

# LAMY

Design. Made in Germany.



2021

## Premium Business Gifts

Advertise with Lamy

Fountain pens  
Ballpoint pens  
Rollerball pens  
Mechanical pencils  
Multisystem pens  
Notebooks  
Set offers

Lamy's wide range of promotional articles is available solely to commercial enterprises, businesses and freelancers. Private sale is not possible.

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## SENDING A LASTING MESSAGE.

LAMY enjoys an excellent international reputation and is the writing instrument brand with the most design awards worldwide. "Design. Made in Germany." With this seal of quality, LAMY ensures the highest levels of functional design and value as well as exceptional longevity for all of its products.

These properties make Lamy writing instruments an ideal medium for clients to communicate their message – an image transfer which companies and brands can profit from over the long term.

Lamy's abundant selection of high-quality products from all price classes offers many possibilities for customisation. No matter what product you choose: those on the receiving end will instantly realise they are held in the highest of esteem.

## TAKING RESPONSIBILITY – SHAPING THE FUTURE.



### What we do today determines how the world looks tomorrow.

Sustainability is always a core value at Lamy. It forms the basic principles of the company strategy we live by – for people and products, environment and society.

## TWO AREAS OF SUSTAINABILITY.

Sustainability plays a significant role in all company activities at Lamy and represents a clear responsibility for the continuous further development of an economic, ecological and social foundation. Economic efficiency under ecologically justifiable manufacturing conditions and socially supportive and equitable activities – all inseparably intertwined.

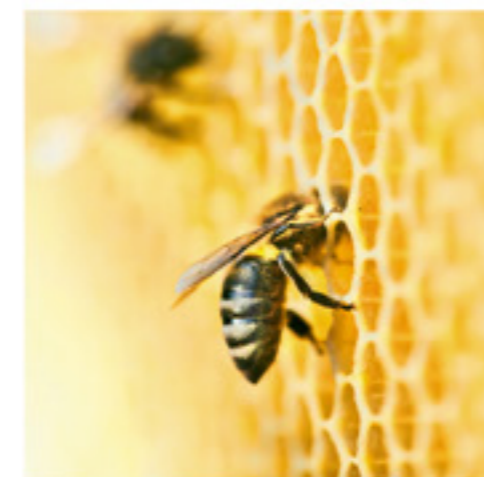
### Economic and ecological responsibility

Physical as well as visual development and manufacturing of classic products with exceptionally long lifespans – that is our company focus.

Here, the standards for future-oriented action are set by resource-friendly and energy-efficient manufacturing with short supply chains for ecologically sustainable business.

### Social responsibility

Lamy writing instruments are thinking tools – they help people all over the world to develop in a holistic way. As a mid-sized family company, targeted investments in educational projects and a wide range of social commitment are indispensable components of corporate action – as are fair partnerships and socially-just activities on all levels: with employees, customers and suppliers.





## ECONOMICALLY EFFICIENT, ECOLOGICALLY SOUND.

### Quality. Made in Germany.

- High-precision manufacturing + highest level quality materials
- Best processing quality
- Exceptionally long lifespan
- Proven quality management according to DIN ISO 9001:2015
- Majority of work with German suppliers
- Repair service

### Design.

- Timeless, not trendy or decorative
- Longest possible physical and visual longevity

### Product development.

- Mindful use of resources
- Regular evaluation of applicability of recycled materials

### Product manufacturing.

- Production, research and development: all in one place
- More than 95% of in-house production at sole site in Heidelberg
- Long-term investments in in-house manufacturing
- Shortest possible delivery routes via regional suppliers
- In-house recycling

### Product marketing.

- Packaging contains no adhesives and uses a large amount of recycled paper
- All displays for product presentation are "Made in Germany"
- Printed material is certified and made in collaboration with regional suppliers

### Product delivery.

- Environmentally friendly packaging
- Cardboard filling material made from recyclable paper

### Energy consumption.

- Use of renewable energy sources
- Use of electrical injection moulding equipment
- Use of heat generated by production processes

### Biodiversity.

- Roof greening and sculpture garden
- Beehives on company premises

### Generated waste material.

- Sorted recycling

## SOCIALLY SUPPORTIVE AND EQUITABLE.

### Employees.

- Secure jobs and minimal employee turnover
- Performance bonuses
- Job tickets
- Employee discount for Lamy products (employee flea market)
- Training in employee's own training workshop
- Employee's own canteen: "Lamyteria"
- Training leave programme
- Health programme: physical wellness activities offered during breaks, e-Bike promotion

### Partnerships.

- Cultivation of long-standing partnerships with customers and suppliers
- Allocation of assembly work to sheltered workshops
- Loyalty to specialist shops

### Society.

- Instructional material and interactive activities for schools
- Promotion of the learning and maintaining of handwriting

### Company culture.

- Independent German medium-sized family company
- Clear long-term commitment to company headquarters and manufacturing site in Heidelberg
- Employee integration
- Improvement suggestions by employees
- Focus on stable growth







