



## Corporate Gifts & Promotional Products 2012







## History

The idea came in 1928 - the perfect writing instrument. One that would write evenly, make carbon copies, and not drip or blot. No small matter in the pre-ballpoint era! The result was an inkpen that used a tube instead of a nib - the rotring Tiku or Inkograph. It became a byword for precision writing.

The Tiku was an innovative solution and since then the meeting of writing and drawing challenges through innovation has become the hallmark of the rotring company. Hence in 1950 a dialogue with draftsmen and designers gave rise to the idea of further developing the Tiku tubular tip to create the world's first technical pen - the original Rapidograph. It was refillable, created precise sharp-edged lines and had a capillary ink feed that gave a consistently smooth flow of ink. It set the standard, and indeed became synonymous with technical drawing.



Over the years the Rapidograph was followed by many other writing and drawing products. Rotring created an interlinking system for the professional drafter, from compasses and templates to the latest generation of the Rapidograph. Functionality and technical perfection make rotring instruments symbols for quality and precision. They continue on in the tradition laid down by founder Wilhelm Riepe back in 1928.

Today, rotring drawing and writing instruments can be found wherever individuals actively create their own lifestyles. People who understand the power of their thoughts and visions, and express them. This need to create, understand, and express is an integral part of the development of every rotring drawing and writing instruments. Today rotring provides a comprehensive system of products offering the optimum solution for every application within technical writing, drawing and design, for professional drafters, students and private individuals alike. The perfection of technology, ergonomics and design creates a universe that is ideal for professionals.



# Contents



rapid PRO (BP & Pcl)	4
Dubai (BP & Pcl)	5
Madrid (BP & Pcl)	6
Sydney (BP)	7
Tikky Liner (Gel)	8
Tikky Multipen	9
Tikky (BP & Pcl)	10
Packaging Options	11
Marking Techniques	12
Technical Information	13



## rapid PRO

The perfect professional tool for all sketching, writing and drawing applications!

Solid metal, hexagonal barrel shape and the knurled grip underline its technical expertise.

The mechanical pencils are equipped with a unique cushion point mechanism to improve control, comfort and reduce lead breakages.

The ballpen is equipped with document proof blue giant refill.



Ball Pen

SILVER



Mechanical Pencil

SILVER



Ball Pen

BLACK



Mechanical Pencil

BLACK

## OPTIONS



### MODES



Ball pen

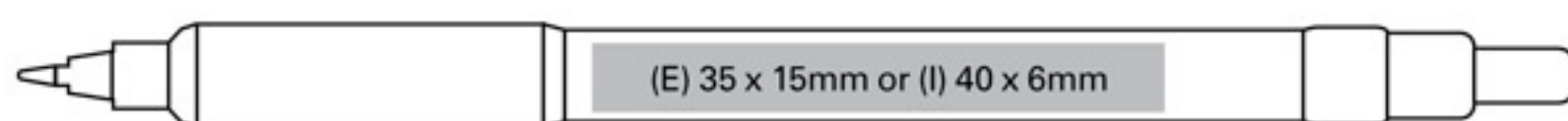


Mechanical pencil

### MARKING AREA

#### IMPRINTING & ENGRAVING

Ball Pen & Mechanical Pencil



### INKS



Ball Pen



0.7 Mechanical Pencil

### PACKAGING



See pages 12-13 for more information on customisation. See detailed price list on page 14-15

See page 11 for other types of packaging





# Dubai

The Dubai is an all-purpose pen. The price performance ratio is remarkable; high quality materials have been used offering great performance in both Ball Pen and technical Pencil.

