

WATERMAN
PARIS

W

STRETCHING THE BOUNDARIES OF LUXURY AND PARISIAN ELEGANCE

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.





pour l'amour de l'art agnès b.

Waterman makes a commitment to art by supporting the Agnès b. endowment fund.
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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EXCEPTION

Ideas that turn corners, change the rules, break away from expectations: EXCEPTION... from the purity, balance and graphic impact of the square concept comes an EXCEPTION... the first quadrangular writing accessory: EXCEPTION...

- Rhodium plated 18k solid gold nib or 18k solid gold nib
- 23.3k gold plated or silver plated trims





FP
RB
BP

SLIM BLACK GT



FP
RB
BP

SLIM BLACK ST



FP
RB
BP

SLIM BLUE ST

OPTIONS

MODES



Fountain pen



Roller ball



Ball pen

MARKING AREA

IMPRINTING

Fountain pen, Roller ball & Ball pen



INKS

● Roller ball

● Ball pen

IMPRINTING & ENGRAVING



STANDARD PACKAGING*



See pages 26 - 27 for more information on customisation.

*See details on page 25

CARENE

DeLuxe – Essential – Contemporary

The collection illuminates and captivates through the intensity of metal and delicate engraving. CARENE Essential allies the finesse of a classic, undulating design with the radiance of precious metals. CARENE Contemporary revisits a traditional geometric WATERMAN design: finely chiselled lines featuring “titanium” tints.





OPTIONS

MODES



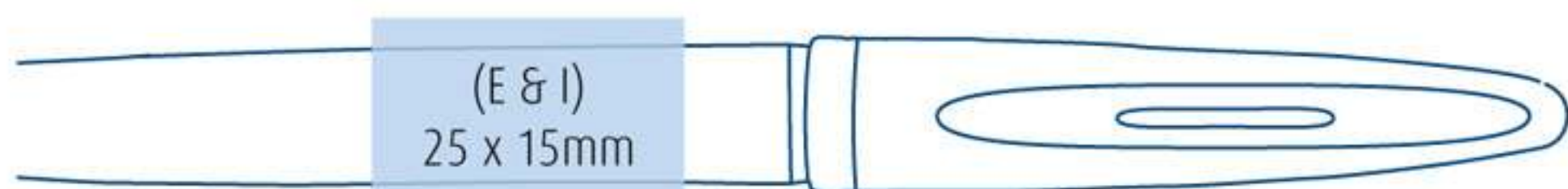
Fountain pen



Ball pen

MARKING AREA

ENGRAVING & IMPRINTING*
Fountain pen & Ball pen



INKS



Ball pen



STANDARD PACKAGING*



*Available for Deluxe Black GT, Essential Black GT, Contemp. Black
See pages 26 - 27 for more information on customisation.

*See details on page 25

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.





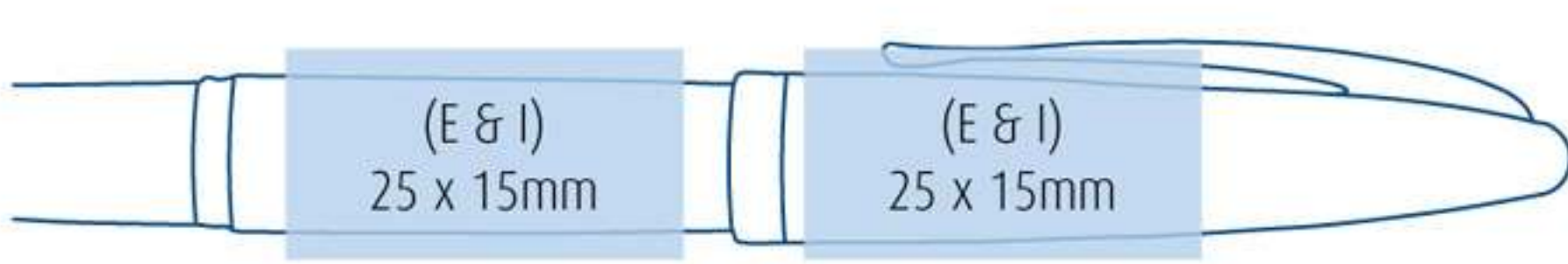
OPTIONS

MODES



MARKING AREA

ENGRAVING & IMPRINTING
Fountain pen, Roller ball & Ball pen



See pages 26 - 27 for more information on customisation.

