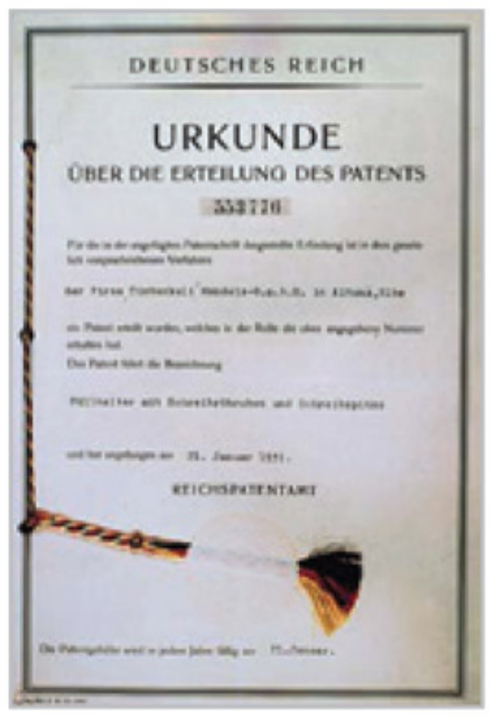
rotring

Promotional Products 2013

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.


DEUTSCHES REICH

URKUNDE

ÜBER DIE ERTEILUNG DES PATENTS

553726

REICHSPATENTAMT

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 Multipen 8

Tikky (BP & Pcl) 9

Packaging Options 10

Marking Techniques 11

Technical Information 12

Artwork specification 13

4

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

INKS

Ball Pen

0.7 Mechanical Pencil

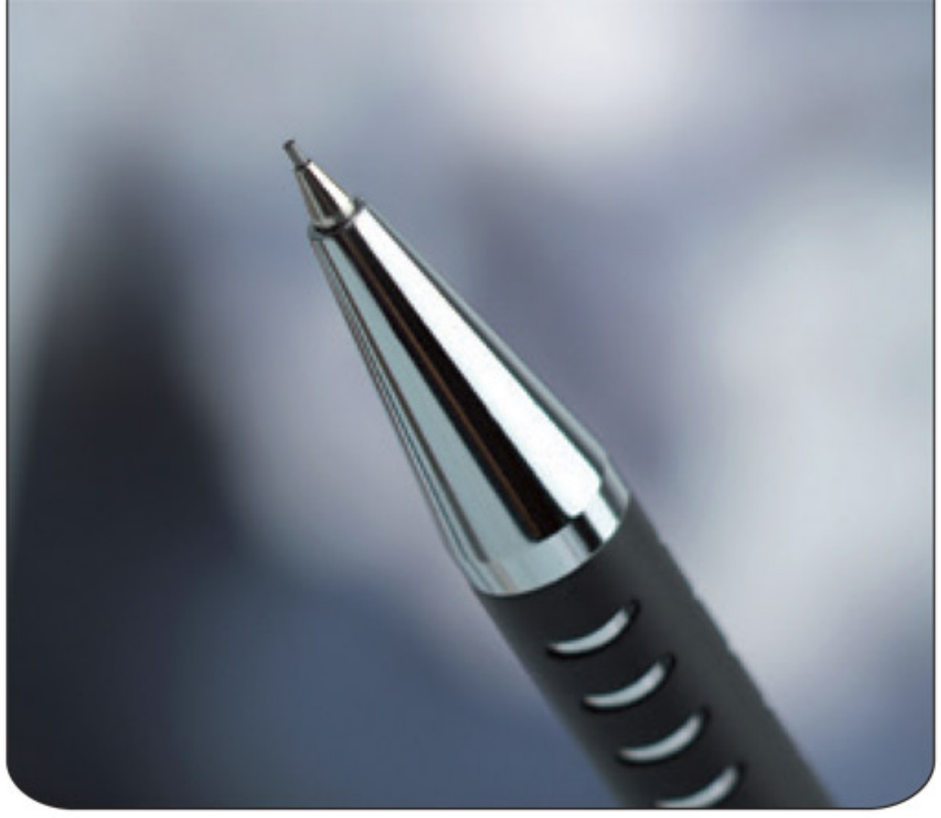
PACKAGING

MARKING AREA

IMPRINTING & ENGRAVING

Ball Pen & Mechanical Pencil

See pages 11 - 12 for more information on customisation



5

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

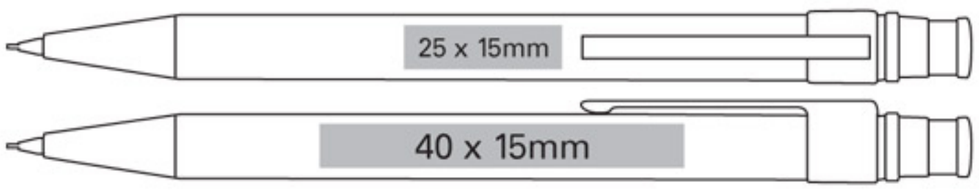
INKS

Ball Pen

PACKAGING

MARKING AREA

Ball Pen



See pages 11 - 12 for more information on customisation

6

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

BEST SELLER

Mechanical Pencil

BLACK

Ball Pen

SILVER

Mechanical Pencil

SILVER

OPTIONS

MODES

Ball pen

Mechanical pencil

INKS

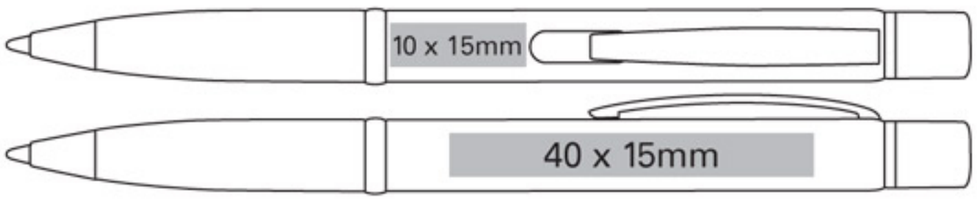
Ball Pen

0.7

PACKAGING

MARKING AREA

Ball Pen & Mechanical Pencil



See pages 11 - 12 for more information on customisation