- Great value for money
- Quality performance and precision writing

BEST  
SELLER



Ball Pen  
BLACK



Ball Pen  
SILVER

## OPTIONS



### MODES

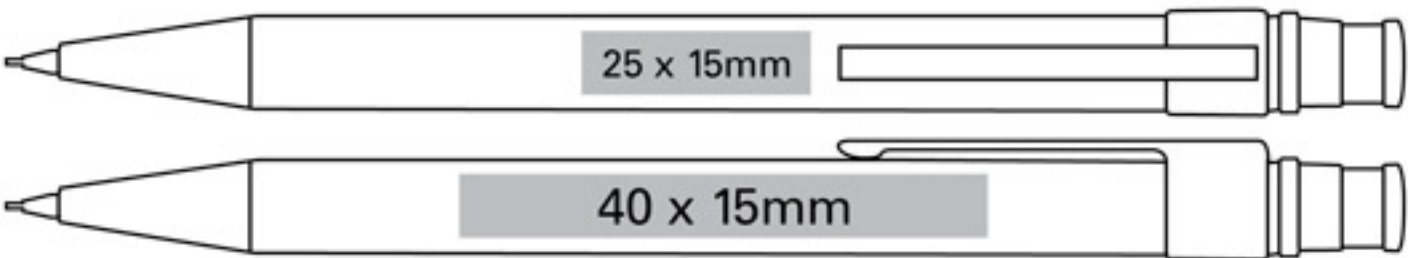


Ball pen

### MARKING AREA

#### IMPRINTING & ENGRAVING

Ball Pen



### INKS



Ball Pen

### PACKAGING



See pages 12-13 for more information on customisation. See detailed price list on page 14-15

See page 11 for other types of packaging





# Madrid

Where visual appearance and precision count, the Madrid series stands out. With its intelligent design and subtle mechanism, it is the ideal tool for the creative amongst us.

- Modern slim line design with sliding clip mechanism
- Quality performance and precision writing

**BEST  
SELLER**



Ball Pen

BLACK



Mechanical Pencil

BLACK

**BEST  
SELLER**



Ball Pen

SILVER



Mechanical Pencil

SILVER

## OPTIONS



### MODES



Ball pen

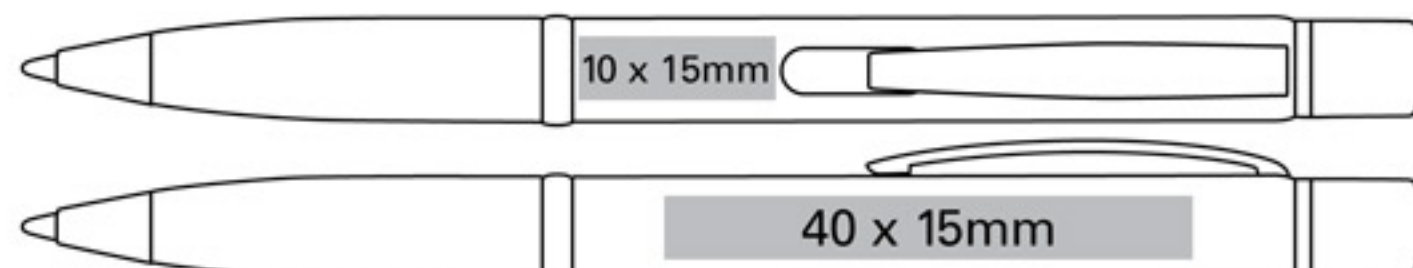


Mechanical pencil

### MARKING AREA

#### IMPRINTING & ENGRAVING

Ball Pen & Mechanical Pencil



### INKS



Ball Pen



0.7 Mechanical Pencil

### PACKAGING



See pages 12-13 for more information on customisation. See detailed price list on page 14-15

See page 11 for other types of packaging





# Sydney

The Sydney ball pen has a perfect balance of pure design and functionality. Finished in lacquer or satin steel over a substrate mix of brass and aluminium.



## OPTIONS



### MODES



Ball pen

### INKS



Ball Pen

### PACKAGING

### MARKING AREA

IMPRINTING & ENGRAVING



See pages 12-13 for more information on customisation. See detailed price list on page 14-15

See page 11 for other types of packaging



## Tikky Liner

Smooth & precise writing performance with constant line quality. Tikky Liner with needlepoint tip in different line width and gel ink technology. Metal pen barrel & cap - satin chrome plated - with an ergonomical waved, transparent grip zone for comfortable writing experience and ink level control. Refillable with Rotring gel refills.



