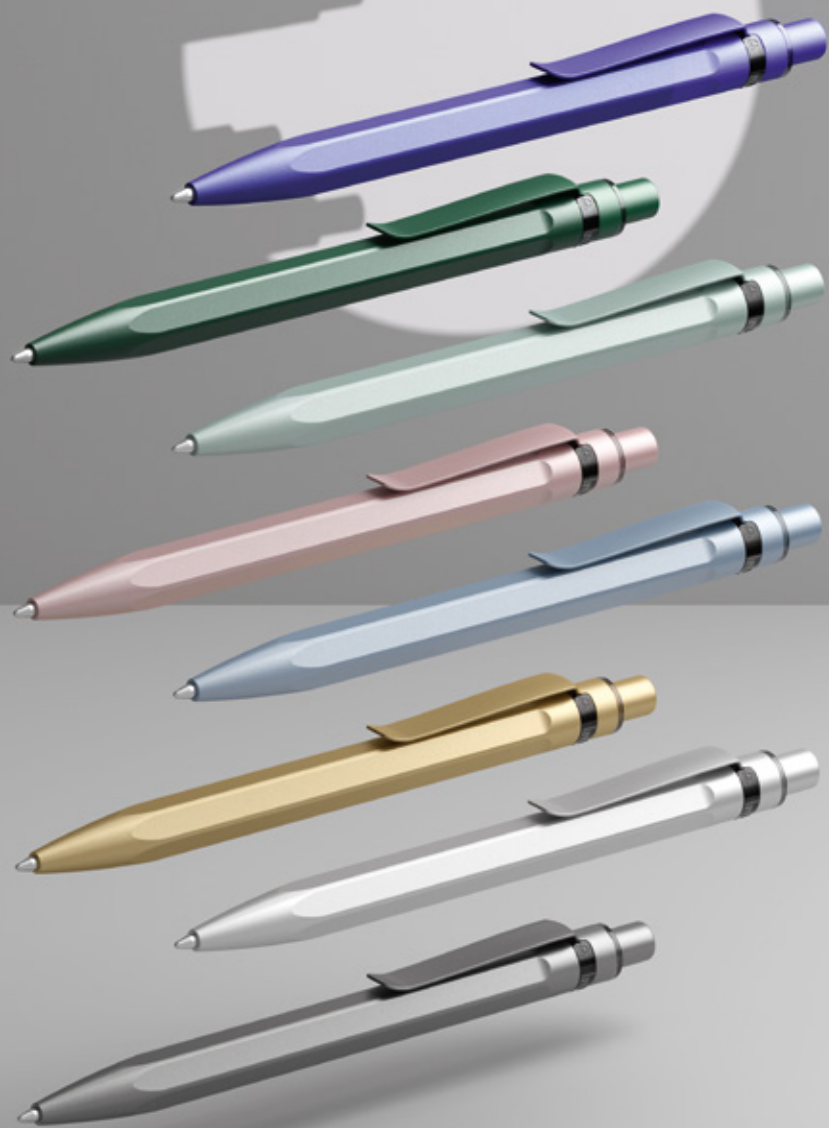


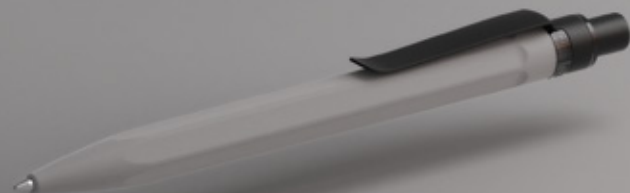
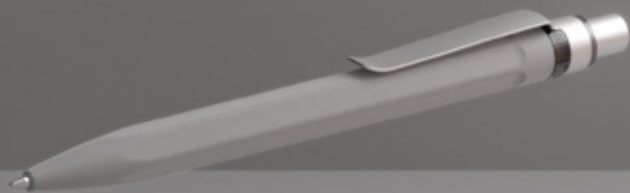
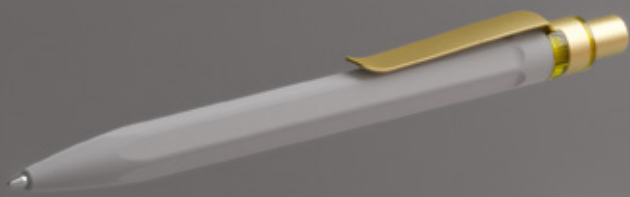


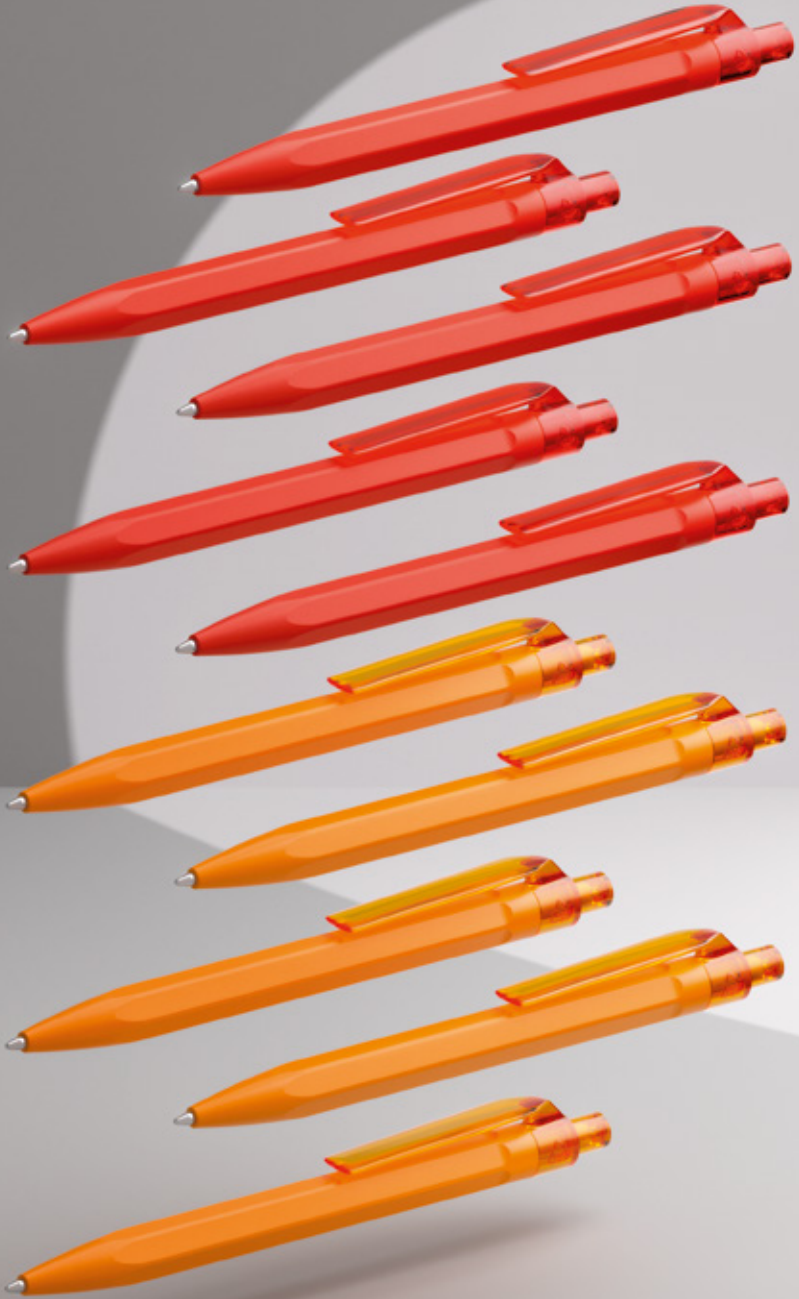
prodir[®]

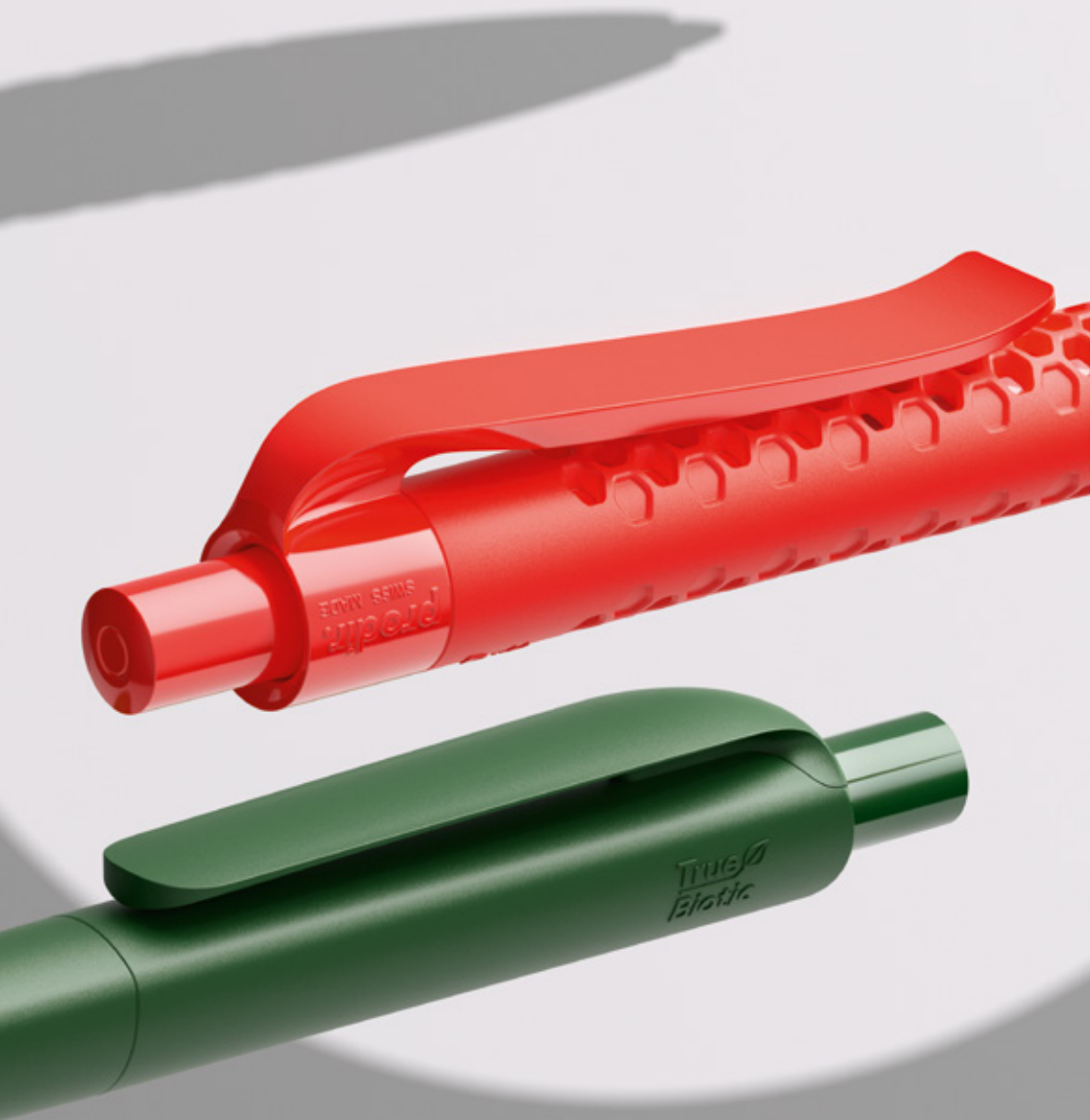
It's the journey, not the destination. It's what you learn along the way. What you give and what you get in return. It's about loving the ups and growing from the downs. It's running when the breeze is at your back. It's taking time to stop and smell the roses. It's about always staying curious, no matter how much experience you accumulate. It's why 50 years feels like we're still just getting started.

Take the long road.





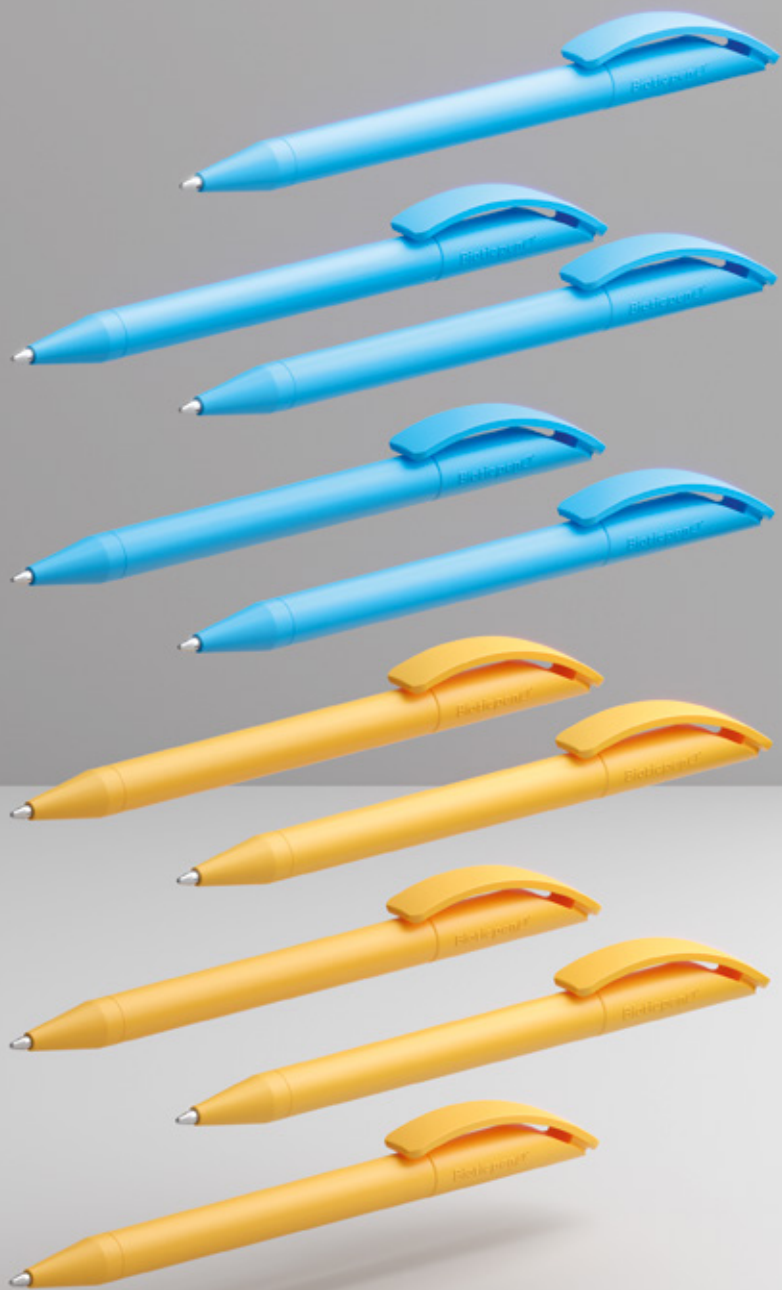




New colours DS3 Biotic

Sustainability comes in many colours. New for this year, DS3 Biotic gives you 40% more colours to choose from. The expanded 11 colour palette now includes warm glowing Sunflower, high flying Flamingo, sturdy resilient Cactus, and the gently flowing tranquility of River Blue. With one single colour from cap to clip to tip and three generous print areas for brand messages, DS3 offers a stand out canvas for brand communication. DS3 Biotic Pens are made of biobased plant-based plastics (PLA) which are biodegradable according to EN 13432, proving that brands can afford to choose when it comes to more sustainable communication.





Our collection

QS models

QS00
pp. 84-85



QS01
pp. 60-63



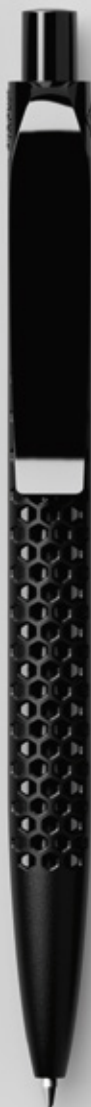
QS03
pp. 64-67



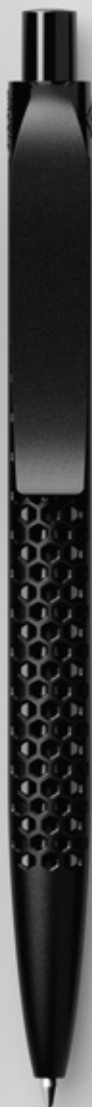
QS20
pp. 68-71



QS40 Air
pp. 72-75



**QS40
True Biotic**
pp. 76-77



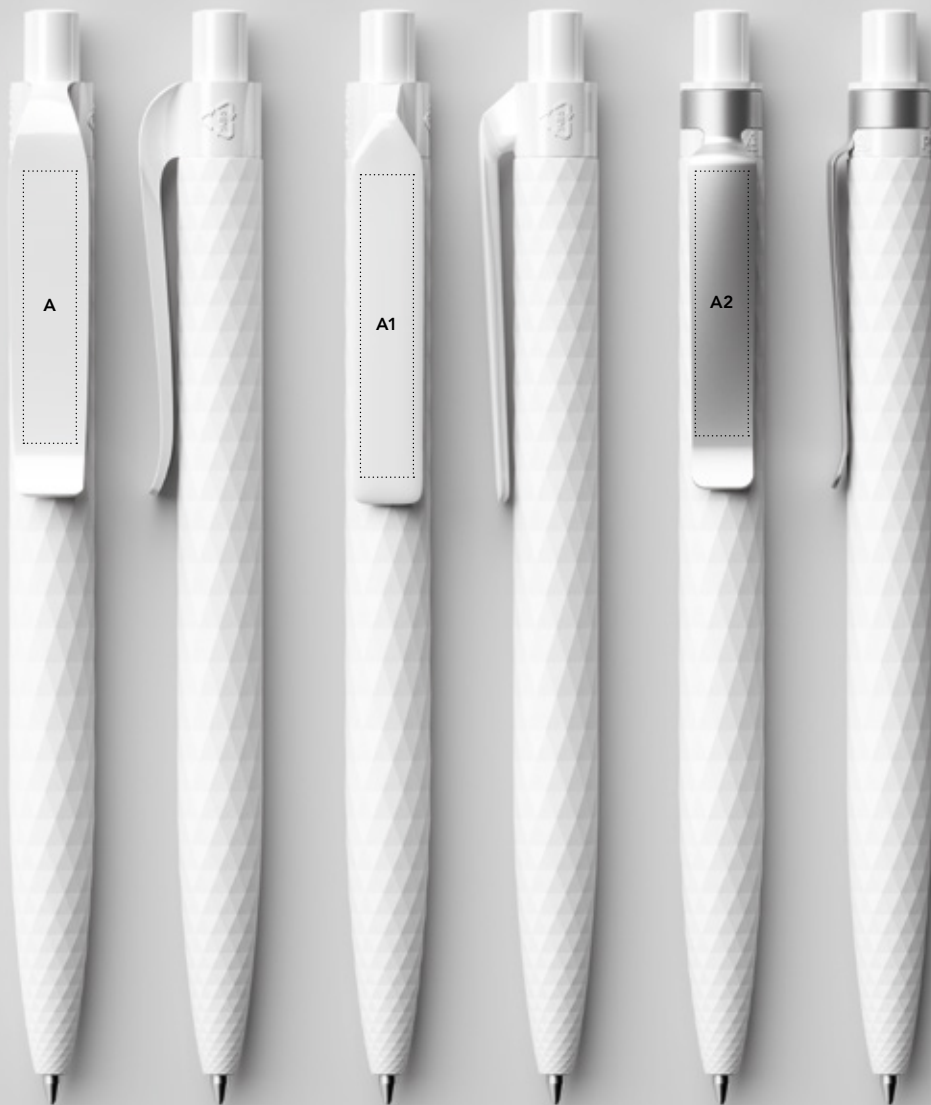
QS50
pp. 78-81



QS Stone
pp. 82-83



QS01



Colours and surfaces

Body

Matt



Soft touch

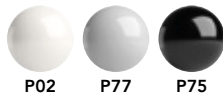


Flat and curved plastic clip

Transparent



Polished



Metal clip

Satin finish metal

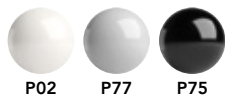


Clip holder (only with metal clip)

Transparent

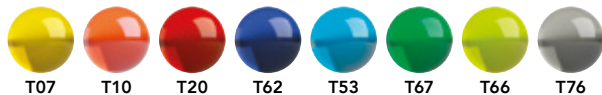


Polished

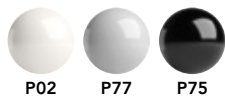


Button

Transparent



Polished



Satin finish metal



Chrome finish metal



QS03



Colours and surfaces

Body

Matt



M75

Soft touch



R75

Flat and curved plastic clip

Transparent



T07

T10

T20

T62

T53

T67

T66

Polished



P02

P77

P75

Metal clip

Satin finish metal

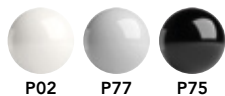


Clip holder (only with metal clip)

Transparent

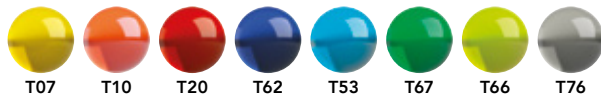


Polished

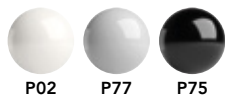


Button

Transparent



Polished



Satin finish metal



Chrome finish metal



QS20



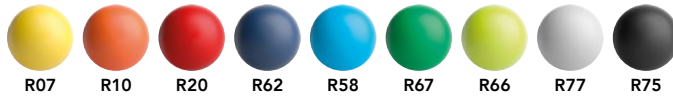
Colours and surfaces

Body

Matt



Soft touch

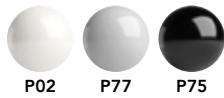


Flat and curved plastic clip

Transparent



Polished



Metal clip

Satin finish metal

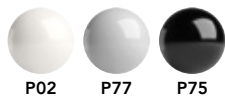


Clip holder (only with metal clip)

Transparent



Polished

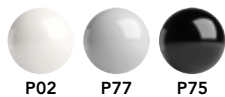


Button

Transparent



Polished



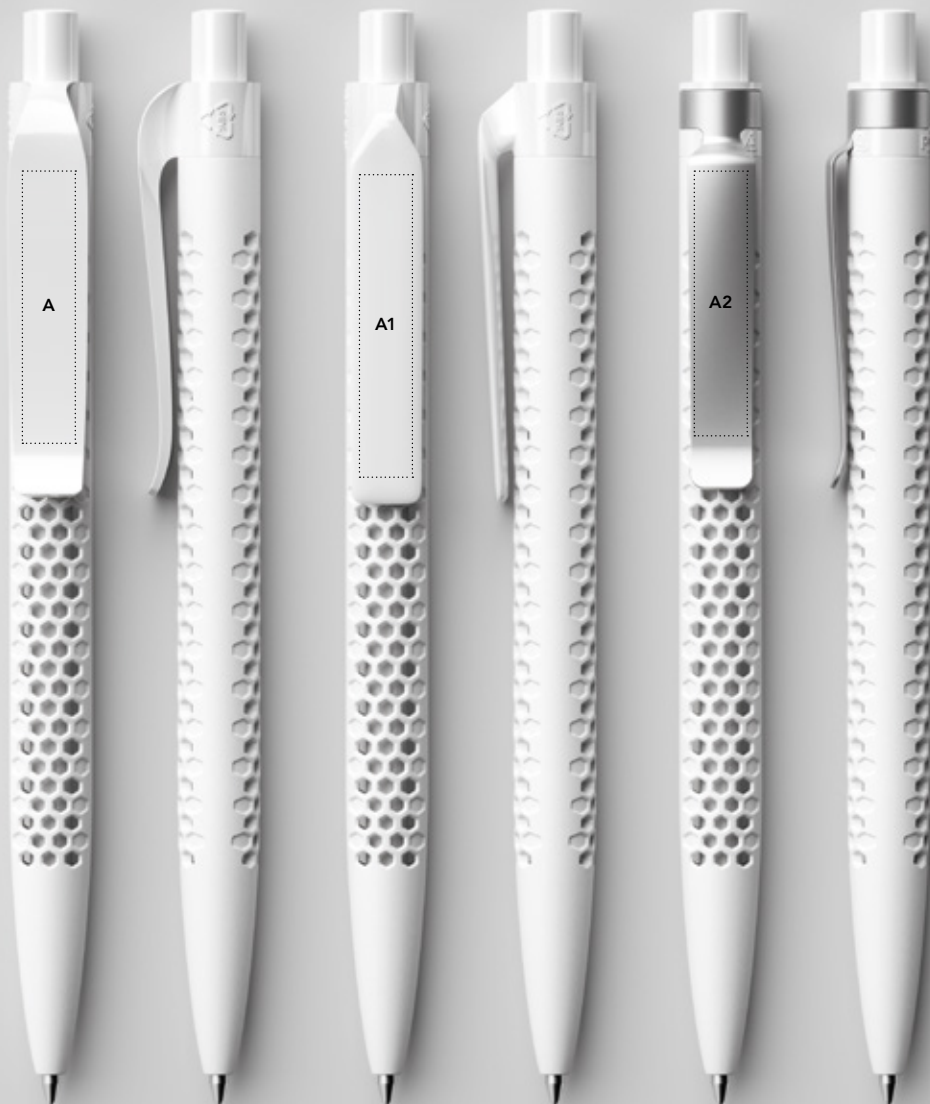
Satin finish metal



Chrome finish metal



QS40 Air



Colours and surfaces

Body

Matt



Soft touch

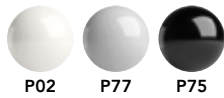


Flat and curved plastic clip

Transparent



Polished



Metal clip

Satin finish metal

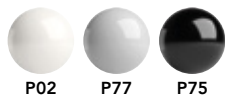


Clip holder (only with metal clip)

Transparent

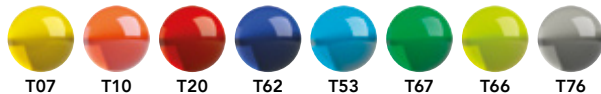


Polished



Button

Transparent



Polished



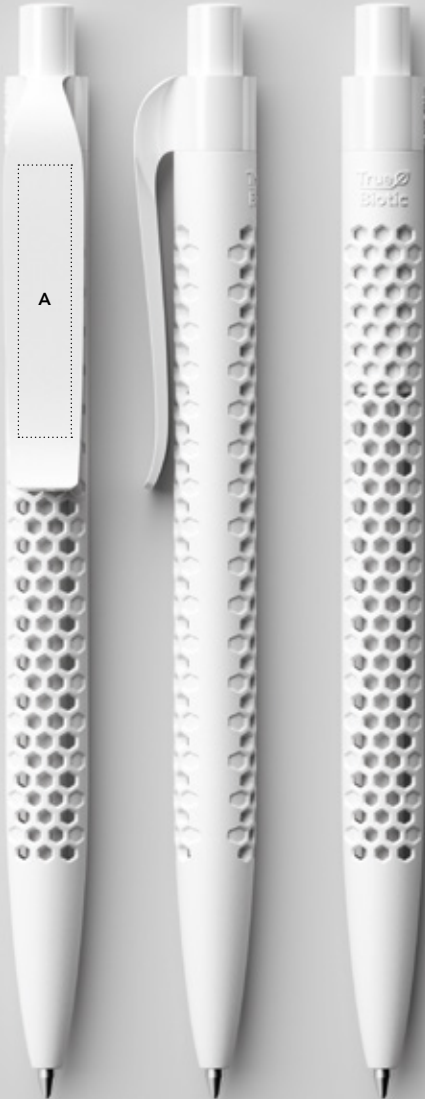
Satin finish metal



Chrome finish metal



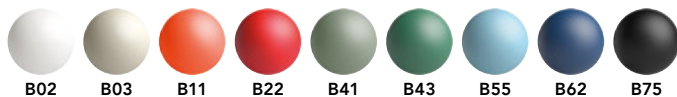
QS40 True Biotic



Colours and surfaces

Body and curved clip

True Biotic Matt



Button

True Biotic Polished

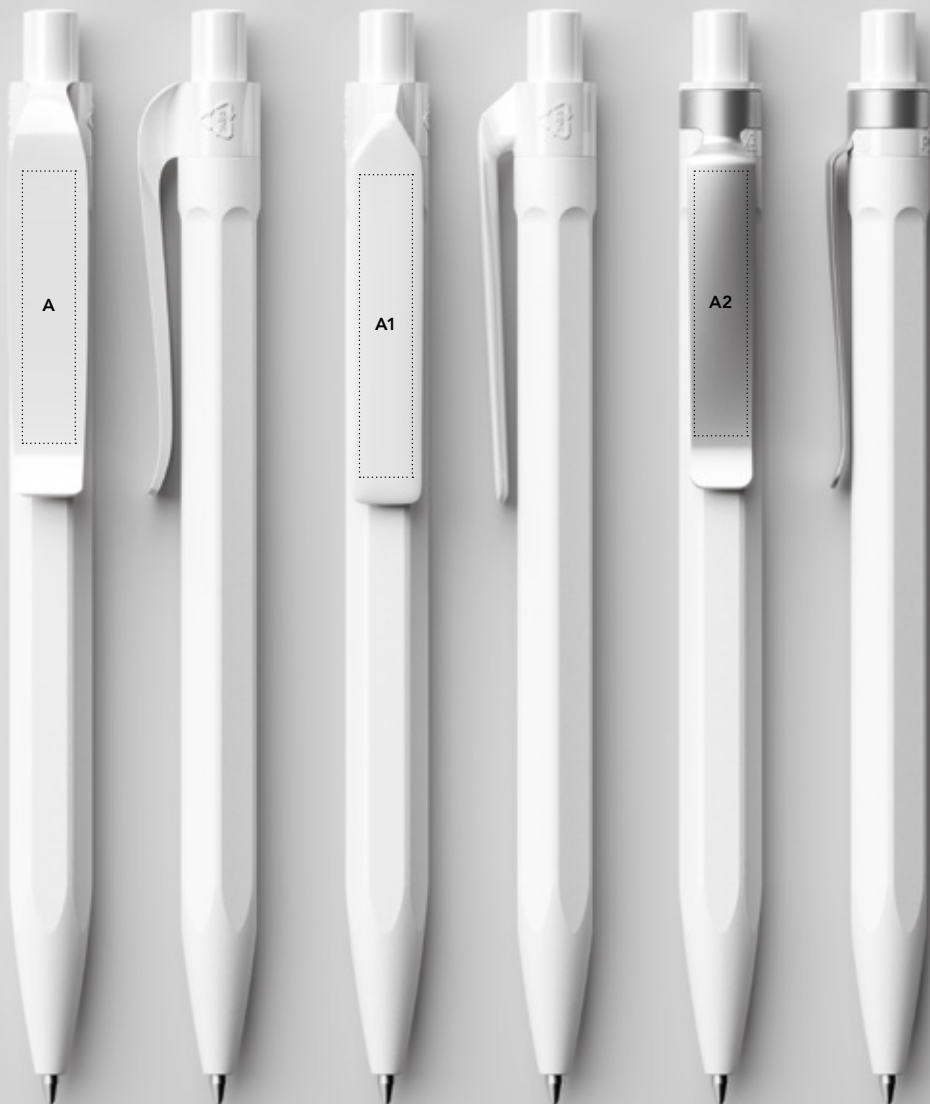


Made from non-toxic, biobased and biodegradable biopolymers (PHA).

Print areas

	mm	Inch	Print	Notes
A Curved clip	36 × 7	1,41 × 0,28	6 colours	-
with QR Code	36 × 7	1,41 × 0,28	2 colours + white layer	-

QS50



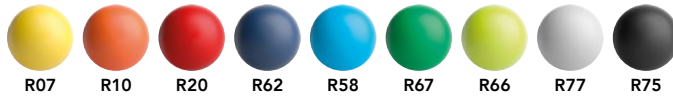
Colours and surfaces

Body

Matt



Soft touch

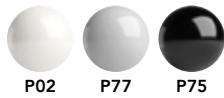


Flat and curved plastic clip

Transparent



Polished



Metal clip

Satin finish metal

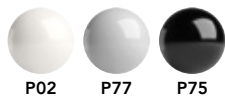


Clip holder (only with metal clip)

Transparent



Polished

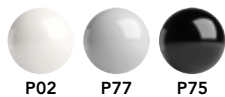


Button

Transparent



Polished



Satin finish metal



Chrome finish metal



QS01, QS20, QS50

Stone



Colours and surfaces

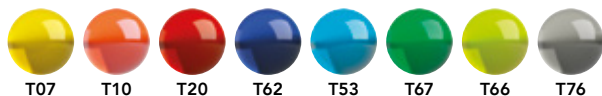
Body

Stone



Button

Transparent



Polished



Satin finish metal



Chrome finish metal



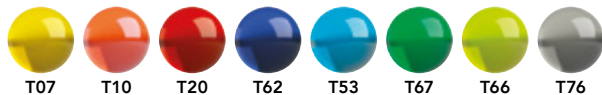
Metal clip

Satin finish metal



Clip holder

Transparent



Polished



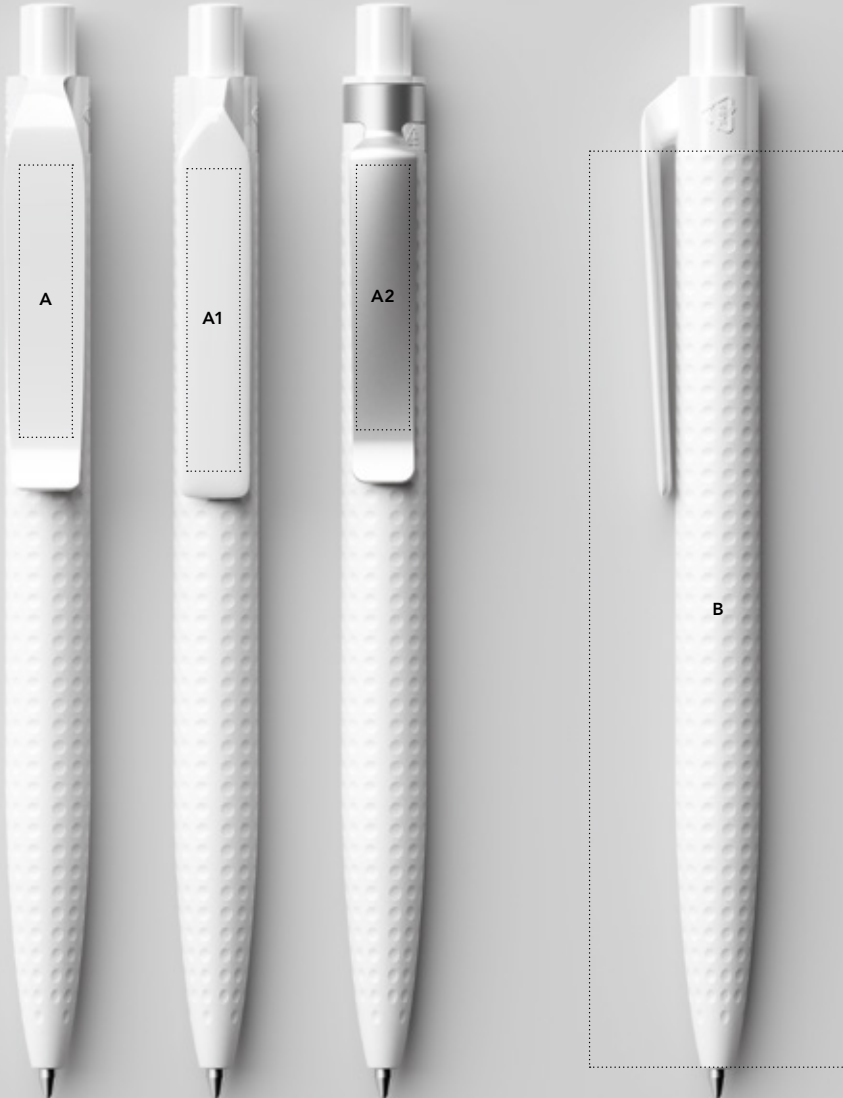
Made from 50% recycled plastic enriched with minerals.

* Colours available only for QS50 Stone.

Print areas

	mm	Inch	Print	Notes
A2 Metal clip	35 × 7	1,38 × 0,28	5 colours	Pad printing or laser engraving (Not available for S16)

QS00



Colours and surfaces

Body (Personalized 3D surface and colour)

Matt



PMS

Matt + Polished



PMS

Soft touch



PMS

Flat and curved plastic clip

Transparent



PMS

Polished



PMS

Metal clip

Satin finish metal



S80



S75



S70



S13



S16



S61

Clip holder

Transparent



PMS

Polished



PMS

Button

Transparent



PMS

Polished



PMS

Satin finish metal



S80



S75



S70



S13



S16



S61

Chrome finish metal



C70

Print areas

	mm	Inch	Print	Notes
A Curved clip	36 × 7	1,41 × 0,28	6 colours	-
with QR Code	36 × 7	1,41 × 0,28	2 colours + white layer	-
A1 Flat clip	40 × 7	1,57 × 0,28	6 colours	-
with QR Code	40 × 7	1,57 × 0,28	2 colours + white layer	-
A2 Metal clip	35 × 7	1,38 × 0,28	5 colours	Pad printing or laser engraving (Not available for S16)
B Body	Personalized Pattern, details deepness 0.15 mm			

DS models

DS1
pp. 88-89



DS2
pp. 90-91



DS3
pp. 92-93



DS3 Biotic
pp. 94-95



DS4
pp. 96-97



DS5
pp. 98-99



DS5
Metal Clip
pp. 100-101



DS6 S Mini
pp. 102-103



DS8
pp. 104-107



DS8
Metal Clip
pp. 108-111



DS8
True Biotic
pp. 112-113



DS11
pp. 114-115



DS1



Colours and surfaces

Cap, body and nose cone

Frosted



F01 F06 F20 F50 F55 F75

Transparent



T01 T10 T20 T50 T55 T47

Matt



M02 M70 M75

Polished



P02 P06 P10 P52 P58 P75

Dot option

Polished



X01 X06 X10 X20 X23 X52 X55 X58 X47 X70 X75

Metal nose cone

Satin finish metal



S70

Chrome finish metal

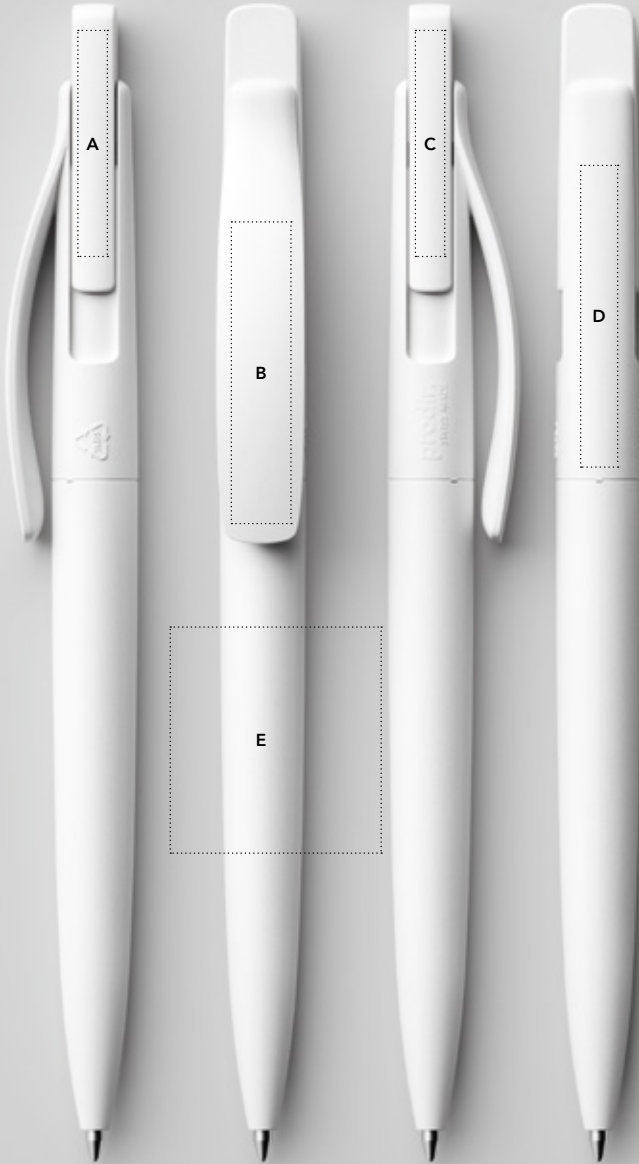


C70

Print areas

	mm	Inch	Print	Notes
A Dot	8×8	0,31×0,31	5 colours	-
B1 Clip	35×7	1,38×0,28	6 colours	-
with QR Code	35×7	1,38×0,28	2 colours + white layer	-
B2 Clip	40×5	1,57×0,20	6 colours	-
C Back cap	23×4	0,90×0,16	1 colour	-
D Body	50×25	1,97×0,98	4 colours	-

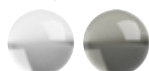
DS2



Colours and surfaces

Cap, body and barrel

Transparent



T01

T76

Matt



M02

M75

Polished



P02

P75

Button

Transparent



T01

T07

T10

T20

T25

T50

T53

T41

T76

Polished



P02

P07

P10

P20

P23

P52

P58

P41

P75

Metal nose cone

Satin finish metal



S70

Chrome finish metal

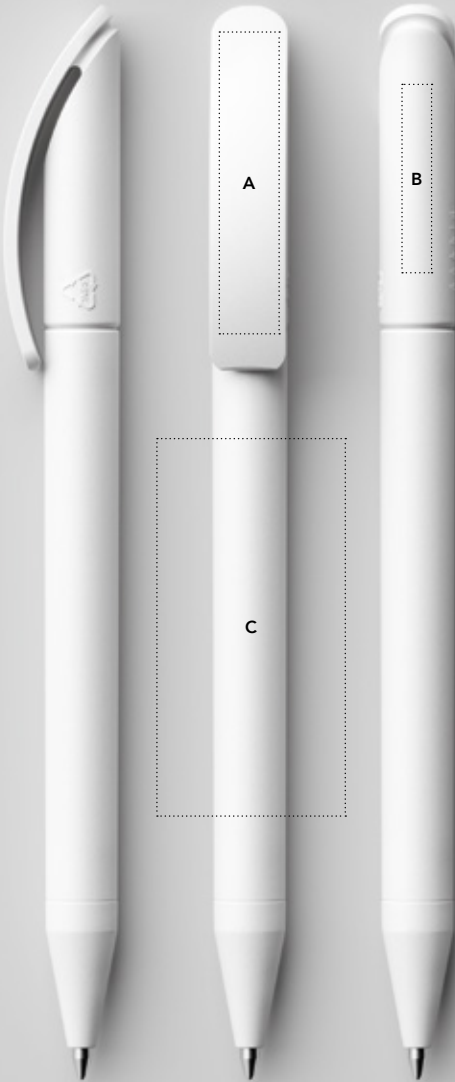


C70

Print areas

	mm	Inch	Print	Notes
A Button (right)	30×4	1,18×0,16	1 colour	-
B Clip	40×8	1,57×0,31	6 colours	-
with QR Code	40×8	1,57×0,31	2 colours + white layer	-
C Button (left)	30×4	1,18×0,16	1 colour	-
D Back cap	40×5	1,57×0,20	1 colour	-
E Body	30×28	1,18×1,10	4 colours	-

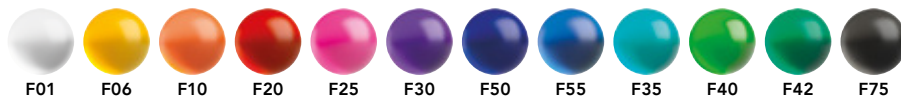
DS3



Colours and surfaces

Cap, body and nose cone

Frosted



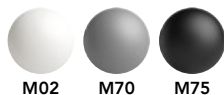
Transparent



Polished



Matt



Soft touch



Ring (Not available for Soft touch surface)

Polished



Metal nose cone

Satin finish metal



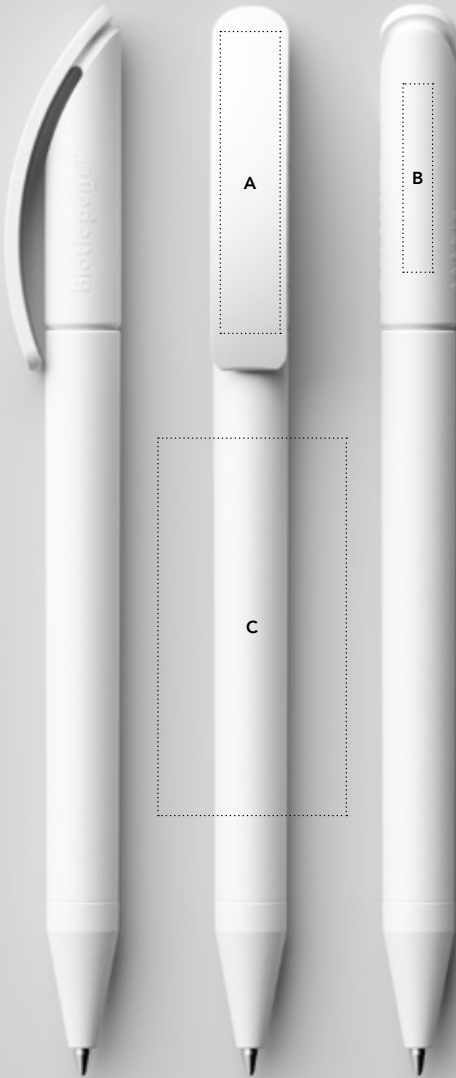
Chrome finish metal



Print areas

	mm	Inch	Print	Notes
A Clip	40 × 8	1,57 × 0,31	6 colours	Soft touch version: 2 colours
with QR Code	40 × 8	1,57 × 0,31	2 colours + white layer	Soft touch version: 1 colour + white layer
B Back cap	25 × 4	0,98 × 0,16	1 colour	-
C Body	50 × 25	1,97 × 0,98	4 colours	Not available for Soft touch surface

DS3 Biotic



Colours and surfaces

Cap, body and nose cone

Biotic



Made from plant-based, biodegradable bioplastic (PLA).

Print areas

	mm	Inch	Print	Notes
A Clip	40 × 8	1,57 × 0,31	6 colours	-
with QR Code	40 × 8	1,57 × 0,31	2 colours + white layer	-
B Back cap	25 × 4	0,98 × 0,16	1 colour	-
C Body	50 × 25	1,97 × 0,98	4 colours	-

DS4



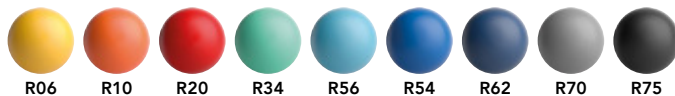
Colours and surfaces

Body and nose cone

Matt

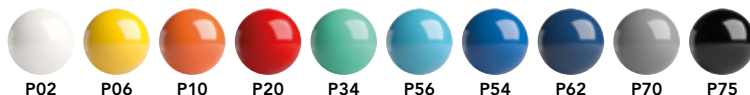


Soft touch



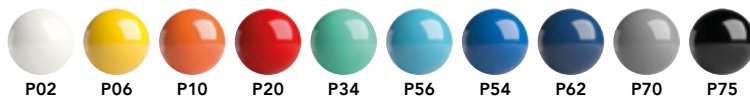
Clip

Polished



Button

Polished



Galvanized satin



Y70

Galvanized chrome

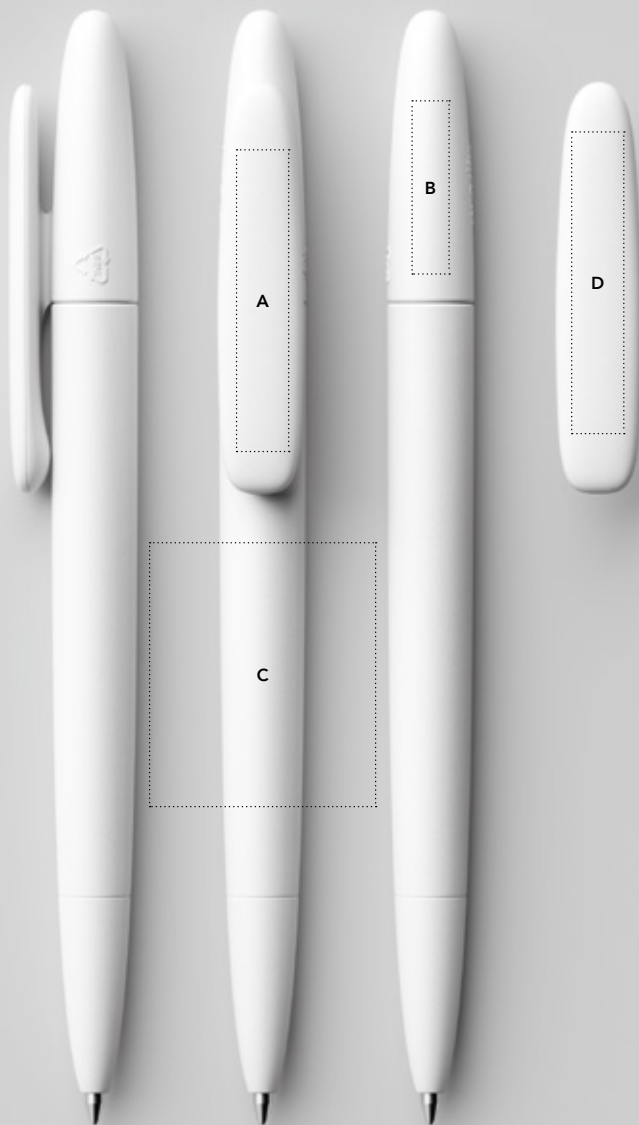


Z70

Print areas

	mm	Inch	Print	Notes	
A	Clip	44 × 8	1,73 × 0,31	6 colours	-
	with QR Code	44 × 8	1,73 × 0,31	2 colours + white layer	-
B	Back side (right)	42 × 6	1,65 × 0,24	2 colours	-
	with QR Code	42 × 7	1,65 × 0,28	2 colours + white layer	Soft touch version: 1 colour + white layer
C	Back side (left)	42 × 6	1,65 × 0,24	2 colours	-
	with QR Code	42 × 7	1,65 × 0,28	2 colours + white layer	Soft touch version: 1 colour + white layer

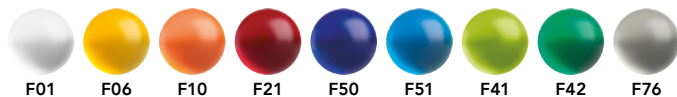
DS5



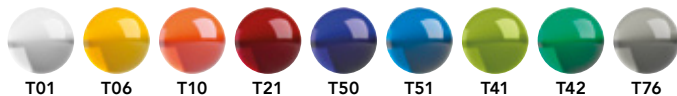
Colours and surfaces

Cap, body and nose cone

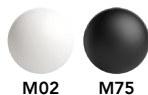
Frosted



Transparent



Matt



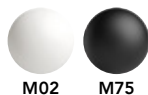
Polished



Soft touch

Clip cover (Available only for Soft touch surface)

Matt



Polished



Metal nose cone

Satin finish metal



Chrome finish metal



Print areas

	mm	Inch	Print	Notes	
A	Clip	40×7	1,57×0,28	6 colours	Soft touch version: 2 colours
	with QR Code	40×7	1,57×0,28	2 colours+white layer	Soft touch version: 1 colour+white layer
B	Back cap	23×5	0,90×0,20	1 colour	-
C	Body	35×30	1,38×1,18	4 colours	Not available for Soft touch surface
D	Clip cover	40×7	1,57×0,28	2 colours	Available only for Soft touch
	with QR Code	40×7	1,57×0,28	2 colours+white layer	-

DS5 Metal Clip



Colours and surfaces

Cap, body and nose cone

Matt

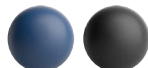


M02

M70

M75

Soft touch



R62

R75

Shell*



E03

Metal clip

Satin finish metal



S13

S61

S70

S75

S80

* Made from 50% recycled plastic enriched with 30% recycled used seashells.

Print areas

	mm	Inch	Print	Notes
A Clip	35×7	1,38×0,28	5 colours	Pad printing or laser engraving

DS6 S Mini



Colours and surfaces

Cap, body and nose cone

Matt

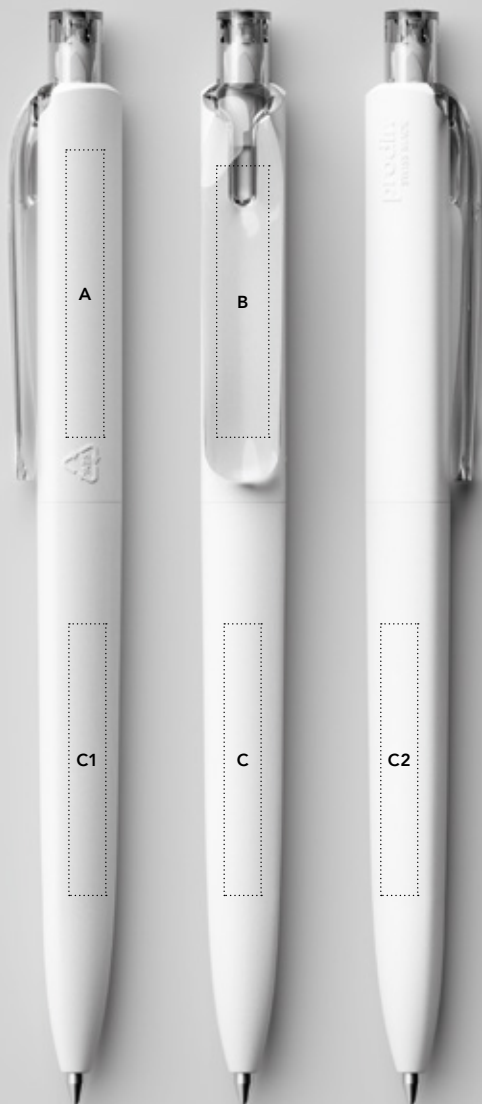


Made from recycled ABS, produced with 40% lower CO2 emissions than standard ABS thanks to a special process.

Print areas

	mm	Inch	Print	Notes
A Clip	33 × 7	1,30 × 0,28	6 colours	-
with QR Code	33 × 7	1,30 × 0,28	2 colours + white layer	-
B Body	40 × 4	1,57 × 0,16	2 colours	-

DS8



Colours and surfaces

Cap and barrel

Matt



Polished



Soft touch



Clip

Transparent



T75

Polished



P02

P75

Button

Transparent



T75

Polished



P02

P75

Satin finish metal



S70

S75

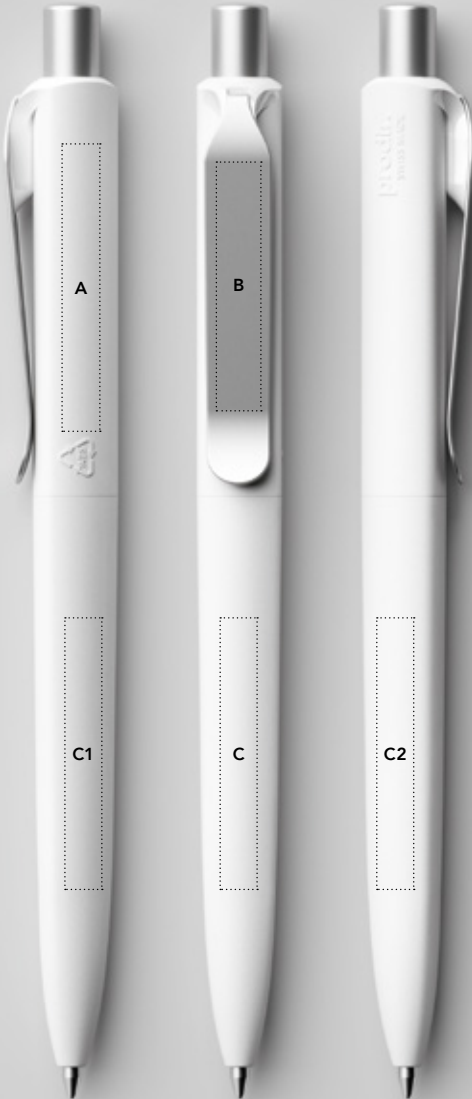
S80

Chrome finish metal



C70

DS8 Metal Clip



Colours and surfaces

Cap and barrel

Matt



Polished



Soft touch



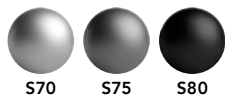
Clip holder

Polished



Metal clip

Polished

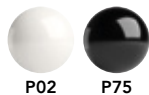


Button

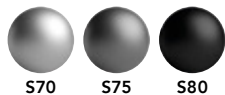
Transparent



Polished



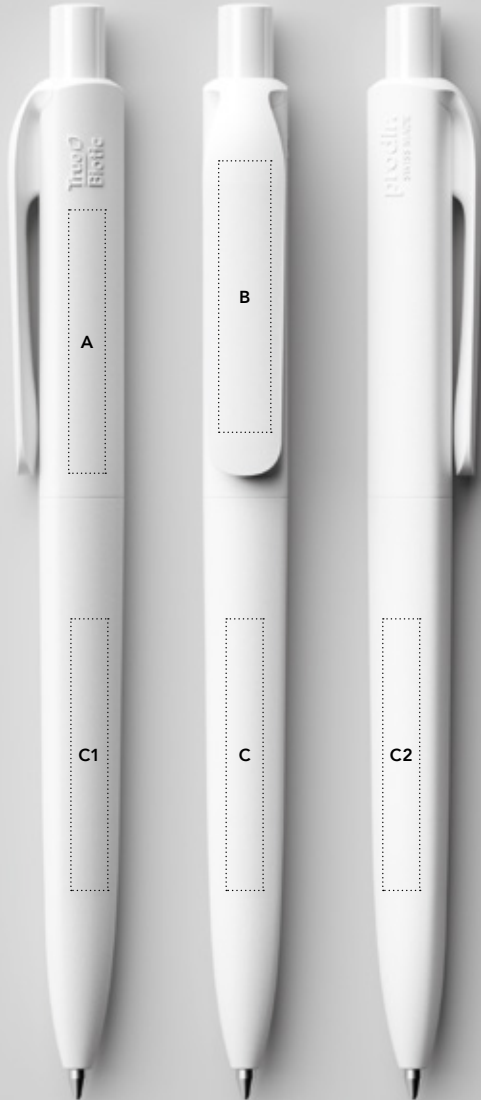
Satin finish metal



Chrome finish metal



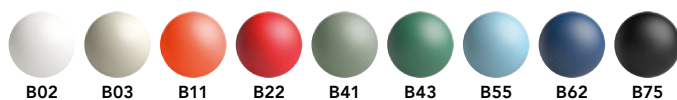
DS8 True Biotic



Colours and surfaces

Body and clip

True Biotic Matt



Button

True Biotic Polished

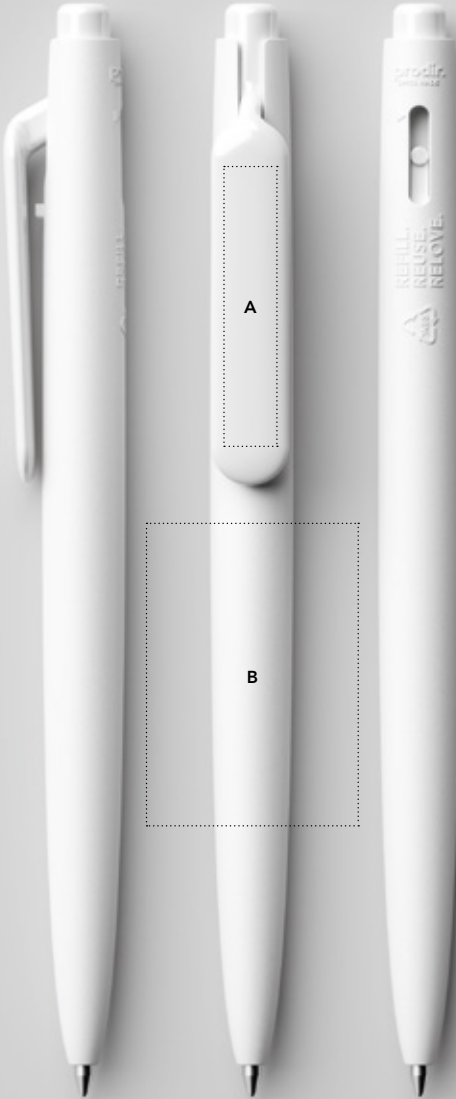


Made from non-toxic, biobased and biodegradable biopolymers (PHA).

Print areas

	mm	Inch	Print	Notes
A Side cap	35 × 5	1,38 × 0,20	2 colours	-
B Clip	36 × 7	1,41 × 0,28	6 colours	-
with QR Code	36 × 7	1,41 × 0,28	2 colours + white layer	-
C Body	36 × 5	1,41 × 0,20	2 colours	-
with QR Code	36 × 7	1,41 × 0,28	2 colours + white layer	-
C1 Side body	36 × 5	1,41 × 0,20	2 colours	-
with QR Code	36 × 7	1,41 × 0,28	2 colours + white layer	-
C2 Side body	36 × 5	1,41 × 0,20	2 colours	-
with QR Code	36 × 7	1,41 × 0,28	2 colours + white layer	-

DS11



Colours and surfaces

Body

Matt



Clip and push button

Polished



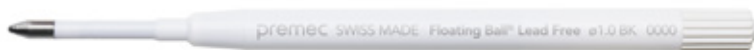
Print areas

	mm	Inch	Print	Notes
A Clip	37 × 7	1,45 × 0,28	6 colours	-
with QR Code	37 × 7	1,45 × 0,28	2 colours + white layer	-
B Body	40 × 28	1,57 × 1,10	4 colours	-

Writing systems

Standard

Floating Ball® 1.0 mm Lead Free



Floating Ball® 1.0 mm Lead Free black casing



Options

Floating Ball® 1.4 mm Lead Free



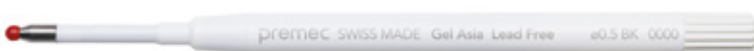
Floating Ball® 1.4 mm Lead Free black casing



Gel Superdry® 0.7 mm Lead Free



Gel Asia® 0.5 mm Lead Free



PS Packaging

PS2
pp. 120-121

**PS7
standard**
p. 124

**PS7
Stone**
p. 125



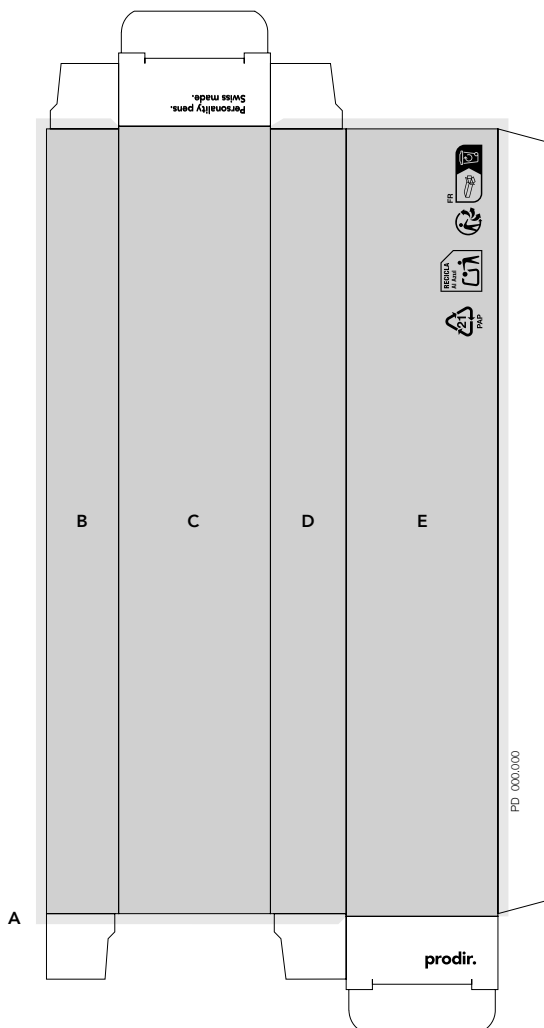
**PS0
True Biotic**
p. 123

**PS0
standard**
p. 122



PS2





Print areas

	mm	Inch	Print
A Total area	150,5 × 86,3	5,92 × 3,40	Four-colour process (CMYK)
B Side area	150 × 13,8	5,9 × 0,54	
C Front	150,6 × 29	5,93 × 1,14	
D Side area	150 × 14,5	5,9 × 0,57	
E Back	150,6 × 29	5,93 × 1,14	

PS0 standard

The standard PS0 eco pouch combines the best of clean Swiss design with speciality FSC®-certified Italian algae paper. When you give your partners, prospects and colleagues a PS0-wrapped writing instrument with your brand message, it's an invitation for them to write – and to remember you and your values for a long time to come.



PS0 True Biotic

PS0 True Biotic pouch transforms the story of the revolutionary material of the DS8 True Biotic and QS40 True Biotic into the story of the brand that uses it to advertise.



PS7 standard

We all love unboxing something special, which is why the standard PS7 eco box is the perfect complement to a Prodir writing instrument with your brand message. Clean, simple, uncluttered, and sustainable, its message to “Find your pen, tell your story” is also a clear inducement to remember your brand.



PS7 Stone

PS7 Stone eco box is the perfect complement to your choice of QS Stone writing instrument. When you give the gift of writing to partners, customers and prospects, they'll know that their new QS Stone pen is one for the ages.



Notebooks

MM02 Medium
pp. 130-131

MM01 Small
pp. 128-129

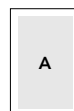
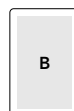
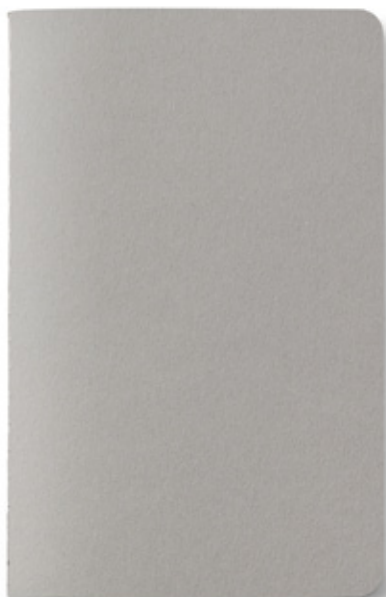


MIMIO2
Medium
A5 (978 x 210 mm)

MIMIO1
Small
Passport (90 x 140 mm)

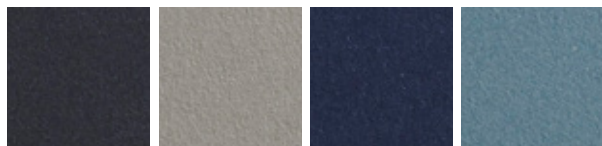
MM01 Small

Format: Passport 90 × 140 mm (3,5" × 5,5")
Booktype: Softcover with round corners
Number of page: 72 pages
Binding: Singer stitch with matching coloured thread



Colours and surfaces

Cover paper



90 - Ardesia

10 - Clay

70 - Cobalt

60 - Acqua



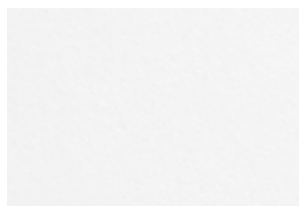
80 - Verdigris

20 - Kraft

40 - Terra Rossa

30 - Terra Gialla

Inside paper



Arena Smooth Natural, 90 g/m²
Blank page

Binding



Singer stitch
with matching coloured thread

Printing

Blind embossing



Colour debossing



Matt colours

- White
- Black

Metallic colours

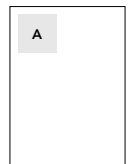
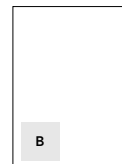
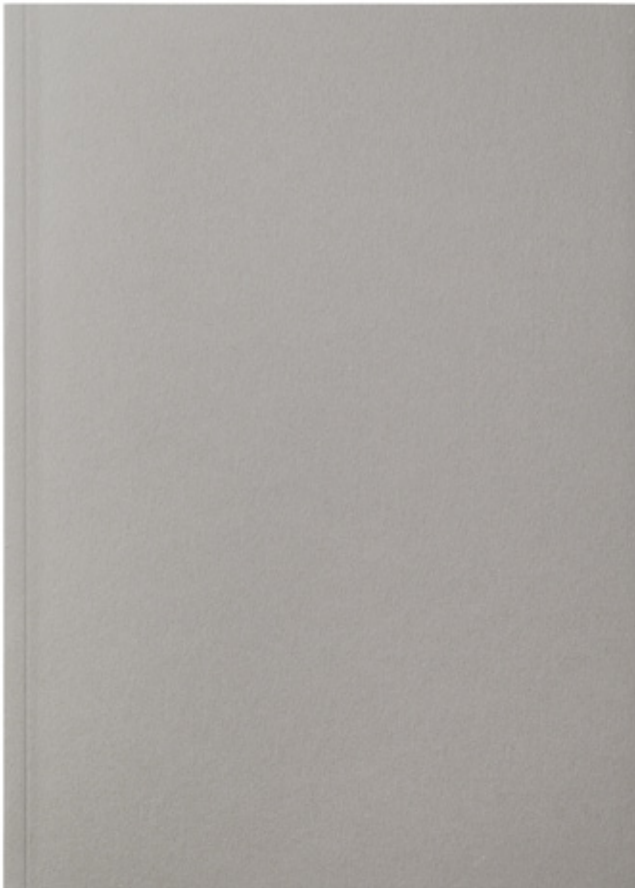
- Gold
- Silver
- Copper

Print areas

		mm	Inch	Print	
A	Front cover	70 × 120	2,75 × 4,72	1 colour	Blind embossing or colour debossing
B	Back cover	70 × 120	2,75 × 4,72	1 colour	Blind embossing or colour debossing
	with QR Code	50 × 50	1,97 × 1,97	1 colour	Offset in black or silver Ardesia or Cobalt cover: printing in silver All others: printing in black

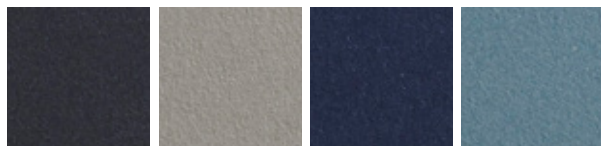
MM02 Medium

Format: A5 148 × 210 mm (5,8" × 8,3")
Booktype: Softcover with extra flaps
Number of page: 160 pages
Binding: Signature stitch in hot glue



Colours and surfaces

Cover paper



90 - Ardesia

10 - Clay

70 - Cobalt

60 - Acqua



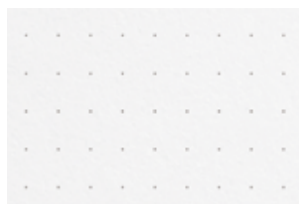
80 - Verdigris

20 - Kraft

40 - Terra Rossa

30 - Terra Gialla

Inside paper



Arena Smooth Natural 90 g/m2
Dotted page

Binding



Signature stitch in hot glue

Printing

Blind embossing



Colour debossing



Matt colours

- White
- Black

Metallic colours

- Gold
- Silver
- Copper

Print areas

		mm	Inch	Print	
A	Front cover	50×50	1,97×1,97	1 colour	Blind embossing or colour debossing
B	Back cover	50×50	1,97×1,97	1 colour	Blind embossing or colour debossing
	with QR Code	50×50	1,97×1,97	1 colour	Offset in black or silver Ardesia or Cobalt cover: printing in silver All others: printing in black

Good to know

Here you can find important technical information about how your orders are processed.

Artwork

In order to meet your requirements regarding our DS, QS and PS products, we need to receive your layout. A digital file of your artwork allows the fastest processing and produces the best results. You can also provide your artwork in a printed format.

Vector graphics

- Adobe Illustrator (.ai)
 - InDesign (.indd)
 - or .eps and .pdf formats generated by these programs
- Please remember to add notes about photographs, pictures and special fonts used in your file.

Bitmap files

- bmp, .tiff, .jpg or .gif format
- Minimum resolution 1:1. 1,200 dpi for lines and text
- Minimum resolution 1:1. 300 dpi for photographs (CMYK) and screened logos

Printed material

- Format 1:2
- Laser prints at a minimum resolution of 600 dpi

Technical design

Upon request, we would be happy to provide you with digital datasheets (.pdf, .eps) for any product. Your graphic designer or agency needs these templates to design the layout.

Design proposals / Layouts

Our graphic designer will be happy to suggest some designs for you on request. In addition to a short written briefing to describe your ideas, you will also need to send us the digital artwork in the best possible quality.

What is possible?

PENS

Printing colours

We can print every colour in the Pantone ("C" colours), HKS ("K" colours) and RAL systems. Please specify on your artwork which colour (reference number from relevant system) is to be placed where.

Font size

All fonts should be supplied to us as vector files (PATH). We recommend font sizes approximately 5 pt. The maximum size possible depends on the printable area available.

Stroke thickness

The maximum stroke thickness and line spacing depends on what is technically feasible and legible:

- Stroke thickness approximately 0,15 mm
- Line spacing approximately 0,15 mm

Laser engraving

Available for metal clips (DS5, DS8 and QS models)

PACKAGING

Printing colours for packaging

PS2 boxes can be personalized with a four-colour print. This printing technique is ideal for reproducing images, photos and illustrations in high quality. Please contact us if you have any specific requirements or special requests.

NOTEBOOKS

Printing colours

We can print in colour debossing in black or white matt and gold, silver or copper metallic or in blind embossing.

Font size

All fonts should be supplied to us as vector files (PATH). We recommend font sizes starting from 13 pt. The maximum size possible depends on the printable area available.

Stroke thickness

The maximum stroke thickness and line spacing depends on what is technically feasible and legible:

- Stroke thickness: ≥ 1 pt
- Line spacing: ≥ 1 pt

Approval of production proof

Production proof

As soon as we receive your printing details, we will send you an email showing colours, position and print size. Please check all information carefully. If everything meets your expectations, please approve the production proof promptly. We will then start production without delay.

Corrections

If you would like any corrections, please tell us by email, including all the information required in order to make them. We will send you a new draft containing all the changes, again by email, for your final approval. Once again, the sooner we receive your go-ahead, the quicker we can begin production of your product.

Special colours

Should you not find the colour you had in mind for your writing instruments in our standard range, we will be happy to mix it for you – based on the Pantone, HKS and RAL systems. For models in the “Biotic” and “True Biotic” series, we will do all that is technically feasible to ensure that the casings are the closest possible match for your chosen special colour. In the case of biobased materials such as PHA and PLA, however, minor deviations cannot be ruled out.

Mix & Match

You can Mix & Match the colours as long as you keep the given mix of surfaces. For technical reasons Mix & Match is not possible for varnished surfaces or for Soft touch, Biotic and True Biotic models.

QR Code

Through the Cloud Services, you can personalize all Prodir models (except for DS5 Metal Clip and QS with metal clip) with a dynamic QR Code that links your pen to a special mobile-engineered landing page that you can easily update and monitor via your Cloud Services Admin Dashboard.

PENS

The QR Code can be printed in up to two colours on white printed background and with a protective transparent lacquer coating as standard on all surfaces. The only colour exception is for the Soft touch surface, where only one colour printing is permitted, always on white background and with protective lacquer coating.

Within the limits of what is technically possible the design of the QR Code can be customized to match your logo and preferences.

The size of the QR Code is 7mm x 7mm, and in accordance with Prodir’s high quality standards every single printed QR code is guaranteed to work perfectly.

Please note, that in order for the QR Code to work properly it’s necessary that the code print has sufficient contrast with the background on which it is printed. For this reason a white background is standard on non-white pens, while soft or fluorescent colours are not possible. Metallic colours can be evaluated individually.

The QR Code can be applied to all Prodir models (except for, DS5 Metal Clip and QS with metal clip) with pad printing technology. On models DS4 and DS8 the QR Code can also be applied to the pen body.

NOTEBOOKS

The QR Code can be printed in offset in one colour black or silver. Ardesia and Cobalt covers are printed in Silver. Clay, Acqua, Kraft, Terra Gialla, Terra Rossa and Verdigris covers are printed in Black.

The size of the QR Code is 12mm x 12mm.

Discover Cloud Services at



Additional information

Orders

Please use the full order codes and specify all your chosen details such as ink colour. This will help to ensure that your order is processed as quickly as possible.

Products and prices

You will find order codes and volume-dependent unit prices for our products in our price lists.

Terms and conditions

Our terms and conditions are outlined in our price lists.

Packaging for shipping pens

All our products are packed in boxes of 50/100 units and then in shipping cartons of 500/1,000 units. The DS2, DS4, DS5 and DS8 True Biotic models are packed in boxes of 50 units, while the DS1, DS3, DS6 S, DS8, DS11 models as well as all QS models are packed in boxes of 100. QS and DS5 with metal clip are packed into boxes of 50 units.

In addition to our standard packaging, writing instruments can also be supplied in individual PS2, PS0, PS7 packaging. We also offer the PS0 True Biotic pouch as a way of amplifying the communication impact of the DS8 and QS40 True Biotic, and PS7 Stone for all Stone models.

Packaging for shipping notebooks

The Small notebooks are packed in boxes of 100 units and the Medium notebooks are packed in boxes of 50 units.

Get in touch!

Call or email us if you have any questions. We're looking forward to hearing from you.

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(inside front cover)

Daniel Torobekov - Pexel (p. 13)

Jill Burrow - Pexel (p. 11)

Lara Jameson - Pexel (p. 7)

Mizuno K - Pexel (p. 5)

Paul - Unsplash (p. 3)

Pixabay - Pexel (back cover)

Silas Baisch - Unsplash (p. 8)