain Pen with  
Polished Stainless Steel Nib

\$50

ATO115-3  
Selectip® Rollerball Pen

\$45

ATO112-3  
Ballpoint Pen

\$40

## LACQUER



### WHITE LACQUER

A beautiful white lacquer adorned with a polished rose gold PVD band and appointments.

ATO115-21  
Selectip® Rollerball Pen

\$54

ATO112-21  
Ballpoint Pen

\$44

## MATTE



### MATTE METALLIC CRIMSON

A vibrant matte metallic crimson lacquer finish with a polished chrome band and appointments.

ATO115-19  
Selectip® Rollerball Pen

\$54

ATO112-19  
Ballpoint Pen

\$44



# CALAIS

## MATTE



### MATTE BLACK

A matte black finish accented with a polished chrome band and appointments.



### SATIN CHROME

A satin chrome finish with a polished chrome band and appointments.



### MATTE METALLIC BLUE

A vibrant matte metallic blue lacquer finish with a polished chrome band and appointments.



### MATTE GREEN AND BLACK

A matte green lacquer barrel contrasted by a dramatic matte black lacquer cap and matte black appointments.



### MATTE GRAY AND BLACK

A matte gray lacquer barrel contrasted by a dramatic matte black lacquer cap and matte black appointments.



### BRUSHED ROSE GOLD AND BLACK

A finely brushed rose gold-plated barrel contrasted by a dramatic matte black lacquer cap and matte black appointments.

ATO116-14MS	\$50
Medium Fountain Pen with Polished Stainless Steel Nib	
ATO115-14	\$45
Selectip® Rollerball Pen	
ATO112-14	\$40
Ballpoint Pen	

ATO116-16FS	\$50
Fine Fountain Pen with Polished Stainless Steel Nib	
ATO116-16MS	\$50
Medium Fountain Pen with Polished Stainless Steel Nib	
ATO115-16	\$45
Selectip® Rollerball Pen	
ATO112-16	\$40
Ballpoint Pen	

ATO115-18	\$45
Selectip® Rollerball Pen	
ATO112-18	\$40
Ballpoint Pen	

ATO115-25	\$47
Selectip® Rollerball Pen	
ATO112-25	\$40
Ballpoint Pen	

ATO116-26FJ	\$52
Fine Fountain Pen with Stainless Steel Nib Coated with Black PVD	
ATO116-26MJ	\$52
Medium Fountain Pen with Stainless Steel Nib Coated with Black PVD	
ATO115-26	\$47
Selectip® Rollerball Pen	
ATO112-26	\$40
Ballpoint Pen	

ATO115-27	\$47
Selectip® Rollerball Pen	
ATO112-27	\$40
Ballpoint Pen	



# EDGE

## SLIDE. WRITE. SNAP. REPEAT.

### OVERVIEW

Cross Edge has a look all its own and a writing performance that sets it apart. The innovative quick-action design allows users to slide the pen open to write, then simply snap it shut.

### FEATURES

- Modern playful design
- Capless slide-open/snap-shut design
- Brass base material
- Wide bodied girth pen
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Premium gift box
- Engravable







# EDGE

## TECHNOLOGIES AVAILABLE



Rollerball Pen

## FINISHES AVAILABLE



Matte

Smooth, non-reflective surface for those who appreciate understated luxury

## GIFT BOX INCLUDED



Presented in a Premium gift box

## COLORS AVAILABLE





# EDGE



**JET BLACK**  
Dressed to Impress. Metallic fusion finish with polished chrome appointments.

AT0555-2 \$65  
Selectip\* Rollerball Pen



**NITRO BLUE**  
Metallic fusion finish with polished chrome appointments. A tasteful blend of style and function.

AT0555-3 \$65  
Selectip\* Rollerball Pen



**SONIC TITANIUM**  
Crafted with precision, sonic titanium boasts a metallic fusion finish with polished chrome appointments.

AT0555-5 \$65  
Selectip\* Rollerball Pen



**FORMULA RED**  
Make a statement with this formula red metallic fusion finish with polished chrome appointments.

AT0555-7 \$65  
Selectip\* Rollerball Pen



**MATTE BLACK**  
Sleek and contemporary, the matte black finish is complemented with polished black PVD appointments.

AT0555-11 \$65  
Selectip\* Rollerball Pen



**MATTE BLUE**  
Boasting a chic matte blue lacquer finish and polished black PVD appointments for a modern touch of sophistication.

AT0555-12 \$65  
Selectip\* Rollerball Pen



**MATTE GREEN**  
Embrace the contemporary with a matte green lacquer finish and polished black PVD appointments.

AT0555-13 \$65  
Selectip\* Rollerball Pen



**MATTE HAZELNUT**  
Modern matte hazelnut lacquer finish with polished black PVD appointments.

AT0555-14 \$65  
Selectip\* Rollerball Pen





EVERYDAY ESSENTIALS: INNOVATORS | LEADERS | SEEKERS







# CLICK

## QUICK CLICK.

### OVERVIEW

The most iconic Cross silhouette now comes with a quick, retractable click. The Cross Click offers the same smooth lines and slender grip as the Classic Century, without the twist. Instead, just click to express yourself.

### FEATURES

- Easy to use click mechanism
- Lightweight sleek design
- Slim bodied girth pen
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Premium gift box
- Engravable





# CLICK

## TECHNOLOGIES AVAILABLE



Ballpoint Pen



Rollerball Pen



Mechanical Pencil



**Metallic**

Shiny professional  
finish draws attention



**Matte**

Smooth, non-reflective surface  
for those who appreciate  
understated luxury

## GIFT BOX INCLUDED



*Presented in a Premium gift box*

## COLORS AVAILABLE





# CLICK

## METALLIC



### CHROME WITH BLACK

Highly polished chrome contrasted with polished black appointments for modern luxe.

**AT0625-1**  
Selectip® Rollerball Pen

**\$45**



### CHROME

The sleek high-polished chrome finish lends a futuristic look. Perfect for the modern consumer.

**AT0622-101**  
Ballpoint Pen

## MATTE



### BLACK WITH BLACK

Jet black finish adorned with matching black appointments for a sharp, sophisticated look.

**AT0625-2**  
Selectip® Rollerball Pen

**\$45**



### CLASSIC BLACK

A jet black finish with chrome appointments never goes out of style.

**AT0622-102**  
Ballpoint Pen

**\$40**



### CRIMSON

A crimson red satin finish captures attention and reflects bold taste. Adorned with chrome appointments.

**AT0622-119**  
Ballpoint Pen

**\$40**



### MIDNIGHT BLUE

A midnight blue satin finish against crisp chrome creates a clean yet sophisticated look.

**AT0622-121**  
Ballpoint Pen

**\$40**





# COVENTRY

## EVERYDAY FAVORITE.

### OVERVIEW

This fine Cross writing instrument impresses with its strong profile and variety of finishes offset with contrasting chrome appointments. Its balanced feel and premium performance bring class and style to every writing experience.