Gel Pen

SILVER

### OPTIONS



#### MODES



Gel Pen

#### INKS



Gel Pen

#### PACKAGING



#### MARKING AREA

##### IMPRINTING & ENGRAVING

Gel Pen



See pages 12-13 for more information on customisation. See detailed price list on page 14-15

See page 11 for other types of packaging





# Tikky Multipen

Tikky 3in1 mutlipen is the ultimate all round pen! Ergonomical design and convincing functionality are made possible with the technically advanced «magic view» mechanism. Easy to use, TIKKY 3in1 is a technically efficient multifunctional tool for all writing, drawing and sketching needs.

Magic View: This highly convenient mechanism turns the multipen into either a mechanical pencil or a ballpoint pen to write. Hold the pen, look at the desired mode, push the button and begin writing!



Multipen  
WHITE



Multipen  
BLACK

## OPTIONS



### MODES



Multipen

### INKS



Multipen

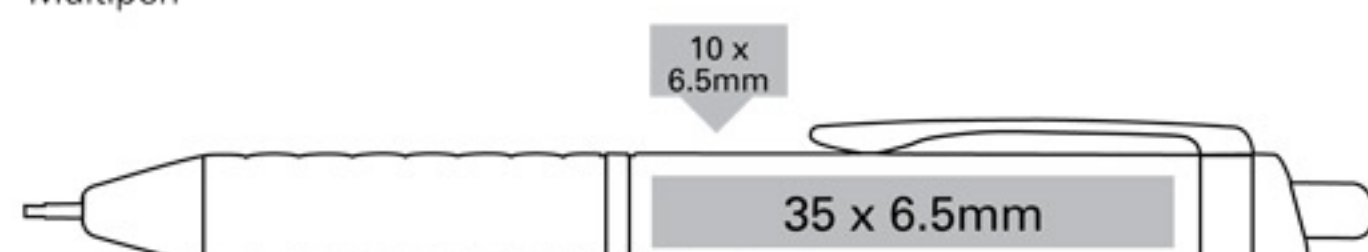
### PACKAGING



### MARKING AREA

#### IMPRINTING

Multipen



See pages 12-13 for more information on customisation. See detailed price list on page 14-15

See page 11 for other types of packaging





# Tikky

Tikky is the result of years of Rotring innovation. With its classic design, it is the ideal writing instrument.

- Ergonomic wave-form grip area gives great control
- Excellent value for money
- Perfect for precise writing and drawing needs

BEST  
SELLER



BP  
MP

Ball Pen

BLACK



BP  
MP

Mechanical Pencil

WHITE



BP  
MP

Ball Pen

BLUE

## OPTIONS



### MODES



Ball pen

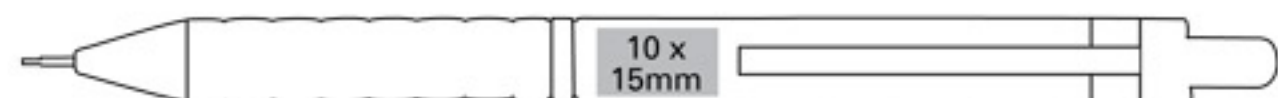


Mechanical pencil

### MARKING AREA

#### IMPRINTING

Ball Pen & Mechanical Pencil



See pages 12-13 for more information on customisation. See detailed price list on page 14-15

### INKS



Ball Pen



0.5 Mechanical Pencil

### PACKAGING



See page 11 for other types of packaging  
Single pens will be shipped in a box of 10



# Packaging Options



1. Standard plastic gift box for single unit.  
Sydney (Scode: S0898320)



2. Standard plastic gift box for duo set.  
Tikky (Scode: S0898340)



3. Standard carton gift box for single unit. Imprint area: 80 x 20mm,  
Rapid PRO / Tikky Multipen / Tikky Liner / Dubai / Madrid (Scode: S0949440)