INKS



STANDARD PACKAGING*



*See details on page 25

CHARLESTON

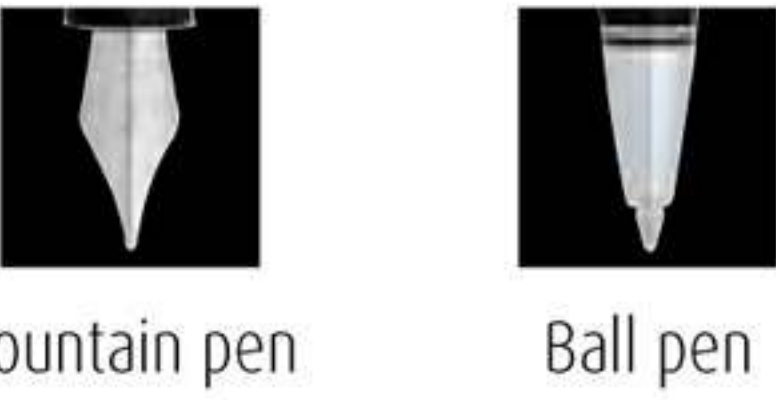
When the past and the future become one . . . its fine grooving, bold gold electroplated or chromed ring and geometric lines are of art deco inspiration. Its tapering form extending to 18-carat solid gold nib, streamlined clip and technical performance all attest to its definite modernity.





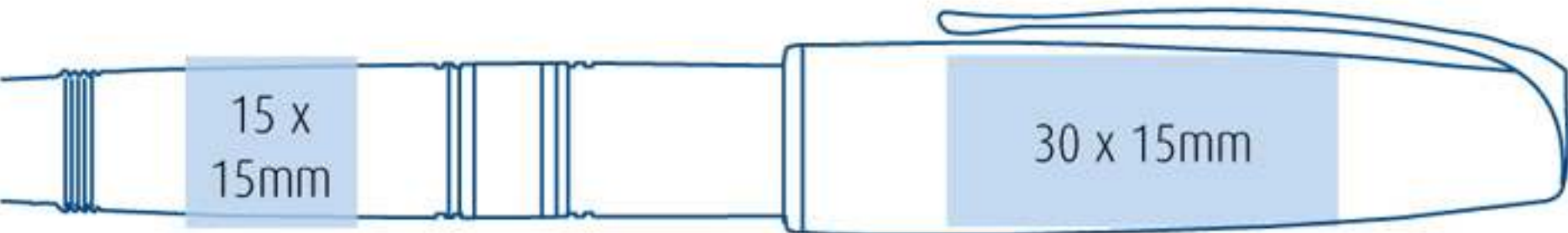
OPTIONS

MODES



MARKING AREA

IMPRINTING
Fountain pen & Ball pen



INKS



STANDARD PACKAGING*



See pages 26 - 27 for more information on customisation.

*See details on page 25

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.





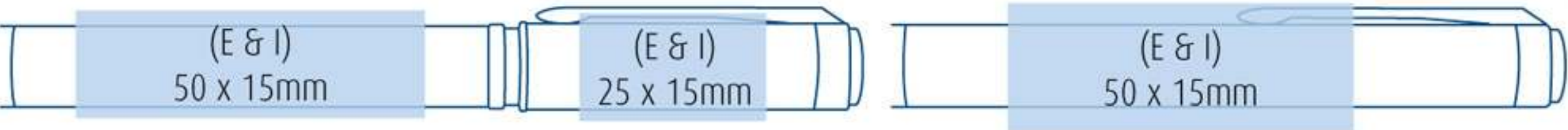
OPTIONS

MODES



MARKING AREA

ENGRAVING & IMPRINTING
Fountain pen & Roller ball



Ball pen

INKS



STANDARD PACKAGING*



See pages 26 - 27 for more information on customisation.

*See details on page 25

EXPERT DeLuxe

Expert New Generation Deluxe finishes create a modern and striking statement piece for bold luxurious writing instruments. The perfect marriage of timeless Parisian elegance and a bold, on-trend business style.





