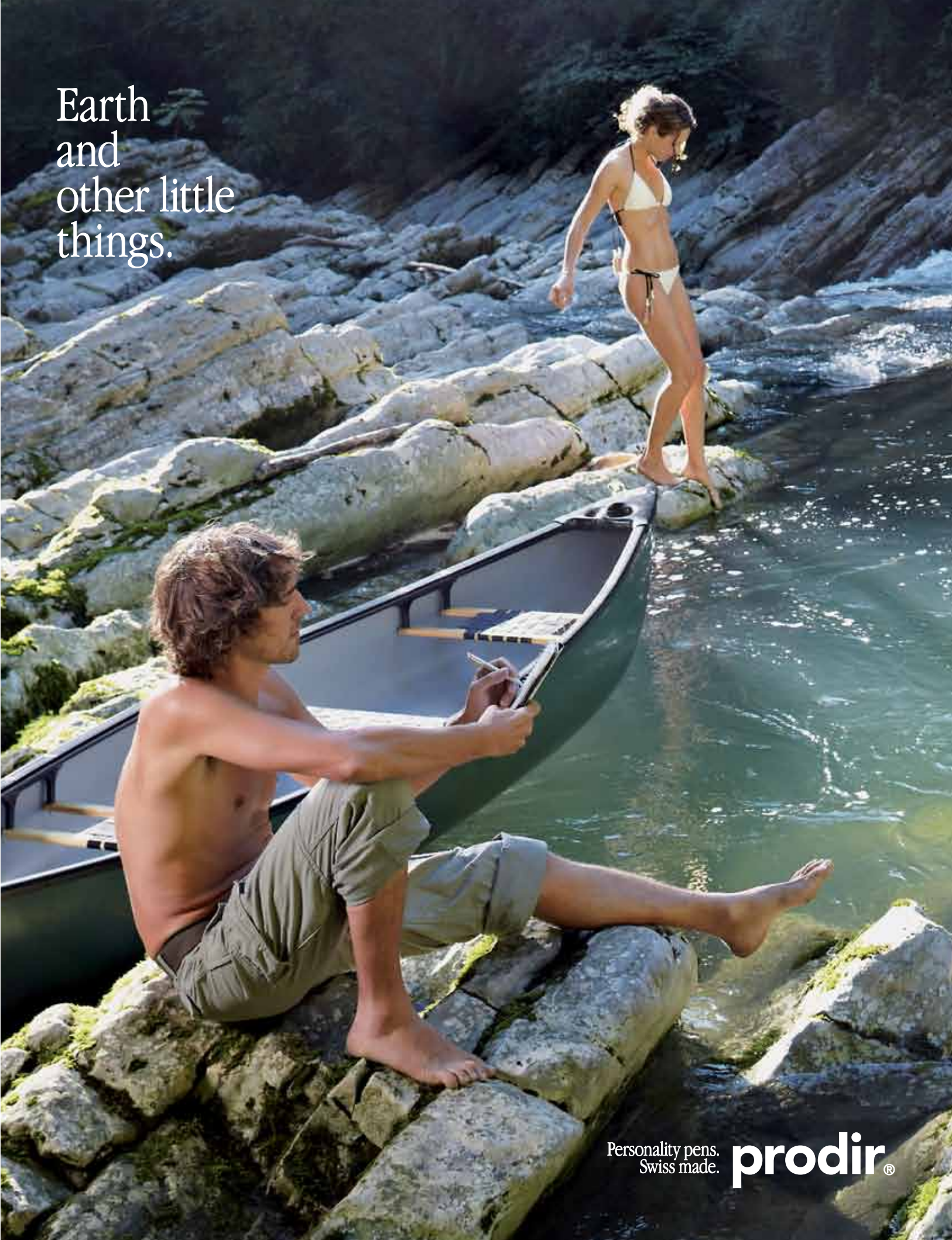


Earth  
and  
other little  
things.



Personality pens.  
Swiss made. **prodir**®



## That's why we are eco-friendly

Every company, however big or small, is a world in itself. Our company's main concern is to be in harmony with the outside world. And this means respecting both mankind and nature. Mankind as an ally and final beneficiary; nature as the ultimate dimension where everything arises from and returns to. For this purpose, we need to pay special attention to several aspects: where our raw materials come from, whether our production process is sustainable, and whether the working environment is safe. All this enables us to eventually develop a useful, top-quality product, which is also enjoyable, and stylish and a pleasure to use every day. Because after all, beauty is another way to feel in tune with nature.



