

P.O.S. CONCEPT



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The creative idea consists in highlighting one of the most distinctive elements of the Profile pen design, the top button. This results in focusing on an original and dynamic shape that excites imagination and gives the pen its aesthetic personality.

This is a metonymic concept: it aims at evoking the pen in consumers' minds just by showing a part of it (it is recognition through a symbol).

Thanks to a variety of hand-drawn illustrations that make the top button shape the hero, the POS concept shows pens in everyday situations, emphasizing their usefulness and importance whatever the circumstances, whether at work or for leisure. This impression is reinforced by the use of the "...Made to work" tag line already featured in the XL and 3-in-1 POS elements.

## PRODUCT PRESENTER

The shape of the Profile button and clip as viewed from directly above provides the inspiration for the Product Presenter and Journalist Kit.



### PRODUCT PRESENTER

- Cost effective and flexible method of presenting entire range of Profile finishes and modes, including XL and 3-in-1.
- 7 pen shaped cut-outs, including 1 open fountain pen – accommodates various writing modes.
- Gift box cut-out.
- Foam cut-outs can remain in place offering variation of layouts.
- Finished size: approx. 320mm x 240mm x 30mm
- Flat size: approx. 670mm x 240mm
- Printing: litho printed 4 process colours + special metallic grey + sealer varnish onto both sides of 600micron folding box board.
- Velcro dot fastener for extra security.

### JOURNALIST KIT

- Foam insert has cut-out for one pen, CD (not supplied) and tester pad (supplied).
- A standard size CD label is supplied -local information can be conveyed on CD to be created locally.



## TRADE FOLDER

A six page trade folder carries information on the new range and finishes. Die-cut holes allow the recipient a “peek” into the following pages.



- Finished size: 210mm x 210mm
- Printing: 4 colour process plus special metallic grey and sealer varnish onto 250gsm gloss art paper. Die cut and folded.

## CONSUMER LEAFLET

To be used generally in store or inserted in the On-counter Display base for consumers' information (see next section).



- Finished size: 210mm x 210mm
- Printing: 4 colour process plus special metallic grey and sealer varnish onto 170gsm gloss art paper. Die cut and folded.

## ON-COUNTER DISPLAY

Simple and effective on-counter display inspired by the shape of the top of the pen. It can carry 12 or 24 pens (thanks to a removable plate), plus display pen (Fountain pen is recommended – not included), gift box, tester pad and consumer leaflets (in the base).



- Size: 225mm mm D x 202mm W x 375mm H (incl. display card).
- Injection moulded with smooth outer base surface and matte grained inner platform surface.
- Moulded “blinking plate” can be removed to allow unit to be converted from 12 to 24 pen display.
- Slot in base allows up to 25 consumer leaflets to be held. Note: consumer leaflets are not included.
- Header card printed in 4 process colours, special metallic grey and sealer varnish onto 580micron white lined folding box board.
- 80mm dia Tester Pad printed in one colour.

## POSTERS

Selection of four posters in A2 size.



- Size: A2 (594mm x 410mm).
- Printed 4 colours plus special metallic grey and sealer varnish onto 300gsm art paper.
- Hanging bars and cord included.
- Individually packed within postal tubes ready for despatch.

## DISPLAY CUBE

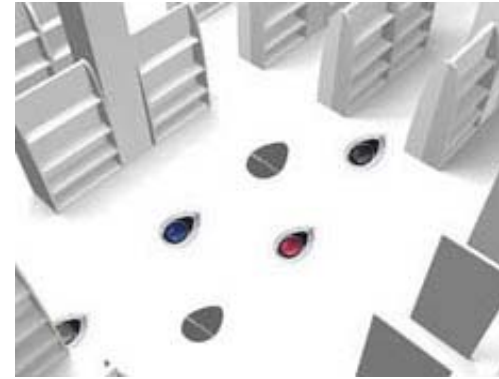
The cube has six different display faces and allows individual placement or multiple placement at the point of sale (in windows, on counter, in towers ...).



- Size: 150mm x 150mm x 150mm.
- Printed 4 process colours, special metallic grey and sealer varnish onto 500micron white lined folding box board.
- Folds flat (240mm x 310mm) for transportation.
- All flaps fitted with double side tape to ensure that shape is held.

## FLOOR GRAPHICS & WINDOW STICKER

A set of 6 floor graphics are supplied for use in-store.



- Size – 210mm x 270mm
- 4 graphics printed four process colours and 2 graphics printed special metallic grey onto 250gsm vinyl with non-slip varnish.
- Pack in sets into envelopes and then packed in bulk.

Self-cling window sticker.



- Size – 210mm x 240mm
- Printed four process colours and special metallic grey onto 150gsm “self cling” vinyl.

## GIFT BAG



Side 1

Side 2



- Size: 250mm x 350mm.
- Flexo-printed 5 colours plus sealer varnish onto 80micron medium density white polyethylene.

## BOOKMARK

For use as consumers' give-aways in store or as trade gifts.



- Size: 180mm x 40mm.
- Printed 4 colours plus special metallic grey and sealer varnish onto 350gsm gloss art paper.

PHOTOGRAPHY (Selection)