### FEATURES

- Smooth writing technology
- Balanced comfort design
- Brass base material
- Medium bodied girth pen
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Standard gift box
- Engravable





# COVENTRY

## TECHNOLOGIES AVAILABLE



Ballpoint Pen



Rollerball Pen



Fountain Pen



**Metallic**

Shiny professional finish draws attention



**Lacquer**

Gives the pen a premium and luxurious appearance, making it a statement accessory



**Matte**

Smooth, non-reflective surface for those who appreciate understated luxury

## GIFT BOX INCLUDED



Presented in a Standard gift box

## COLORS AVAILABLE





# COVENTRY

## METALLIC



### POLISHED CHROME WITH GOLD TONE

Bright polished chrome stands out against contrasting gold tone appointments.

AT0666-2FF Fine Fountain Pen with Gold Tone Plated Stainless Steel Nib	\$46
AT0665-2 Selectip® Rollerball Pen	\$42
AT0662-2 Ballpoint Pen	\$38

## LACQUER



### POLISHED CHROME

A polished chrome finish with matching polished chrome appointments for a sleek, elegant look.

AT0662-7 Ballpoint Pen	\$35
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### BLACK LACQUER

A rich black lacquer offset by polished chrome appointments for classic charm.

AT0665-6 Selectip® Rollerball Pen	\$42
AT0662-6 Ballpoint Pen	\$35



### BLUE LACQUER

A classic blue lacquer offering polished chrome appointments for a classic, timeless look.

AT0666-9FS Fine Fountain Pen with Stainless Steel Nib	\$44
AT0665-9 Selectip® Rollerball Pen	\$40
AT0662-9 Ballpoint Pen	\$35



### RED LACQUER

Red lacquer finish gleams against the polished chrome appointments.

AT0666-10FS Fine Fountain Pen with Stainless Steel Nib	\$44
AT0665-10 Selectip® Rollerball Pen	\$40
AT0662-10 Ballpoint Pen	\$35



### CLASSIC BLACK

Elegantly crafted, the polished black lacquer stands out against the contrasting gold tone appointments.

AT0666-11FF Fine Fountain Pen with Gold Tone Plated Stainless Steel Nib	\$44
AT0665-11 Selectip® Rollerball Pen	\$40
AT0662-11 Ballpoint Pen	\$35

## MATTE



### GUNMETAL GRAY

A gunmetal gray finish with polished chrome appointments is both chic and authoritative.

AT0662-8 Ballpoint Pen	\$35
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# BAILEY LIGHT

## WRITE IN A WHOLE NEW LIGHT.

### OVERVIEW

Write in a whole new light. Designed in comfortably lightweight resin, Cross Bailey Light™ has a luxe look at an affordable price. Nine finishes, polished to a rich gloss, feature distinguished gold-tone or chrome detailing.

### FEATURES

- Traditional well-balanced design
- Multi-groove center ring with a deep-cut engraving
- Same eye-catching design as our Bailey line, but in a light-weight resin
- Medium bodied girth pen
- Resin base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Standard gift box
- Engravable





# BAILEY LIGHT

## TECHNOLOGIES AVAILABLE



Ballpoint Pen



Rollerball Pen



Fountain Pen

## FINISHES AVAILABLE



**Polished Resin**  
Polished resin base material for a  
lightweight glossy look

## GIFT BOX INCLUDED



Presented in a Standard gift box

## COLORS AVAILABLE





# BAILEY LIGHT

## POLISHED RESIN



### POLISHED BLACK RESIN

Make a statement in style with our high-gloss black resin finish with polished gold tone appointments.

AT0746-9XF Extra-Fine Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0746-9FF Fine Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0746-9MF Medium Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0745-9 Selectip® Rollerball Pen – Fine	\$34
AT0742-9 Ballpoint Pen – Fine	\$30



### POLISHED WHITE RESIN WITH GOLD TONE

Indulge in the allure of our high-gloss white resin finish with polished gold tone appointments.

AT0746-10XF Extra-Fine Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0746-10FF Fine Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0746-10MF Medium Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0745-10 Selectip® Rollerball Pen – Fine	\$34
AT0742-10 Ballpoint Pen – Fine	\$30



### POLISHED BURGUNDY RESIN

Unleash your creativity in style with our high-gloss burgundy resin finish with polished gold tone appointments.

AT0746-11XF Extra-Fine Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0746-11FF Fine Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0746-11MF Medium Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0745-11 Selectip® Rollerball Pen – Fine	\$34
AT0742-11 Ballpoint Pen – Fine	\$30



### POLISHED GREEN RESIN

A high-gloss green resin finish with polished gold tone appointments. Sophistication redefined.

AT0746-12XF Extra-Fine Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0746-12FF Fine Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0746-12MF Medium Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0745-12 Selectip® Rollerball Pen – Fine	\$34
AT0742-12 Ballpoint Pen – Fine	\$30



### POLISHED AMBER RESIN

Experience the artistry of fine craftsmanship with our high-gloss amber resin finish with polished gold tone appointments.

AT0746-13XF Extra-Fine Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0746-13FF Fine Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0746-13MF Medium Fountain Pen with Stainless Steel Nib Plated with Gold Tone	\$38
AT0745-13 Selectip® Rollerball Pen – Fine	\$34
AT0742-13 Ballpoint Pen – Fine	\$30





# BAILEY LIGHT

## POLISHED RESIN



### POLISHED BLACK RESIN

A high-gloss black resin finish with polished chrome appointments. Perfect for stylish writing sessions.



### POLISHED WHITE RESIN WITH CHROME

Embrace contemporary professionalism with this high-gloss white resin finished with polished chrome appointments.



### POLISHED BLUE RESIN

A high-gloss blue resin finish with polished chrome appointments. A perfect blend of form and function.



### POLISHED RED RESIN

Make a statement with our high-gloss red resin finish with polished chrome appointments.



### BAILEY LIGHT™ YEAR OF THE DRAGON POLISHED AMBER RESIN

Beautiful gold tone dragon artwork pad printed onto highly polished amber resin with gold tone appointments. A striking design for a striking zodiac.



### CHERRY BLOSSOM GLOSSY WHITE

A high gloss white resin delicately appointed with gold PVD and a Cherry Blossom pattern. Designed to capture the eye.



### CHERRY BLOSSOM GLOSSY BLUE

The high gloss blue resin with polished chrome appointments is imprinted with the Cherry Blossom design, adding an artistic touch.

<b>AT0746-1XS</b> Extra-Fine Fountain Pen with Stainless Steel Nib	<b>\$34</b>
<b>AT0746-1FS</b> Fine Fountain Pen with Stainless Steel Nib	<b>\$34</b>
<b>AT0746-1MS</b> Medium Fountain Pen with Stainless Steel Nib	<b>\$34</b>
<b>AT0745-1</b> Selectip® Rollerball Pen – Fine	<b>\$30</b>
<b>AT0742-1</b> Ballpoint Pen – Fine	<b>\$28</b>

<b>AT0746-2XS</b> Extra-Fine Fountain Pen with Stainless Steel Nib	<b>\$34</b>
<b>AT0746-2FS</b> Fine Fountain Pen with Stainless Steel Nib	<b>\$34</b>
<b>AT0746-2MS</b> Medium Fountain Pen with Stainless Steel Nib	<b>\$34</b>
<b>AT0745-2</b> Selectip® Rollerball Pen – Fine	<b>\$30</b>
<b>AT0742-2</b> Ballpoint Pen – Fine	<b>\$28</b>

<b>AT0746-4XS</b> Extra-Fine Fountain Pen with Stainless Steel Nib	<b>\$34</b>
<b>AT0746-4FS</b> Fine Fountain Pen with Stainless Steel Nib	<b>\$34</b>
<b>AT0746-4MS</b> Medium Fountain Pen with Stainless Steel Nib	<b>\$34</b>
<b>AT0745-4</b> Selectip® Rollerball Pen – Fine	<b>\$30</b>
<b>AT0742-4</b> Ballpoint Pen – Fine	<b>\$28</b>

<b>AT0746-7FS</b> Fine Fountain Pen with Stainless Steel Nib	<b>\$34</b>
<b>AT0746-7MS</b> Medium Fountain Pen with Stainless Steel Nib	<b>\$34</b>
<b>AT0745-7</b> Selectip® Rollerball Pen	<b>\$30</b>
<b>AT0742-7</b> Ballpoint Pen	<b>\$28</b>

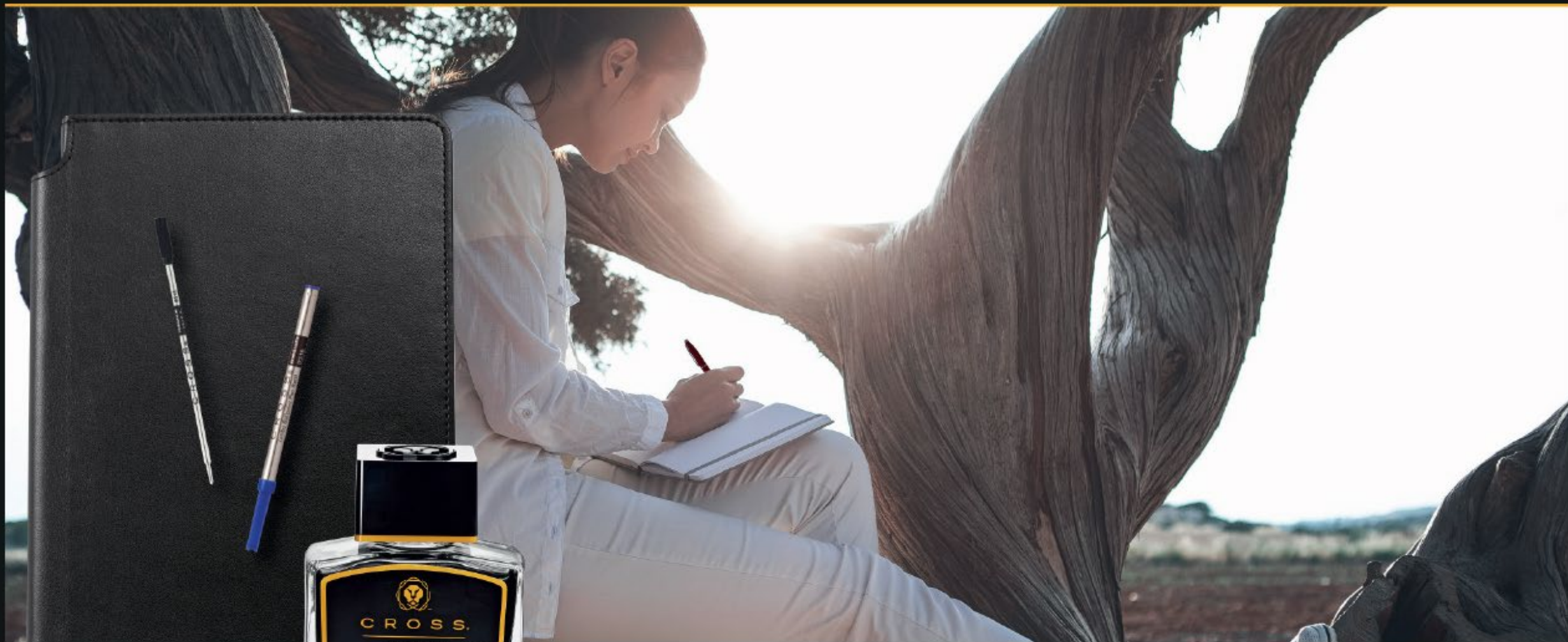
<b>AT0746-14FF</b> Fine Fountain Pen with 23KT Gold-Plated Nib	<b>\$40</b>
<b>AT0745-14</b> Selectip® Rollerball Pen	<b>\$38</b>
<b>AT0742-14</b> Ballpoint Pen	<b>\$35</b>

<b>AT0742-15</b> Ballpoint Pen	<b>\$35</b>
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<b>AT0742-16</b> Ballpoint Pen	<b>\$35</b>
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# ACCESSORIES







# JOURNALS

## PERSONAL EXPRESSION.

### OVERVIEW

In this simple, yet elegant design, these journals let you carry and display your Cross pen with style. The journal comes in classic colors in a quality leatherette finish and an elastic closure and ribbon page marker. Inside you'll find lightly-lined, perforated pages for ease and flexibility in note taking, journaling, or sketching. It's available in our best-selling medium size.

### FEATURES

- Flexible, high-quality leatherette cover
- Bold color for impact at retail POS and Business Gifting
- Unique pen storage slot\* to conveniently store and showcase a Cross pen
- Medium sized for easy portability - 6.05" x 8.25" / 15.3 x 21cm
- Angled elastic closure and ribbon page marker within
- Aesthetically pleasing, upscale ivory paper color that doesn't bleed through
- 160 perforated and lined 100gsm acid-free pages
- Presented in a shrink wrap with belly band

*\*Pen not included*







# JOURNALS

## FEATURES



Perforated Lined Paper



Page Marker



Elastic Closure



Pen Storage



Pocket



Leatherette Cover

## COLORS AVAILABLE





# JOURNALS



## CLASSIC BLACK

**AC281-1M**  
Medium Lined Journal  
6.05" wide x 8.25" high  
15.3cm wide x 21cm high

**\$24.50**



## MIDNIGHT BLUE

**AC281-2M**  
Medium Lined Journal  
6.05" wide x 8.25" high  
15.3cm wide x 21cm high

**\$24.50**



## CRIMSON

**AC281-3M**  
Medium Lined Journal  
6.05" wide x 8.25" high  
15.3cm wide x 21cm high

**\$24.50**



## CLASSIC WHITE

**AC281-4M**  
Medium Lined Journal  
6.05" wide x 8.25" high  
15.3cm wide x 21cm high

**\$24.50**



# FOUNTAIN PEN CONVERTERS

## ENHANCE YOUR WRITING WITH CROSS FOUNTAIN PEN CONVERTERS.

### OVERVIEW

Dive into a world of endless possibilities with fountain pen converters. Unlike traditional cartridges, our converters allow you to effortlessly refill your pen with any color or type of ink. From vibrant hues to rich, professional shades, bottled ink offers a spectrum of choices to suit your mood and style. Pen not included.