[deu] Jede Firma, wie groß sie auch sein mag, ist eine kleine Welt für sich. Nachhaltigkeit gehört zu unserer Unternehmensphilosophie wie die Tinte zum Stift. Unsere Verpflichtung ist es, dass unsere Firma mit der äußeren Welt im Einklang steht. Dafür muss sie den Menschen und die Natur achten. Den Menschen als Mitarbeiter und als Verbraucher, die Natur als jene Dimension, von der alles herkommt und zu der alles zurückkehrt. Dafür muss sie ein besonderes Augenmerk auf die Herkunft des Rohmaterials richten, auf die ökologische Verträglichkeit des gesamten Produktionszyklus und die Arbeitsbedingungen aller Mitarbeiter, die an der Herstellung und dem Vertrieb unserer Produkte beteiligt sind. Dies alles erlaubt uns, am Schluss nicht nur ein praktisches, sondern auch naturnahes und schönes Qualitätsprodukt zu bekommen. Denn auch die Schönheit ist eine Art, sich mit der Natur zu vereinen.

[esp] Toda empresa, por grande que sea, constituye un pequeño mundo. Nuestra preocupación es que nuestra empresa esté en armonía con el mundo exterior. Para ello, tiene que respetar al hombre y la naturaleza. El hombre como colaborador y destinatario final; la naturaleza como dimensión de la que todo procede y a la que todo vuelve. Para conseguirlo, hay que dedicar una atención especial a la proveniencia de las materias primas, a la sostenibilidad del ciclo productivo y al lugar de trabajo de quien lo asegura. Todo esto nos permite lograr, al final, un producto no sólo funcional y de calidad, sino también bonito y agradable. Porque en el fondo la belleza también es un modo de integrarse en la naturaleza.

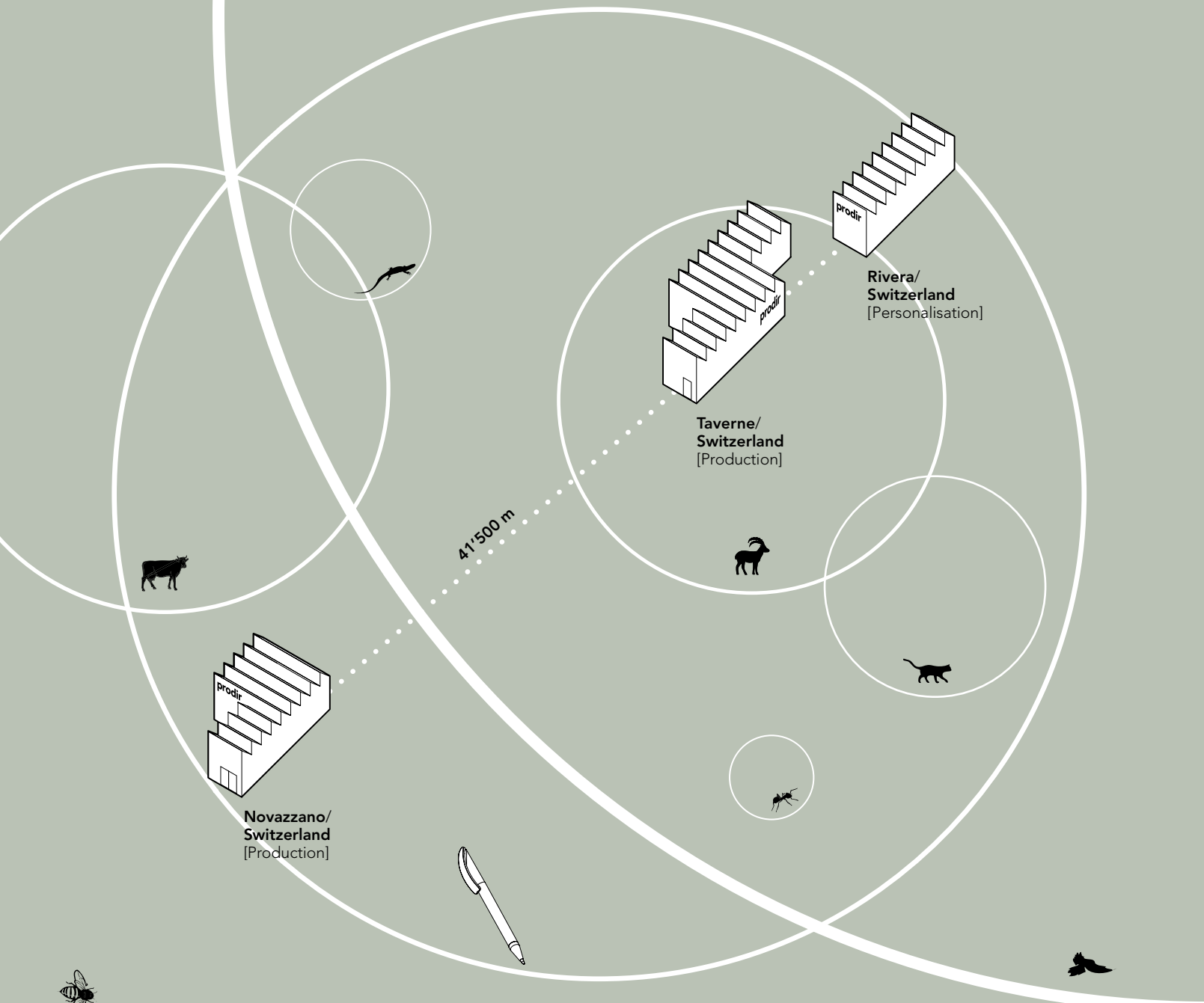
[fra] Toute entreprise, aussi grande soit-elle, est un petit monde en soi. Nous nous attachons à la mettre en harmonie avec le monde extérieur. Et pour ce faire, elle doit respecter l'homme et la nature. L'homme en tant que collaborateur et utilisateur final, la nature en tant que dimension d'où tout naît et vers qui tout retourne. Pour ce faire, il faut accorder une importance toute particulière à l'origine des matières premières, à la durabilité du cycle de production, à l'environnement de travail de ceux qui le mettent en oeuvre. Tout ceci nous permet d'obtenir, au final, non seulement un produit fonctionnel et de qualité, mais aussi un produit beau et agréable. Parce qu'au fond, la beauté est un moyen de s'intégrer à la nature.

