



Writing Sensations
2001 / 2002

rOtring



The factory floor in 1938

It started in 1928 when rotring founder Wilhelm Riepe began a search for the perfect writing instrument. One that would combine the best qualities of the American drawing ink pen with the fountain pen. A writing instrument that

would write evenly, make carbon copies, and not drip or blot. The result was an inkpen that used a tube instead of a nib – the rotring Tiku or Inkograph. It became synonymous for perfect writing performance.

rOtring



An idea makes history



The history of the Tiku
is a microcosm of the
history of rotring – a search for
innovative solutions to writing
needs. To this day rotring creates
writing instruments that set the
standard, from Primus, which
makes learning to write easier,
to multi-function pens, to the
unique Initial, which has
announced in a new design era.

Their consistent excellence of
functionality and design make
rotring writing instruments
symbols for quality, independence
and creativity.

And the story goes on.



Since 1857, Sanford has grown into the market leader in the US and now comes to Europe with it's vision to be the consumers choice for writing, marking, colouring and drawing products.

Backed by the strength of Sanford's parent company, Newell Rubbermaid, and the acquisitions of successful european brands such as rotring, Berol and Reynolds, Sanford can now offer the broadest range of writing, marking, colouring and drawing products available worldwide.

With the brand named rotring you can get a very special assortment of high value writing products.

All illustrations in original size.



Personal merit

rotring Initial

The Initial harmoniously

combines classical and

modern elements to set

a tone of merit and

character. The new APC

(Air Pressure Compensation)

system of the fountain pen

prevents ink leakage and

ensures smooth writing,

even during flight. The

spring-mounted points of

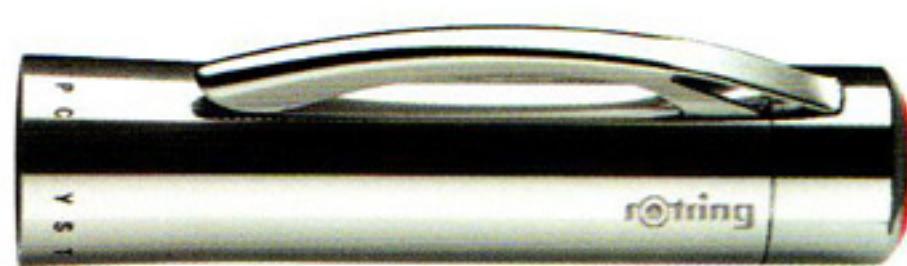
the rollerball give a perfect

writing feel.



Initial.

 rotring Initial



R 504 012 (M nib)* Fountain pen, stainless steel nib with iridium tip, matt chrome finish



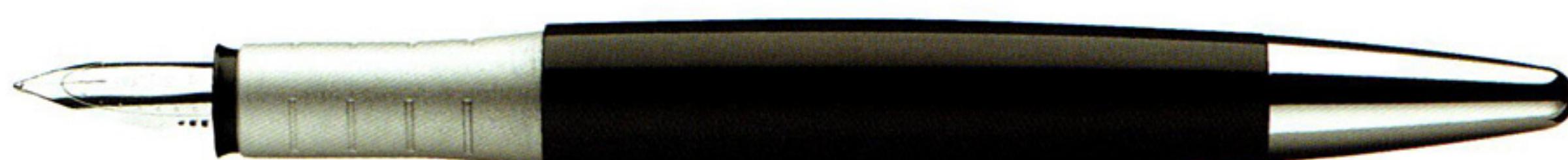
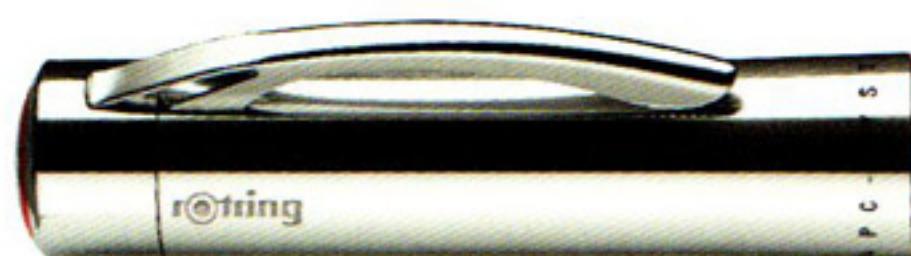
R 504 110 Rollerball, matt chrome finish, black refill, cushioned point



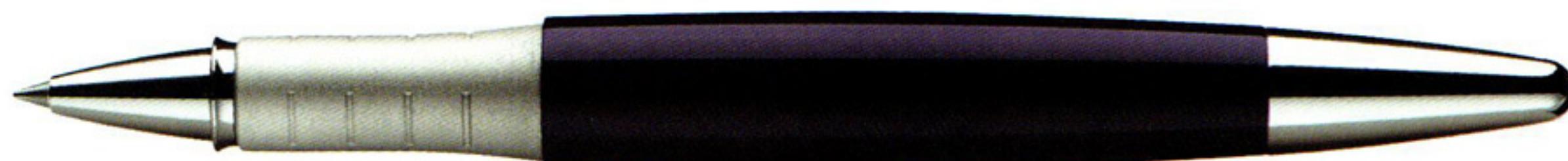
R 504 210 Ballpoint, matt chrome finish, M blue giant refill



R 504 317 Fine-lead pencil, matt chrome finish, 0.7 mm,
also available as R 504 315 Fine-lead pencil, 0.5 mm

rotring Initial

Fountain pen (M nib)*, stainless steel nib with iridium tip, high-gloss resin
R 504 002 blue, R 504 022 black



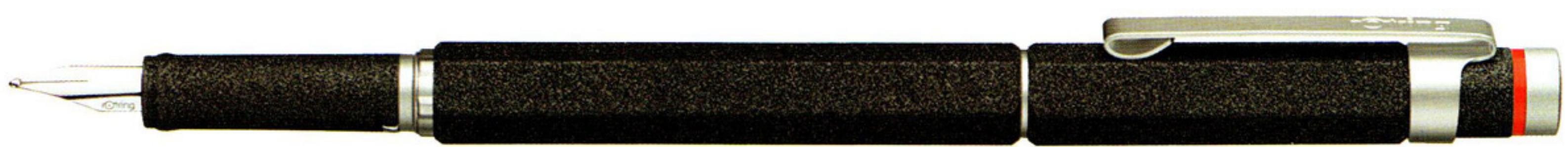
Rollerball, high-gloss resin, black refill, cushioned point
R 504 100 blue, R 504 120 black



Ballpoint, high-gloss resin, M blue giant refill
R 504 200 blue, R 504 220 black



Fine-lead pencil, high-gloss resin, 0.7 mm
R 504 307 blue, R 504 327 black
also available as Fine-lead pencil, 0.5 mm
R 504 305 blue, R 504 325 black



Straight

rotring Newton,

The Newton is a writing instrument for

people who go their own way. Its straight-

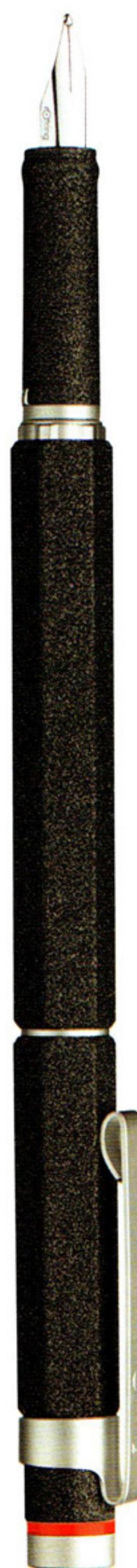
ahead, pure design speaks for itself, while

the Lava series reflects the elemental

fascination of lava to give the Newton's

sleek appearance a hint of discoveries yet

to be made.