rOtring

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.

Ball Pen

SILVER

Ball Pen

BLACK

OPTIONS

MODES

Ball pen

INKS

Ball Pen

PACKAGING

MARKING AREA

IMPRINTING & ENGRAVING

See pages 11 - 12 for more information on customisation

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

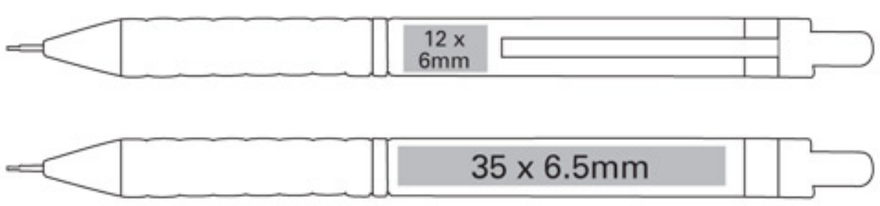
0.7 Multipen

PACKAGING

MARKING AREA

IMPRINTING

Multipen



See pages 11 - 12 for more information on customisation

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

INKS

Ball Pen

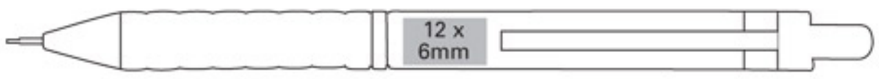
0.5 Mechanical Pencil

PACKAGING

MARKING AREA

IMPRINTING

Ball Pen & Mechanical Pencil



See pages 11 - 12 for more information on customisation

Packaging Options

1. Standard plastic gift box for single unit.
Sydney (Scode: S0449700 + S0449890)

2. Standard plastic gift box for duo set.
Tikky (Scode: S0439860 + S0439870)

3. Standard carton gift box for single unit. Imprint area: 80 x 20mm,
rapid PRO / Tikky Multipen / 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	Black + Silver	-	Silver Black
5	DUBAI	Black + Silver	Silver Black	Silver Black
6	MADRID	Black + Silver	Silver Black	Silver Black
7	SYDNEY	Black + Silver		
8	TIKKY MULTIPEN		-	-
9	TIKKY		-	-