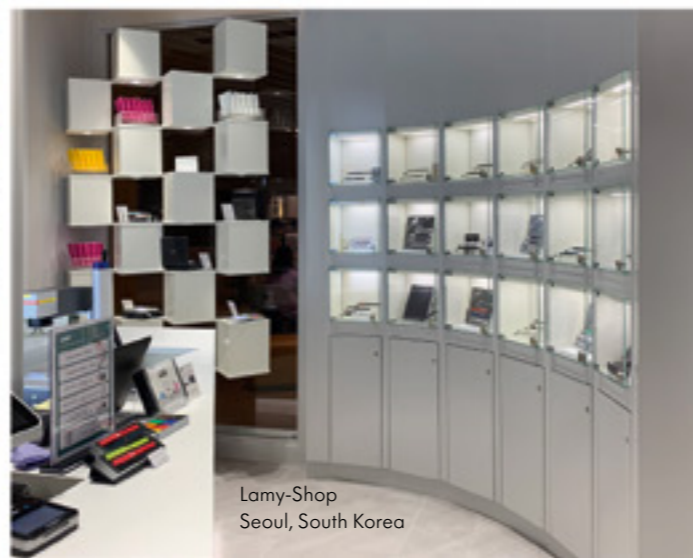
Lamy-Shop  
Yokohama, Japan



Lamy-Shop  
Goyang, South Korea



Lamy-Shop, Goyang, South Korea



Lamy-Shop  
Seoul, South Korea

## FROM HEIDELBERG INTO THE WORLD

Around the world the LAMY brand stands for high-quality designer writing instruments with a timelessly modern aesthetic and perfect functionality. As an independent family company, since its foundation in 1930 Lamy has been firmly committed to Heidelberg as the company base, guaranteeing consistently premium quality „Made in Germany“.

With an annual production of over 8 million writing instruments, Lamy is today not only the market leader in Germany, it has also developed to become a sought-after brand around the world. Signature Writing recorded growth of 30% in the previous year. Lamy generates a good half of its

turnover abroad. The brand is now represented in more than 80 countries with over 15,600 sales outlets worldwide, including around 200 mono-brand stores.

Alongside all this, the company – not least through the release of a Special Edition each year – is constantly setting new trends and inspiring handwriting fans around the world with innovative colours and surfaces. This is how Lamy is able to continuously reinvent itself and prove that a writing tool is more than an object of utility: it is a genuine lifestyle accessory which lends expression to the joy of writing by hand and underlines the individuality of its owner.





## DESIGN WORTH HUNTING OUT: FUNCTIONAL, ROBUST AND RECOGNISABLE.

Robust writing instruments with an emphasis on functionality. Made from tough ABS plastic – transparent or in attractive colours. With a striking, spring-operated metal clip.



Fountain pen 012 vista



Fountain pen 019 black



Mechanical pencil 113 red



Rollerball pen 319 white



V 60

All writing systems are available  
in the following colours:



	Writing system	Model number	Refill/Nib	Body/Cap	Case
<b>safari</b>	fountain pen	012, 013, 014, 016, 017, 018, 019	steel nib	tampo print	V 60
<b>safari</b>	ballpoint pen	212, 213, 214, 216, 217, 218, 219	M 16; blue M (213 green, 214, 216, 218, 219 white), black M (212, 213 pink, 217, 219 black)	tampo print	V 60
<b>safari</b>	mechanical pencil	112, 113, 114, 116, 117, 118, 119		tampo print	V 60
<b>safari</b>	rollerball pen	312, 313, 314, 316, 317, 318, 319	M 63; blue, black (319 black)	tampo print	V 60



## STAR OF THE SHOW: THE CLASSIC IN ALUMINIUM.

Robust yet elegant writing instruments made from high-tech aluminium. Featuring a striking, spring-operated metal clip and a transparent grip section.



Fountain pen 028 oceanblue



Fountain pen 029 black purple



Ballpoint pen 223 turmaline



Rollerball pen 371 black



V 60

All writing systems are available in the following colours:



	Writing system	Model number	Refill/Nib	Body/Cap	Case
<b>AL-star</b>	fountain pen	023, 026, 028, 029, 071	steel nib	tampo print, laser engraving	V 60
<b>AL-star</b>	ballpoint pen	223, 226, 228, 229, 271	M 16; black M	tampo print, laser engraving	V 60
<b>AL-star</b>	rollerball pen	323, 326, 328, 329, 371	M 63; black	tampo print, laser engraving	V 60





## NEW: FOR THE FREQUENT WRITER WITH A DISCERNING EYE FOR THE ESSENTIAL

This newcomer has everything necessary to be a popular favourite among even the most demanding clients. Twist-action ballpoint pen made of contoured plastic and an imperceptible transition from triangle to circle. With spring-loaded metal clip.

Our sales team would be happy to provide you with more information about this new product and its availability.

**Design: Eric Degenhardt**



New: Ballpoint pen 262 lightgrey



New: Ballpoint pen 262 black



V 0

	Writing system	Model number	Refill	Clip	Body	Case
xevo	ballpoint pen	262	M 16; blue M	laser engraving	tampo print	V 0





**EVEN SMALL COMPANIES CAN MAKE A BIG DESIGN STATEMENT: THE BALLPOINT PEN BY THE MASTER OF SIMPLE SHAPES.**

A multi-award-winning ballpoint pen with a triangular barrel and an original clip solution. Plastic barrel with a matt finish.