[ita] Ogni azienda, per quanto grande sia, è un piccolo mondo a sé. La nostra preoccupazione è che Prodir sia in armonia con il mondo esterno. Per esserlo, deve rispettare l'uomo e la natura. L'uomo come collaboratore e fruitore finale; la natura come quella dimensione da cui tutto arriva e a cui tutto torna. Per farlo, occorre porre una speciale attenzione alla provenienza delle materie prime, alla sostenibilità del ciclo produttivo, all'ambiente di lavoro di chi lo assicura. Tutto questo ci permette di ottenere, alla fine, un prodotto non solo funzionale e di qualità, ma anche piacevole e bello. Perché in fondo anche la bellezza è un modo di integrarsi alla natura.

[deu]  
[fra]  
[esp]  
[ita]



# Prodir ecosystem



During spring and summer, a beehive can house between 30,000 and 70,000 worker bees, which can visit up to 225,000 flowers a day, as far as 2 miles from the hive.

## Sustainability in metres

When we buy a product, in most cases we ignore the long journey it makes to get into our hands. It is far too common even for a simple pen to travel the whole world to get to us; and when we buy it, we are completely unaware of how it was produced. This is not the case for Prodir pens.

Our production process starts and ends in Switzerland.

Our goal is to maintain the high quality of our products, whilst ensuring excellent working conditions, and compliance with the strict Swiss environmental policies. Our eco-friendly choices focus on reducing the emissions and protecting the resources (both human and natural), and can be measured in metres.

### Umweltverträglichkeit in Metern

Wenn man ein Produkt kauft, fragt man sich in den wenigsten Fällen, wie lange der Weg ist, den es durchlaufen hat, um in unsere Hände zu gelangen. Zu oft aber durchquert auch nur ein einfacher Kugelschreiber die halbe (oder ganze) Welt, bevor er zu uns gelangt, und wir kaufen ihn, ohne zu wissen, wie er hergestellt wurde. Dies ist bei den Prodir-Kugelschreibern nicht der Fall. Von der Gewinnung des Rohmaterials bis zur Fertigstellung des Produkts findet jeder Arbeitsvorgang in der Schweiz statt. Unser Ziel ist es, ein Qualitätsprodukt zu garantieren, das in idealen Arbeitsbedingungen geschaffen wurde, unter Achtung der strengen Schweizer Umweltgesetze, die darauf bedacht sind, die Emissionen zu minimieren und Mensch und Natur vor schädlichen Einwirkungen zu bewahren. Eine Umweltverträglichkeit, die also in Metern zu messen ist.