R 502 987 (M nib)* Fountain pen, Lava finish, stainless steel nib with iridium tip, snap cap



R 502 922 Rollerball, Lava finish, black rollerball refill, snap cap



R 502 929 Ballpoint, Lava finish, M blue giant refill

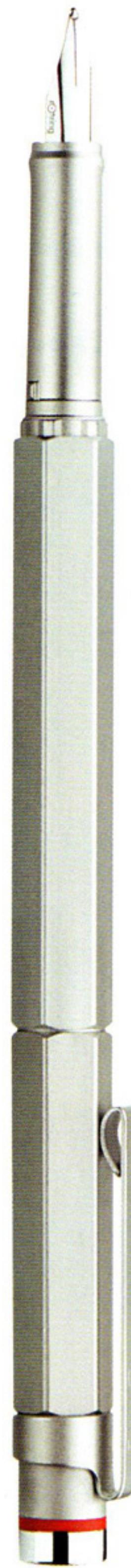
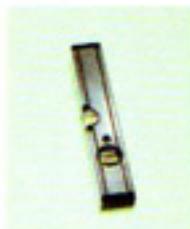


R 502 919 Fine-lead pencil, Lava finish, 0.7 mm, also available as
R 502 918 Fine-lead pencil, 0.5 mm

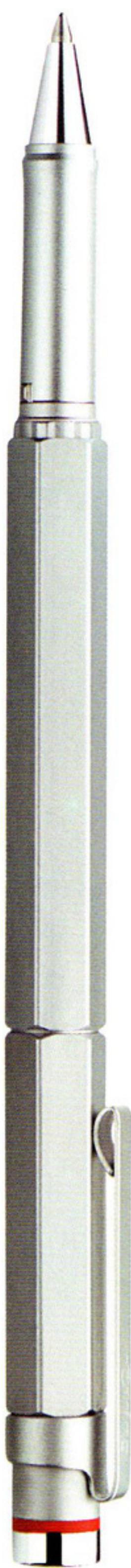


R 502 942 trio-pen, Lava finish, blue and red ballpoints, 0.7 mm pencil point

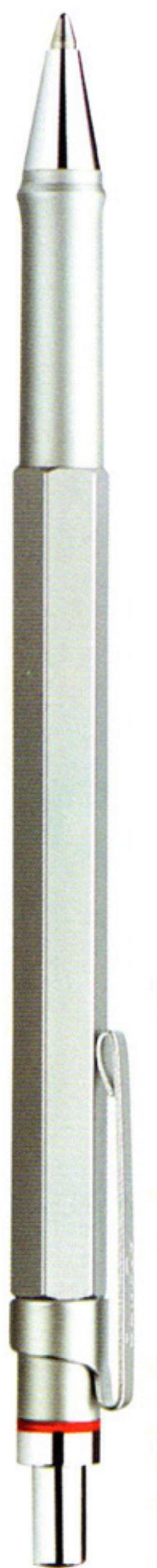
rotring Newton



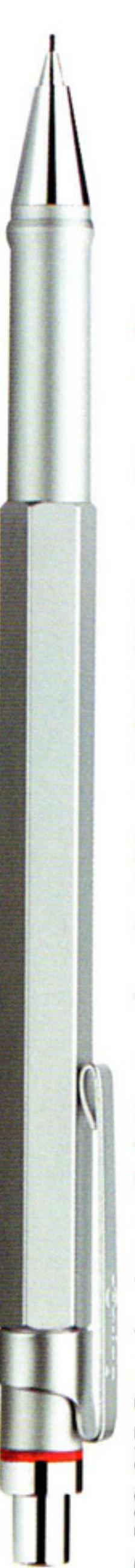
R 502 962 (M nib) Fountain pen, stainless steel nib with iridium tip, snap cap



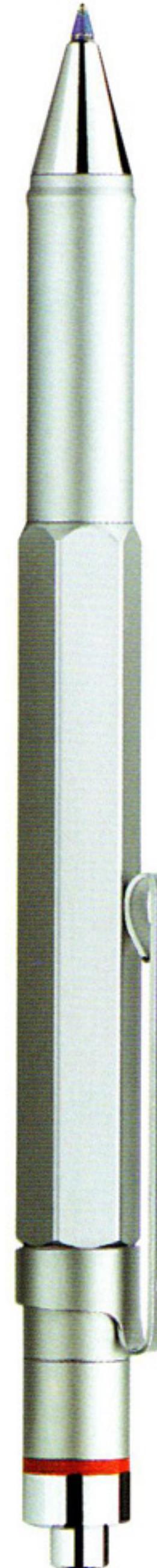
R 502 921 Rollerball, black rollerball refill, snap cap



R 502 931 Ballpoint, M blue giant refill



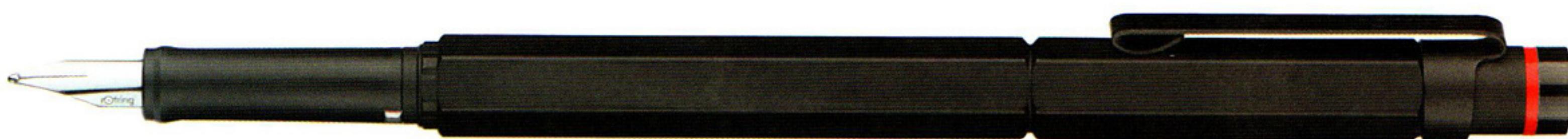
R 502 917 Fine-lead pencil, 0.7 mm, also available as R 502 915 Fine-lead pencil, 0.5 mm



R 502 941 trio-pen, blue and red ballpoints, 0.7 mm pencil point

rotring

rotring Newton



R 502 952 (M nib)* Fountain pen, stainless steel nib with iridium tip, snap cap



R 502 920 Rollerball, black rollerball refill, snap cap



R 502 930 Ballpoint, M blue giant refill



R 502 907 Fine-lead pencil, 0.7 mm, also available as R 502 905 Fine-lead pencil, 0.5 mm

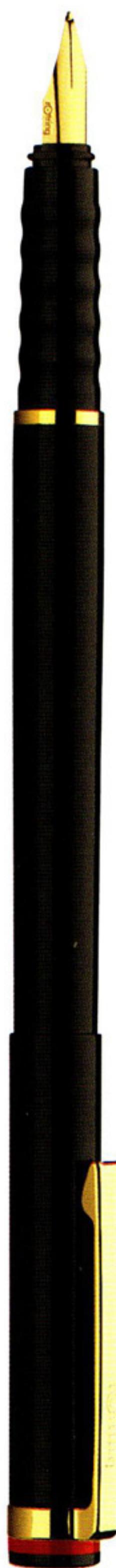


R 502 940 trio-pen, blue and red ballpoints, 0.7 mm pencil point

*Also available in EF, F, B. Art. No. see cover

rotring





Lightness

rotring Esprit

Esprit is one of the lightest metal writing instruments in the world. Its sheer lightness and the ergonomically formed grip area give it a sureness of hold that lets thoughts flow onto the paper as if of their own accord.