### FEATURES

- Specially designed to maximize your Cross Fountain writing experience
- Compatible with all active Cross Fountain Pens
- Tinted ink window with bright chrome plated metal rings
- Easy to install push-in technology
- Cross Lion logo on center ring for enhanced branding
- Packaged in a hang card







# REFILLS & REPLACEMENTS

## DESIGNED TO HELP YOUR WRITING LAST.

### OVERVIEW

Upgrade your writing experience with cross ink refills. Elevate your writing with the official Cross brand ink refills. Our archival ink is meticulously crafted to resist weathering and fading, ensuring that your words stand the test of time. Keep your Cross pen performing at its best and enjoy the unparalleled reliability and quality that Cross is known for.

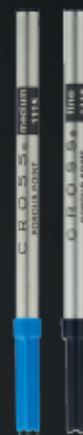
### FEATURES

- Specially formulated Cross ink flows flawlessly for a superior writing experience
- Cross Ink is tested to archival standards to resist fading and dries in a matter of seconds
- High quality ink formula offers consistently smooth laydown
- Produces crisp, bold lines for excellent visibility
- Compatible with all active Cross pens
- Easy to install mechanisms
- Increases versatility with different colored inks





# REFILLS & REPLACEMENTS



## CROSS BALLPOINT PEN REFILL (SINGLE PACK)

<b>8511</b>	<b>\$9.00</b>
Cross Ballpoint Pen Refill - Blue Medium	
<b>8512</b>	<b>\$9.00</b>
Cross Ballpoint Pen Refill - Blue Fine	
<b>8513</b>	<b>\$9.00</b>
Cross Ballpoint Pen Refill - Black Medium	
<b>8514</b>	<b>\$9.00</b>
Cross Ballpoint Pen Refill - Black Fine	

## (DUAL PACK)

<b>8100-2</b>	<b>\$14.00</b>
Cross Ballpoint Pen Refill - Blue Broad	
<b>8511-2</b>	<b>\$14.00</b>
Cross Ballpoint Pen Refill - Blue Medium	
<b>8512-2</b>	<b>\$14.00</b>
Cross Ballpoint Pen Refill - Blue Fine	
<b>8101-2</b>	<b>\$14.00</b>
Cross Ballpoint Pen Refill - Black Broad	
<b>8513-2</b>	<b>\$14.00</b>
Cross Ballpoint Pen Refill - Black Medium	
<b>8514-2</b>	<b>\$14.00</b>
Cross Ballpoint Pen Refill - Black Fine	

## CROSS MINI BALLPOINT PEN REFILL (DUAL PACK)

<b>8518-4</b>	<b>\$9.00</b>
Cross Mini Ballpoint Pen Refill - Black Medium	
<b>8518-5</b>	<b>\$9.00</b>
Cross Mini Ballpoint Pen Refill - Red Medium	
<b>8518-6</b>	<b>\$9.00</b>
Cross Mini Ballpoint Pen Refill - Blue Medium	

## CROSS SLIM BALLPOINT REFILLS (SINGLE PACK)

<b>8783-5</b>	<b>\$9.00</b>
Cross Ballpoint Pen Refill - Blue Slim	
<b>8783-2</b>	<b>\$9.00</b>
Cross Ballpoint Pen Refill - Black Slim	

## CROSS GEL ROLLERBALL REFILLS (SINGLE PACK)

<b>8521</b>	<b>\$10.00</b>
Cross Selectip Gel Rollerball Pen Refill (0.7MM) - Blue	
<b>8523</b>	<b>\$10.00</b>
Cross Selectip Gel Rollerball Pen Refill (0.7MM) - Black	
<b>8015</b>	<b>\$10.00</b>
Cross Gel Rollerball Pen Refill - Black Fine (0.5MM)	
<b>8016</b>	<b>\$10.00</b>
Cross Gel Rollerball Pen Refill - Blue Fine (0.5MM)	

## CROSS GEL ROLLERBALL REFILLS (DUAL PACK)

<b>8521-2</b>	<b>\$15.00</b>
Cross Selectip Gel Rollerball Pen Refill (0.7MM) - Blue	
<b>8523-2</b>	<b>\$15.00</b>
Cross Selectip Gel Rollerball Pen Refill (0.7MM) - Black	

## CROSS SELECTIP POROUS-POINT REFILL (SINGLE PACK)

<b>8441</b>	<b>\$10.00</b>
Cross Selectip Porous-Point Refill - Blue Medium	
<b>8442</b>	<b>\$10.00</b>
Cross Selectip Porous-Point Refill - Blue Fine	
<b>8443</b>	<b>\$10.00</b>
Cross Selectip Porous-Point Refill - Black Medium	
<b>8444</b>	<b>\$10.00</b>
Cross Selectip Porous-Point Refill - Black Fine	

## CROSS SLIM GEL ROLLERBALL PEN REFILL (SINGLE PACK)

<b>8910-1</b>	<b>\$10.00</b>
Cross Gel Rollerball Pen Refill - Black Slim (0.7MM)	
<b>8910-2</b>	<b>\$10.00</b>
Cross Gel Rollerball Pen Refill - Blue Slim (0.7MM)	



# REFILLS & REPLACEMENTS



**CROSS FOUNTAIN PEN CONVERTER**  
**8751** \$15.00  
Cross Fountain Pen Converter Push-in Style



**CROSS PENCIL LEADS AND ERASERS**  
**8710** \$8.00  
Cross Pencil Lead - 0.5mm polymeric Leads (15 Leads)  
**8405** \$8.00  
Cross Pencil Lead and Eraser - 0.5mm polymeric  
leads and eraser (12 Leads & 1 Eraser)  
**8742** \$7.00  
Cross Pencil Lead - 0.7mm polymeric Leads (15 Leads)  
**8753** \$8.00  
Cross Pencil Eraser - Erasers (5 Erasers)



**CROSS TECH2 STYLUS TOP**  
**8939** \$7.00  
Cross Tech2 Stylus Top (2 replacements)



**CROSS TECH3+ STYLUS TOP**  
**9020S-1** \$10.00  
Cross Tech3+™ Lustrous Chrome Stylus Top  
**9020S-3** \$10.00  
Cross Tech3+™ Satin Black Stylus Top  
**9020S-8** \$10.00  
Cross Tech3+™ Metallic Blue Stylus Top  
**9020S-19** \$10.00  
Cross Tech3+™ Brushed Black PVD with  
Diamond Pattern Stylus Top  
**9020S-21** \$10.00  
Cross Tech3+™ Brushed Chrome Stylus Top  
**9020S-25** \$10.00  
Cross Tech3+™ Titanium Gray Etched Engraved PVD Stylus Top





# REFILL REFERENCE GUIDE

Every Cross pen ships with a black ink, medium tip refill unless otherwise specified. See below for all available ink colors, and technologies.

**NEW PUSH-IN CONVERTER IS NOW COMPATIBLE WITH ALL CROSS FOUNTAIN PENS!**  
Enjoy a more convenient shopping experience with Cross. Our re-designed Push-in Converter fits all Cross Fountain Pens and replaces our discontinued Screw-in Converter. This new universal converter retains its original SKU #8751.