4. Standard carton gift box for duo set. Imprint area: 80 x 25mm,  
Rapid PRO / Dubai / Madrid (Scode: S0949450)



# Marking Techniques

## PAD PRINTING



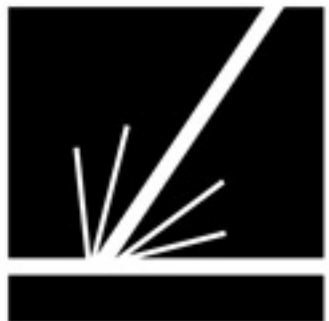
From 1 to 4 colours, pad printing enables us to print single or multi colour images on large areas and on curved surfaces, including pen clips. In this process the print image is etched into a stamp, which is then filled with ink. The pad picks up the ink and prints the image on the pen.

## SCREEN PRINTING



From single colour print to complex multi-colour customised designs, screen printing offers printing in solid, bold and clear lines. On some products (such as the Parker VECTOR) we can even print 360 degrees. In screen printing ink is pressed through a contour gauge screen resulting in a neat and clear image on the pen, even for the more complex designs.

## LASER ENGRAVING



A computer-controlled 'rotary' laser machine enables the pen to rotate during the laser process, offering you a larger than normal print area, ensuring a durable and high quality display of your message. On matte and lacquered products the laser cuts into the surface to reveal the substrate or core barrel colour. On steel products, the laser burns the surface without cutting into it, leaving a brown/black (oxidised) permanent mark.



# Technical Information - Engraving

PAGES	BRANDS & PRODUCTS	FINISHES	LASER ENGRAVING	
			CAP	BARREL
4	RAPID PRO	Dark Silver	-	
5	DUBAI	Black + Silver	-	
6	MADRID	Black + Silver	-	
7	SYDNEY	Black + Silver	-	
8	TIKKY LINER	Silver		
9	TIKKY MULTIPEN		-	-
10	TIKKY		-	-

COLOUR GUIDE      Dark Silver      Silver

Our marking centre offers additional decoration possibilities, subject to pricing and lead-times. Please contact your sales representative for information.

FONT NAME	FONT STYLE
AmerType	AaBbCcDdEeFf
Arial	AaBbCcDdEeFf
Bell	AaBbCcDdEeFf
Book Antiqua	AaBbCcDdEeFf
Century Gothic	AaBbCcDdEeFf
Century Schoolbook	AaBbCcDdEeFf
Edwardian Script	AaBbCcDdEeFf
Englische	AaBbCcDdEeFf
Franklin Gothic	AaBbCcDdEeFf
Garamond	AaBbCcDdEeFf
High Tower	AaBbCcDdEeFf
IRIS	AaBbCcDdEeFf
Lucida Calligraphy	AaBbCcDdEeFf
Rockwell	AaBbCcDdEeFf
Verdana	AaBbCcDdEeFf

# Technical Information - Imprinting

PAGES	BRANDS & PRODUCTS	FINISHES	IMPRINTING					
			SCREEN PRINTING			PAD PRINTING		
			CAP	BARREL	AVAILABLE COLOURS	CAP	BARREL	AVAILABLE COLOURS
4	RAPID PRO	Dark Silver	-	-	-	-	1 colour	any Pantone colour
5	DUBAI	Black + Silver	-	1 - 4 colours	any Pantone colour	-	1 - 4 colours	any Pantone colour
6	MADRID	Black + Silver	-	1 colour	any Pantone colour	-	1 - 4 colours	any Pantone colour
7	SYDNEY	Black + Silver	-	1 - 4 colours	any Pantone colour	-	1 - 4 colours	any Pantone colour
8	TIKKY LINER	Silver	-	1 colour	-	1 - 4 colours	1 - 4 colours	any Pantone colour
9	TIKKY MULTIPEN		-	1 - 4 colours	any Pantone colour	-	1 - 4 colours	any Pantone colour
10	TIKKY		-	1 colour	any Pantone colour	-	1 - 4 colours	any Pantone colour