FP
RB
BP

BLACK CT



FP
RB
BP

BLACK CT



FP
RB
BP

WHITE CT



FP
RB
BP

WHITE CT

OPTIONS

MODES



Fountain pen



Roller ball



Ball pen

INKS



Roller ball

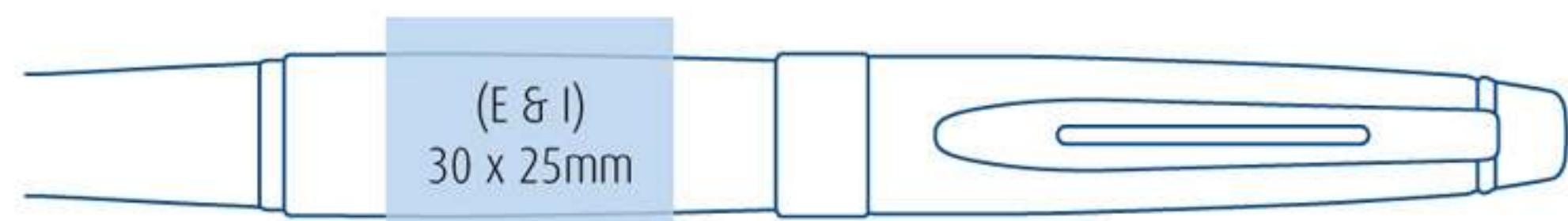


Ball pen

MARKING AREA

ENGRAVING & IMPRINTING

Fountain Pen, Rollerball & Ball Pen



(E & I)
30 x 25mm

Crown
4 x 4mm*



STANDARD PACKAGING*



* Doming also available: FP/RB/BP (6.8mm x 5.8mm)
See pages 26 - 27 for more information on customisation.

*See details on page 25

EXPERT

The Expert New Generation Collection is the perfect bold accomplice for the spirit of self-expression. This collection sees daring new colour choices, Taupe and Deep Brown, meet iconic design to create the ultimate sophisticated business style with a highly personalized twist.



OPTIONS

MODES



Fountain pen



Roller ball



Ball pen

INKS



Roller ball



Ball pen

STANDARD PACKAGING*



*See details on page 25

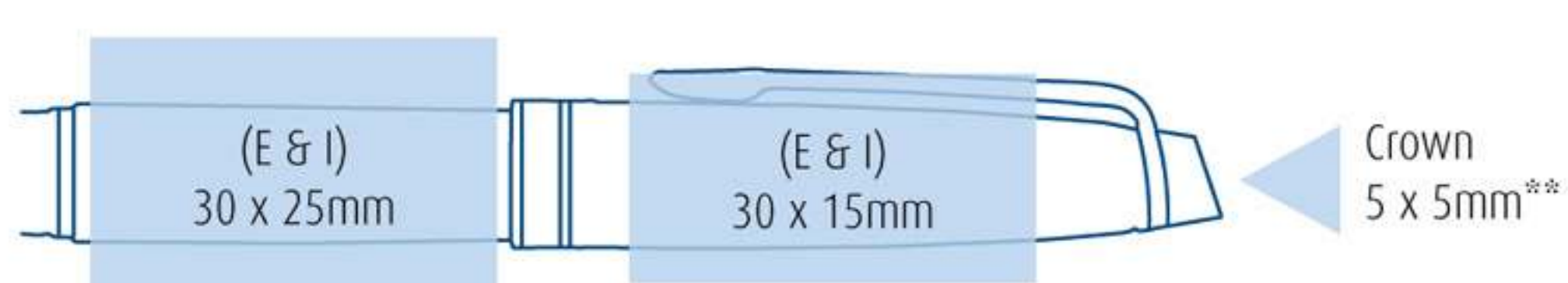
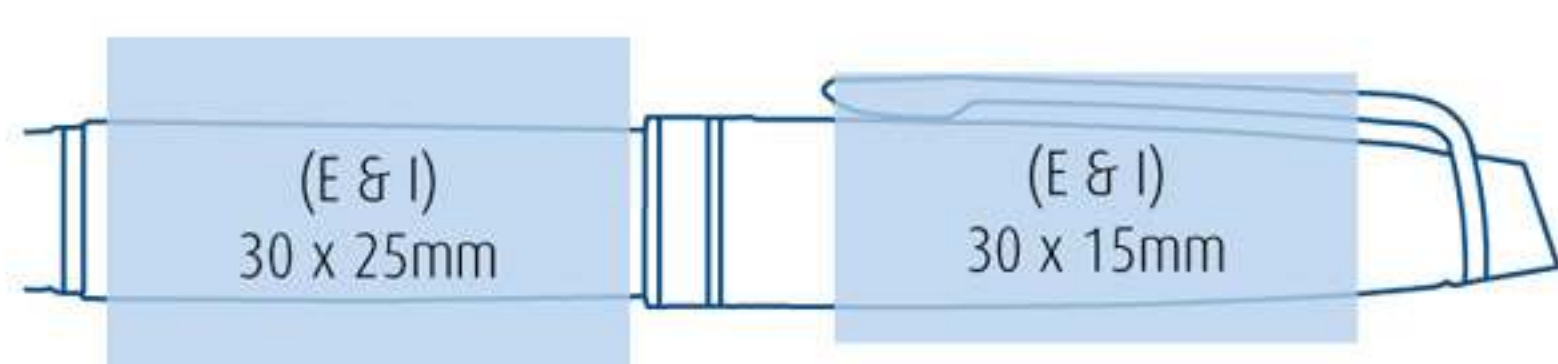


