



**PENSAN®**

*Writing Instruments.*

**COMPANY INTRODUCTION  
2022**

# COMPANY PROFILE

Great things started with great inspirations. At Pensan Group, we were inspired by our customer's feedbacks and we managed to create one of the leading manufacturers of writing instruments in Europe.

We are presently well known all over the globe with our brand name PENSAN, exporting to over 70 countries in 5 continents.

Since the very beginning of our establishment, we have been handling each of our products with utmost care like a baby and we are proud to be at fingertips of millions of children and professionals. The feedback we are getting from the end-users proves that we are taking bold steps to the future.

Our products confirm to CE, EN-71 standards of non-toxicity.

The health of children is our key concern, we have also been awarded ISO 9001-2000 Quality Certificate for our factories.

Quality has always been our priority concern while our experience and know-how in manufacturing makes it possible to offer high quality at reasonable prices.

# **PENSAN KALEM A.Ş.**

Ball point pen and Gel Pen Factory

10.000 m2 Area, Production of 280 million pcs. Annual production  
Factory in Istanbul









# **PENSAN KALEM A.Ş.**

Our new factory has started with a 50.000 m2 open and 25.000 m2 closed area.  
The location is only 5 minutes away from the airport.

## **Factory in Denizli**







# BRANDS



**PENSAN®**

**HB Pencils**  
**Special Degree Pencils**  
**Ballpoint Pens**  
**Gel ink Pen**  
**Fiber Tip Pens**  
**Mechanical Pencils**  
**Board, Permanent Marker**  
**Highlighter Marker**  
**Eraser**



**Colored Pencils**  
**Water colors**  
**Modelling Clay**  
**Wax Crayons**  
**Oil pastel**  
**Gouache**  
**Scissors**  
**Play dough**

# **SALES CHANNELS**

**PENSAN<sup>®</sup>**

**Direct sales to Wholesalers**

**.Sales to Retailers via Wholesalers**

**.International Key Accounts (Chains)**

**.National Chains**

**.National Specialized Stationery Chains**

**.Export Sales**

**.Promotional and Corporate Sales**







**CUSTOMERS**

**In Turkey**

**We distribute our products to:**

**\*250 Wholesalers**

**\*8.000 Retail**





### MARMARA BÖLGESİ

4416 Müşteri

#### Batı Marmara

1816 Müşteri  
1 Bölge Müdürü  
1 Satış Şefi  
3 Satış Temsilcisi

#### Doğu Marmara

1417 Müşteri  
1 Satış Şefi  
3 Satış Temsilcisi

#### Güney Marmara

1183 Müşteri  
1 Satış Şefi  
2 Satış Temsilcisi

### EGE/AKDENİZ BÖLGESİ

2601 Müşteri

#### Ege

2061 Müşteri  
1 Bölge Müdürü  
1 Satış Şefi  
3 Satış Temsilcisi

#### Akdeniz

540 Müşteri  
1 Satış Temsilcisi

### İÇ ANADOLU BÖLGESİ

2610 Müşteri

#### Ankara

1319 Müşteri  
1 Bölge Müdürü  
1 Satış Şefi  
2 Satış Temsilcisi

#### Batı Karadeniz

503 Müşteri  
1 Satış Temsilcisi

#### Konya Bölgesi

788 Müşteri  
2 Satış Temsilcisi

### DOĞU AKDENİZ BÖLGESİ

1861 Müşteri

#### Akdeniz

1213 Müşteri  
2 Satış Temsilcisi

#### Doğu Akdeniz

648 Müşteri  
1 Bölge Müdürü  
2 Satış Temsilcisi

### GÜNEYDOĞU ANADOLU BÖLGESİ

1490 Müşteri

#### Batman Bölge

641 Müşteri  
1 Satış Şefi  
1 Satış Temsilcisi

#### Erzurum Bölge

849 Müşteri  
1 Bölge Müdürü  
2 Satış Temsilcisi

# EXHIBITIONS

**PENSAN®**

## ·INTERNATIONAL EXHIBITIONS

·CNR EXPO Istanbul Stationery Fair, CNR Promoturk, Paperworld Frankfurt, Moscow Fair, Skrepka ,Dubai Paper World Fair, Ukraine Fairs world of Stationery, Brasil Escolar Fair, ETC...

