



PENSAN®

Writing Instruments.

**COMPANY INTRODUCTION
2024**

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 78 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®

Direct sales to Wholesalers

.Sales to Retailers via Wholesalers

.International Key Accounts (Chains)

.National Super market Chains

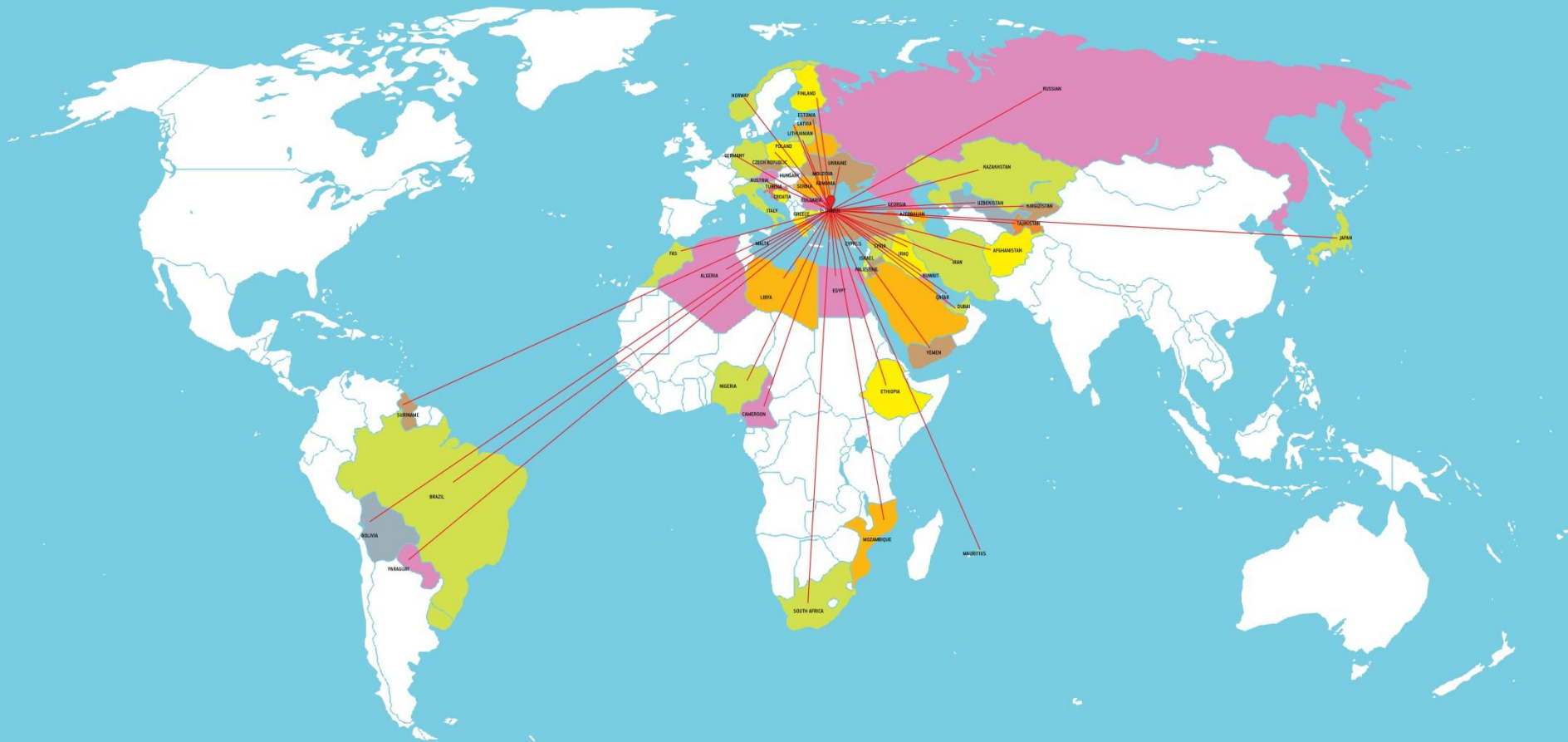
.National Specialized Stationery Chains

.Export Sales

.Promotional and Corporate Sales

We export to 78 countries.

PENSAN®





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
Edirne
Kırklareli
Tekirdağ
İstanbul/Avrupa
Çanakkale

Doğu Marmara 1417 Müşteri
1 Satış Şefi
3 Satış Temsilcisi
İstanbul/Anadolu
Kocaeli
Sakarya
Düzce
Bolu
Zonguldak
Bartın
Karabük

Güney Marmara 1183 Müşteri
1 Satış Şefi
2 Satış Temsilcisi
Balıkesir
Bursa
Bilecik
Kütahya
Eskişehir

EĞE/AKDENİZ BÖLGESİ

2601 Müşteri

Ege 2061 Müşteri
1 Bölge Müdürü
1 Satış Şefi
3 Satış Temsilcisi
Manisa
Uşak
Aydın
İzmir
Muğla
Denizli