MARKING AREA

ENGRAVING & IMPRINTING*
Fountain pen & Roller ball



Ball pen



*Imprint not available on Metallic CT/GT ** Doming also available: FP/RB/BP (6.8 x 5.8 mm)
See pages 26 - 27 for more information on customisation.

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



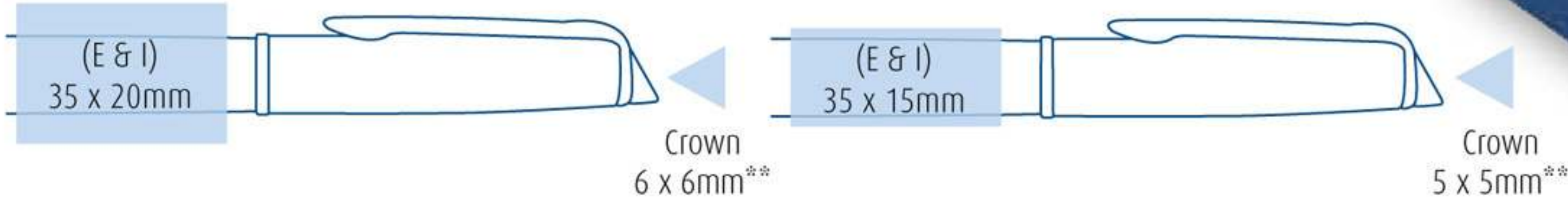
Roller ball



Ball pen

MARKING AREA

ENGRAVING & IMPRINTING*
Fountain pen & Roller ball



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 7mm)
See pages 26 - 27 for more information on customisation.