Design: Naoto Fukasawa



Ballpoint pen 282 white



Ballpoint pen 282 black



Ballpoint pen 283 white silver



Ballpoint pen 283 blue silver



Ballpoint pen 283 black silver



	Writing system	Model number	Refill	Body/Clip	Case
<b>noto</b>	ballpoint pen	282	M 16; black M, blue M	tampo print	V 0
<b>noto</b>	ballpoint pen	283	M 16; black M, blue M	tampo print	V 0





## A RELIABLE COMPANION.

Clear form, great diversity. Its timeless design and high level of functionality makes this pen a reliable companion in any and every writing situation. Ballpoint pen made from unbreakable, high-gloss ABS plastic.



Ballpoint pen 272 black



Ballpoint pen 272 white



V 0

	Writing system	Model number	Refill	Body	Case
logo	ballpoint pen	272	M 16; black M or blue M	tampo print	V 0



IT IS THE LITTLE DETAILS THAT EXPRESS YOUR APPRECIATION AND IMPROVE THE BIG PICTURE.

Ballpoint pen with a chrome-plated metal tip and metal push button. Made from unbreakable, high-gloss ABS plastic. Push mechanism with an integrated spring-operated clip made from stainless steel.



Ballpoint pen 204 M+ blue



Ballpoint pen 204 M+ white



Ballpoint pen 204 M+ red



Ballpoint pen 204 M+ black



V 0

	Writing system	Model number	Refill	Body	Case
logo M+	ballpoint pen	204 M+	M 16; blue B	tampo print	V 0







THE CLASSIC FOR OFFICE USE – MADE OF STAINLESS STEEL. FOR HIGH-QUALITY LONG-TERM BRAND COMMUNICATION.

Stainless steel body with matt brushed finish. Spring-mounted steel clip. Ballpoint pens and mechanical pencils with a push mechanism and an integrated clip/push unit.



Ballpoint pen 205 matt blue



Ballpoint pen 205 matt black



Mechanical pencil 105 matt red



Set 205 / 105 matt black



V 0

205 and 105 are available in the following colours: ● ● ● ●

	Writing system	Model number	Refill	Body	Case
logo	ballpoint pen	205	M 16; blue M (205 black also with black M)	tampo print, laser engraving	V 0
logo	mechanical pencil	105	M 40; 0,7 mm	tampo print, laser engraving	V 0
logo	set	205 / 105			V 60



**EXCLUSIVE**  
 ONLY FOR OUR  
 BUSINESS CLIENTS

**TIMELESS DESIGN AND LONG-LASTING  
 FUNCTIONALITY – A GESTURE OF HIGH ESTEEM  
 FOR EMPLOYEES, FRIENDS AND BUSINESS PARTNERS**

Our special edition exclusively for Lamy business clients:  
 Ballpoint pen made of stainless steel, cyclical matt or powder-coated matt black finish.  
 Spring-loaded steel clip with push-button mechanism and integrated clip-push unit.



Ballpoint pen 206 chrome



Ballpoint pen 208 black



V 0

	Writing system	Model number	Refill	Body	Case
logo	ballpoint pen	206 chrome	M 16; blue M	tampo print, laser engraving	V 0
logo	ballpoint pen	208	M 16; black M	tampo print	V 0



TIMELESS DESIGN, RELIABLE FUNCTIONALITY –  
A POPULAR CLASSIC FOR EVERYDAY WORKING LIFE.

Casing in stainless steel, brushed matt finish. With spring-mounted steel clip. Ballpoint pens and retractable pencils with print mechanism and integrated clip/push unit.



Fountain pen 006 brushed



Ballpoint pen 206 brushed



Mechanical pencil 106 brushed



Set 206 / 106 brushed (V 60)



	Writing system	Model number	Refill/Nib	Body/Cap	Case
logo	fountain pen	006	steel nib	tampo print, laser engraving	V 60
logo	ballpoint pen	206	M 16; black M, blue M	tampo print, laser engraving	V 0
logo	mechanical pencil	106	M 40; 0,7 mm	tampo print, laser engraving	V 0
logo	set	206 / 106			V 60





## ADVERTISE WITH THE BEST: WITH MORE THAN TWO MILLION SOLD, NEED WE SAY MORE?

Now with a new clip. Capless rollerball pen for flowing, precise writing. Integrated clip/push safety mechanism. Made from plastic (337) or anodised aluminium (339).



Rollerball pen 337 K red



Rollerball pen 337 K lime



Rollerball pen 339 Al / K silver



Rollerball pen 339 Al / K black purple

Advanced writing technology, even for limited budgets: pressing the Lamy safety clip once extends the tip and allows the lower end of the clip to lock into place. Pressing it again releases the clip and retracts the writing tip back into the barrel.



337 is available in the following colours:     339 is available in the following colours:

	Writing system	Model number	Refill	Body	Case
<b>tipo K</b>	rollerball pen	337	M 66; black	tampo print	E 80 / optional V 0
<b>tipo Al / K</b>	rollerball pen	339	M 66; black	tampo print, laser engraving	E 80 / optional V 0



## SHARP DESIGN FOR DISCERNING CLIENTS – AND CLEAR MESSAGES.

Ballpoint pen made from sandblasted stainless steel, brushed stainless steel or with a matt black finish. With a striking grip section and a distinctive clip shape.

