

## PARKER100 COLLATERALS – 2003

### ON-COUNTER/WINDOW DISPLAY

A single pen glorifier that can be used to create either a powerful counter or window presence. The different circles of the gyroscope depict the key metal finishes found on the Parker100 whilst the opal styrene material from which the base is made provides a premium look and feel. A Parker100 is displayed at the centrepiece.



#### Plinth body:

- Injection moulded opal styrene in two halves, feature groove at top of plinth.
- Screen printed logo with foil blocked elements - double sided.

#### Gyroscope element:

- 3 separate injection moulded styrene rings.
- Satin stainless and satin brass paint spray effects.
- Clip support device to take either fountain or ballpoint pen option.
- Overall dimensions: H350mm x W245mm x D110mm.
- Packed, ready assembled in singles.

## UNDER-GLASS DISPLAYS

A selection of displays that can be used under-glass, within showcases or towers.

### Large

This unit allows for a focused display of up to 8 pens or 3 pens plus printed graphic.



Plinth can be angled.

- Injection moulded opal styrene
- Vapour blasted texture finish to the front with groove pattern.
- Integral scalloped pen pockets, 8 in total, with pen retaining clips in clear plastic.
- Screen printed and foil blocked logo and text.
- Can be angled for improved viewing.
- Overall dimensions: W440mm x D360mm x H28mm
- An abstract print reminiscent of the gyroscope rings, provides a promotional/graphic element where required (can be replaced with locally produced product information graphic).

## UNDER-GLASS DISPLAYS (cont/...)

### Small

For use in smaller stores where space is limited or for use within glass towers or as part of a larger display.

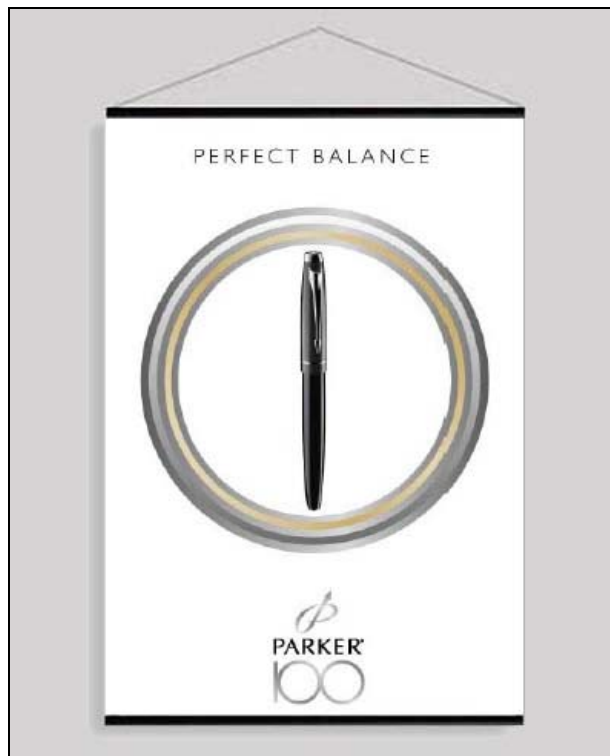


Plinth can be angled

- Injection moulded in satin opal acrylic appearance material.
- Vapour blasted texture finish to the front with groove pattern.
- Integral scalloped pen pocket with pen retaining clip in clear plastic.
- Screen printed and foil blocked logo and text.
- Can be angled to 30° within showcase or to 60° within towers for improved viewing.
- Overall dimensions: W80mm x D360mm x H28mm

## 4. POSTER & SHOWCARD

The idea of the “gyroscope” is simplified into a visual focusing on the circles and the pen finishes.