*See details on page 25

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

MATT BLACK GT



FP
RB
BP

MATT 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 25

**BEST
SELLER**



FP
RB
BP
MP

STAINLESS STEEL GT

**BEST
SELLER**



FP
RB
BP
MP

STAINLESS STEEL CT

**BEST
SELLER**



FP
RB
BP
MP

STAINLESS STEEL GT

**BEST
SELLER**

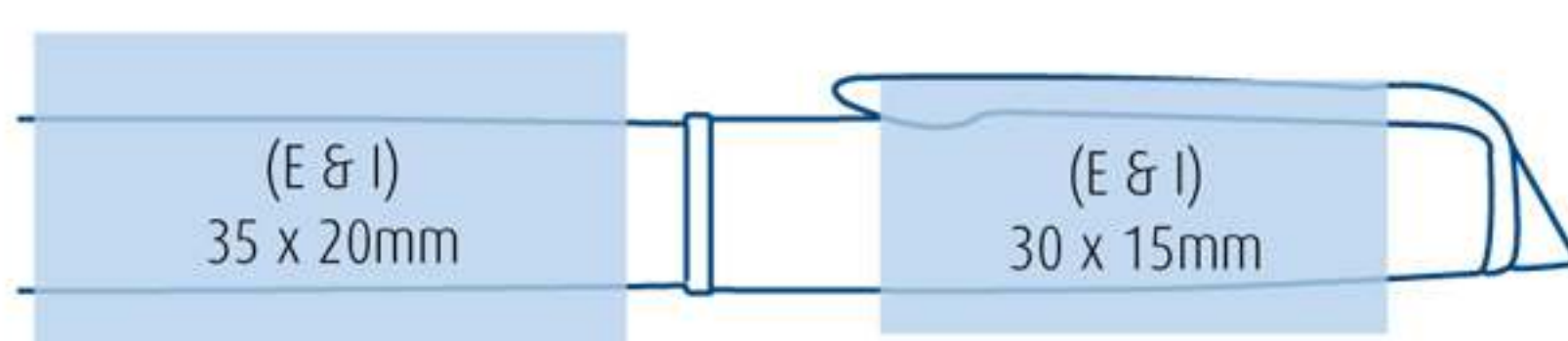


FP
RB
BP
MP

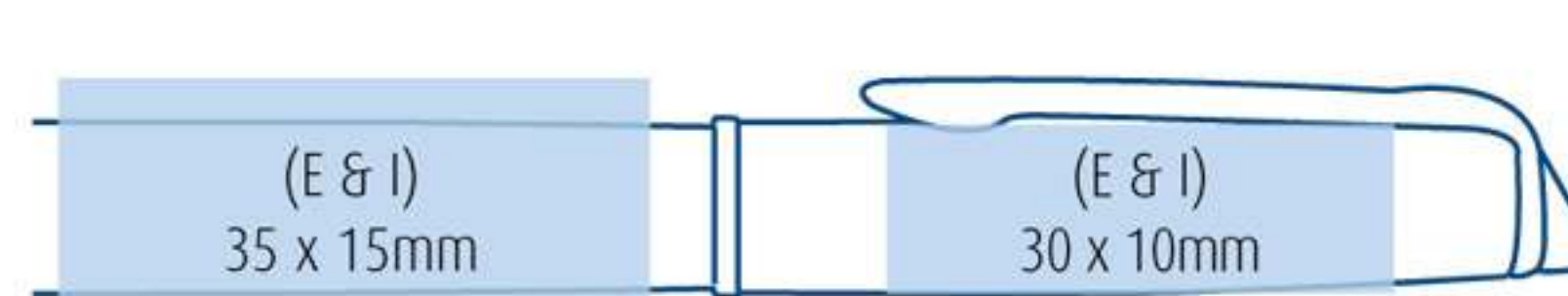
STAINLESS STEEL CT

MARKING AREA

ENGRAVING & IMPRINTING*
Fountain pen & Roller ball



Crown
6 x 6mm*



Crown
5 x 5mm*



*Doming also available: FP/RB (9 X 7.8mm), BP (8 x 7mm)
See pages 26 - 27 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.



**BEST
SELLER**



OPTIONS

MODES



Fountain pen



Roller ball



Ball pen

INKS



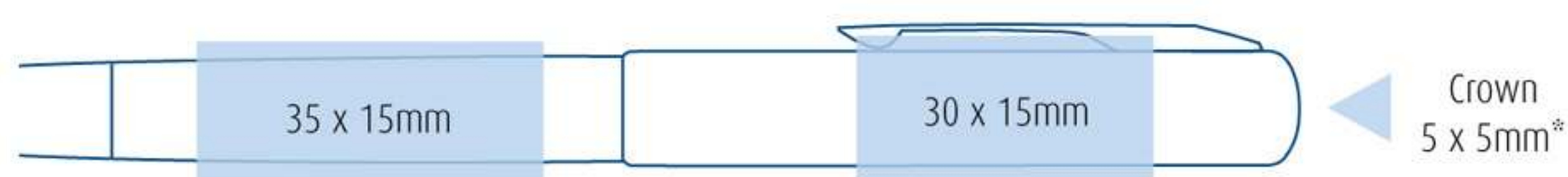
STANDARD PACKAGING*



MARKING AREA

ENGRAVING

Fountain pen, Roller ball & Ball pen



See pages 26 - 27 for more information on customisation.

*See details on page 25

PACKAGING OPTIONS

HR box (Scode: S0889880)
(EXCEPTION, CARENE , CARENE
DELUXE/Essential/Contemporary)



MHR box (Scode: S0889890)
(CHARLESTON, PERSPECTIVE,
EXPERT, HEMISPHERE, GRADUATE)

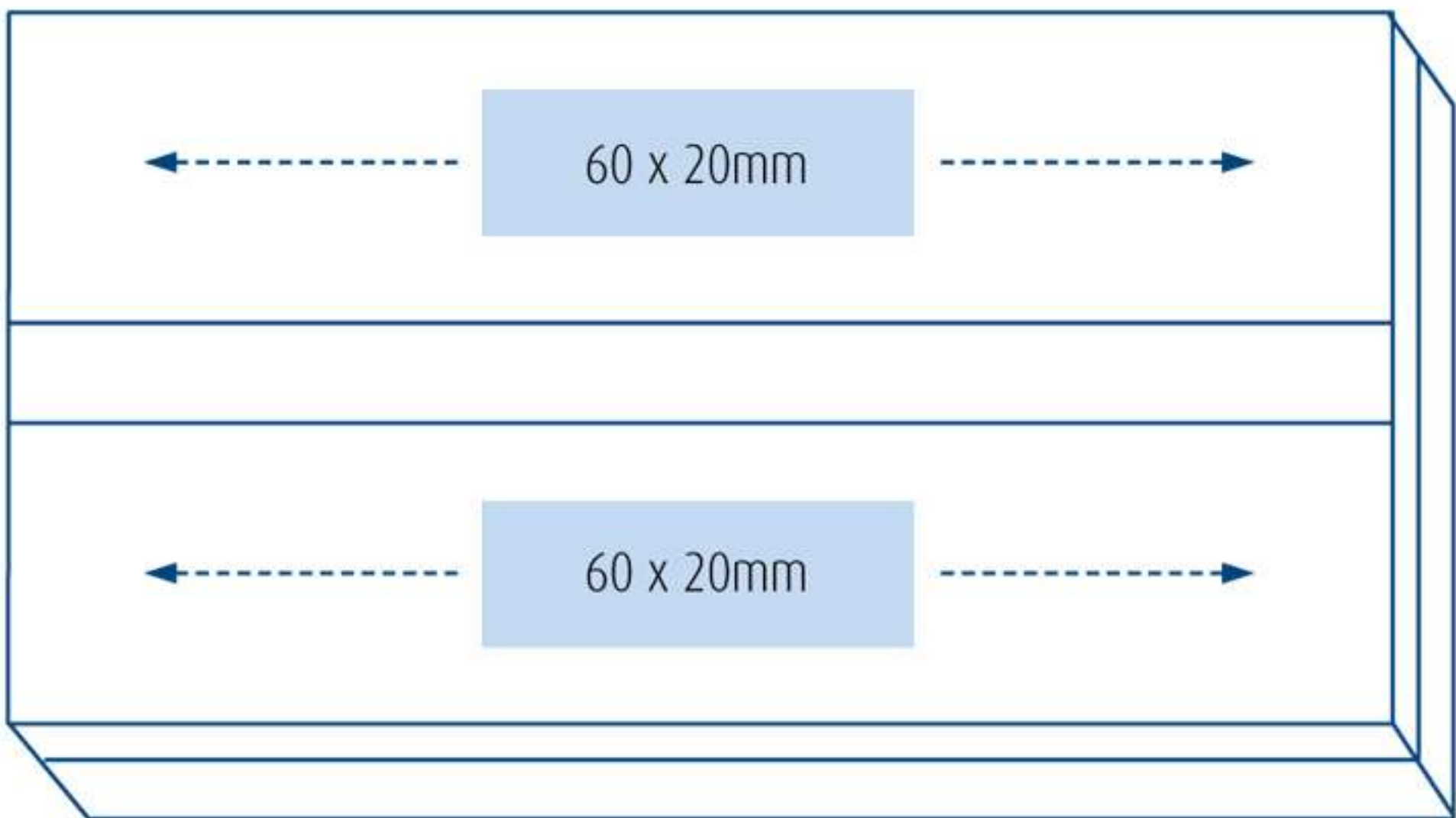


BAGS
You can pack your products in original Waterman gift bags. Bags are available while stocks last for an additional fee.

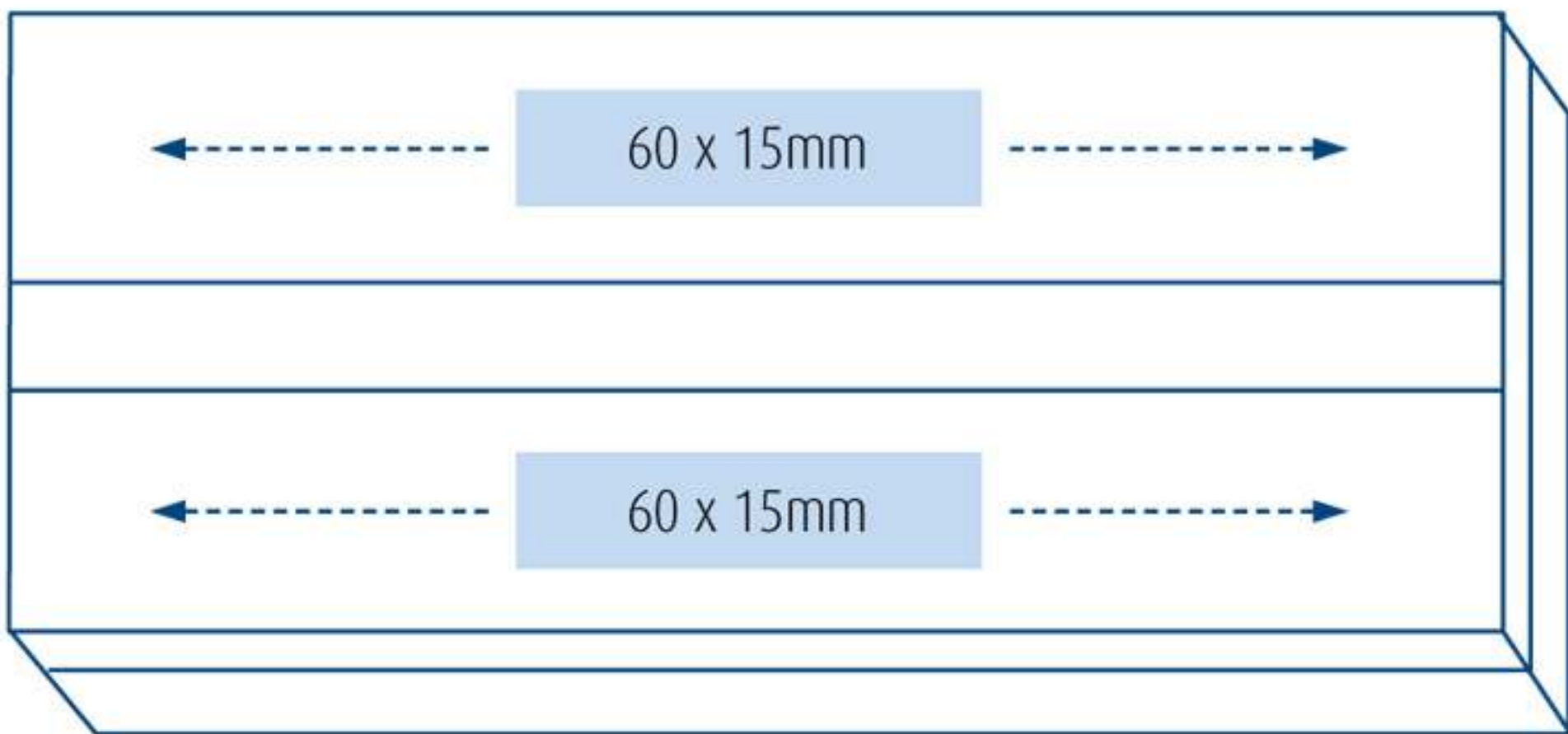


MARKING AREA

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 burns 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 EMBLEMS



Crown emblems allow you to discretely convey your message on the crown of a wide variety of our pens. These emblems can be either printed or 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.

CLIP EMBLEMS



Clip emblems give you the opportunity to display your message on the clip of the pen. This can be a printed or a die struck emblem. We offer oval, round, square and rectangular shapes of emblems.

○ Round - 5 x 5mm

○ Oval - 3.5 x 5.5mm

□ Square - 4.3 x 4.3mm

□ Oblong - 3 x 6mm

GIFT BOX DECORATION



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



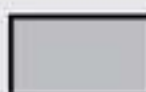

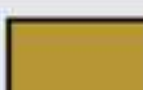









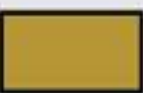










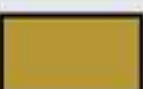

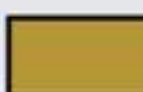
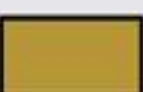
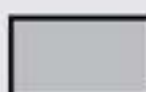



STORYBOARDS



Expand your advertising message with storyboards! Storyboard is a 3.8cm x 13cm card printed with your full-colour logo and/or a message on both sides. The storyboards can be inserted into any of our gift-boxed pens and sets. Storyboards may only be ordered with an equal quantity of pens.

TECHNICAL INFORMATION

ENGRAVING

PAGES	PRODUCTS	FINISHES	LASER ENGRAVING			EMBLEMS	
			CAP	BARREL	CROWN/TOP	CROWN	CLIP
PRESTIGE CORPORATE GIFTS							
6-7	EXCEPTION	All	-	-		-	-
8-9	CARENE DeLuxe, Essential, Contemporary	Black Deluxe, Essential Black GT & Contemporary Black ST	-		-	-	x
10 - 11	CARENE	All			-	-	x
12 - 13	CHARLESTON	All	-	-	-	-	-
14 - 15	PERSPECTIVE	Black GT/CT, Blue CT	FP/RB 		-	-	-
EXECUTIVE CORPORATE GIFTS							
16 - 17	EXPERT DeLuxe	Deluxe Black CT / White CT - new!	-			Doming	x
18 - 19	EXPERT	Metallic GT/CT - new!				Doming	x
		Laquer GT				Doming	x
		Laquer CT				Doming	x
20 - 21	HEMISPHERE DeLuxe	Deluxe Black CT / White CT	-			Doming	-
22 - 23	HEMISPHERE ESSENTIAL	Stainless Steel GT/CT				Doming	-
		Black GT/CT				Doming	-
		Matt Black GT/CT				Doming	-
24	GRADUATE	Chrome CT				-	-

COLOUR GUIDE Light Grey  Dark Grey  Light Gold  Gold 

IMPRINTING

PAGES	PRODUCTS	FINISHES	SCREEN PRINTING			PAD PRINTING			
			CAP	BARREL	AVAILABLE COLOURS	CAP	BARREL	CROWN/TOP	AVAILABLE COLOURS
PRESTIGE CORPORATE GIFTS									
6-7	EXCEPTION	All	-	-	-	1 colour	1 colour	1 - 4 colours	Silver on CT / Gold on GT
8-9	CARENE DeLuxe, Essential, Contemporary	Black Deluxe, Essential Black GT & Contemporary Black ST	-	1 colour	Silver on CT / Gold on GT	-	1 colour	-	Silver on CT / Gold on GT
10	CARENE	All	1 colour	1 colour	Silver on CT / Gold on GT	1 colour	1 colour	-	Silver on CT / Gold on GT
11	CHARLESTON	All	1 colour	1 colour	Silver on CT / Gold on GT	1 colour	1 colour	-	Silver on CT / Gold on GT
12	PERSPECTIVE	Black GT/CT, Blue CT	1 colour	1 colour	Silver on CT / Gold on GT	1 colour	1 colour	-	Silver on CT / Gold on GT
EXECUTIVE CORPORATE GIFTS									
16 - 17	EXPERT DeLuxe	Deluxe Black, CT / White CT - new!	-	1 colour	Silver		1 colour	1 - 4 colours	Silver
18 - 19	EXPERT	Metallic GT/CT - new!	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	Silver
20 - 21	HEMISPHERE DELUXE	Deluxe Black CT / White CT	-	1 colour	Silver	-	1 colour	1 - 4 colours	any Pantone colour
22 - 23	HEMISPHERE ESSENTIAL	All	1 colour	1 colour	any Pantone colour	1 - 4 colours	1 - 4 colours	1 - 4 colours	any Pantone colour
24	GRADUATE	Chrome CT	-	-	-	-	-		-

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

FONT NAME	FONT STYLE
AmerType	AaBbCcDdEeFf
Arial	AaBbCcDdEeFf
Bell	AaBbCcDdEeFf
Book Antiqua	AaBbCcDdEeFf
Century Gothic	AaBbCcDdEeFf
Century Schoolbook	AaBbCcDdEeFf
Edwardian Script	<i>AaBbCcDdEeFf</i>
Englische	<i>AaBbCcDdEeFf</i>
Franklin Gothic	AaBbCcDdEeFf
Garamond	AaBbCcDdEeFf
High Tower	AaBbCcDdEeFf
IRIS	<i>AaBbCcDdEeFf</i>
Lucida Calligraphy	<i>AaBbCcDdEeFf</i>
Rockwell	AaBbCcDdEeFf
Verdana	AaBbCcDdEeFf

