



CORPORATE GIFTS 2013



130 YEARS OF STYLE AND ELEGANCE THE CREATIVE STORY OF WATERMAN

Since 1883, the sensuality and distinctiveness of WATERMAN have assured its place at the heart of Parisian elegance and luxury. The brand's remarkable history is a relentless quest to marry innovation, design and excellence and to be a leading inspiration that continues to drive the creation of some of the most stylish and sophisticated writing instruments in the world today. In its Center of Excellence in Nantes, in France, over 500 specialists work with state of the art equipment and techniques to transform precious materials and innovative designs into striking jewels.

1883: At the start of the creation

Lewis Edson Waterman revolutionized writing by inventing the first practical fountain pen, The Regular. Over the following years the bold designs of WATERMAN pens were regarded as objets d'art.

1907: Setting the standard

WATERMAN stretched its creative wings with launch of Le Safety. The retractable nib, designed to prevent leakage, also created a unique design element that was quite bold for its time.

1953: Astonishing artistry

WATERMAN drew creative inspiration from modernism with Le CF which bears the futuristic lines of a rocket ship. Le CF also pioneered the WATERMAN clip still seen today.

1983: A bold design reference

WATERMAN marked 100 years of creativity by launching a masterpiece. The popular shape of Le Man 100 was later produced in various colours and materials including plastic, wood, lacquer and metallic finishes.

1992: Striking originality

The elliptical and futuristic shape of Edson, inspired by the aeronautic fluidity of Le CF, revealed an iconic reference in WATERMAN's history of creativity.

1999: A Masterpiece

Rolling back the boundaries of creativity and craftsmanship, WATERMAN unveiled the strikingly original design of Sérénité, a pen that stands vertically tall as no pen has dared before.

2005: Inspired creativity

WATERMAN's Exception continued to break new boundaries with its remarkable quadrangular shape.

2012: Light meets dark

The Expert 2012 Edition is the latest chapter in WATERMAN's rich history of combining boundless creativity, inspired design and audacious imagination with a sophisticated French style.



pour l'amour de l'art acquis &

Light painting by Hughes Reip.

ENTER THE WORLD OF WATERMAN CORPORATE GIFTS

Since its foundation in 1883 by Lewis Edson Waterman and the invention of the first refillable fountain pen, the WATERMAN brand has constantly sought to innovate. With a long history rich in creativity, it has become a true reference in the world of writing. Each pen is unique, exclusive and continues to reflect the character and temperament of its owner. Using a variety of materials and colours, designs and styles, WATERMAN is further extending its range this year, to remain more than ever the epitome of individual elegance.

For the promotional & incentive market, our commitment to excellence extends into the Business to Business world. WATERMAN is a special gift - and that makes it the ideal way to let customers or employees know just how much they are appreciated.

Choosing our expertise also means being able to take advantage of our unique experience in the understanding of the design brief, deadlines, and the end user's particular customisation needs. With our expertise in the use and development of modern customisation techniques we ensure that the right message or image is communicated at the right time.

We know the pen works as a promotional or incentive tool, here are a few of the reasons to use quality pens:

- To Commemorate that Unique Occasion
- A Symbol of Recognition
- A Token of Thanks
- The Perfect Ambassador
- The Ideal Corporate Gift

A pen says it all because it is as unique as the day itself and a lasting symbol of that particular moment.



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CARÈNE

The most distinguished WATERMAN. A satin or gloss lacquered barrel, an 18-carat solid gold rhodium-plated nib and silver-plated trims all offer a truly modern look. For a more classic look, a black or amber lacquered barrel is combined with an 18-carat solid gold nib and gold trims.





RP

BLACK SEA GT



8P

BLACK SEA GT



RP

BLACK SEA ST



8P

BLACK SEA ST

OPTIONS

MODES



Fountain pen



Ball pen

MARKING AREA

ENGRAVING & IMPRINTING
Fountain pen & Ball pen



INKS

 Ball pen

STANDARD PACKAGING*



See pages 18 - 19 for more information on customisation.