R 033 088 (M nib)* Fountain pen, gold-plated nib and elements



R 033 026 Rollerball, gold plated elements, black rollerball refill



R 033 182 Ballpoint, gold plated elements, M blue giant refill



R 502 261 Fine-lead pencil, gold plated elements, double-push mechanism, 0.7 mm,
also available as R 502 260 Fine-lead pencil, 0.5 mm



R 033 047 duo-pen, gold plated elements, blue ballpoint, 0.5 m pencil point

rotring Esprit



R 033 052 (M nib)* Fountain pen, steel nib with iridium tip, matt silver



R 033 010 Rollerball, matt silver, black rollerball refill

rotring

*Also available in EF, F, B. Art. No. see cover

rotring Esprit



R 033 155 Ballpoint, matt silver, M blue giant refill



R 502 157 Fine-lead pencil, matt silver, double-push mechanism, 0.7 mm,
also available as R 502 150 Fine-lead pencil, 0.5 mm



R 033 030 duo-pen, matt silver, blue ballpoint, 0.5 mm pencil point

rotring

Esprit
Multipen

rotring Esprit



R 033 082 (M nib)* Fountain pen, steel nib with iridium tip, Nautic blue



R 033 025 Rollerball, Nautic blue, black rollerball refill



R 033 181 Ballpoint, Nautic blue, M blue giant refill

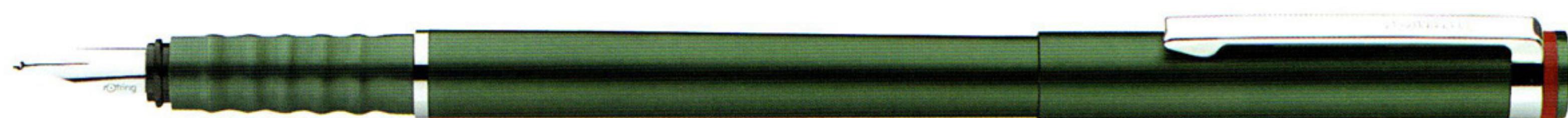


R 502 259 Fine-lead pencil, Nautic blue, double-push mechanism, 0.7 mm,
also available as R 502 258 Fine-lead pencil, 0.5 mm

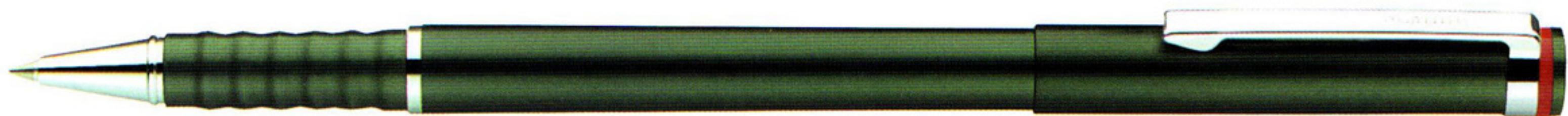


R 033 045 duo-pen, Nautic blue, blue ballpoint, 0.5 m pencil point

rotring Esprit



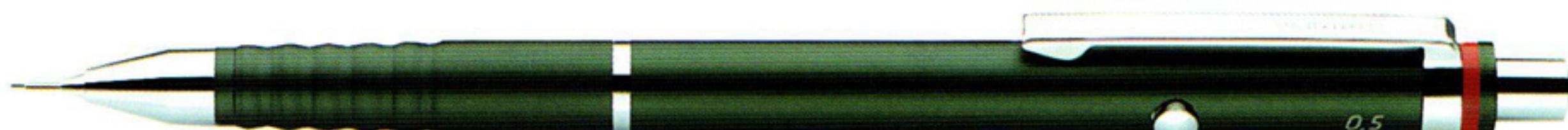
R 033 072 (M nib)* Fountain pen, steel nib with iridium tip, Tourmaline green



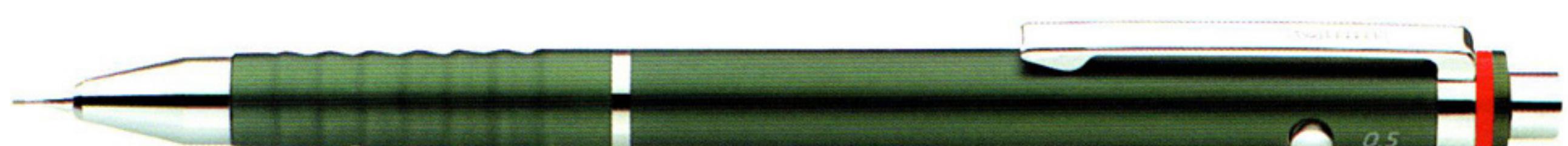
R 033 020 Rollerball, Tourmaline green, black rollerball refill



R 033 175 Ballpoint, Tourmaline green, M blue giant refill



R 502 257 Fine-lead pencil, Tourmaline green, double-push mechanism, 0.7 mm,
also available as R 502 250 Fine-lead pencil, 0.5 mm



R 033 040 duo-pen, Tourmaline green, blue ballpoint, 0.5 m pencil point

Esprit

Jazz



Small but effective

rotring Esprit mini



R 033 312 Ballpoint, Tourmaline green, telescope mechanism,
point automatically extends when pen is pulled to full length



R 033 335 Fine-lead pencil, Tourmaline green, telescope mechanism, 0.7 mm,
also available as R 003 334 Fine-lead pencil, 0.5 mm



R 033 311 Ballpoint, Ruby red, telescope mechanism,
point automatically extends when pen is pulled to full length



R 033 337 Fine-lead pencil, Ruby red, telescope mechanism, 0.7 mm,
also available as R 033 336 Fine-lead pencil, 0.5 mm