### La durabilité en mètres

Le plus souvent, lorsque nous achetons un produit, le long chemin qu'il a parcouru avant d'arriver dans nos mains nous échappe. Trop souvent, même un simple stylo traverse le monde entier avant d'arriver chez nous, et nous l'achetons dans la plus grande ignorance de son mode de production. Ce n'est pas le cas des stylos Prodir. Notre filière de production est restée entièrement en Suisse. Notre objectif est de maintenir un produit de qualité, créé dans des conditions de travail idéales, dans le respect de la rigoureuse réglementation helvétique en matière de protection de l'environnement. Une écologie, donc, qui réduit les émissions, protège les ressources (humaines et matérielles), et qui peut se mesurer en mètres.

### La sostenibilidad en metros

Cuando se compra un producto, en la gran mayoría de casos se nos escapa el largo camino que ha recorrido para llegar a nuestras manos. Demasiado a menudo incluso un simple bolígrafo ha cruzado el mundo entero antes de llegar hasta nosotros y lo adquirimos sin saber cómo ha sido fabricado. Este no es el caso de los bolígrafos Prodir. Todo nuestro proceso productivo ha permanecido en Suiza. Nuestro objetivo es mantener un producto de calidad, creado en condiciones de laborales ideales, de acuerdo con las rigurosas leyes helvéticas que velan por que se respete el medio ambiente. Una ecología, pues, que reduce las emisiones, salvaguarda los recursos (humanos y materiales) y se puede medir en metros.

### La sostenibilità in metri

Quando si compra un prodotto, nella gran parte dei casi ci sfugge la lunga strada che ha percorso per arrivare nelle nostre mani. Troppo spesso anche solo una semplice penna attraversa il mondo intero prima di arrivare a noi e la acquistiamo ignari di come sia stata prodotta. Questo non è il caso delle penne Prodir. La nostra filiera produttiva è rimasta interamente in Svizzera. Il nostro obiettivo è quello di mantenere un prodotto di qualità, creato in condizioni lavorative ideali, secondo le severe leggi elvetiche di rispetto ambientale. Un'ecologia, dunque, che riduce le emissioni, salvaguarda le risorse (umane e materiali) e si può misurare in metri.

0 meters

5 m

10 m

15 m

25 m

30 m

35 m

40 m

# Kilometres of ink

The kilometres we save in our production process become rivers of ink for our customers. A high-quality pen has a long life, and longevity means sustainability. If we wrote at an average rate of 2 metres per day, we could use Prodir pens for about 5 years, equivalent to 5 kilometres of handwriting. This is not the case for other ballpoint pens marketed as 'eco-friendly' which will run out of ink after only just over 2 kilometers in their comparatively short lifespan.

Moreover, in 2010 we introduced the groundbreaking *Floating Ball Writing System*, which allows even smoother writing without smearing.

## Tinten-Kilometer

Die Meter, die wir bei der Produktion einsparen, werden zu Tinten-Kilometern für unsere Kunden. Ein guter Qualitätskugelschreiber hat eine hohe Lebenszeit, und Langlebigkeit ist ein Synonym für Umweltverträglichkeit. Wenn wir mit einem durchschnittlichen Tagesrhythmus von 2 Metern schreiben, würden wir einen einzigen Prodir-Kugelschreiber etwa 5 Jahre nutzen und einen 5 Kilometer langen Satz schreiben. Dies gilt für keinen anderen der als „ökologisch“ vermarkteten Kugelschreiber, die es zeitlebens nur auf einen 2 Kilometer langen Satz brachten. Seit 2010 stattdessen wir zusätzlich alle unsere Produkte mit dem innovativen Floating Ball Schreibsystem aus, welches ein angenehmes weiches Schreibgefühl ohne jegliches Schmierer vermittelt.