*See details on page 17

PERSPECTIVE

Pure, elegant, creative: PERSPECTIVE is a symbol of WATERMAN'S world view. A bright vision of the future inspired by modern architectural trends, its powerful design and charismatic range of finishes define the brand's code-breaking approach to contemporary style and design.





FP
R8
8P

BLACK GT



FP
R8
8P

BLACK GT



FP
R8
8P

BLACK CT



FP
R8
8P

BLACK CT

OPTIONS

MODES



Fountain pen



Roller ball



Ball pen

INKS



Roller ball



Ball pen

MARKING AREA

ENGRAVING & IMPRINTING
Fountain pen & Roller ball

Ball pen



STANDARD PACKAGING*



See pages 18 - 19 for more information on customisation.

*See details on page 17

EXPERT

The Expert New Generation Collection is the perfect bold accomplice for the spirit of self-expression.

Meet iconic design to create the ultimate sophisticated business style with a highly personalized twist.





OPTIONS

MODES



Fountain pen



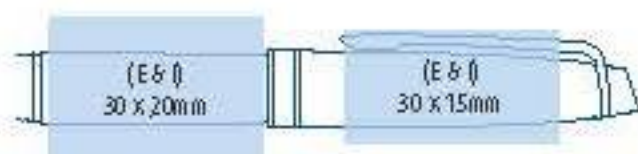
Roller ball



Ball pen

MARKING AREA

ENGRAVING & IMPRINTING*
Fountain pen & Roller ball



STANDARD PACKAGING*

INKS

- Roller ball
- Ball pen

Ball pen



*Imprint not available on Metallic CT ** Dornig also available: FP/RB/BP (6.8 x 5.8 mm)
See pages 18 - 19 for more information on customisation.

*See details on page 17

HÉMISPHERE DeLuxe

The four "Deluxe" Hémisphère models are gems of sophistication, the perfect choice for people who love fine objects. Hémisphère "Deluxe" is a subtle association of preciously chiselled metal with a wavy décor, a palladium coating and shiny black, optical white or satin-finished with fine décor lacquerings.





OPTIONS

MODES



Fountain pen



Roller ball



Ball pen

MARKING AREA

ENGRAVING & IMPRINTING*
Fountain pen & Roller ball

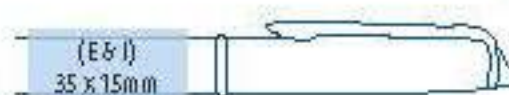
(E & I)
35 x 20mm



CROWN
6 x 6mm**

Ball pen

(E & I)
35 x 15mm



CROWN
5 x 5mm**

INKS

- Roller ball
- Ball pen

STANDARD PACKAGING*



*Available only for Deluxe Black CT and Deluxe White CT. **Doming also available: FP/RB (9 x 7.8 mm), BP (8 x 7 mm).
See pages 18 - 19 for more information on customisation.

*See details on page 17

HÉMISPHERE Essential

A pure, simple, timeless line. HÉMISPHERE - both highly practical and discreet - slides, unnoticed, into a pocket, bag or diary. A design that combines natural, seductive elegance with true magnetism.