Free-wheeling

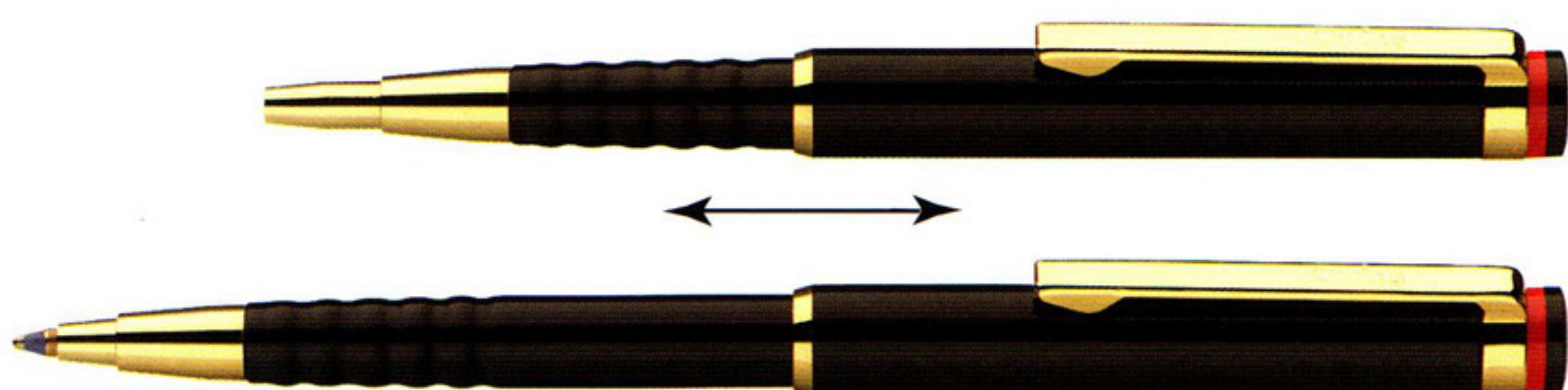
rotring Esprit mini

The Esprit mini takes the Esprit idea even further. Closed, it fits in any case or time planner.

Just use the telescopic mechanism so it is the perfect size for easy writing.

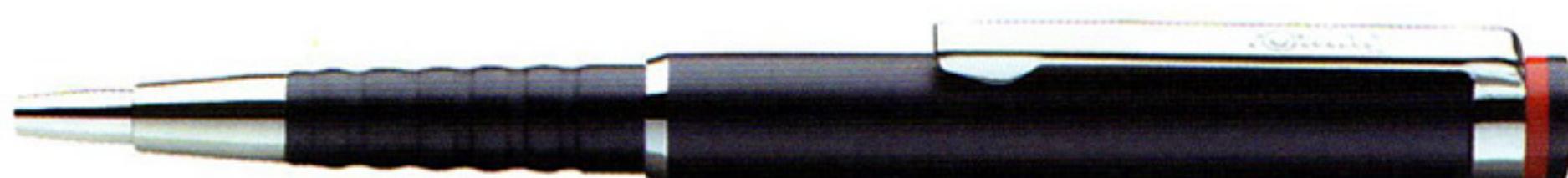


R 033 339 Fine-lead pencil, gold-plated elements, telescope mechanism, 0.7 mm,
also available as R 003 338 Fine-lead pencil, 0.5 mm



R 033 314 Ballpoint, gold-plated elements, telescope mechanism,
point automatically extends when pen is pulled to full length

rotring Esprit mini



R 033 313 Ballpoint, Nautic blue, telescope mechanism,
point automatically extends when pen is pulled to full length



R 033 333 Fine-lead pencil, Nautic blue, telescope mechanism, 0.7 mm,
also available as R 003 332 Fine-lead pencil, 0.5 mm



R 033 310 Ballpoint, matt silver, telescope mechanism,
point automatically extends when pen is pulled to full length



R 033 331 Fine-lead pencil, matt silver, telescope mechanism, 0.7 mm,
also available as R 033 330 Fine-lead pencil, 0.5 mm

rotring Jazz

The Jazz is reliable like a ballpoint and

free and easy like a rollerball – ideal for

creative people. Instead of a cap it

features an automatic point retraction

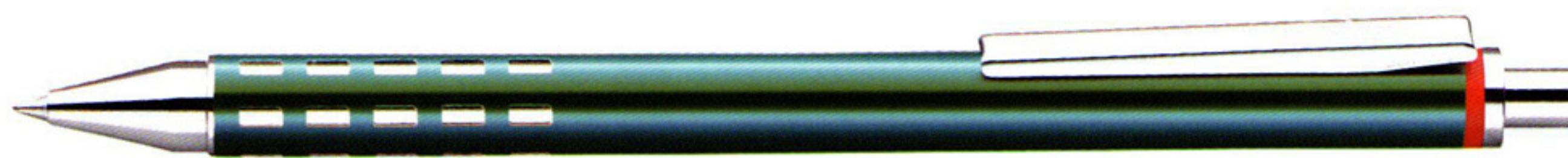
system to keep pockets clean. Two new

Changing Colors versions make the Jazz

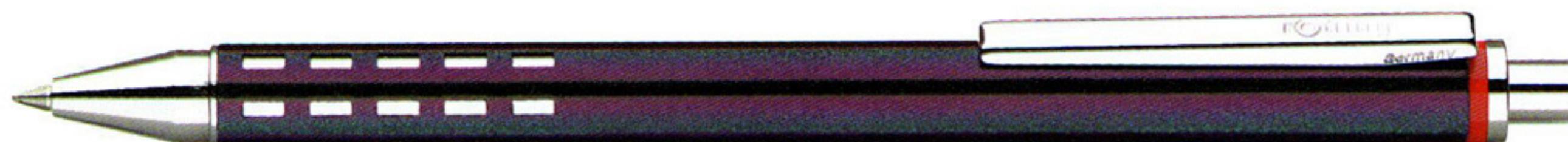
even livelier, with a finish that changes

colour depending on how you look at it.

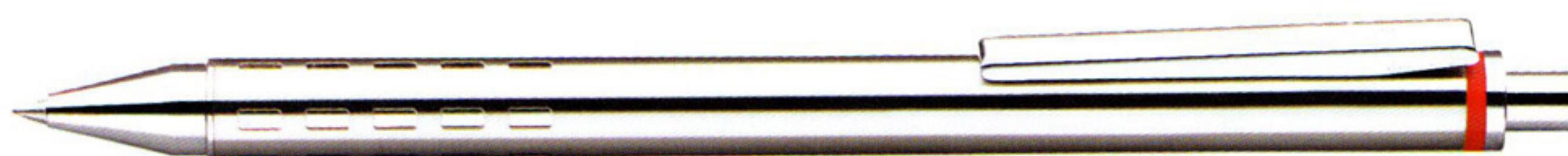
Jazz



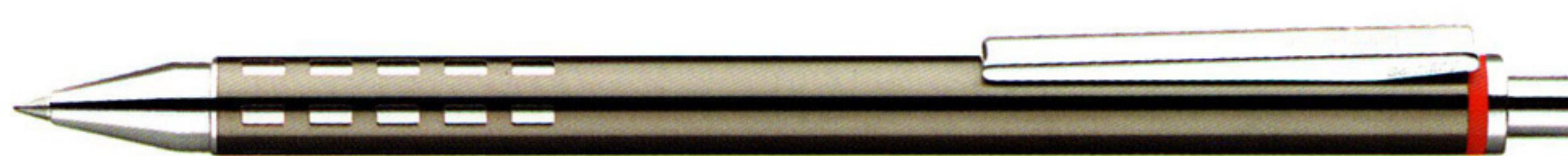
R 502 731 Capless rollerball, Beacon blue, automatic point retraction