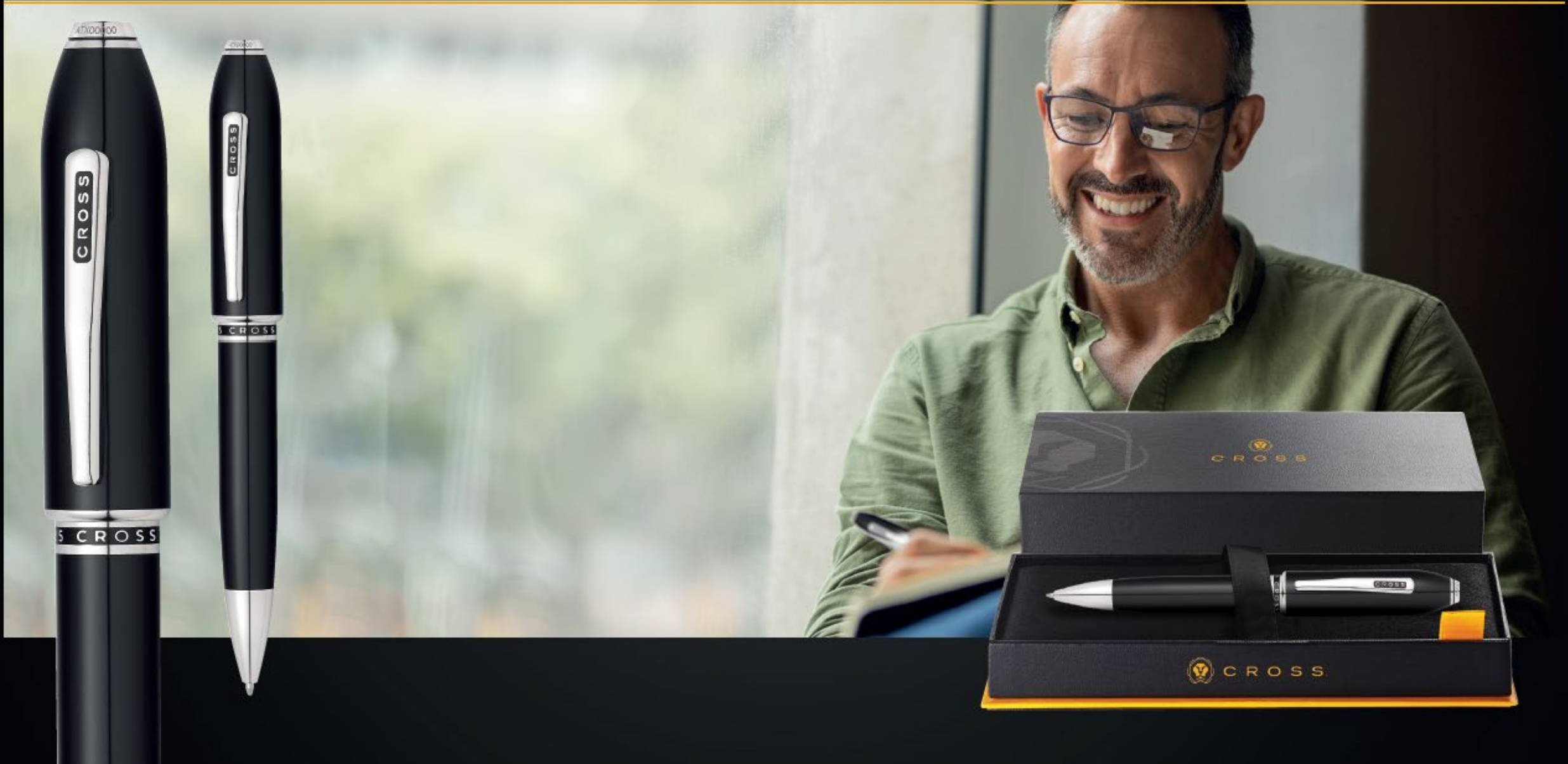


	BALLPOINT PEN			ROLLERBALL PEN			FOUNTAIN PEN			ERASER	PENCIL		STYLUS	
	Classic	Mini	Slim	Selectip® Gel	Selectip® Porous-Point	Slim Gel	Bottled Ink	Classic Ink Cartridge	Push-in Converter	Black Eraser	0.5mm	0.7mm	TECH2™	TECH3+™
ATX®	•			•	•		•	•	•					
BAILEY™	•			•	•		•	•	•					
BAILEY LIGHT™	•			•	•		•	•	•					
CALAIS™	•			•	•		•	•	•					
CENTURY® II	•			•	•		•	•	•					
CLASSIC CENTURY®	•									•		•		
CLICK™			•			•					•			
COVENTRY	•			•	•		•	•	•					
EDGE™				•										
TECH2™	•												•	
TECH3+™		•								•	•			•
TOWNSEND®	•			•	•		•	•	•					
WANDERLUST	•			•	•		•	•	•					

Available Refills	8511 Blue Medium 8512 Blue Fine 8513 Black Medium 8514 Black Fine	8518-4 Black Medium 8518-5 Red Medium 8518-6 Blue Medium	8783-2 Black Medium 8783-5 Blue Medium	8521 Blue Medium 8523 Black Medium 8015 Black Fine 8016 Blue Fine	8441 Blue Medium 8442 Blue Fine 8443 Black Medium 8444 Black Fine	8910-1 Black 8910-2 Blue	8945S-1 Blue 8945S-2 Black 8945S-3 Blue/Black	8920 Blue (6pcs) 8921 Black (6pcs) 8924 Blue/Black (6pcs)	8751 Tinted	8753 Black (5pcs)	8710 Black (15pcs) 8405 Black (12pcs, 1 eraser)	8742 Black (15pcs)	8939 Black (2pcs)	9020S-1 Chrome 9020S-3 Satin Black 9020S-8 Metallic Blue 9020S-19 Brushed Black 9020S-21 Brushed Chrome 9020S-25 Dark Blue
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## UPCOMING LAUNCHES







# PEERLESS

## THE PEN OF PRESTIGE.

### OVERVIEW

Designed to celebrate our heritage, Cross Peerless 125 is the finest writing instrument we have ever brought to the market. It celebrates two great landmark moments in the brand's history - the 1889 debut of the original Peerless Pen and the introduction of the iconic Century line in 1935. Fusing elements of these two classic designs together, we've created a collection that embodies the simple, beautiful design language and attention to detail that has made the Cross brand legendary.

### FEATURES

- Luxurious finishes with engraved patterns and precious metals
- Bold profile and balanced, weighted feel
- Extra wide bodied girth pen
- Brass base material
- Swarovski® crystal embedded in the cap
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Shipped in a Luxury gift box
- Engravable







# PEERLESS

## TECHNOLOGIES AVAILABLE



**Ballpoint Pen**

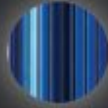


**Rollerball Pen**



### **Textured**

The unique tactile dimension introduces a distinct and stylish look



### **Translucent**

Shiny professional finish draws attention



### **Lacquer**

Gives the pen a premium and luxurious appearance, making it a statement accessory

## GIFT BOX INCLUDED



*Presented in a Luxury gift box*

## COLORS AVAILABLE





# PEERLESS

## TEXTURED



### 23KT GOLD-PLATED

An opulent 23KT gold-plated finish with engine-turned engravings and polished 23KT gold-plated appointments.