FP
RB
BP

BLACK GT



FP
RB
BP

BLACK CT



FP
RB
BP

WHITE CT

OPTIONS

MODES



Fountain pen



Roller ball



Ball pen



Mechanical pencil

INKS



Roller ball



Ball pen

STANDARD PACKAGING*



*See details on page 17

**BEST
SELLER**



FP
RB
BP

STAINLESS STEEL GT

**BEST
SELLER**



FP
RB
BP

STAINLESS STEEL GT

**BEST
SELLER**



FP
RB
BP

STAINLESS STEEL CT

**BEST
SELLER**

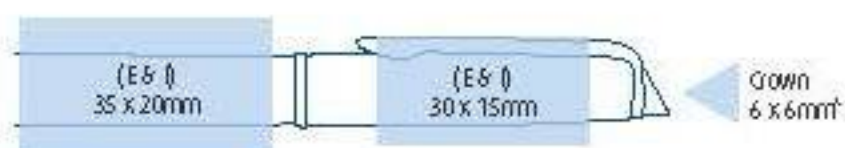


FP
RB
BP
MP

STAINLESS STEEL CT

MARKING AREA

ENGRAVING & IMPRINTING*
Fountain pen & Roller ball



Ball pen & Mechanical pencil



*Doming also available: FP/RB (9 x 7.8mm), BP (8 x 7mm)
See pages 18 - 19 for more information on customisation.



GRADUATE

Based on a classic design, GRADUATE is resolutely functional and modern. GRADUATE is ideal for everyday use or for gift giving occasions.



OPTIONS

MODES



Fountain pen



Roller ball



Ball pen

INKS



STANDARD PACKAGING*



MARKING AREA

ENGRAVING

Fountain pen, Roller ball & Ball pen



See pages 18 - 19 for more information on customisation.

*See details on page 17

PACKAGING OPTIONS

HR box (Scode: 50889880)
(CARENE)



MHR box (Scode: 50889890)
(PERSPECTIVE, EXPERT,
HEMISPHERE, GRADUATE)



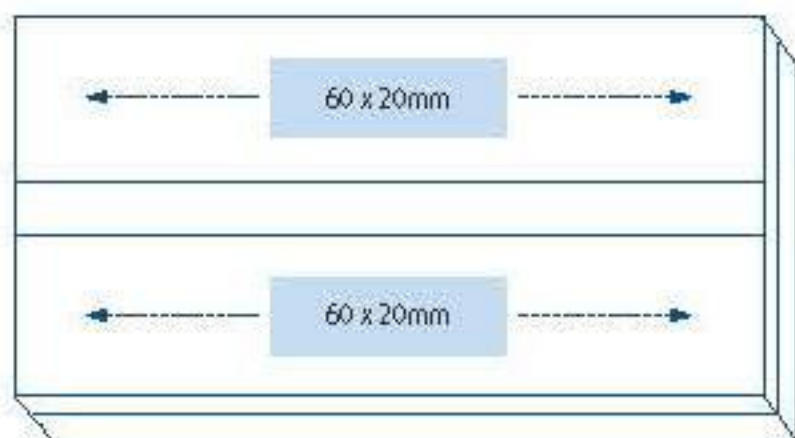
BAGS

You can pack your products in original Waterman gift bags. Bags are available while stocks last for an additional fee.

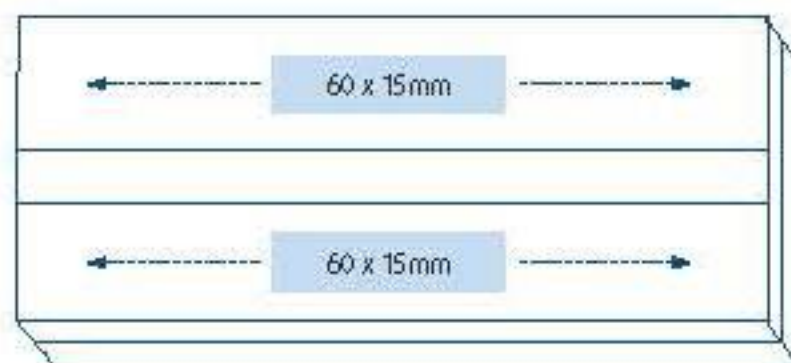


MARKING AREA

HR Screenprint on box - 1 colour



MHR Screenprint on box - 1 colour



MARKING TECHNIQUES

LASER ENGRAVING



A computer-controlled 'rotary' laser machine enables the pen to rotate during the laser process, offering you a larger than normal print area, ensuring a durable and high quality display of your message. On matte and lacquered products the laser cuts into the surface to reveal the substrate or core barrel colour. On steel products, the laser burrs the surface without cutting into it, leaving a brown/black (oxidised) permanent mark.