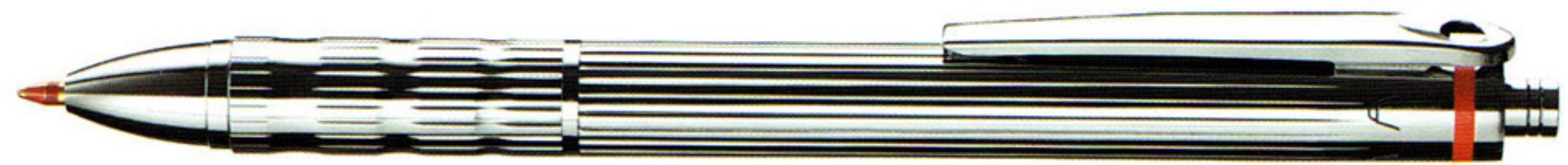
R 502 732 Capless rollerball, Royal Purple, automatic point retraction



R 502 719 Capless rollerball, silver, automatic point retraction



R 502 718 Capless rollerball, graphite, automatic point retraction

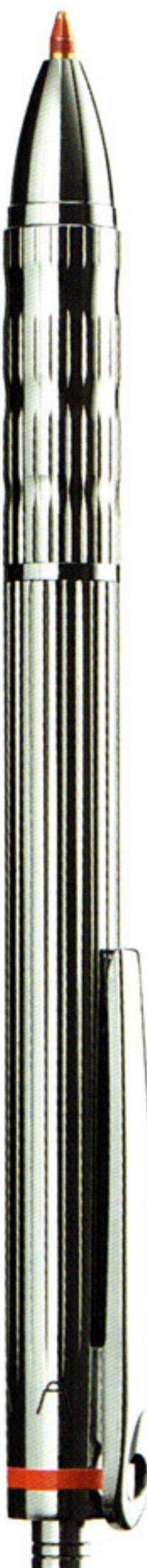


Versatile

rotring Multipens

A single multipen gives the user up to four different options. With this kind of versatility, everything is right at hand, whether ballpoint, fine-lead pencil or marker.

The Multipen quattro data even has an input point for PC touchscreens! The new quattro executive is an upscale version, with a guilloche finish to set off the intrinsic beauty of its metal barrel as it softly gleams in the light. Its automatic point retraction further distinguishes it from the other multipens and helps keep even forgetful users' pockets clean.



R 503 702 quattro-pen executive, all-metal barrel with high-gloss finish, automatic point retraction, black and red ballpoints, 0.5 mm pencil, orange highlighter



R 503 701 quattro-pen data, black finish, input point, black ballpoint, 0.5 mm pencil, orange highlighter



rotring Multipens



R 502 701 quattro-pen hi-lite, black finish, black and red ballpoints,
0.5 mm pencil orange highlighter



R 502 700 quattro-pen, graphite finish, blue, black and red ballpoints, 0.5 mm pencil



R 502 711 trio-pen hi-lite, black finish, black ballpoint, 0.7 mm pencil, orange highlighter

rotring

rotring Multipens



R 502 705 trio-pen, 3 pencil points (0.35 mm, 0.5 mm, 0.7 mm)



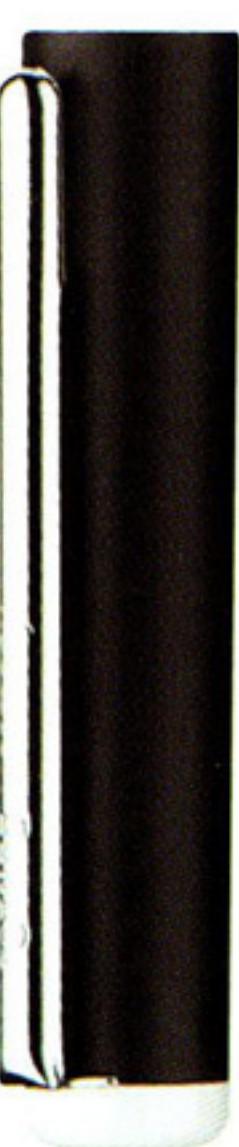
R 502 715 trio-pen, silver finish, blue and red ballpoints, 0.5 mm pencil



R 502 710 trio-pen, black finish, blue and red ballpoints, 0.5 mm pencil

rotring

Multipen



Artistic

rotring ArtPen

The ArtPen brings a new enjoyment to personal artistic expression with the written word. Its calligraphic nib makes any piece of writing into a work of art to delight the writer and reader alike.



R 250 100 (M nib)** Fountain pen, stainless steel nib, acrylic resin, matt



A 23 321 ArtPen tray for perfect presentation of the ArtPens

**Also available in EF, F, B, BB, 0.6 italics, 0.9 italics, 1.1, 1.5, 1.9, 2.3, 2.7 Art. No. see cover

rotring



Having a great time

rotring Smartpen

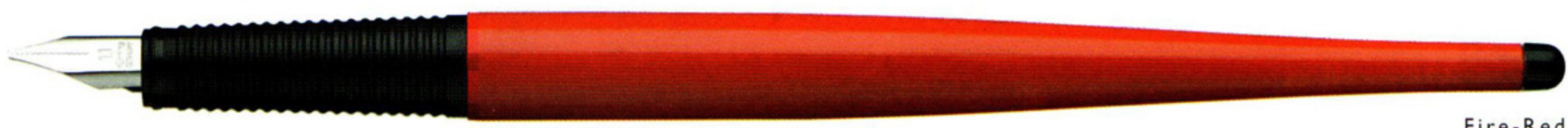
The Smartpen expresses

a youthful way of life. Its

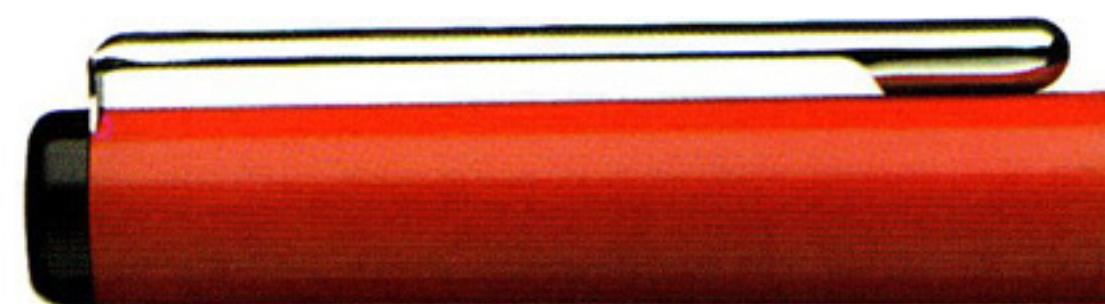
calligraphic tip brings the

fun of expressive writing

to everyday writing.