#### AT0706-4FD

Fine Fountain Pen with Solid 18KT Gold Nib

#### AT0706-4MD

Medium Fountain Pen with Solid 18KT Gold Nib

#### AT0705-4

Selectip® Rollerball Pen

#### AT0702-4

Ballpoint Pen

## TRANSLUCENT



### TRANSLUCENT QUARTZ BLUE ENGRAVED LACQUER

A sophisticated deep-etched line pattern with an overlay of high-gloss translucent quartz blue lacquer and contrasting appointments.

#### AT0706-14FY

Fine Fountain Pen

#### AT0706-14MY

Medium Fountain Pen

#### AT0705-14

Selectip® Rollerball Pen

#### AT0702-14

Ballpoint Pen

## LACQUER



### OBSIDIAN BLACK LACQUER

A rich, glossy black lacquer finish with contrasting appointments.

#### AT0706-1FY

Fine Fountain Pen

#### AT0706-1MY

Medium Fountain Pen

#### AT0705-1

Selectip® Rollerball Pen

#### AT0702-1

Ballpoint Pen



# WANDERLUST

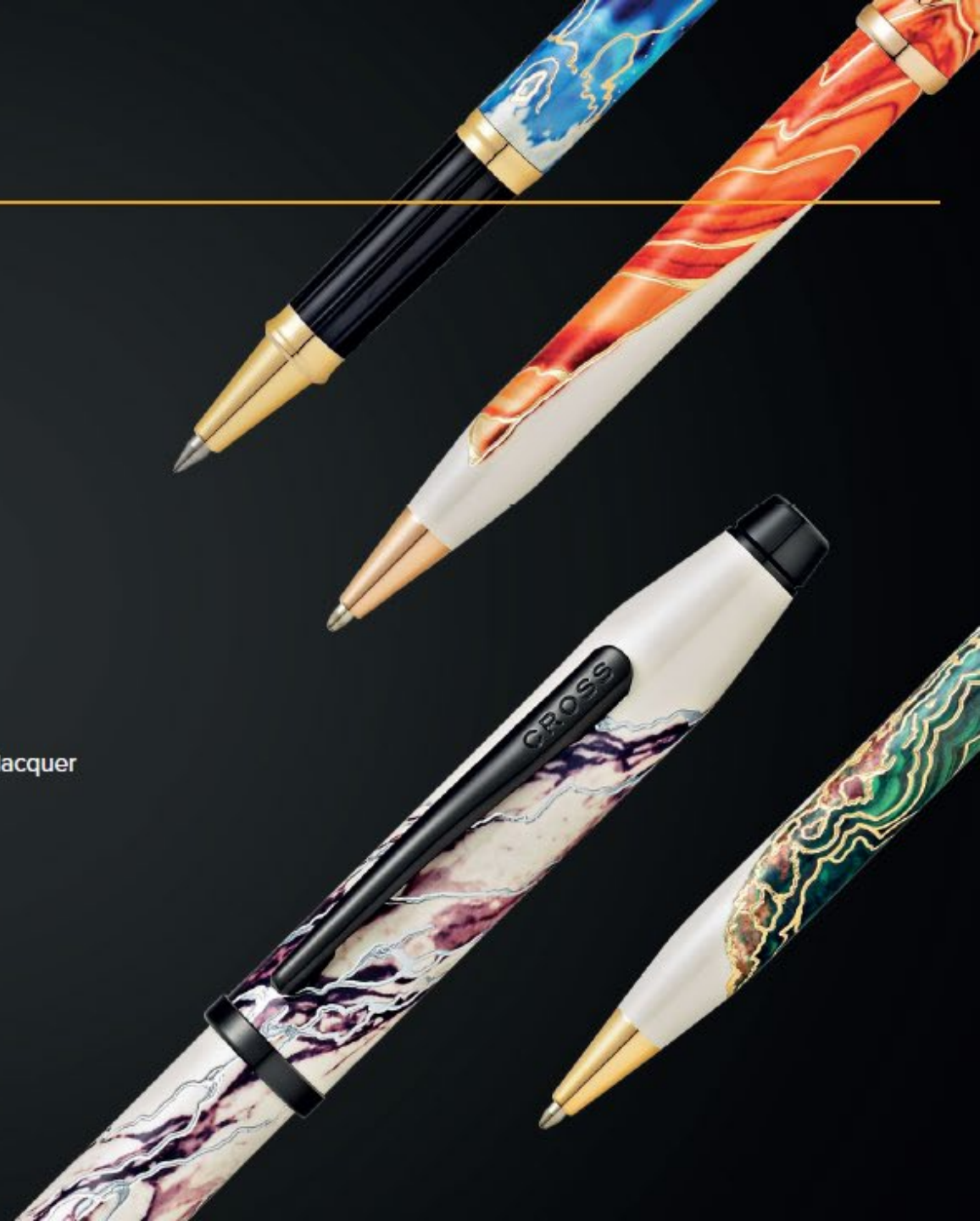
## THE WORLD AT YOUR FINGERTIPS.

### OVERVIEW

Inspired by the visual masterpiece that is Planet Earth, Wanderlust pens evoke fiery canyons and ice-slicked mountaintops, crystal-blue seas and lush green rainforests. Rich, swirling patterns draw the eye to delicate metallic engravings on each naturally-beautiful design.

### FEATURES

- Patented design process layers patterned elements and metallic engravings into white lacquer
- Rich, swirling designs inspired by nature
- Medium bodied girth pen
- Available in precious metal details
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Premium gift box







# WANDERLUST

## TECHNOLOGIES AVAILABLE



Ballpoint Pen



Rollerball Pen

## FINISHES AVAILABLE



**Lacquer and Metallic Engraved**  
Gives the pen a premium and luxurious appearance, making it a statement accessory

## GIFT BOX INCLUDED



Presented in a Premium gift box

## COLORS AVAILABLE





# WANDERLUST

LACQUER AND METALLIC ENGRAVED



## EVEREST

A striking interpretation of Mount Everest's towering frozen façade. Abstract patterns and fine engravings are layered into white lacquer using a precise, patented process. Chrome-plated engravings and black PVD appointments.

### AT0755-1

Selectip® Rollerball Pen

### AT0752-1

Ballpoint Pen



## BORNEO

Enriched with the lush, lavish greens of Borneo's ancient rainforests. Abstract patterns and fine engravings are layered into white lacquer using a precise, patented process. Gold-plated engravings and appointments.

### AT0755-2

Selectip® Rollerball Pen

### AT0752-2

Ballpoint Pen



## ANTELOPE CANYON

Inspired by the sweeping geological formations in Arizona's vast Antelope Canyon. Abstract patterns and fine engravings are layered into white lacquer using a precise, patented process. Gold-plated engravings and rose gold-plated appointments.

### AT0755-3

Selectip® Rollerball Pen

### AT0752-3

Ballpoint Pen



## MALTA

Streams of blue evoke the lagoons and grottos of the Maltese Archipelago Islands. Abstract patterns and fine engravings are layered into white lacquer using a precise, patented process. Gold-plated engravings and appointments.