## Les kilomètres de l'encre

Les mètres économisés dans la production se transforment en kilomètres d'encre pour nos clients. Un stylo de qualité a une longue durée de vie, et longévité est synonyme de durabilité. Si nous écrivions en moyenne 2 mètres par jour, nous pourrions utiliser les stylos Prodir pendant près de 5 ans, parcourant ainsi l'équivalent de 5 kilomètres. L'on ne pourrait en dire autant de tous les autres stylos à bille commercialisés sous l'appellation « écologique »: leur courte durée de vie nous permettrait à peine de dépasser 2 kilomètres. Par ailleurs, depuis 2010, nous avons adopté le système d'écriture innovant Floating Ball, qui confère une fluidité d'écriture unique, nette et sans accrochage.

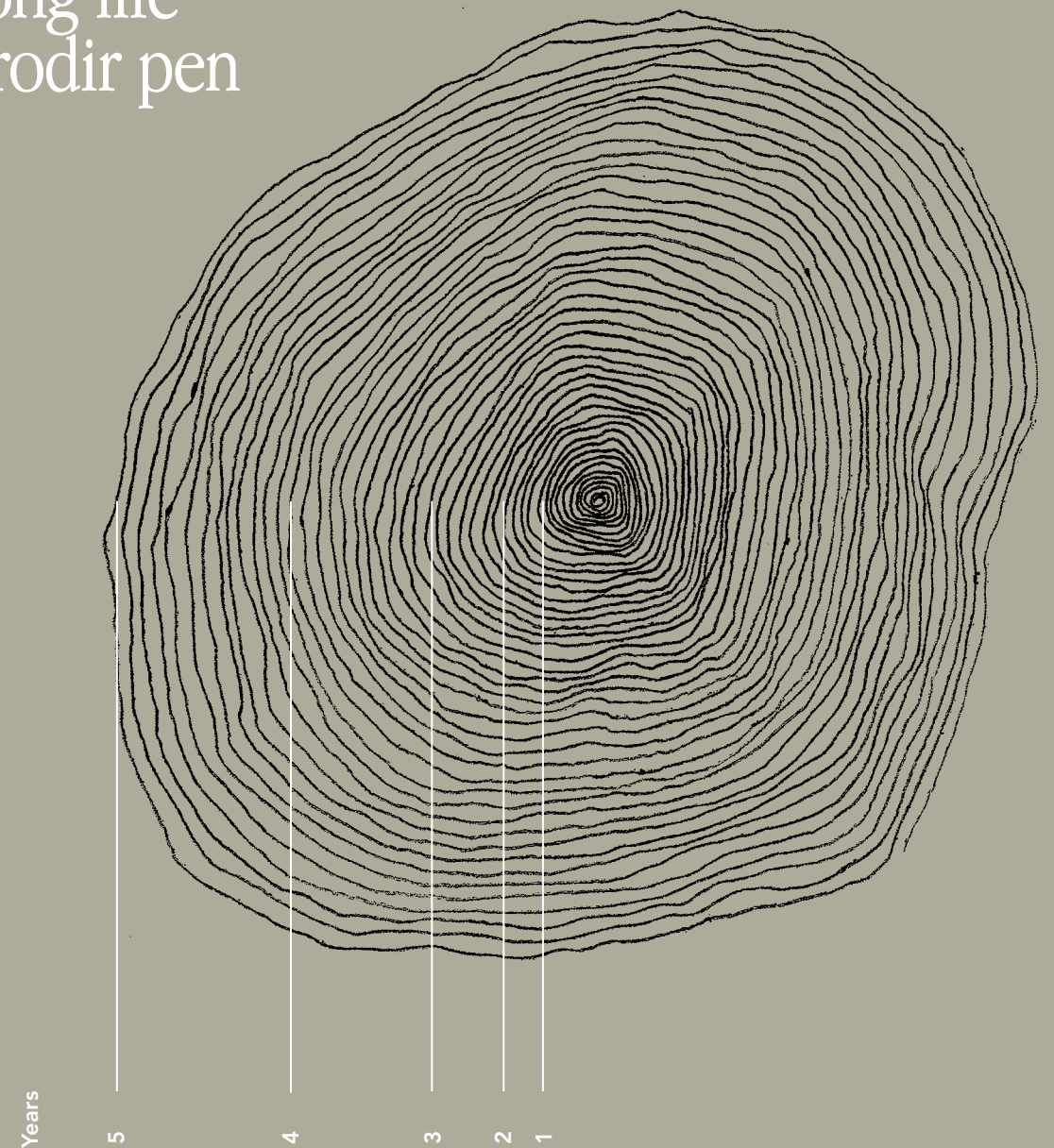
## Kilómetros de tinta

Los metros que ahorramos en la producción se convierten en kilómetros de tinta para nuestros clientes. Un bolígrafo de calidad tiene una larga vida, y longevidad es sinónimo de sostenibilidad. Si escribiéramos a un ritmo medio de dos metros al día, podríamos utilizar los bolígrafos Prodir a lo largo de unos cinco años recorriendo una distancia de cinco kilómetros. Esto no se puede decir de todos los bolígrafos que se comercializan con la denominación de "ecológicos", con los que apenas podríamos superar los dos kilómetros de escritura a lo largo de su breve vida. Desde 2010, además, hemos incorporado el innovador sistema de escritura Floating Ball que le confiere al trazo una fluidez única, sin manchas.

## I chilometri dell'inchiostro

I metri che risparmiamo nella produzione diventano chilometri di inchiostro per i nostri clienti. Una penna di qualità ha una lunga durata di vita e longevità è sinonimo di sostenibilità. Se scrivessimo con un ritmo medio di 2 metri al giorno, riusciremmo ad usare le penne Prodir per circa 5 anni percorrendo l'equivalente di 5 chilometri. Questo non si potrebbe dire di tutte le penne a sfera commercializzate come "ecologiche", che non ci permetterebbero di superare i 2 chilometri di scrittura nell'arco della loro breve vita. Dal 2010, inoltre, ogni penna a sfera viene dotata dell'innovativo sistema di scrittura Floating Ball, che dona al tratto una scorrevolezza unica senza sbavature.

# The long life of a Prodir pen



The age of a tree can be determined by counting the light and dark rings that can be seen in the trunk. During winter the lymph doesn't flow, and the tree stops growing: such rest periods leave the dark bands as a trace. A wide ring is the sign of a good year.