Akdeniz 540 Müşteri
1 Satış Temsilcisi
Afyon
Isparta
Burdur
Antalya

İÇ ANADOLU BÖLGESİ

2610 Müşteri

Ankara 1319 Müşteri
1 Bölge Müdürü
1 Satış Şefi
2 Satış Temsilcisi
Batı Karadeniz 503 Müşteri
1 Satış Temsilcisi
Kastamonu
Çankırı
Çorum
Kırıkkale
Amasya
Tokat
Samsun
Sinop

Konya Bölgesi 788 Müşteri
2 Satış Temsilcisi
Konya
Aksaray
Karaman
Niğde
Kayseri
Nevşehir
Kırşehir
Yozgat
Sivas
Malatya

DOĞU AKDENİZ BÖLGESİ

1861 Müşteri

Akdeniz 1213 Müşteri
2 Satış Temsilcisi
Mersin
Adana
Hatay
Osmaniye

Doğu Akdeniz 648 Müşteri
1 Bölge Müdürü
2 Satış Temsilcisi
K. Maraş
Kilis
Adıyaman
Ş. Urfa
Gaziantep

GÜNEYDOĞU ANADOLU BÖLGESİ

1490 Müşteri

Batman Bölge 641 Müşteri
1 Satış Şefi
1 Satış Temsilcisi
Van
Hakkari
Sırnak
Siirt
Bitlis
Muş
Batman
Mardin
Diyarbakır
Elazığ
Bingöl

Erzurum Bölge 849 Müşteri
1 Bölge Müdürü
2 Satış Temsilcisi
Ordu
Giresun
Trabzon
Gümüşhane
Erzincan
Bayburt
Rize
Artvin
Erzurum
Ardahan
Kars
Iğdır
Ağrı

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



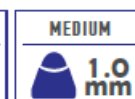


TRIBALL

1003

1.0

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

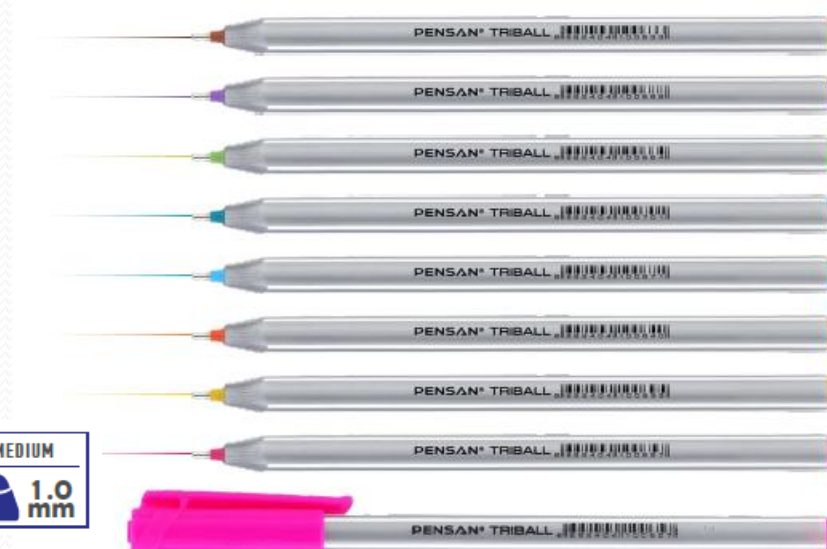


TRIBALL
COLOURED

1003

1.0

- High quality nickel silver swiss tip
- TC Bell 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

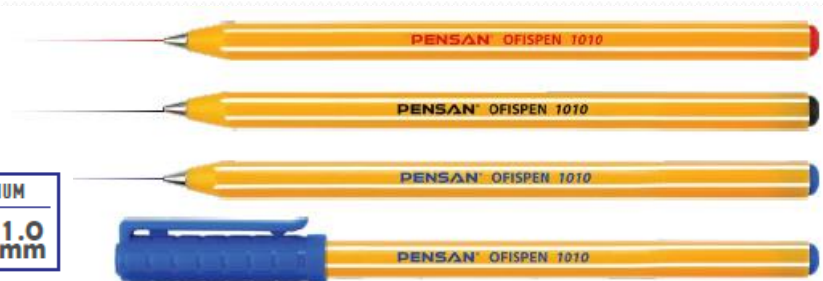
2221 0.5

- 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 •





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.



1.0 mm

2410 1.0



1.0 mm



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

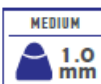


GLITTER GEL

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



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

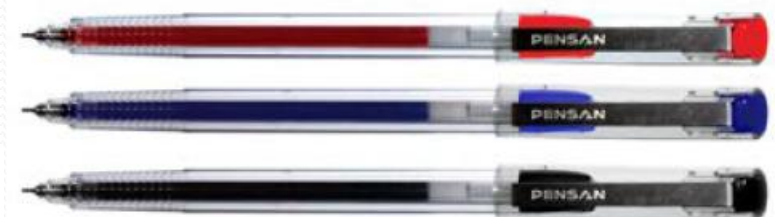


MY KING METAL CLIPS

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

PLAY DOUGH



Art. Nr.
99012

3
Colour

150g



Art. Nr.
99013

4
Colour

200g



Art. Nr.
99015

4
Colour

520g



Art. Nr.
99014

5
Colour

250g