### AT0755-4

Selectip® Rollerball Pen

### AT0752-4

Ballpoint Pen



# CLASSIC CENTURY

PEN AND PENCIL GIFT SET

## CLASSIC. ICONIC. THE IDEAL GIFT.

### OVERVIEW

Classic Century is classic Cross. Its slim, elegant lines have defined it for over seventy years. Instantly recognizable as a Cross pen, and still the gift of choice for the most important moments in life. Now presented with an ideal companion pencil, for a complete writing experience.

### FEATURES

- Official Presidential Pen, now with a companion 0.7mm pencil
- Iconic classic style
- Slim bodied girth pen
- Available in precious metal details
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Ships in a Premium gift box
- Engravable







# CLASSIC CENTURY

PEN AND PENCIL GIFT SET

## TECHNOLOGIES AVAILABLE



Ballpoint Pen



Pencil

## FINISHES AVAILABLE



**Lacquer**

Gives the pen a premium and luxurious appearance, making it a statement accessory



**Metallic**

Shiny professional finish draws attention



**Matte**

Smooth, non-reflective surface for those who appreciate understated luxury

## GIFT BOX INCLUDED



Presented in a Premium gift box

## COLORS AVAILABLE





# CLASSIC CENTURY

## PEN AND PENCIL GIFT SET

### METALLIC



#### 23KT GOLD-PLATED

Crafted using one of the highest purities of gold and the thickest plating standard to achieve a truly luxurious appearance, finished with matching 23KT gold-plated appointments.

AT0081-156  
Ballpoint and 0.7mm Pencil Gift Set

\$310



#### MEDALIST®

Guaranteed Cross quality in a stylish combination of polished chrome and 23KT gold-plated appointments.

330105  
Ballpoint and 0.7mm Pencil Gift Set

\$155



#### LUSTROUS CHROME

Unequaled Cross craftsmanship in a brilliant chrome-plated finish with polished chrome appointments.

350105  
Ballpoint and 0.7mm Pencil Gift Set

\$99

### MATTE



#### SATIN CHROME

Satin finish, accented with polished chrome appointments portrays a sense of glamor and elegance.

AT0081-14  
Ballpoint and 0.7mm Pencil Gift Set

TBC

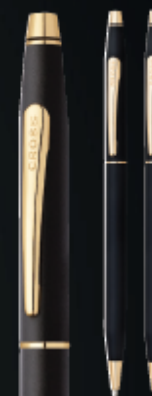


#### BLACK LACQUER

The contrasting finish of black lacquer with polished chrome appointments is modern exemplified.

AT0081-77  
Ballpoint and 0.7mm Pencil Gift Set

\$149



#### CLASSIC BLACK

This exceptionally handsome satin black finish is accented with 23KT gold-plated appointments. Luxe awaits.

250105  
Ballpoint and 0.7mm Pencil Gift Set

\$155



# BAILEY

## FOUNTAIN PEN GIFT SET

## A LASTING IMPRESSION, PERFECTLY GIFTED.

### OVERVIEW

Elevate your writing experience with the timeless elegance of the Cross Bailey Fountain Pen Gift Set. Crafted with meticulous attention to detail, the Bailey fountain pen and accompanying ink and accessories are a harmonious blend of classic design and modern sophistication.

### FEATURES

- A rich black lacquer offset by polished chrome appointments for a classic charm
- Use with the bottled ink and fountain pen converter or the ink cartridge to transform everyday writing into a luxurious experience
- Medium Fountain Pen with Polished Stainless Steel Nib
- 62.5ml Bottled Ink, Black
- Fountain Pen Converter
- 6 Ink Cartridges, Black
- Premium Gift Set Box







# BAILEY

## FOUNTAIN PEN GIFT SET



### BAILEY FOUNTAIN PEN GIFT SET

A rich black lacquer offset by polished chrome appointments for a classic charm. Use with the bottled ink and fountain pen converter or the ink cartridge to transform everyday writing into a luxurious experience.

AT0621-102

\$109

Medium Fountain Pen with Polished Stainless Steel Nib  
62.5ml Bottled Ink, Black  
Fountain Pen Converter  
6 Ink Cartridges, Black  
Premium Gift Set Box



# CLICK

## PEN AND PENCIL GIFT SET

### QUICK CLICK. GREAT GIFT.

#### OVERVIEW

The most iconic Cross silhouette now comes with a quick, retractable click. Now in both pen and pencil. The Cross Click offers the same smooth lines and slender grip as the Classic Century, without the twist. Instead, just click to express yourself.

#### FEATURES

- Easy-to-use click mechanism, the first of its kind by Cross
- Included eraser under cap of pencil
- Slim bodied girth pen and pencil
- Extra fine 0.5mm pencil
- Brass base material
- Lifetime Mechanical Warranty via Official Authorized Dealers
- Engravable
- Ships in a Premium gift box





# CLICK

## PEN AND PENCIL GIFT SET

### TECHNOLOGIES AVAILABLE



**Ballpoint Pen**



**Mechanical Pencil**



**Metallic**

Shiny professional  
finish draws attention



**Matte**

Smooth, non-reflective surface  
for those who appreciate  
understated luxury

### GIFT BOX INCLUDED



Presented in a Premium gift box

### COLORS AVAILABLE







# CLICK

## PEN AND PENCIL GIFT SET

LACQUER



**CHROME**

The sleek high-polished chrome finish lends a futuristic look. Perfect for the modern consumer.

**AT0621-101**

Ballpoint Pen and 0.5mm Pencil Set

MATTE



**CLASSIC BLACK**

A jet black finish with chrome appointments never goes out of style.

**AT0621-102**

Ballpoint Pen and 0.5mm Pencil Set



# BOTTLED INK

## COLORFUL OPTIONS.

### OVERVIEW

The unique writing pleasure a Cross Fountain Pen delivers is owed in part to the satisfyingly fluid and even flow of the ink. This archival ink has been specially formulated to allow the ink to last a lifetime without noticeably fading on a page. It is these archival qualities that make it an ideal choice for signing official documents. Pen not included.

### FEATURES

- Elegantly designed glass bottle and custom cap design embossed with the Cross Lion icon
- 62.5ml bottle size
- Tested to archival standards to resist fading





# BOTTLED INK



BLUE  
89455-1

\$19



BLACK  
89455-2

\$19



BLUE/BLACK  
89455-3

\$19





# DECORATED: CUSTOM | UNIQUE | PERSONALIZED

Decoration is available across the portfolio of writing instruments through our Business Gift Sales Representatives



**LASER ENGRAVING  
& SIGNATURE ENGRAVING**

**DEEP CUT ENGRAVED**

**CUSTOM IMPRINTED**

**DRAG ENGRAVED**

**EMBLEM**

**JOURNAL DEBOSSING  
& IMPRINT**



## AN INTRODUCTION TO OUR GIFT BOXES





# LUXURY GIFT BOXES



2-piece gift box  
Decorative holographic sleeve for protection  
Cushioned black satin interior  
Warranty and website link printed on box side  
Packaging Size: L 6.7" x W 4.1" x H 1.7" | L 17.1 x W 10.4 x H 4.3cm