· LOCAL EXHIBITIONS In 20 big cities of Turkey





# Pensan Kalem A.S

## Technological Investment

As Pensan Kalem we have over 50 years of experience in Turkish and Global Market. Until today we have reached over 70 countries with over 1000 different SKU's and managed to become most successful Stationery company in export for the last 15 years in Turkey. Our domestic share in this competitive market is also over 55%.

We were able to manage this success to our high-end production with the latest technology that is available for Ball-Point pens. However we also experience that we need to improve our remaining assortments including Pencils to be able to continue our success. Therefore our current investments are focused in that area specifically.

# CERTIFICATIONS

**We have all necessary International Certificates and one of the few companies who has FSC(Forest security Council)**



EN 71-3  
EN 71-7  
EN 71-9 ve CE onaylıdır.



# REFERENCES

**MiGROS**

**adese** 

**amazon** 

**TESCO**

 **Avansas**  
*kazandıran ofis marketiniz*

**NEW  
BOY®**

**METRO**

**BIM**

**real** 

  
**Özdilek®**

  
**Carrefour**

**tedi** 

**Office DEPOT®**  
*Taking Care of Business*

**Çetinkaya®**  
*Ailenizin Alışveriş Merkezi*

**unicef** 

**Office1 Superstore**



Exporting from Turkey to  
all around the World



**MY-TECH**

**2240**

**0.7**

- High quality nickel silver swiss tip
- TC Ball 0.7 mm



**COLOR INK**



**FINE**



**MY-TECH  
COLOURED**

**2240**

**0.7**

- High quality nickel silver swiss tip
- TC Ball 0.7 mm



**COLOR INK**



**FINE**







**TRIBALL**

**1003**

**1.0**

- High quality nickel silver swiss tip
- TC Ball 1.0 mm



**TRIBALL  
COLOURED**

**1003**

**1.0**

- High quality nickel silver swiss tip
- TC Ball 1.0 mm





1005

1005 0.7

- High quality nickel silver swiss tip
- TC Ball 0.7 mm



COLOR INK



FINE



BÜRO

2270 1.0

- High quality nickel silver swiss tip
- TC Ball 1.0 mm

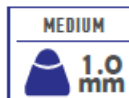


COLOR INK



MEDIUM





2021

1.0

- High quality nickel silver swiss tip
- TC Ball 1.0 mm



TR-23

1.0

- High quality nickel silver swiss tip
- TC Ball 1.0 mm







MY PEN

2210 1.0

- High quality swiss tip nickel silver
- Low viscosity ink documentary use



GLOBAL

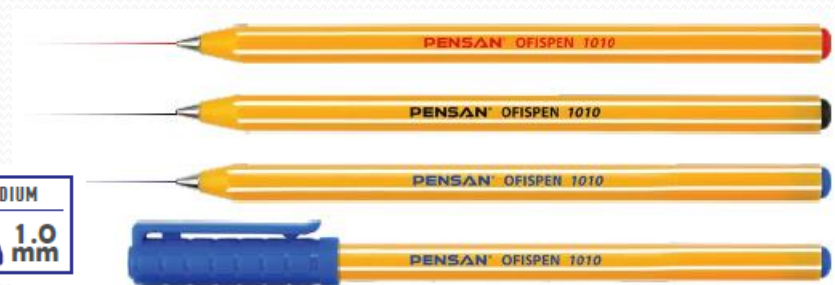
2221 0.5

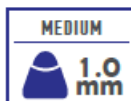
- High quality nickel silver swiss tip
- TC Ball 0.5 mm





**OFFICEPEN** || 1010 **1.0** • High quality swiss tip nickel silver •  
• Low viscosity ink documentary use •





**SIGN UP**

**2410 1.0**

- High Quality Nickel Silver Tip with 1.0mm Tungsten Carbide Ball.
- Pure Xylene Free Ultra Low viscosity Oil Based German Ink.
- Water - Smear Resistance.