COLOUR GUIDE Gold 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	Black + 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 MULTIPEN		-	1 - 4 colours	any Pantone colour	-	1 - 4 colours	any Pantone colour
9	TIKKY		-	1 colour	any Pantone colour	-	1 - 4 colours	any Pantone colour

ARTWORK SPECIFICATION

Production – Ready artwork
- Please submit vector based artwork electronically by email
- Ideal formats we can accept are Illustrator EPS or AI. Also PDF files created by using either EPS or AI and being saved as 'editable'.
- Please try to provide correct pre-sized artwork, for the relevant sizes, please see our product information sheets for more details.
- Please ensure all fonts are outlined. If you require additional lines of text on your artwork in a specific font please add this in your mail. We may require you to supply the font (if it is under license).
- Please supply pantone C reference numbers for individual colours. You can supply Black and White artwork with pantone colours specified within your email.

Other acceptable formats
TIFF, JPEG or PSD files. Please ensure your files are at least 600 dpi. Note that these formats will need to be re-drawn by our designers team so may extend leadtime.

Unacceptable formats
Office Software (Word, Powerpoint, Publisher etc.) Web images (Low Resolution JPEG, PNG, GIF etc. Under 300 dpi.)

Compression schemes
MAC Stuffit (.sit or .sea) files or ZIP files. If your files are longer than 10 MB please compress them accordingly.

Hardcopy artwork
If computer generated artwork is not available, we can accept a hardcopy printout for scanning. Please ensure the copy is clean and all text is clearly read.

Colour variations
It is our intention to match as close as possible to all pantone numbers and colour swatches, however, please would you note the following. As our inks have to comply with certain safety standards, it is not always possible to give an accurate match, especially, on units other than white. This may result in significant colour difference when printing onto a coloured unit, i.e.. Red or Black units or yellow on Blue units. Please take this into consideration.

There may also be occasional variations between batches, as the complexities of printing may vary the colours, however, we endeavour to keep the differences as minimal as possible. Customised printed products (Screen & Pad) are more prone to showing wear as the surface is marked/worn through use. Metallic finishes do not offer the same level of durability as standard colours as the finish is achieved using small metallic particles which do not absorb the surface of the product.

Tints and gradients
Tints and Gradients can only be printed as part of our Transfer Wrap/Digital Print process on Parker Pen Vector products. We can not produce them as screen prints, if you have tints or gradients in your artwork please convert them to 100% spot colour, or ask our design team to colour match them to the closest pantone reference.

Imprinting position
Unless specified, imprinting will be right handed for writing mode position. Please also state your preferred marking position in your email, for more information please see our marking position guide.

Submitting your artwork
Please email your artwork over with your purchase order form to your Newell Rubbermaid sales contact. Please ensure your artwork meets the above production-ready guidelines.

Additional information
- Files received without vector data or in an unacceptable format are subject to a longer lead time.
- Any non format compliant artwork will be re-drawn to confirm to our standards.
- Please note that our minimum line weight is 0.4pts, anything less than this may not print out correctly, including line art and text. We will always make you aware if your artwork falls below this point and modify where necessary to meet our printing requirements.
- For Transfer Wrap orders please supply your artwork at no less than 300dpi in CMYK.
- We will supply "Marking Instruction" Sheet for you to check your artwork. Please make sure you check this very carefully before giving approval. Once you have given approval we will not be responsible for any discrepancies made.
- If you need to supply your artwork on disk, please include a printed hard copy of your artwork for our reference.
- If you do not know the pantone reference of your artwork, we will endeavour to match it as closely as possible.

Copyright information
When orders are printed to customer's specifications, the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement.