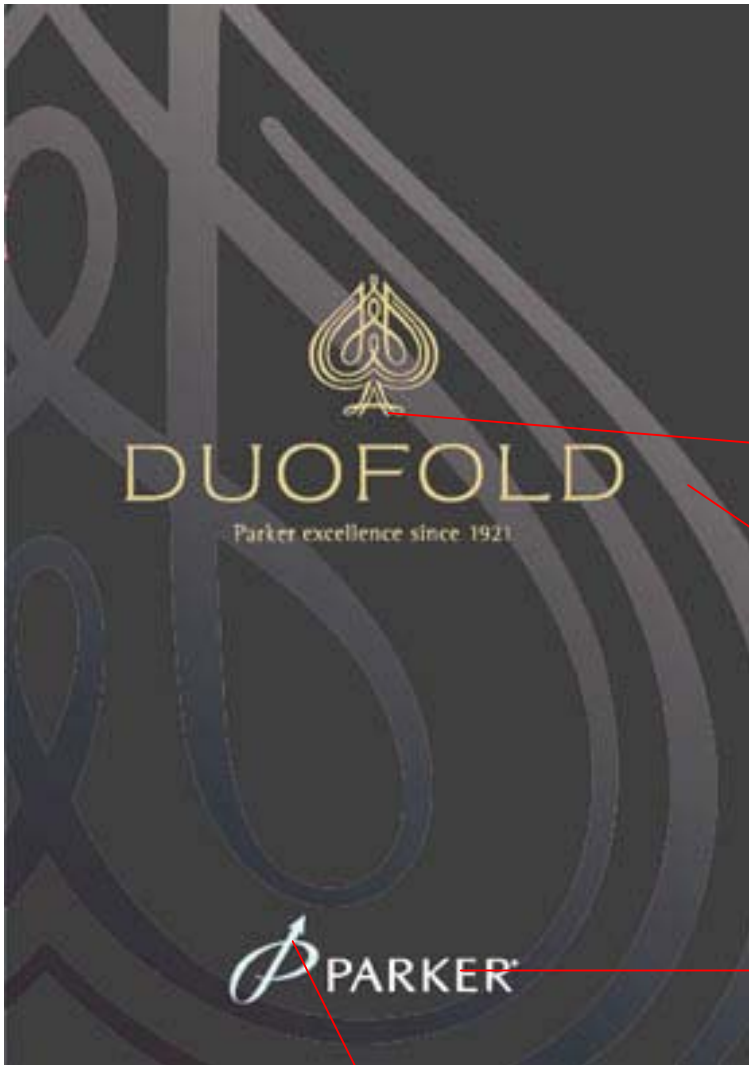


DUOFOLD RELAUCH - 2005

P.O.S. CONCEPT



- Taking the ace as the focus of inspiration for the merchandising materials, the use of its bold and intricate pattern is used throughout. The abstract use of the new mark highlights Duofold's creativity and prestige.
- The gold foil is a classic stamp of quality that underpins all the values of Duofold, whilst the use of black provides a premium and understated backdrop to the elaborate and glossy form of the ace.
- The whole design is underpinned by the Parker logotype in white and silver foil.
- This is carried across all elements of point-of-sale and literature.

Gold foil block

Black gloss foil block

White Foil

Silver foil

CONSUMER BROCHURE



- Number of pages: 16 pages + 4 page cover.
- Finished size: 160mm x 160mm
- Printing:
 - Cover - silver, gold, white and gloss black foil blocked onto 250gsm self coloured black card.
 - 4 page “trace wrap” printed 2 colours onto 110gsm semi-transparent paper.
 - 12 text pages printed 4 colours, litho gold plus matte and gloss varnish onto 200gsm silk finish paper.

TENTCARD



A simple, but very effective, two-sided, A5 tentcard carrying the Duofold core visual, being visible from almost all directions and can be used in window, towers or on-counter.

- Size: 210mm x 148mm.
- Silver, gold, white and gloss black foil blocked onto 250gsm self-coloured black card mounted to 1500micron black centred display board.
- Folds flat for transportation.

PEN GLORIFIER

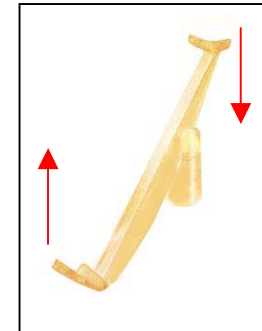


A display that is compact enough to be placed **either in the window, in glass towers or under glass.**

- Size: 250mm W x 190mm H x 48mm D
- Constructed from gold powder coated 2mm sheet steel mounted on two faces with black, self-coloured card that has been foil blocked in silver, gold, white and black gloss. Pen cradle moulded in clear styrene that is gold powder coated to match unit.
- May be displayed upright or flat.
- Pen cradle angles to suit position and perspective of display.



Glorifier may be displayed flat.



Pen cradle angle can be changed.

TRIPTYCH

Designed to enhance the presence of the pen glorifier ort box when used in a window.



- Size (flat): 480mm x 310mm.
- Size (open – optimum): 400mm x 310mm
- Silver, gold, white and black gloss foil blocked onto 250gsm self-coloured black card mounted to 1500micron black centred display board.
- Folds flat (240mm x 310mm) for transportation.



CORPORATE WINDOW DISPLAY INSERT



- Size - 373mm x 250mm
- Printed two process colours plus matte and gloss varnishes and gold and silver foil block onto 300gsm silk finish card.

PHOTOGRAPHY (selection)



PACK



MACRO



DETAIL



GIFT BOX



REFERENCE



BEAUTY/PR