**SIGN UP COLOR**

**2410 1.0**







## NANO GEL

6020

0.7

- 0.7 mm "medium" spring loaded tip with chrome carbide ball
- Easy handle grip • Fatigue-Free writing • Film transferred barrel



COLOR INK



FINE



## MY SIGN

6030

1.0

- 1.0 mm "medium" spring loaded tip with chrome carbide ball
- Film transferred barrel • Easy handle grip • Fatigue-Free writing



COLOR INK



MEDIUM



## NEON GEL

2290

1.0

- Chrome carbide ball 1.0 mm • Pigmented japanese ink
- Excellent writing quality • High quality swiss tip gel inkwriting





**GLITTER GEL**

**2280**

**1.0**

- Chrome carbide ball 1.0 mm • Pigmented japanese ink
- Excellent writing quality • High quality swiss tip gel inkwriting







## SOFT GEL

2400

0.7

- High Quality Stainless Steel Tip with 0,7mm Special Carbide Ball.
- Pure Xylene Free Water Based Dye Stuff Ink • Safety Cap - Latex Free TPR Grip.

COLOR INK



FINE



0.7 mm



## SOFT GEL FINE

2420

0.5

- High Quality swiss tip • Chrome carbide ball 0.5 mm
- Safety Cap - Anti Sweet, Non-Phthalate - Latex Free TPR Grip.

COLOR INK



EXTRA FINE



0.5 mm

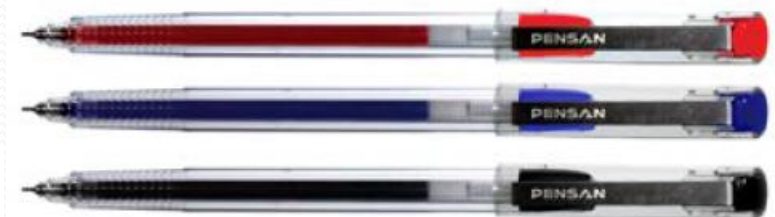


## MY KING METAL CLIPS

6405

0.5  
1.0

- Excellent writing quality
- Water based pigmented ink • Needle point pen



## MY KING PLASTIC CLIPS

6400

0.5

- Excellent writing quality
- Water based pigmented ink • Needle point pen

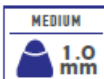


## NEON GEL PEN SET



0.5

- Excellent writing quality
- Water based pigmented ink • Needle point pen





## ERASER

PS-24M

- Dust / Phtalate / Latex Free • Paper sleeve and cellophane wrapping with tear tape
- Extra soft and clean erasing • For graphite and color pencils



## OIL PASTEL

- Does not contain azo dyes phthalate and heavy metals
- Long length painting • Bright colours



## OIL PASTELS





### FIBRE TIP PENS

- Does not contain azo dyes phthalate and heavy metals
- Long length painting • Bright colours



# FIBRE TIP PENS





## FIBRE TIP PENS NEON & PASTEL

- Does not contain azo dyes phthalate and heavy metals
- Long length painting • Bright colours



VERY  
SOON



NEON JELLY | 1.0 2801



GLITTER JELLY | 1.0 2800

**VERY  
SOON**



**1.0**



**0.5**





VERY  
SOON



# PENCILS



VERY  
SOON



# PENCILS



VERY  
SOON

# COLORED PENCILS





**VERY  
SOON**



Art. Nr. 97000



Art. Nr. 97010



Art. Nr. 97020



Art. Nr. 97030

VERY  
SOON



Art. Nr. 99016  
6 Colour  
780g



Art. Nr. 99012  
3 Colour  
150g



Art. Nr. 99013  
4 Colour  
200g



Art. Nr. 99015  
4 Colour  
520g



Art. Nr. 99014  
5 Colour  
250g

PLAY DOUGH