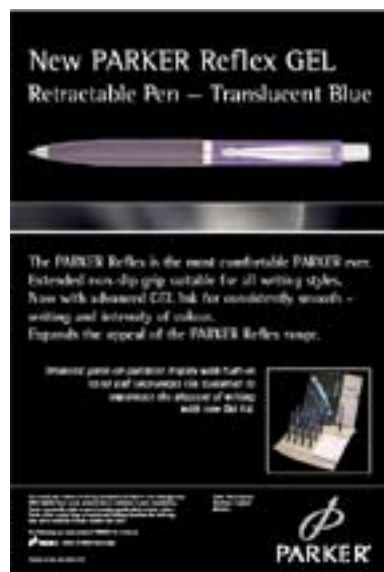


REFLEX/GEL COLLATERALS – 2001 & 2002

TRADE LEAFLETS



New Advanced... PARKER GEL Inks

Smother writing
Intense colour
Exceptional performance

Ball Pens 60%
Gel Pens 40%

Gel Ink pens are the fastest growing segment of writing instruments globally with the Gel pens now about the same length as 1999 gel pens segment is anticipated to have grown 100%.

Research and development of a ball pen are powerful consumer attributes – 60% of 1999 global consumers were ball pen users.

Combine the growing consumer appeal of Gel inks, smoother writing and clear intensity with the consistent appeal of the ball pen and the result is a revolutionary writing instrument – the PARKER GEL pen.

The New PARKER GEL Refill...

Smother writing than standard ball pens with
clear intense writing for... for a ball pen.
Now a writing instrument for the top ten offices.
80% of 1999 ball pens.
It will be replaced by the GEL Refill.

Standard Silver Refill
Silver and Purple Refill
Silver and Red Refill

Packaging graphics

clearly differentiated
from standard
ball pen refills.

PARKER
GEL
NEW
COLOURS

Three Exciting... New Gel Ink Colours

We have successfully combined the exceptional appeal of the ball pen with the growing appeal of Gel. The result is a powerful new writing mode that will significantly increase PARKER's total sales.

- CO-ORDINATING GEL — The new Parker Gel refills offer smooth writing, intense colour and FDS.
- CO-ORDINATING GEL — ALL PARKER BALL PENS.

CO-ORDINATING Pen Colours...

Two New DISPLAYS

PARKER

PRODUCT DISPLAYS

A dedicated loose product display to carry 12 Reflex Gel Retractable Pens with space at the back for 12 additional pens.



REFILL DISPLAYS

A dedicated Refill Display to hold up to 24 Gel Refill Blister Cards.



DISPLAYS – COMBINED