PAD PRINTING



From 1 to 5 colours, pad printing enables us to print single or multi colour images on large areas and on curved surfaces, including pen clips. In this process the print image is etched into a stamp, which is then filled with ink. The pad picks up the ink and prints the image on the pen.

SCREEN PRINTING



From single colour print to complex multi-colour customised designs, screen printing offers printing in solid, bold and clear lines. In screen printing ink is pressed through a contour gauge screen resulting in a neat and clear image on the pen, even for the more complex designs.

CROWN ENGRAVING



Crown engraving allow you to discretely convey your logo on the crown of a wide variety of our pens. These logos will be laser engraved.

DOMING



This year we offer the possibility to display your message on the pen's crown (Expert, Hemisphere) using digital technology, to give your message maximum visibility. The image is covered by a special resin, which protects it in a durable way.






























GIFT BOX DECORATION



Our gift boxes can be used to convey your message. For decoration we use screen printing in one colour.

TECHNICAL INFORMATION

ENGRAVING

PAGES	PRODUCTS	FINISHES	LASER ENGRAVING			EMBLEMS
			CAP	BARREL	CROWN/TOP	CROWN
6 - 7	CARBINE	All			-	-
8 - 9	PERSPECTIVE	Black GT/CT	PP/PS 		-	-
10 - 11	EXPERT	Metallic GT/CT				Ooming
		Laquer GT				Ooming
		Laquer CT				Ooming
12 - 13	HEMISPHERE DELUXE	Deluxe Black CT / White CT	-			Ooming
14 - 15	HEMISPHERE ESSENTIAL	Stainless Steel GT/CT			CT  GT 	Ooming
		Black GT/CT			CT  GT 	Ooming
		Stainless Steel CT/GT			CT  GT 	Ooming
16	GRADUATE	Chrome CT				-

COLOUR GUIDE

Light Grey



Dark Grey



Light Gold



Gold



FONT NAME	FONT STYLE
AmerType	AaBbCcDdEeFf
Arial	AaBbCcDdEeFf
Bell	AaBbCcDdEeFf
Book Antiqua	AaBbCcDdEeFf
Century Gothic	AaBbCcDdEeFf
Century Schoolbook	AaBbCcDdEeFf
Edwardian Script	AaBbCcDdEeFf
Englische	AaBbCcDdEeFf
Franklin Gothic	AaBbCcDdEeFf
Garamond	AaBbCcDdEeFf
High Tower	AaBbCcDdEeFf
IRS	AaBbCcDdEeFf
Ludde Calligraphy	AaBbCcDdEeFf
Rodwell	AaBbCcDdEeFf
Verdana	AaBbCcDdEeFf

IMPRINTING

PAGES	PRODUCTS	FINISHES	SCREEN PRINTING			PAD-PRINTING			
			CAP	BARREL	AVAILABLE COLOURS	CAP	BARREL	CROWN/TOP	AVAILABLE COLOURS
6 - 7	CARBINE	All	1 colour	1 colour	Silver on CT / Gold on GT	1 colour	1 colour	-	Silver on CT / Gold on GT
8 - 9	PERSPECTIVE	Black GT/CT	1 colour	1 colour	Silver on CT / Gold on GT	1 colour	1 colour	-	Silver on CT / Gold on GT
10 - 11	EXPERT	Metallic GT/CT	1 colour	1 colour	Silver on CT / Gold on GT	1 - 4 colours	1 - 4 colours	1 - 4 colours	any Pantone colour
		Laquer GT	1 colour	1 colour	Gold	1 - 4 colours	1 - 4 colours	1 - 4 colours	any Pantone colour
		Laquer CT	1 colour	1 colour	Silver	1 - 4 colours	1 - 4 colours	1 - 4 colours	any Pantone colour
12 - 13	HEMISPHERE DELUXE	Deluxe Black CT / White CT	-	1 colour	Silver	-	1 colour	1 - 4 colours	any Pantone colour
14 - 15	HEMISPHERE ESSENTIAL	All	1 colour	1 colour	any Pantone colour	1 - 4 colours	1 - 4 colours	1 - 4 colours	any Pantone colour
16	GRADUATE	Chrome CT	-	-	-	-	-	-	-

Our marking centre offers additional decoration possibilities, subject to pricing and lead-times. Please contact your sales representatives for information.