Fire-Red



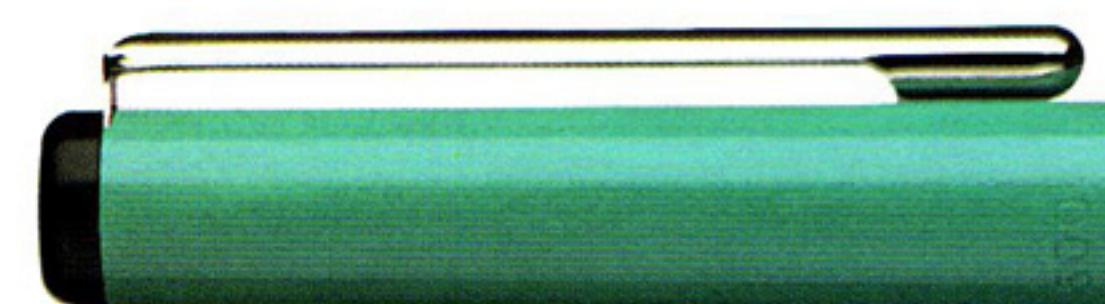
Cobalt-Blue



Sunny-Yellow



Emerlad-Green



R 250 371 Fountain pen, stainless-steel nib, 25 each in assorted colours and nib sizes, nib sizes 1.1 and 1.5

Smartpen

rotring



Cool

A core is an extraordinary pen.

core is special. core reflects a lifestyle

and reveals the owner's personality. The

combination of aluminium, plastic and

rubber makes it appeal to young people and

fresh thinking individuals.

It's a core you need!!



core lysium, aluminium barrel
R 022 454 Fountain pen XS, R 022 464 Fountain pen XL, R 022 469 Rollerball



core eternium, aluminium barrel
R 022 452 Fountain pen XS, R 022 462 Fountain pen XL, R 022 467 Rollerball



core tecnor, aluminium barrel
R 022 450 Fountain pen XS, R 022 460 Fountain pen XL, R 022 465 Rollerball



core titanium, aluminium barrel
R 022 451 Fountain pen XS, R 022 461 Fountain pen XL, R 022 466 Rollerball



core coridium, aluminium barrel
R 022 453 Fountain pen XS, R 022 463 Fountain pen XL, R 022 468 Rollerball



Adapts to fit



R 022 401 Fountain pen, stainless steel nib with iridium tip, adapts to a child's individual writing style, available immediately



R 022 420 Clutch pencil, 2 mm lead, ergonomic grip



rotring Primus

Here's a rotring for
the very young. The cutaway
grip and wooden barrel keep
it in the perfect hand
position, while the nib has
enough give to respect a child's
individual hold. The pencil model
needs no sharpening. The Primus
is designed to let children
be who they are.



Primus



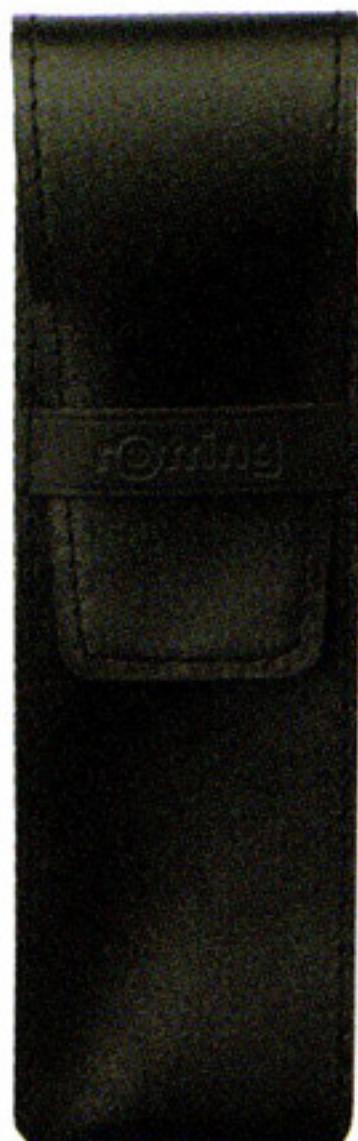
Decorative



R 026 899 Snap case, leather, for up to
4 writing instruments

Accessoires,

These accessories lend a special touch to two to four writing instruments. There are classic leather carrying cases as well as decorative plastic and cardboard cases to dress up a personal gift.



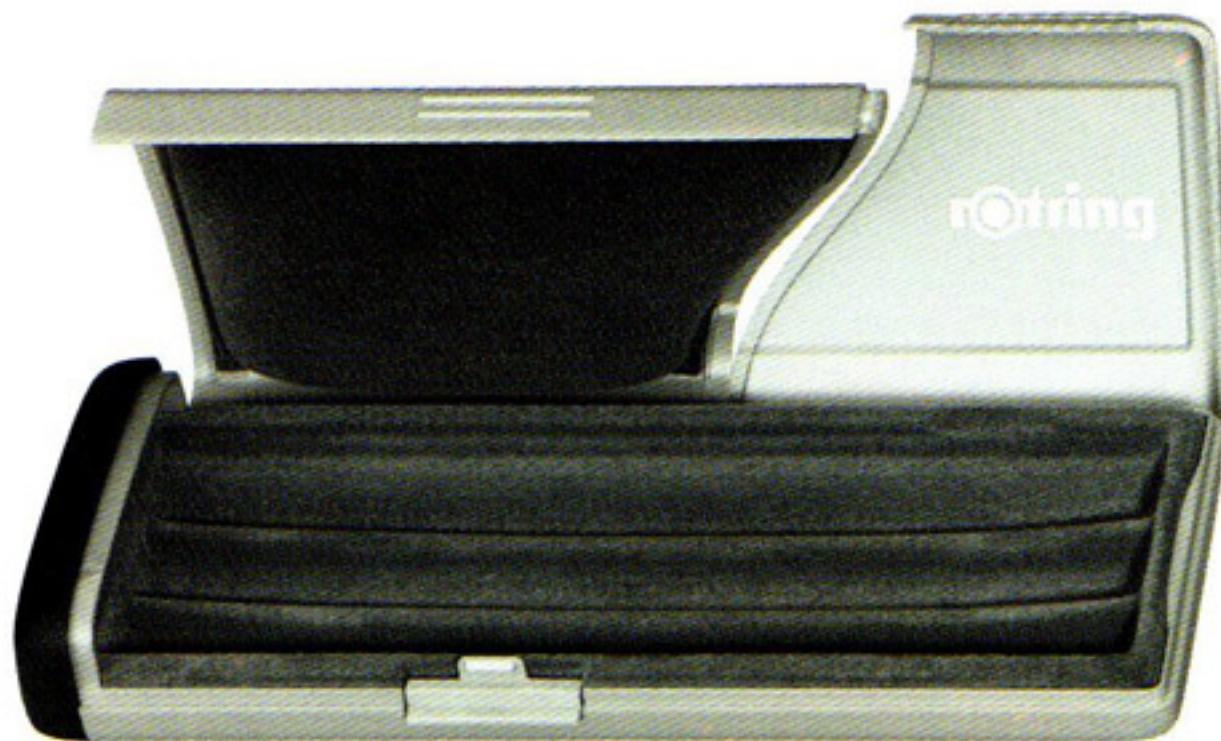
R 026 799 Flap case, leather, for
1-3 writing instruments