Design: EOOS, Vienna



Ballpoint pen 240 brushed



Ballpoint pen 240 black



Ballpoint pen 240 silver



	Writing system	Model number	Refill	Body	Case
econ	ballpoint pen	240 brushed	M 16; black M, blue B	tampo print, laser engraving	V 0
econ	ballpoint pen	240 black	M 16; black M	tampo print, laser engraving	V 0
econ	ballpoint pen	240	M 16; black M	tampo print, laser engraving	V 0





## UNDERSTATED DESIGN THAT LETS YOUR BRAND MESSAGE TAKE CENTRE STAGE.

Writing systems made from aluminium with a matt sheen.  
With a highly polished stainless steel clip and a black plastic tip.  
Design: Knud Holscher



Fountain pen 047 black



Ballpoint pen 247 black



Ballpoint pen 247 silver



Rollerball pen 347 silver



All writing systems are available  
in the following colours: ● ●

	Writing system	Model number	Refill/Nib	Body/Cap/Push Mechanism	Case
pur	fountain pen	047	steel nib	tampo print, laser engraving (clip only)	V 0
pur	ballpoint pen	247	M 16; blue B	tampo print, laser engraving (clip only)	V 0
pur	rollerball pen	347	M63; black	tampo print, laser engraving (clip only)	V 0





## THE MOST SOPHISTICATED WAY TO COMMUNICATE YOUR MESSAGE.

Modern rollerball pen with an integrated clip/push safety mechanism (worldwide patent held by Lamy). Comes with a high-grade palladium or matt lacquer finish in black, anthracite, imperialblue or white (glossy).



Rollerball pen 330 Palladium



Rollerball pen 334 anthracite



Rollerball pen 334 imperialblue



Rollerball pen 334 white



Rollerball pen 331 black

The LAMY swift and its refined push button mechanism: use the push button to actuate the writing tip, and the clip simultaneously retracts into the body of the pen. Press the push button again to retract the tip and the clip moves out into its original position – the LAMY swift is ready for transport!



E 180

	Writing system	Model number	Refill/Nib	Body	Clip	Case
swift	rollerball pen	334	M 66; black	tampo print	tampo print, laser engraving	E 180
swift	rollerball pen	330	M 66; black	laser engraving	laser engraving	E 180
swift	rollerball pen	331	M 66; black	tampo print	tampo print, laser engraving	E 180



## A CLEAR LINE FOR AN IMPRESSIVELY CLEAR BRAND MESSAGE.

An especially slender, cylindrical metal writing instrument with massive, spring-action stainless steel clip. Matt black lacquer finish.

Design: Gerd A. Müller



Fountain pen 056 black



Ballpoint pen 256 black



Mechanical pencil 156 black



E 119



V 52

	Writing system	Model number	Refill/Nib	Body/Cap	Clip/Push Mechanism	Case
cp1	fountain pen	056	steel nib	tampo print	tampo print, laser engraving	E 119
cp1	ballpoint pen	256	M 16; black M	tampo print	tampo print, laser engraving	V 52
cp1	mechanical pencil	156	M 40; 0,7 mm	tampo print	tampo print, laser engraving	V 52



PERFECT FOR EVERY POCKET AND EVERY KIND OF MEETING: DESIGN WITH AN INNOVATIVE PUSH MECHANISM.

The ultimate pocket pen: an innovative metal ballpoint pen with a push mechanism. Compact, handy design without compromising on performance.

Design: Franco Clivio



Ballpoint pen 289 chrome



Ballpoint pen 288 black



Ballpoint pen 288 neon pink



Ballpoint pen 288 white



Ballpoint pen 288 laserorange



E 113

288 is available in the following colours:



	Writing system	Model number	Refill	Body	Case
pico	ballpoint pen	289 chrome	M 22; black M	laser engraving	E 113
pico	ballpoint pen	288	M 22; black M	tampo print (288 white: tampo print, laser engraving)	E 113



## SIMPLY MODERN – A TOTALLY NEW QUALITY FOR COMMUNICATING YOUR BRAND.

The seamless deep-drawn aluminium bodies of these writing instruments lend the series a uniquely harmonious appearance. Brushed and blasted surfaces create details of formal tension which are refined by a silk-matt anodised coating. The impressive, high-gloss clip perfectly complements the overall concept.

Design: Jasper Morrison



Fountain pen 077 olivesilver



Ballpoint pen 277 black



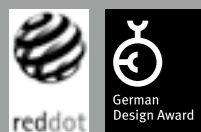
Rollerball pen 377 black



E 180

All writing systems are available in the following colours: ● ●

	Writing system	Model number	Refill/Nib	Body/Clip/Cap	Case
aion	fountain pen	077	steel nib	tampo print, laser engraving	E 180
aion	ballpoint pen	277	M 16; black M	tampo print, laser engraving	E 180
aion	rollerball pen	377	M 63; black M	tampo print, laser engraving	E 180





THE PERFECT WRITING ACCESSORY FOR COMPANIES WHO COUNT LIFESTYLE AND ZEITGEIST AMONGST THEIR BRAND VALUES.

The LAMY Lx series is made of sophisticated anodised aluminium. It's as light as a feather and stands out with its harmonious character as well as its details which are refined with precious metals. Available in four contemporary colours, this writing instrument emanates timelessness as well as a trendsetting flair.



Fountain pen 090 marron



Fountain pen 076 RAu



Ballpoint pen 257 Ru



Rollerball pen 358 Pd



Metal case in matching colour

All writing systems are available in the following colours:



	Writing system	Model number	Refill/Nib	Body/Cap	Case
Lx	fountain pen	057, 058, 076, 090	steel nib, black PVD	tampo print (not available for Pd), laser engraving	metal case
Lx	ballpoint pen	257, 258, 276, 290	M 16; black M	tampo print (not available for Pd), laser engraving	metal case
Lx	rollerball pen	357, 358, 376, 390	M 63; black M	tampo print (not available for Pd), laser engraving	metal case



**LAMY** AL-star  
black EMR



## THE RE-INVENTION OF A CLASSIC: DIGITAL WRITING WITH THE LAMY AL-star black EMR

A miracle of ergonomics with electromagnetic resonance technology. Cable-free and battery-free writing and drawing on mobile devices. Compatible with most tablets and smartphones which support Wacom EMR technology.

Its remarkable precision makes you feel like you're writing on paper. For professionals and students, while at work or play – the LAMY AL-star EMR is the perfect companion for drawing and writing. Let yourself be inspired by all of the many possible applications digital writing has to offer!  
[www.lamy.com/digitalwriting](http://www.lamy.com/digitalwriting)



Digital writing instrument 471 black EMR



List of compatible devices:  
[www.lamy.com/emr](http://www.lamy.com/emr)



	Writing system	Model number	Refill	Body/Cap	Case
<b>AL-star</b>	EMR	471	0.7 mm nibs	tampo print, laser engraving	standard



## USEFUL 2-IN-1 FUNCTIONALITY CONVEYS CONSTRUCTIVE BRAND MESSAGES.

A ballpoint pen and mechanical pencil in one. Made from metal with matt brushed, cyclical finish or coated with matt black lacquer. Spring-mounted steel clip. Eraser underneath the removable push button.

**Design:** Gerd A. Müller



Multisystem pen 645 st



Multisystem pen 656 cp1 black



E 180

	Writing system	Model number	Refill	Body/Clip/Push Mechanism	Case
<b>logo</b>	2-system pen	606	M 21; black / M41; 0,5 mm	tampo print, laser engraving	V 60
<b>st</b>	2-system pen	645	M 21; black / M41; 0,5 mm	tampo print, laser engraving	V 60
<b>cp1</b>	2-system pen	656	M 21; black / M41; 0,5 mm	tampo print, laser engraving	E 180



## WRITING AND SKETCHING: 3 REFILLS, 1 WRITING INSTRUMENT.

Mechanical pencil as well as black and red ballpoint pens – in one writing instrument. Twist mechanism to change between systems. With a solid, spring-mounted clip and an eraser underneath the removable push button. Made from metal with matt brushed, cyclical finish or coated with easy-grip soft black lacquer.

Design: Gerd A. Müller



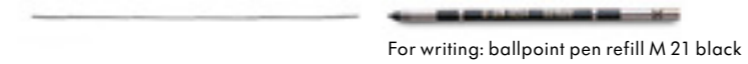
Multisystem pen 745 st



Multisystem pen 746 st black



Multisystem pen 759 cp1 brushed



For writing: ballpoint pen refill M 21 black



For sketching: mechanical pencil lead M 41 (0,5 mm)



For writing: ballpoint pen refill M 21 red

Multicolour ballpoint pen made from stainless steel in a matt finish with a widthwise grain. Tab indicating selected colour. With black, blue and red LAMY M 21 ballpoint pen refills.



Multicolour ballpoint pen 405 logo matt black



E 180



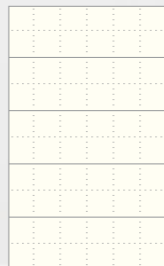
V 0

	Writing system	Model number	Refill	Body/Clip/Push Mechanism	Case
<b>st</b>	3-system pen 3x1	745	M 21; black, red / M 41; 0,5 mm	tampo print, laser engraving	E 180
<b>st</b>	3-system pen 2+1	746	M 21; blue, red / M 41; 0,5 mm	tampo print	E 180
<b>cp1</b>	3-system pen	759	M 21; black, red / M 41; 0,5 mm	tampo print, laser engraving	E 180
<b>logo</b>	multicolour ballpoint pen	405	M 21; black, red, blue	tampo print, laser engraving	V 0

**THE NEW NOTEBOOK ASSORTMENT FROM LAMY**



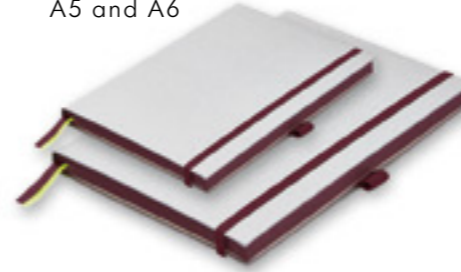
with Lamy ruling



**KEEP WHAT IS IMPORTANT: LAMY NOTEBOOKS**

This impressive notebook series offers the highest levels of writing comfort with its 90 g/m<sup>2</sup> bleedproof paper and Lamy ruling. The hardcover and softcover notebooks feature 192 pages, pen loops for writing instruments, bookmarks and a folder pocket in the cover for notes. The handy 64-page booklets with neon thread stitching are perfect for making a quick note or rough draft. Choose from a wide range of refinement options – see pages 52/53.

Hardcover  
A5 and A6



Softcover  
A5 and A6



Booklet  
A5 und A6



Notebook paper edges available in the following colours:



Notebook softcover available in the following colours:



Notebook booklet available in the following colours:



Model		Format
810	notebook hardcover	A5, 192 pages, 90 g/m <sup>2</sup>
810	notebook hardcover	A6, 192 pages, 90 g/m <sup>2</sup>
810	notebook softcover	A5, 192 pages, 90 g/m <sup>2</sup>
810	notebook softcover	A6, 192 pages, 90 g/m <sup>2</sup>
810	notebook booklet	A5, 64 pages, 90 g/m <sup>2</sup>
810	notebook booklet	A6, 64 pages, 90 g/m <sup>2</sup>

Set packaging for notebook A6



Set packaging for notebook A5





**Set packaging available for the following writing instruments**

<b>Set packaging A6</b>	for paper notebook	logo, tipo, xevo, noto, AL-star, safari / vista, aion, econ, pur, scala, studio, ideos
<b>Set packaging A5</b>	for paper notebook	logo, tipo, xevo, noto, AL-star, safari / vista, aion, econ, pur, scala, studio, ideos



## SURFACE REFINEMENT

Lamy's notebooks can be individually refined in many ways. The various refinement types and surfaces can be individually combined.

 Digital printing    Offset printing    Embossing    Screen printing



### COVER



The front and/or back cover can be customised using embossing, screen printing or digital printing.



### INSIDE COVER



The inside covers of the notebooks can be individually printed – one or both endsheets.



### BELLY BAND



Belly bands are especially suitable for high-quality products that should have less of a promotional feel.

A neutral Lamy belly band will be used if no individual belly band is ordered.

### CARD INSERT



Card inserts are ideal for informative promotional messages, e.g. longer texts and informational graphics, conference planners, or floor plans.

## REFINEMENT TYPES



### BLIND AND FOIL EMBOSSING

- deep embossing of a motif, tactile
- discreet: blind and/or tone-on-tone embossing
- strong contrast: colour foil embossing



### SCREEN PRINTING

- print PANTONE or HKS colours
- possible for up to 3 colours per motif
- multiple special colours possible (e.g. gold, silver...)



### DIGITAL PRINTING

- ideal for sophisticated motifs in small quantities
- colour gradients and multi-coloured photo printing possible
- borderless printing possible
- customised name printing with selectable font possible



### CUSTOMISED BELLY BAND

- ideal for editions starting at 1,000 copies
- high brilliance of colour via offset printing methods
- double-sided possible
- often in combination with discreet promotional print on inside cover



### CARD INSERT

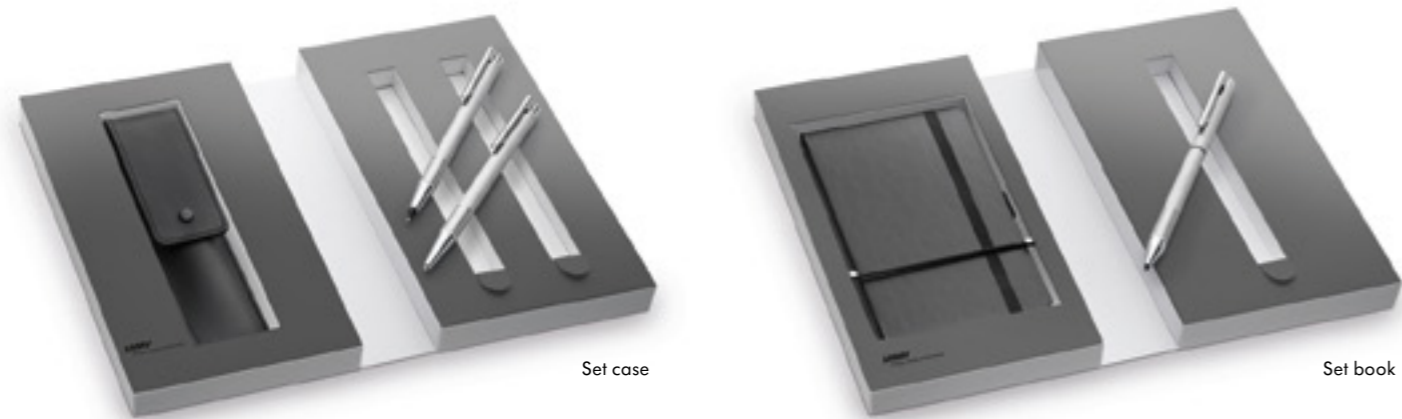
- long-lasting effect, as card insert is often used as a bookmark
- ideal for items that should have less of a promotional feel
- high colour brilliance thanks to offset printing
- double-sided possible



SHOW HOW FULL SERVICE REALLY WORKS – WITH A LAMY SET.

Lamy sets can be put together individually with a leather etui or notebook and one or two writing instruments from the following series: LAMY logo, LAMY econ, LAMY pur, LAMY noto, LAMY studio and LAMY scala.

In addition, the grey set with notebook is available with an optional, extensive insert that can be individually printed on two sides.



<b>set case</b>	with leather case	logo, econ
<b>set book</b>	with notebook	logo, econ, pur, noto
<b>set slipcase</b>	set slipcase with notebook	logo, econ, pur, noto, studio, scala
<b>advertising insert</b>	optional set insert, digital print up to 4 colours according to customer specifications	

THE BETTER THE PACKAGING THE MORE FUN IT IS TO OPEN.

Stylishly packaged writing instruments make high-quality, sophisticated gifts. Perfect for strengthening business relationships, as tokens of appreciation or as incentives.



Optional packaging	Model number
carton box (one or two writing instruments)	V 60
carton tube (not suitable for surface „brushed“)	V 52
carton box (one or two writing instruments)	E 119
metal case	E 180
carton box	E 188



## SYMBIOTIC PERFECTION IN FORM

Designed by EOOS, the extraordinary LAMY ideos offers its users a unique haptic writing experience. This writing instrument combines the basic forms of triangle and circle to create a stylised teardrop shape. The robust brass housings are refined with a high-quality palladium finish.

**Design:** EOOS, Vienna



**New:** Fountain pen 070 Pd



**New:** Ballpoint pen 270 Pd



E 188

	Writing system	Model number	Refill/Nib	Body/Clip	Case
<b>ideos</b>	fountain pen	070	steel nib	laser engraving	E 188
<b>ideos</b>	ballpoint pen	270	M 16; black M	laser engraving	E 188



## AN APPEALING SHAPE WITH REFINED DETAILS – FOR A SUBTLE BRAND STATEMENT.

Metal writing instruments with a shiny, chrome-plated clip in an unusual propeller shape. Stainless steel with a matt brushed finish or coated with matt lacquer. The Lx Edition is available with black matt lacquer finish and shiny black PVD coating on clip and nib.

Design: Hannes Wettstein



Fountain pen 066 Lx all black



Ballpoint pen 265 brushed



Ballpoint pen 267 imperialblue



Rollerball pen 365 brushed



E 180

All writing systems are available in the following colours:



	Writing system	Model number	Refill/Nib	Body/Clip/Cap	Case
studio	fountain pen	065	steel nib	tampo print, laser engraving	E 180
studio	fountain pen	066	steel nib, PVD	tampo print, laser engraving	E 180
studio	fountain pen	067	steel nib	tampo print, laser engraving	E 180
studio	ballpoint pen	265	M 16; black M	tampo print, laser engraving	E 180
studio	ballpoint pen	266	M 16; black M	tampo print, laser engraving	E 180
studio	ballpoint pen	267	M 16; black M	tampo print, laser engraving	E 180
studio	rollerball pen	365	M 63; black M	tampo print, laser engraving	E 180
studio	rollerball pen	366	M 63; black M	tampo print, laser engraving	E 180
studio	rollerball pen	367	M 63; black M	tampo print, laser engraving	E 180

Optional packaging available (see page 55).





## EMOTIVE DESIGN: HARMONIOUS PROPORTIONS FOR STRONG BRAND STATEMENTS.

Available as a fountain pen with a cap and a polished steel nib or gold nib, a twist-action pencil or ballpoint pen, and a rollerball pen with a cap. Cylindrical barrel made of stainless steel with high-gloss black lacquer, stainless steel with matt black lacquer or brushed stainless steel and highly polished, chrome-plated ends. Solid metal clip with a reliable spring mechanism, also with highly polished chrome plating.

**Design: Sieger Design**



Fountain pen 079 pianoblack



Fountain pen 080 black



Ballpoint pen 280 black



Mechanical pencil 151 brushed



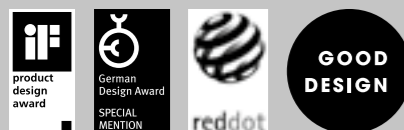
Rollerball pen 351 brushed



Fountain pen, ballpoint pen and rollerball pen are available in the following colours: ● ● ●

Mechanical pencil is available in the following colours: ● ●

	Writing system	Model number	Refill/Nib	Body/Clip/Cap	Case
scala	fountain pen	079	gold nib	tampo print, laser engraving	E 188
scala	fountain pen	080/051	steel nib	tampo print, laser engraving	E 188
scala	ballpoint pen	279	M 16; black M	tampo print, laser engraving	E 188
scala	ballpoint pen	280/251	M 16; black M	tampo print, laser engraving	E 188
scala	mechanical pencil	180/151	M 40; 0,7 mm	tampo print, laser engraving	E 188
scala	rollerball pen	379	M 63; black M	tampo print, laser engraving	E 188
scala	rollerball pen	380/351	M 63; black M	tampo print, laser engraving	E 188





## INSPIRED BY BAUHAUS AND A FIRM FAVOURITE WITH COMPANIES.

This model is available as a piston-fill fountain pen with a hand-polished, partially platinum-plated 14-carat gold nib, a rollerball pen, a ballpoint pen or a mechanical pencil. Made from fibreglass-reinforced polycarbonate and matt stainless steel with a lengthwise grain. Spring-mounted steel clip. Ballpoint pens made from exclusive types of wood with a spring-mounted stainless steel clip and palladium-finished hardware.

**Design: Gerd A. Müller**



Fountain pen 001



Ballpoint pen 201



Ballpoint pen 203 taxus



Ballpoint pen 203 blackwood



Rollerball pen 301



HW 97  
Pen holder made  
from wood incl. the  
LAMY 2000 blackwood  
ballpoint pen.



E 188

	Writing system	Model number	Refill/Nib	Body/Cap	Clip	Case
2000	fountain pen	001	gold nib	tampo print	tampo print, laser engraving	E 188
2000	ballpoint pen	201	M 16; black M	tampo print	tampo print, laser engraving	E 188
2000	ballpoint pen	203	M 16; black M	tampo print	laser engraving	E 188
2000	desk set	203	M 16; black M	tampo print	laser engraving	HW 97
2000	mechanical pencil	101	M 40; 0,7 mm / M 41; 0,5 mm	tampo print	tampo print, laser engraving	E 188
2000	rollerball pen	301	M 63; black M	tampo print	tampo print, laser engraving	E 188





**LAMY** 2000 M



## A PLEASURE TO TREASURE: NOW IN STAINLESS STEEL.

The design classic is now available with a new finish: stainless steel with matt brushed finish. It sits beautifully in the hand and is a pleasure to write with.