ARTWORK SPECIFICATION

Production – Ready artwork

- Please submit vector based artwork electronically by email
- Ideal formats we can accept are Illustrator EPS or AI. Also PDF files created by using either EPS or AI and being saved as 'editable'.
- Please try to provide correct pre-sized artwork, for the relevant sizes, please see our product information sheets for more details.
- Please ensure all fonts are outlined. If you require additional lines of text on your artwork in a specific font please add this in your mail. We may require you to supply the font. (if it is under license).

Please supply pantone C reference numbers for individual colours. You can supply Black and White artwork with pantone colours specified within your email.

Other acceptable formats

TIFF, JPEG or PSD files. Please ensure your files are at least 600 dpi. Note that these formats will need to be re-drawn by our designers team so may extend leadtime.

Unacceptable formats

Office Software (Word, Powerpoint, Publisher etc.) Web images (Low Resolution JPEG, PNG, GIF etc. Under 300 dpi.)

Compression schemes

MAC Stuffit (.sit or .sea) files or ZIP files. If your files are longer than 10 MB please compress them accordingly.

Hardcopy artwork

If computer generated artwork is not available, we can accept a hardcopy printout for scanning. Please ensure the copy is clean and all text is clearly read.

Colour variations

It is our intention to match as close as possible to all pantone numbers and colour swatches, however, please would you note the following. As our inks have to comply with certain safety standards, it is not always possible to give an accurate match, especially, on units other than white. This may result in significant colour difference when printing onto a coloured unit, i.e. Red or Black units or yellow on Blue units. Please take this into consideration.

There may also be occasional variations between batches, as the complexities of printing may vary the colours, however, we endeavour to keep the differences as minimal as possible. Customised printed products (Screen & Pad) are more prone to showing wear as the surface is marked/worn through use. Metallic finishes do not offer the same level of durability as standard colours as the finish is achieved using small metallic particles which do not absorb the surface of the product.

Tints and gradients

Tints and Gradients can only be printed as part of our Transfer Wrap process on Parker Pen Vector products. We can not produce them as screen prints, if you have tints or gradients in your artwork please convert them to 100% spot colour, or ask our design team to colour match them to the closest pantone reference.

Imprinting position

Unless specified, imprinting will be right handed for writing mode position. Please also state your preferred marking position in your email, for more information please see our marking position guide.

Submitting your artwork

Please email your artwork over with your purchase order form to your Newell Rubbermaid sales contact.

Please ensure your artwork meets the above production-ready guidelines.

Additional information

- Files received without vector data or in an unacceptable format are subject to a longer lead time.
- Any non format compliant artwork will be re-drawn to confirm to our standards.
- Please note that our minimum line weight is 0.4 pts, anything less than this may not print out correctly, including line art and text. We will always make you aware if your artwork falls below this point and modify where necessary to meet our printing requirements.
- For Transfer Wrap orders please supply your artwork at no less than 300 dpi in CMYK.
- We will supply "Marking Instruction" Sheet for you to check your artwork.

Please make sure you check this very carefully before giving approval. Once you have given approval we will not be responsible for any discrepancies made.

- If you need to supply your artwork on disk, please include a printed hard copy of your artwork for our reference.
- If you do not know the pantone reference of your artwork, we will endeavour to match it as closely as possible.

Copyright information

When orders are printed to customer's specifications, the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement.