300 m

400 m

500 m

600 m

700 m

800 m

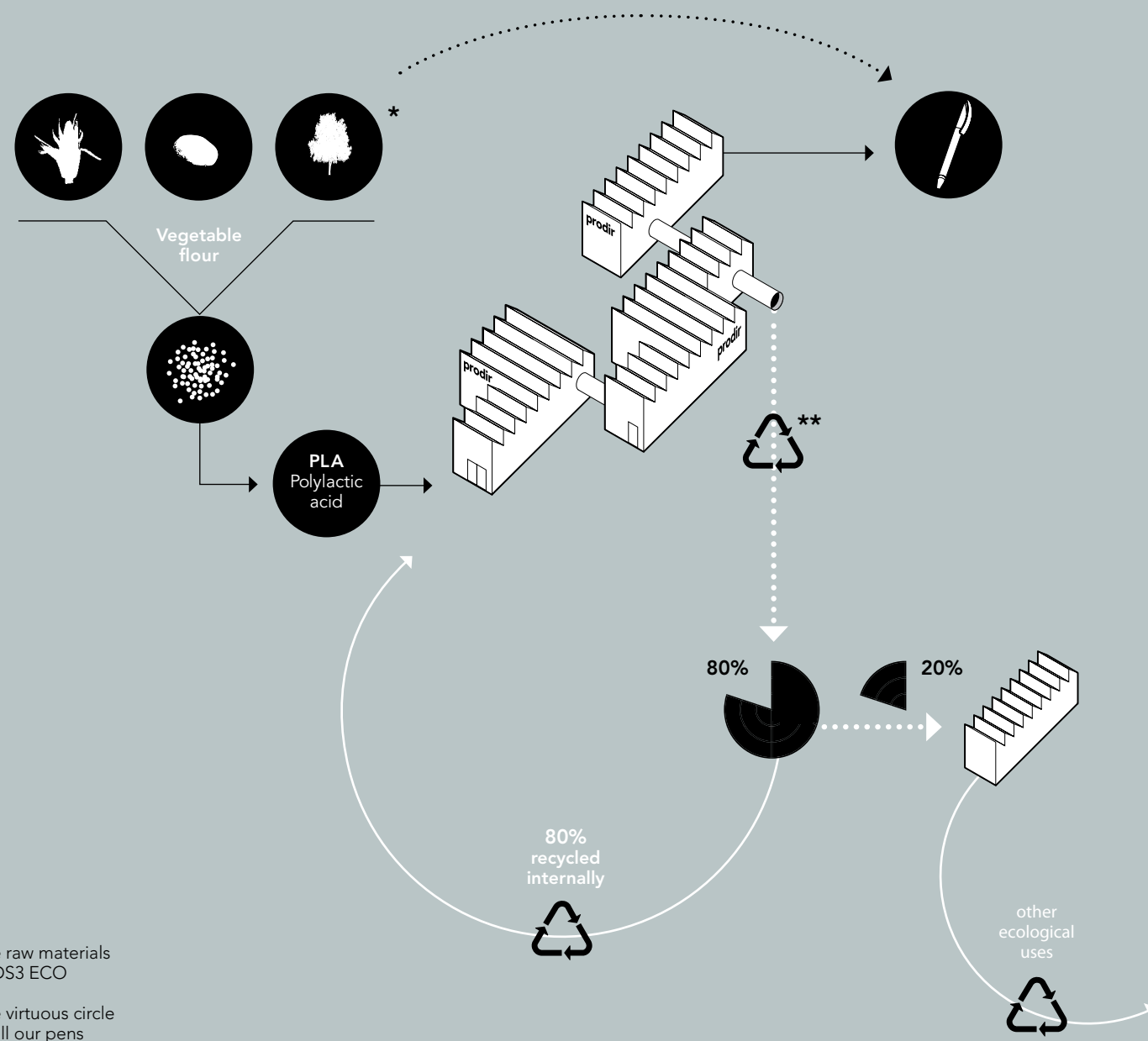
900 m

1 kilometre



Our eco-friendly product DS3 ECO.

## From nature back to nature



\* The raw materials of DS3 ECO

\*\* The virtuous circle of all our pens



**Biodegradable** (*Merriam-Webster*): capable of being broken down especially into innocuous products by the action of living things (as microorganisms).

## Ecology from A to Z

In our pursuit of a smart design, we haven't compromised on efficiency. This is our approach at Prodir: Sustainability is a value and a constant challenge to us, which is why we continually strive to get optimum efficiency from our state-of-the-art machinery, and to avoid any waste of materials and energy through a full recycling policy. Some models are entirely produced and customised by a single machine, enabling us to reduce transports and production stages, and consequently reduce our carbon footprint. We have special in-house recycling procedures for the 80% of plastic granules waste; the remaining 20% is recycled by a specialised firm.

An eco-friendly product goes hand-in-hand with green packaging: our PEFC-certified paper (*Programme for Endorsement of Forest Certification*) is a guarantee of sustainable forestry. A constant quality control ensures a virtuous production process, in compliance with the rules of sustainable management.