### POSTER

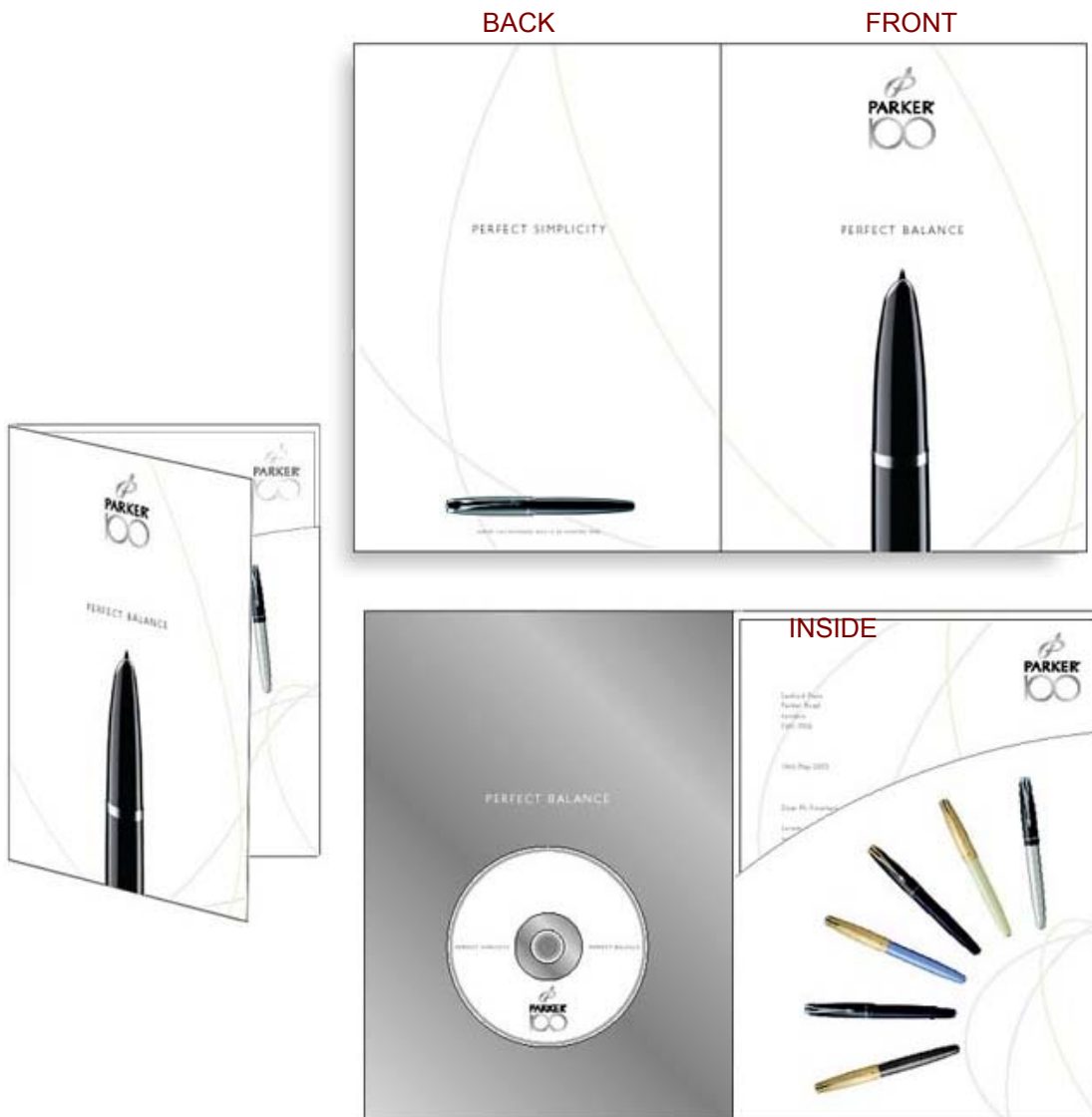
- Printing: Four process colours plus selection of litho metallic inks plus varnishes, plus silver foil blocking onto 300gsm silk paper.
- Hanging bars and cord supplied.
- Packed individually into flat corrugated enclosures.

### A4 SHOWCARD (Tentcard)

- Printing: Four process colours plus selection of litho metallic inks plus varnishes, plus silver foil blocking onto 200gsm silk paper.
- Mounted to 2000 micron white centred display board, die cut and made up with top and bottom box-board hinges.
- Size: 297mm x 198mm.

## PR FOLDER

The Parker100 PR Folder carries an abstract design reminiscent of the curves of the gyroscope and will be fitted with a stud which is used to locate the image CD.



- Available from September 2003 subject to prompt response to brief from markets.
- 4 pages plus pocket to carry press releases.
- Fitted with stud to carry CD-Rom
- Printing: Four process and sealer varnish, plus silver foil blocking onto 350gsm silk paper.
- Size: 320mm x 225mm.

## LETTERHEAD



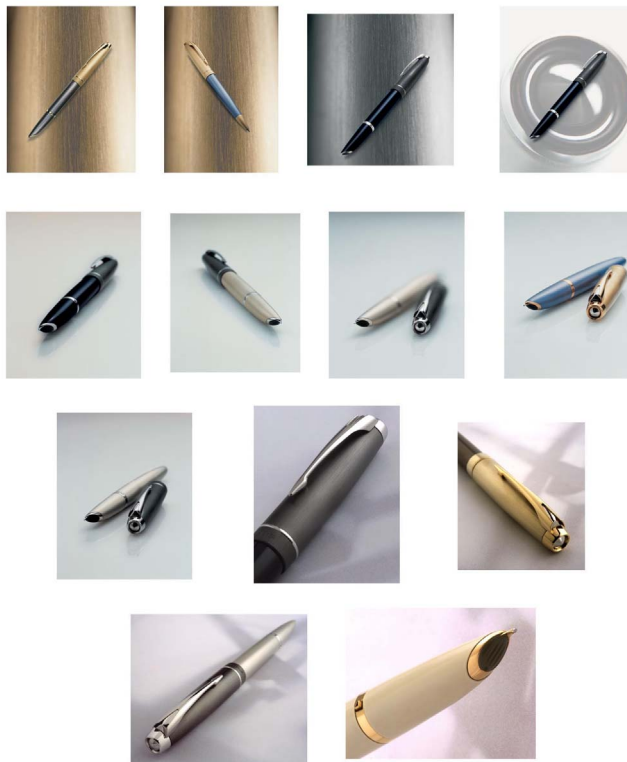
- Available from early September 2003 subject to prompt response to brief from markets.
- Printed 4 colour process plus silver foil blocking onto 100gsm white wove paper.
- Size: 297mm x 210mm (A4).
- Packed in 25s.

PHOTOGRAPHY/LOGOTYPES

Pack shots: - all finishes/all modes



PR/Beauty Shots



Logotype:

