

**Schneider Schreibgeräte GmbH**  
Awarded products

**Schneider**  **Write it**

Quality. Made in Germany



## Quality. Made in Germany

We develop and produce solely in Germany. We thus guarantee outstanding product quality and compliance with the demanding ecological and social standards.

Sustainability is also an important principle for us in manufacturing and marketing. One manifestation of this is the certification by the world's most exacting environmental system pursuant to the EU eco audit ordinance.



## Brand of the century

Schneider was elected as “brand of the century” in the category “ballpoint pens” by the renowned publishing house “Deutsche Standards”.

Thus, Schneider joins the rank of one of the strongest German brands.



## Awarded

Schneider regularly takes part at prestigious competitions and has won several awards for the product and corporate design.



DESIGNPREIS  
2007  
NOMINIERT



PROMOTIONAL GIFT  
AWARD 2007



reddot design award  
winner 2010



reddot winner 2022  
innovative product



pbs  
green award



2019  
Winner  
Environmental Excellence  
2019



2019  
Winner  
Sustainable Product 2019  
- Writing Instruments -



2019  
Overall winner  
Sustainable Company  
of the Year 2019



Innovation  
AWARD 2009  
1st Prize



GERMAN  
DESIGN  
AWARD  
WINNER  
2020



## Schneider is the best brand of 2019

- The Red Dot is one of the best-known and most renowned international awards. It has been around for 65 years.
- The "Red Dot: Brand of the Year" award is presented for exceptional brand communication. It is given to the best brand in an industry whose brand communication is consistent across different channels.

The evaluation criteria include:

- Idea: Vision and brand values
  - Form: Design and brand communication
  - Effect: Brand identity and differentiation
- 8,697 submissions in total (out of 36 industries). Out of these, the best designed brands and communication projects of the year were selected.



reddot award 2019  
best brand

## Schneider is the performance winner!

- Marktintern is a network of medium-sized companies and Europe's largest independent industry information service
- Office retailers nationwide assessed the performance of their most important suppliers according to various criteria.
- Schneider is the performance winner in the "Writing Instruments" category and thus the overall winner Specialist Trade Partner 2022...
- ... and was able to defend the sovereign first place from 2021 and even expand it in the rating!



## PSI Sustainability Awards

- Schneider has been honoured twice at the prestigious PSI Sustainability Awards: in the categories "Environmental Excellence" and "Sustainable Product"
- The awards have been presented to sustainable companies since 2015 by the Promotional Product Service Industry (PSI), the largest international network in the promotional products industry.
- The overall "Sustainable Company of the Year" award is then the sum of the points achieved in the individual categories.



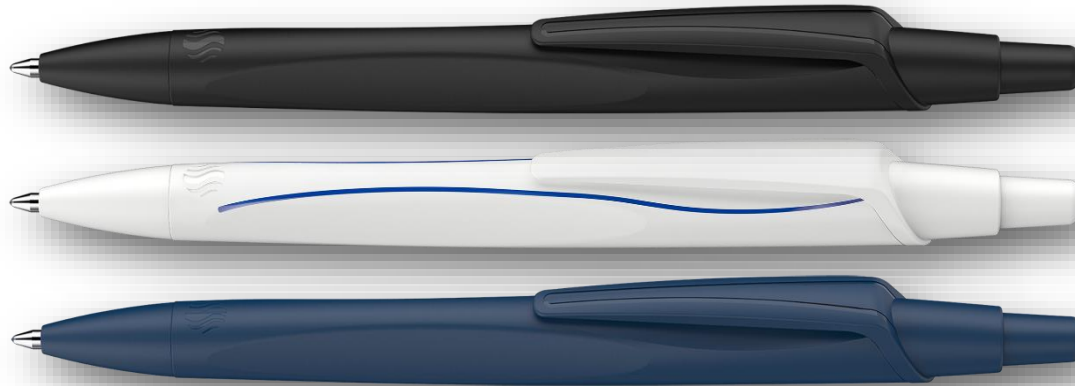


## Epsilon



- Ballpoint pen in classic design with modern elements
- Replaceable giant refill Slider 755 XB with stainless steel tip
- Ink colour blue
- Waterproof according to ink standard ISO 12757-2
- Viscoglide® technology for easy, gliding writing
- Replaceable with any of the other Plug+Play refills

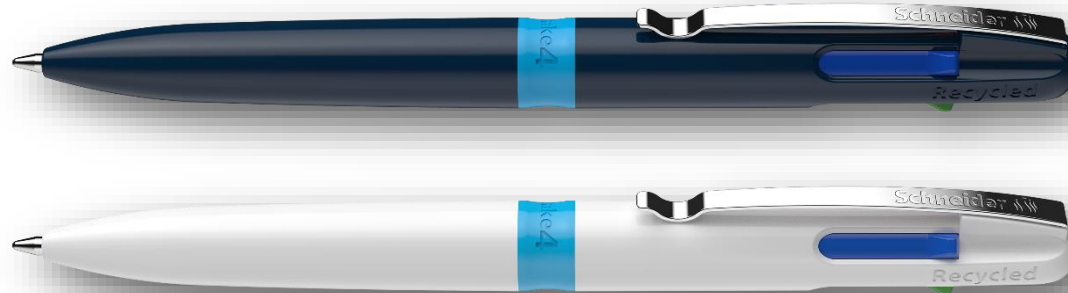
## Reco



- First ballpoint pen in the world that has been awarded the most famous eco-label "Blue Angel"
- Dynamic design with elegant matte satin surface
- Eco-friendly and resource-saving pen body made of 92% recycled plastic
- Ink colour blue, black
- Waterproof according to ISO 12757-2
- Replaceable giant refill Eco 725 M with barrel made of recycled plastic
- Replaceable with any of the other "Plug+Play" refills



## Take 4



- Four-colour ballpoint pen with the writing colours black, red, blue and
- Quick and comfortable colour change by coloured push buttons
- Eco-friendly and resource-saving \*pen body made of 92% recycled plastic (this saves over 70 % in CO<sub>2</sub> emissions compared to conventional plastic)
- Line width Medium (M), waterproof according to ink standard ISO 12757-2
- With Viscoglide® technology for extraordinarily smooth, gliding writing
- Replaceable with "Take 4 Refill"

## Fountain pen Ray



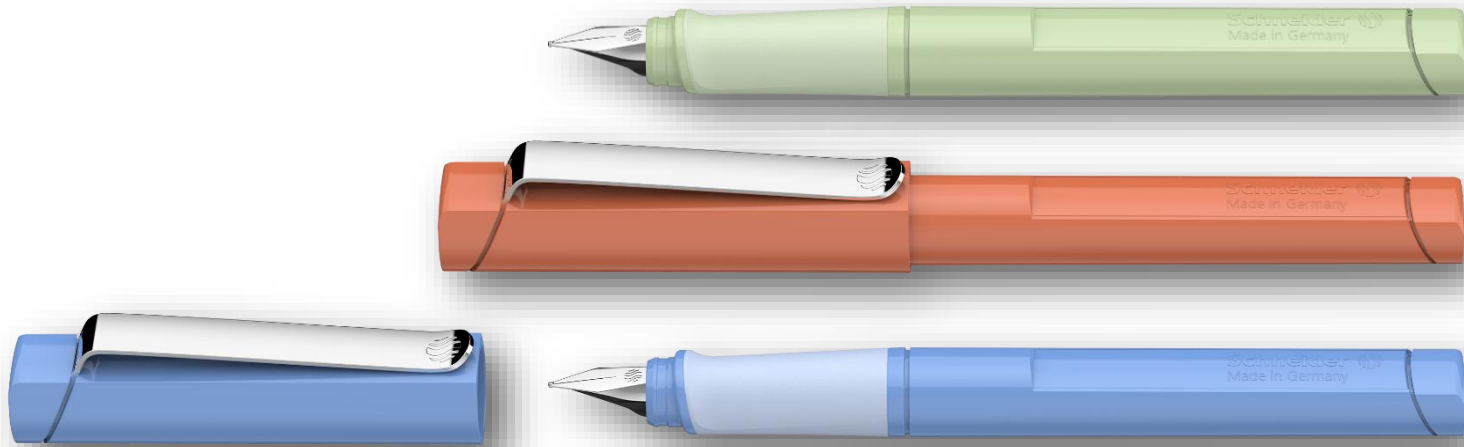
- Fountain pen with futuristic design
- Combines modernity, lifestyle and sportiness
- Ergonomically rubberised grip profile
- High-quality stainless steel nib with iridium tip M
- Sturdy metal clip
- Standard ink cartridges, royal blue, erasable
- L-version = nib and grip profile for left-handers

## Rollerball Ray



- Rollerball with futuristic design
- Combines modernity, lifestyle and sportiness
- Ergonomically rubberised grip profile
- Wear-resistant stainless steel tip
- Sturdy metal clip
- Standard ink cartridges, royal blue, erasable
- Equally suitable for right and left-handers

## Base



- Fountain pen with ergonomically rubberised grip profile
- Modern design with striking curves
- High-quality stainless steel nib with iridium tip M
- Sturdy, high-gloss chromeplated metal clip
- Standard ink cartridges, royal blue, erasable
- L-version: nib and grip profile for left-handers

## Base Uni



- Fountain pen with ergonomically rubberised grip profile
- Modern design with striking curves
- High-quality stainless steel nib with iridium tip M
- Sturdy, high-gloss chromeplated metal clip
- Standard ink cartridges, royal blue, erasable
- L-version: nib and grip profile for left-handers

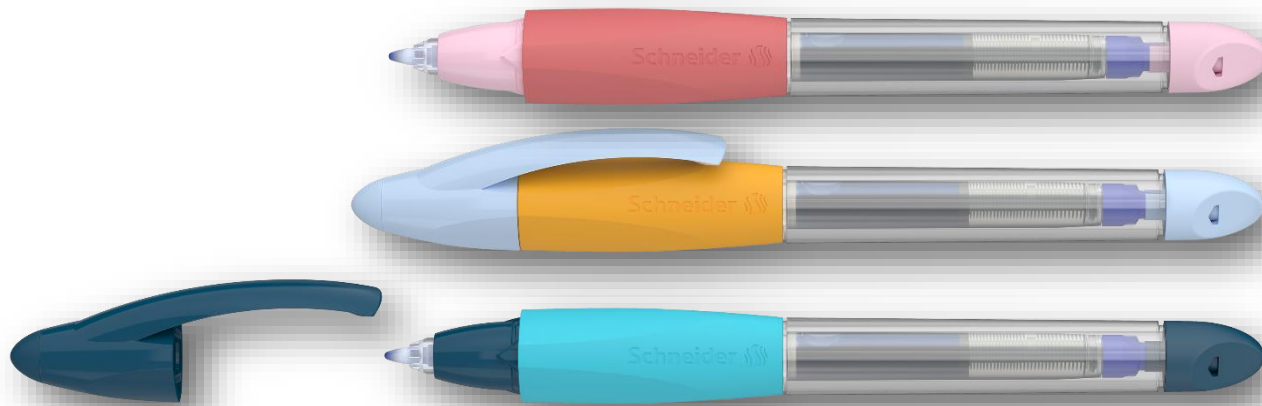
## Ceod Shiny



- Fountain pen with elegant metallic look
- Modern design with striking curves
- Ergonomically rubberised grip profile
- High-quality stainless steel nib with iridium tip M
- Standard ink cartridges, royal blue, erasable
- Sturdy metal clip
- Equally suitable for right- and left-handers



## Base Ball



- Cartridge rollerball with ergonomically shaped grip
- Ideal for beginners and to complement fountain pens
- With writing and spare cartridge 852 with ball tip
- Ink colour royal blue, erasable
- Ink dries quickly and is smudge proof when highlighting it later on
- Large finger areas prevent pressure points
- Rubberised for elasticity and to prevent slipping
- Equally suitable for right and left-handers

## Base Kid



reddot design award  
winner 2006



DESIGNPREIS  
2007  
NOMINIERT



Innovation  
AWARD 2006  
1st Prize



Focus Energy  
Silber 2006



- The beginners fountain pen that grows with the child
- Short barrel for small hands, long barrel for larger hands
- Ergonomically shaped grip

## Base Kid



- Pressure-resistant nib with iridium tip for beginners (A)
- Standard ink cartridges, royal blue, erasable
- Large finger areas prevent pressure points
- Elastic non-slip grip, automatically ensures correct positioning
- Robust workmanship with anti-roll protection
- L-version: nib and grip profile for left-handed persons



reddot design award  
winner 2006



DESIGNPREIS  
2007  
NOMINIERT



Innovation  
AWARD 2006  
1st Prize



Focus Energy  
Silber 2006



## Breeze



- Cartridge rollerball for casual writing
- Ergonomic shape and rubberised surface
- With writing and spare cartridge 852 with ball tip
- Ink colour royal blue, erasable
- Ink dries quickly and is smudge proof when highlighting it later on
- Anti-slip grip profile with decorative patterns
- Equally suitable for right and left-handers



## One Business



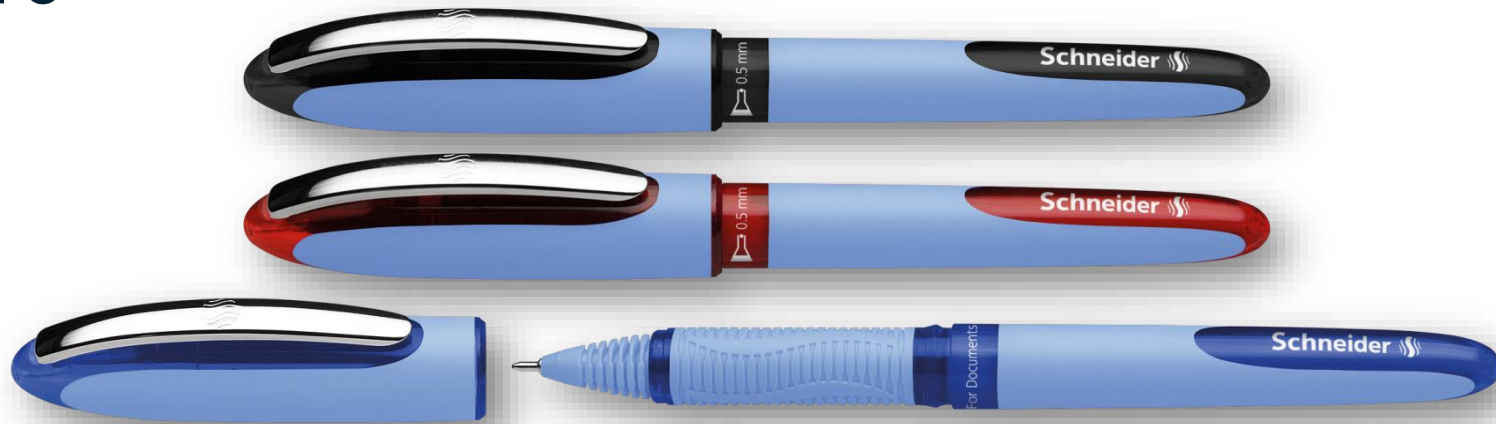
- Rollerball with ultra-smooth tip for the best writing experience
- Line width approx. 0.6 mm
- Waterproof according to ink standard ISO 14145-2
- Super-Flow-System for consistent ink flow
- Large ink reservoir with level indicator
- Cap-off ink does not run dry even if the cap is removed for 2-3 days
- Ergonomically rubberised surface

## One Hybrid C



- Rollerball with hybrid conical tip for pleasantly soft writing
- Waterproof according to ink standard ISO 14145-2
- Line width 0.3 and 0.5
- Super-Flow-System for consistent ink flow
- Large ink reservoir with level indicator
- Ergonomically rubberised surface

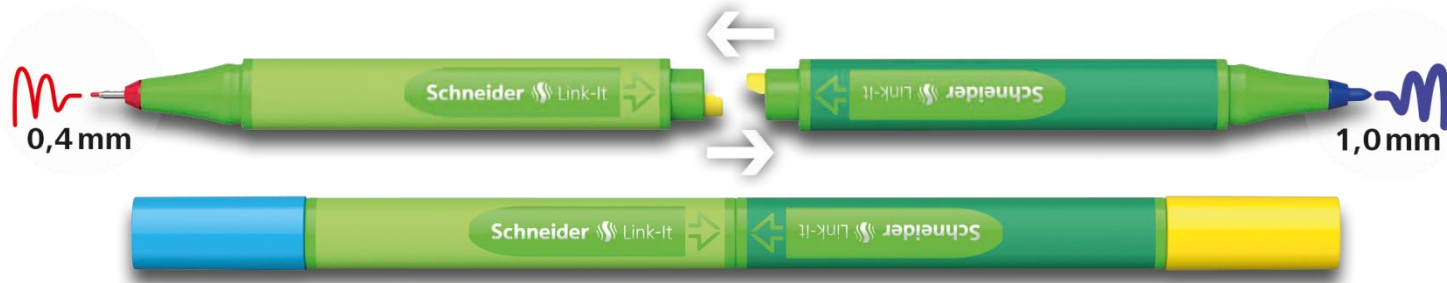
## One Hybrid C



- Rollerball with hybrid needle tip for pleasantly soft writing
- Waterproof according to ink standard ISO 14145-2
- Line width 0.3 and 0.5
- Super-Flow-System for consistent ink flow
- Large ink reservoir with level indicator
- Ergonomically rubberised surface



## Link-It



- Click! The first modular system that cleverly links two pens
- Fineliner, line width 0,4 mm and fibre pen line width 1,0 mm
- Ideal for writing, painting, collecting and swapping
- Pen body made of 88 % biobased plastic
- Slip-proof thanks to the rubberised three-edged design
- Can be held comfortably as individual pen as the cap fits on the end of the barrel



**GERMAN  
DESIGN  
AWARD  
WINNER  
2020**





## Job



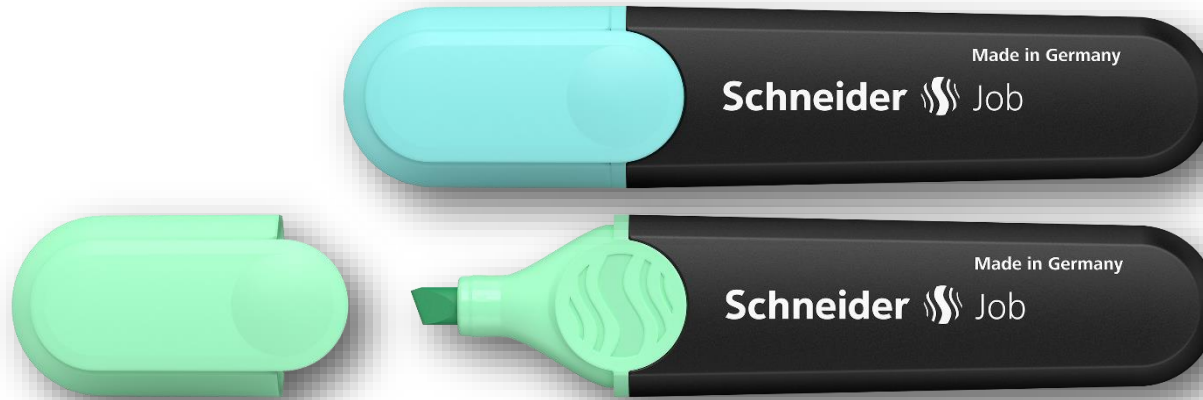
- Smart highlighter for brilliant results
- Chisel tip for line widths 1 + 5 mm
- Universal ink for standard, copy and fax paper
- Intensive colours, light-resistant ink
- Refillable with Refill station Maxx 660
- Barrel parts made from anti-evaporation PP for long-term shelf-life
- Cap with practical clip



reddot design award  
winner 2013



## Job Pastel



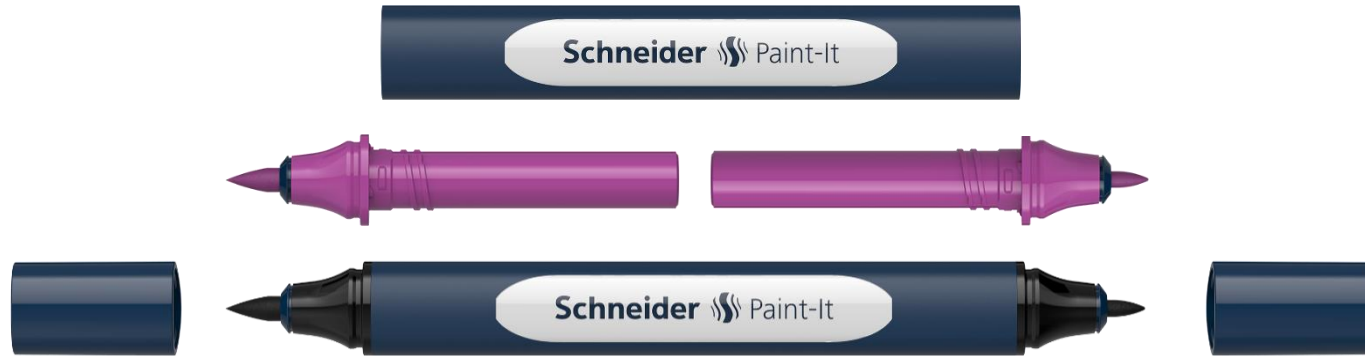
- Smart highlighter for brilliant results
- Chisel tip for line widths 1 + 5 mm
- Universal ink for standard, copy and fax paper
- Intensive colours, light-resistant ink
- Perfect for creative work in the bullet journal or hand lettering
- Barrel parts made from anti-evaporation PP for long-term shelf-life
- Cap with practical clip



reddot design award  
winner 2013



## Twin Marker



reddot winner 2022  
innovative product

- Innovative twin marker with fine bullet and soft brush tip for creative work
- Made from 92% eco-friendly and resource-saving recycled plastic
- Practical cartridge system for a sustainable painting experience - Each cartridge purchase saves plastic and allows an easy colour change
- Saving of >79% CO2 emissions through the use of recycled plastic compared to conventional plastic
- Water-based, odourless ink for brilliant results
- Ergonomic pen shape for relaxed handling
- Simple cartridge change: unscrew cartridge, screw in a new cartridge and start

# Appendix



## Take 4

Ballpoint pen - white - M

Colour: white



Line width: Medium

Article No.:138049 | GTIN: 4004675140166

### Product description

Four-colour ballpoint pen with the writing colours black, red, blue and green, barrel colour white. The Take 4 offers the perfect 4 in 1 solution for planning, organizing and structuring. With the help of the coloured push buttons you can switch quickly and comfortably between the individual writing colours and keep an overview. The Viscoglide® technology procures an extraordinarily smooth, gliding writing, line width M. The \*pen body is eco-friendly and resource-saving and is made of 92% recycled plastic. This saves more than 84% CO2 emissions (compared to conventional plastic). Die glatte Oberfläche des Gehäuses lässt sich leicht reinigen und desinfizieren. The four-colour ballpoint pen can be refilled with the 'Take 4' refill. This reduces waste and ensures new writing fun time and time again. The four writing colours are waterproof according to ISO 12757-2. With its sturdy metal clip, the Take 4 can be attached to every pocket or notepad.



Tip: All product-related awards (as well as pictograms for properties) can be found on our website under the respective product details



[Find out more >](#)



# Thanks!

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24.05.2023