Design: Gerd A. Müller

SIGNATURE WRITING



Fountain pen 002 M



Ballpoint pen 202 M



Mechanical pencil 102 M



Rollerball pen 302 M



E 188

	Writing system	Model number	Refill/Nib	Body/Clip	Case
<b>2000 M</b>	fountain pen	002	gold nib	tampo print, laser engraving	E 188
<b>2000 M</b>	ballpoint pen	202	M 16; black M	tampo print, laser engraving	E 188
<b>2000 M</b>	mechanical pencil	102	M 40; 0,7 mm	tampo print, laser engraving	E 188
<b>2000 M</b>	rollerball pen	302	M 63; black M	tampo print, laser engraving	E 188





## POCKET-SIZED MASTERPIECE OF TECHNOLOGY

Retractable nib. All-metal body, matt darkblue or shiny white lacquer finish, details plated with rose gold. Gold nib 14 ct. in bicolour rose gold design, partially platinised.

**Design:** Franco Clivio



New: Fountain pen 081 white RAu



New: Fountain pen 081 darkblue RAu



E 182

	Writing system	Model number	Nib	Clip	Case
<b>dialog cc</b>	fountain pen	081	gold nib	laser engraving	E 182



A NEW TYPE OF TWIST-ACTION FOUNTAIN PEN WHICH BOTH FASCINATES AND INSPIRES.

Retractable nib and clip. All-metal body, palladium-coated, matt black finish, shiny white lacquer finish or shiny black lacquer finish. 14-carat gold nib, partially platinised.

Design: Franco Clivio



Fountain pen 074 pianowhite Pt



Fountain pen 074 pianoblack Pt



Fountain pen 074 Palladium



Fountain pen 074 black



E 182

	Writing system	Model number	Nib	Clip	Case
<b>dialog 3 pianowhite Pt</b>	fountain pen	074	gold nib	laser engraving	E 182
<b>dialog 3 pianoblack Pt</b>	fountain pen	074	gold nib	laser engraving	E 182
<b>dialog 3 Palladium</b>	fountain pen	074	gold nib	laser engraving	E 182
<b>dialog 3 black</b>	fountain pen	074	gold nib	laser engraving	E 182





A SERIES OF WRITING INSTRUMENTS THAT EFFORTLESSLY UNITES ATTITUDE AND STYLE.

LAMY imporium – the extraordinary family of writing instruments from Lamy. This captivating range boasts an exciting combination of functional design, sturdy structure and first-class materials, including gold, platinum and titanium, all beautifully finished with the use of top-quality PVD coatings and galvanisation in a range of designs. This combination gives the range its unmistakable appearance and produces a luxurious feel when writing.

Design: Mario Bellini



Fountain pen 092 BlkBlk



Ballpoint pen 260 BlkAu



Mechanical pencil 193 TiPt



Rollerball pen 393 TiPt



E 182

All writing systems are available in the following colours:



	Writing system	Model number	Refill/Nib	Cap/Clip	Case
imporium	fountain pen	092 / 060 / 093	gold nib	laser engraving	E 182
imporium	ballpoint pen	292 / 260 / 293	M 16; black M	laser engraving	E 182
imporium	mechanical pencil	192 / 160 / 193	M 40; 0,7 mm	laser engraving	E 182
imporium	rollerball pen	392 / 360 / 393	M 63; black M	laser engraving	E 182



## MADE FOR CHILDREN, POPULAR WITH ADULTS: THE WRITING INSTRUMENT THAT BRINGS BACK MEMORIES.

Developed together with educators for the first steps towards learning to write. Fountain pen and twist-action mechanical pencil made of maple wood, cap and dice made of plastic. Ergonomically shaped, anti-slip plastic grip. With name sticker.

Design: Entwicklungsgruppe Mannheim / Prof. Bernt Spiegel



Beginner's fountain pen 009 blue



Beginner's fountain pen 010 red



Beginner's pencil 109 blue



Beginner's pencil 110 red



E 314

	Writing system	Model number	Refill/Nib	Cap/Clip/Dice	Case
abc	Beginner's fountain pen	009, 010	steel nib A	tampo print	E 314
abc	Beginner's pencil	109, 110	M 44; 1.4 mm	tampo print	E 314





## THE COLORPLUS ASSORTMENT FROM LAMY LETS YOUR BRAND BRING COLOUR INTO PLAY.

Lamy's colorplus series features robust colours of especially high quality. So you can make your customers of tomorrow happy today.



colorplus plastic case of 12



colorplus packaging of 12



colorplus packaging of 24



colorplus packaging of 36



colorplus neon packaging of 6



colorplus metallic packaging of 12

colorplus	coloured pencils	plastic case of 12
colorplus	coloured pencils	packaging of 12
colorplus	coloured pencils	packaging of 24
colorplus	coloured pencils	packaging of 36
colorplus	coloured pencils	packaging of 6 neon
colorplus	coloured pencils	packaging of 12 metallic



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