# PREMIUM GIFT BOXES



2-piece gift box  
Decorative holographic sleeve for protection  
Cushioned black satin interior  
Warranty and website link printed on box side  
Packaging Size: L 6.7" x W 2.5" x H 1.7" | L 171 x W 6.5 x H 4.3cm





## STANDARD GIFT BOXES



2-piece gift box

Decorative holographic sleeve for protection

Cushioned black satin interior

Warranty and website link printed on box side

Packaging Size: L 6.6" x W 2.5" x H 1.06" | L 16.8 x W 6.5 x H 2.7cm





# AN INTRODUCTION TO OUR MERCHANDISING GUIDELINES





# THE CROSS BENEFIT: MERCHANDISING



## INCREASED SALES

Well-merchandised shelves can increase sales by **UP TO 30%** compared to poorly merchandised ones

SOURCE: POPAI STUDY



## CUSTOMER RETENTION

Engaging and dynamic displays can **INCREASE BY 25%** customer's retention rates

SOURCE: JOURNAL OF CONSUMER RESEARCH



## BRAND PERCEPTION

The overall quality of store displays influences **85% OF SHOPPERS'** perception of the brand

SOURCE: MARKETING SCIENCE INSTITUTE



## CUSTOMER ATTRACTION

Effective merchandising can **ATTRACT 64% MORE** foot traffic to a display area

SOURCE: JOURNAL OF RETAILING



## IMPULSE PURCHASES

Strategic placement of products can lead to a **20% INCREASE** in impulse purchases

SOURCE: HARVARD BUSINESS REVIEW



# THE CROSS BENEFIT: MERCHANDISING GUIDELINES

## STORE PLACEMENT

Our merchandising guidelines, based on insights from our top stores, are crafted to enhance luxury customer experiences and boost sales. We aim to present the Cross brand in the best light, increasing product value, fostering memorable shopping experiences, and encouraging brand loyalty and repeat purchases.



### PRIME LOCATION

Position Cross products in premium, high-visibility areas of the store, ideally near the entrance or in a dedicated luxury section



### EYE LEVEL DISPLAY

Position Cross products in premium, high-visibility areas of the store, ideally near the entrance or in a dedicated luxury section



### MULTIPLE PLACEMENTS

Leverage the small size of our pens by placing them in multiple store sections, especially near gifting areas like jewelry, watches, and accessories





# THE CROSS BENEFIT: MERCHANDISING GUIDELINES

## DISPLAY PRESENTATION

By implementing these merchandising guidelines, retail partners can ensure that Cross products are presented in a manner that highlights their craftsmanship, quality, and uniqueness and drives increase purchases. Proper merchandising also allows for better inventory management and maximizes the use of retail space, contributing to overall business efficiency and profitability.

### CLEAN AND ORGANIZED

Maintain a clean, uncluttered display  
Each pen should have its own space, avoiding overcrowding

### LIGHTING

Use high-quality lighting to highlight the pens  
LED lights are best suited to bring out the details and materials of each pen

### ROTATION

Update displays periodically to showcase different models  
and introduce freshness for repeat buyers

### NEWNESS

Give central placement to new launches and products

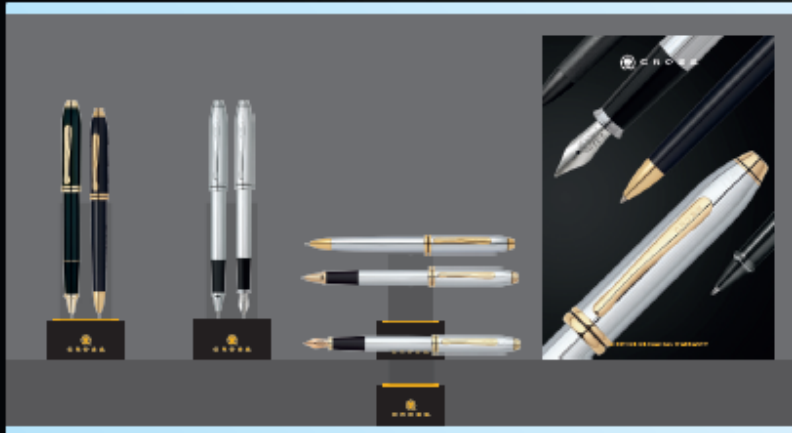






# THE CROSS BENEFIT: MERCHANDISING GUIDELINES

## PRODUCT ASSORTMENT



### PRIORITIZE LUXURY TIERS

Ensure at least 50% of the products shown belong to one of our luxury tiers and group pens by Collection (e.g. Townsend and Century II)



### DISPLAY BY PRICE POINT

Order products from left to right and top to bottom based on highest to lowest price point



### SHOWCASE TECHNOLOGIES

Ensure at least one ballpoint, rollerball, and fountain pen are displayed to highlight differences. Show all rollerballs and fountain pens with caps off and ballpoints with tip exposed



# THE CROSS BENEFIT: MERCHANDISING GUIDELINES

## MERCHANDISING MATERIALS

### HORIZONTAL PEN STANDS

From the customer's perspective, place pens tip pointing left to highlight the Cross brand logo



### PEN TRAYS

From the customer's perspective, display pens evenly with tips facing down



### VERTICAL PEN STANDS

From the customer's perspective, display pens tips facing down



### SIGNAGE

Ensure Cross branding is clear and legible





# THE CROSS BENEFIT: MERCHANDISING GUIDELINES

## CUSTOMER INTERACTION

### TRY BEFORE YOU BUY

Encourage customers to try and write with the pens before buying. Provide notepads and showcase Journals to encourage interaction

### ENCOURAGE GIFTING

Inquire into the purpose or meaning behind every potential buy, and suggest Cross products as the ideal gift to last for generations

### HIGHLIGHT WARRANTY AND DURABILITY

Communicate Cross' Lifetime Warranty as a key promise of quality and durability







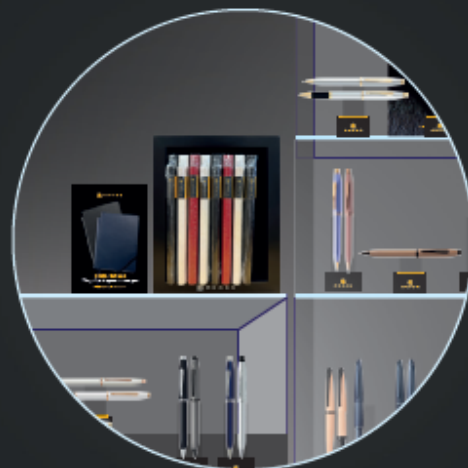
# THE CROSS BENEFIT: MERCHANDISING GUIDELINES

## COMPANION AND SPECIALTY PRODUCTS



### BUNDLING

Display high-end pens alongside complementary products like Cross journals, and ink refills. Offer bundles or promotions that pair these items together



### CROSS-PROMOTION

Use signage or displays to cross-promote related products. For example, place Cross journals near the pen display



### LIMITED EDITIONS

Highlight limited edition pens with special displays (e.g., Year of the Dragon). Use unique fixtures or display cases to differentiate these items from regular stock

### SEASONAL THEMES

Create seasonal displays that tie into holidays or special events. Use relevant props and colors to enhance the display



CROSS.

EST 1846 USA

[CROSS.COM](http://CROSS.COM)