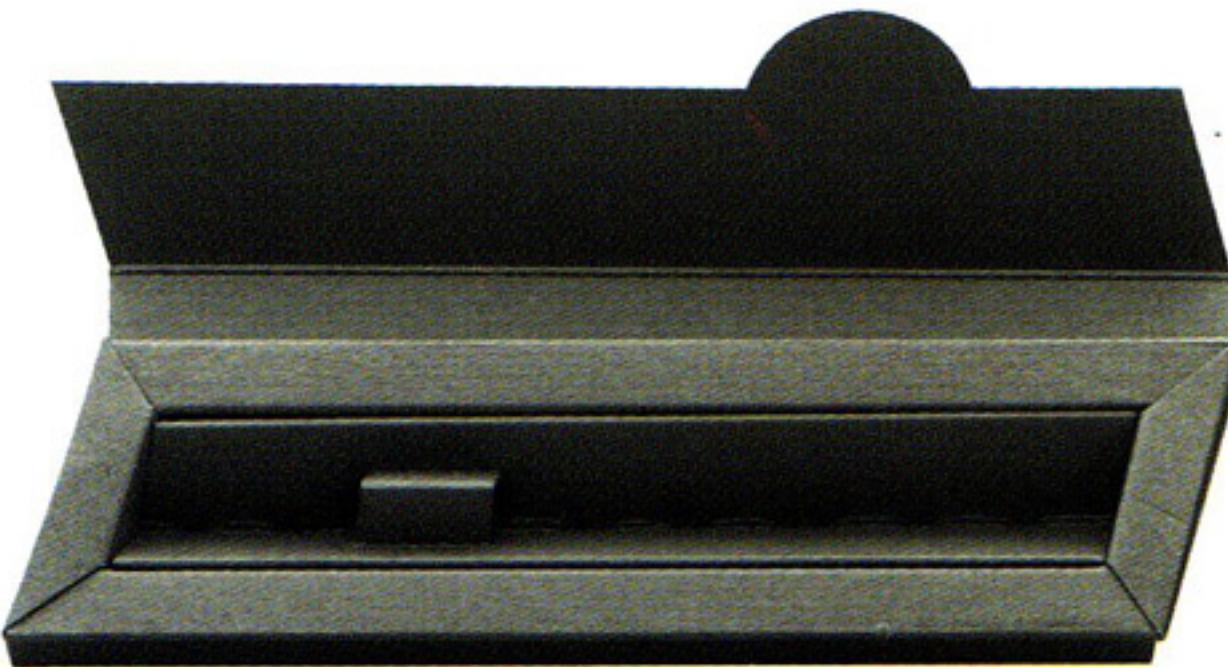
R 026 099 Gift case of corrugated cardboard
for 1 writing instrument



R 026 897 Gift case, plastic, for
1 writing instrument, also available as
R 026 898 for 2 writing instruments



R 026 009 Gift case, plastic,
for 1 or 2 writing instruments



R 026 599 Gift case, cardboard,
for 1 writing instrument, also available as
R 026 699 for 2 writing instruments



Engraving

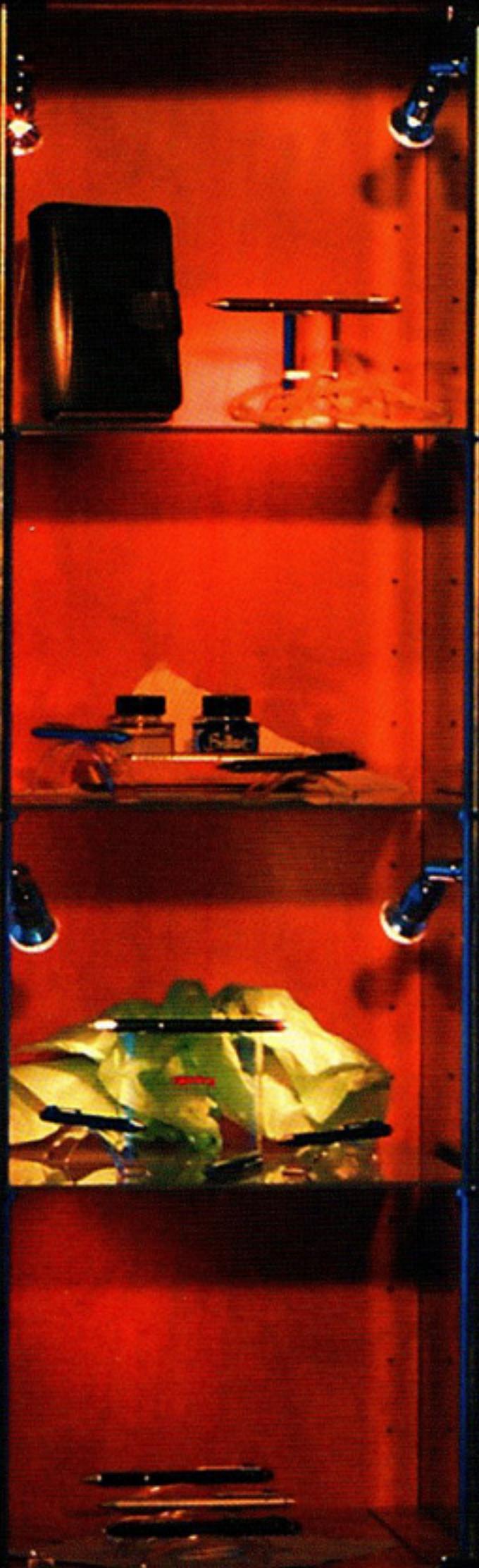
It's theirs to keep

with an engraved

name or dedication.

rotring

rOtring



rOtring

A 22 182

A 22 180

rOtring



A 22 181

Presentation systems

Rotring presentation systems underscore

the attractiveness of rotring writing

instruments. Secure behind glass, the

pens are irresistible in the cleanly styled

rosewood-finish cases and set off by

sophisticated lighting design.

A 22 180

Standing showcase, with locking
bottom storage case with metal furniture,
includes Decoration set with 6 different
product displays.

Dimensions: 450 x 433 x 2120 mm

A 22 182

Counter, showcase with 9 writing
instrument trays, pull-out tableaus, locking
storage drawer, includes Decoration set with
6 different product displays.

Dimensions: 1000 x 650 x 1000 mm

A 22 181

Countertop showcase, includes
Decoration set with 6 different product displays.

Dimensions: 410 x 407 x 1040 mm



Guarantee

The red ring is a symbol of quality recognised around the world. Every rotring writing instrument is created of the highest quality materials and subjected to the strictest quality control.

We guarantee all rotring writing instruments against material or manufacturing faults for five years. This guarantee applies to you and your customer as of the date of purchase, anywhere in the world.

To ensure proper functioning we recommend always using rotring refills, leads, inks and accessories. This guarantee does not cover damage or faults arising from the application of force, improper handling, or improperly performed repairs by third parties.

ArtPen program		rotring gift cases		Brilliant ink
R 250 000	Sketch	EF	R 026 009	Box of 6 cartridges
R 250 001	Sketch	F	R 026 099	R 598 203 turquoise
R 250 090	Sketch-Set		R 026 599	R 598 210 red
R 250 100	Lettering	M	R 026 699	R 598 204 violet
R 250 101	Lettering	B	R 026 897	R 598 211 green
R 250 102	Lettering	BB	R 026 898	R 598 205 royal blue
R 250 190	Lettering-Set			R 598 212 black
R 250 200	Calligraphy	0.6		R 598 207 brown
R 250 202	Calligraphy	0.9		R 598 213 ultramarine
R 250 201	Calligraphy	1.1		
R 250 203	Calligraphy	1.5		
R 250 205	Calligraphy	1.9		
R 250 207	Calligraphy	2.3		
R 250 209	Calligraphy	2.7		
R 250 290	Calligraphy-Set			
R 250 291	Calligraphy-Set			
R 250 292	Calligraphy-Set			
core		Initial replacement nibs		Refills for Multipens
Fountain pen		R 700 870	EF	ballpoint refills
R 022 450	tecnor	XS		R 074 420 blue
R 022 460	tecnor	XL		R 074 422 red
R 022 451	titanium	XS		R 074 421 black
R 022 461	titanium	XL		highlighter refills
R 022 452	eternium	XS		R 074 423 orange
R 022 462	eternium	XL		R 074 425 blue
R 022 453	coridium	XS		R 074 424 pink
R 022 463	coridium	XL		R 074 426 green
R 022 454	lysium	XS		input point refill
R 022 464	lysium	XL		R 074 423
Rollerball				
R 022 465	tecnor			Ballpoint refills
R 022 466	titanium			R 074 450 blue
R 022 467	eternium			R 074 456 black
R 022 468	coridium			
R 022 469	lysium			Rollerball refills
Smartpen		ArtPen/Smartpen* front sections		R 074 510 blue, for Newton, Esprit
R 250 371		R 700 361	XS	R 074 516 black, for Newton, Esprit
rotring Primus		R 700 362	XS	R 074 520 blue, only for Jazz
R 022 401	fountain pen	R 700 363	XL	R 074 526 black, only for Jazz
R 022 420	Cutch pencil	R 700 364	XL	R 074 550 blue, only for core
rotring accessories		R 700 365	XL	R 074 556 black, only for core
R 026 799	flap case			
R 026 899	snap case, leather			
rotring gift cases		Sketch		Fine leads, high-polymer
		R 251 000	EF	0.5 mm
		R 251 001	F	R 505 507 B
Lettering				R 505 508 HB
		R 251 100	M	R 505 510 H
		R 251 101	B	0.7 mm
		R 251 102	BB	R 505 707 B
Calligraphy				R 505 708 HB
		R 251 200	0.6 italics	R 505 710 H
		R 251 202	0.9 italics	
		R 251 201	1.1*	Converter
		R 251 203	1.5*	R 251 300
		R 251 205	1.9	
		R 251 207	2.3	
		R 251 209	2.7	

rotring Initial

Fountain pen	Mechanical pencil		
R 504 010 matt chrome	EF R 502 918 Lava	0,5	duo - pen
R 504 011 matt chrome	F R 502 919 Lava	0,7	R 033 047 black & gold
R 504 012 matt chrome	M R 502 915 silver	0,5	R 033 030 matt silver
R 504 014 matt chrome	B R 502 917 silver	0,7	R 033 045 nautic blue
R 504 000 blue	EF R 502 905 black	0,5	R 033 040 tourmaline green
R 504 001 blue	F R 502 907 black	0,7	
R 504 002 blue	M R 502 942 Lava		rotring Esprit mini
R 504 004 blue	B R 502 941 silver		Ballpoint pen
R 504 020 black	EF R 502 940 black		R 033 314 black & gold
R 504 021 black	F		R 033 313 nautic blue
R 504 022 black	M		R 033 310 silver
R 504 024 black	B		R 033 312 tourmaline green
Rollerball	rotring Esprit		R 033 311 red
R 504 110 matt chrome	Fountain pen		Mechanical pencil
R 504 100 blue	R 033 086 black & gold	EF	R 033 338 black & gold
R 504 120 black	R 033 087 black & gold	F	R 033 339 black & gold
Ballpoint pen	R 033 088 black & gold	M	R 033 332 nautic blue
R 504 210 matt chrome	R 033 089 black & gold	B	R 033 333 nautic blue
R 504 200 blue	R 033 050 matt silver	EF	R 033 330 silver
R 504 220 black	R 033 051 matt silver	F	R 033 331 silver
Mechanical pencil	R 033 052 matt silver	M	R 033 334 tourmaline green
R 504 315 matt chrome	R 033 054 matt silver	B	R 033 335 tourmaline green
R 504 317 matt chrome	R 033 080 nautic blue	EF	R 033 336 red
R 504 305 blue	R 033 081 nautic blue	F	R 033 337 red
R 504 307 blue	R 033 082 nautic blue	M	
R 504 325 black	R 033 084 nautic blue	B	rotring Jazz Rollerball
R 504 327 black	R 033 070 tourmaline green	EF	R 502 718 graphite
	R 033 071 tourmaline green	F	R 502 719 silver
	R 033 072 tourmaline green	M	R 502 731 Beacon - Blue
	R 033 074 tourmaline green	B	R 502 732 Royal Purple

rotring Newton

Fountain pen	R 033 026 black & gold		rotring Multipen-Serie
R 502 985 Lava	EF R 033 010 matt silver		R 502 700 quattro-pen
R 502 986 Lava	F R 033 025 nautic blue		graphite
R 502 987 Lava	M R 033 020 tourmaline green		R 502 701 quattro-pen hi-lite
R 502 989 Lava	B Ballpoint pen		black
R 502 960 silver	EF R 033 182 black & gold		R 503 701 quattro-pen data
R 502 961 silver	F R 033 155 matt silver		black
R 502 962 silver	M R 033 181 nautic blue		R 503 702 quattro-pen executive
R 502 964 silver	B R 033 175 tourmaline green		R 502 705 trio-pen
R 502 950 black	EF Mechanical pencil		black
R 502 951 black	F R 502 260 black & gold	0,5	R 502 710 trio-pen
R 502 952 black	M R 502 261 black & gold	0,7	black
R 502 954 black	B R 502 150 matt silver	0,5	R 502 711 trio-pen hi-lite
Rollerball	R 502 157 matt silver	0,7	black
R 502 922 Lava	R 502 258 nautic blue	0,5	R 502 715 trio-pen
R 502 921 silver	R 502 259 nautic blue	0,7	silver
R 502 920 black	R 502 250 tourmaline green	0,5	
Ballpoint pen	R 502 257 tourmaline green	0,7	
R 502 929 Lava			
R 502 931 silver			
R 502 930 black			



Sanford GmbH
P.O.Box 54 10 60
D - 22510 Hamburg
Telefon 0049-40/85 55-0
Telefax 0049-40/85 55 29 88

Sanford UK
Oldmedow Road
King's Lynn
Norfolk, PE30 4JR, England
Tel.: 0044-1553-76 12 21
Fax: 0044-1553-76 65 34

www.sanfordcorp.com

 **SANFORD**®

A Division of
NewellRubbermaid™