### Ökologie von A bis Z

Gutes Design erhält man nicht auf Kosten der Effizienz – zumindest nicht bei Prodir. Getreu unserer Philosophie der Verträglichkeit bemühen wir uns um Höchstleistungen unserer Maschinen, sowie um Wiederverwertung des Ausschussmaterials. Einige Modelle werden schon heute von A bis Z mit einer einzigen Maschine hergestellt, was Kosten für Transport und zusätzliche Arbeitsgänge einspart. Bis zu 80 % der Rückstände an Plastikgranulat werden durch besondere interne Verfahren wiederverwendet; 20 % recycelt. Ebenso umweltverträglich wie das Produkt und seine Anfertigung ist seine Verpackung, die, was den Holzabbau betrifft, den strengen Anforderungen des PEFC Programms genügt (Programme for Endorsement of Forest Certification schemes). Die Vorzüge unseres Produkts und dessen gesamten Herstellungsprozesses werden durch eine ständige interne Qualitätskontrolle garantiert. Diese überwacht genauestens die gründliche Einhaltung aller Normen der Umweltverträglichkeit.

### L'écologie de A à Z

Un bon design ne doit pas sacrifier à l'efficacité. Tout au moins pas chez Prodir. En cohérence avec notre démarche de durabilité, nous nous efforçons en permanence d'obtenir le rendement maximal des machines, et pratiquons un recyclage total des déchets. Certains modèles sont d'ores et déjà réalisés de A à Z (y compris la personnalisation) avec un seul équipement, nous permettant ainsi de réduire les transports et les étapes de fabrication. Par ailleurs, par le biais de processus internes spécifiques, nous recyclons jusqu'à 80 % des déchets de granulats plastiques, et 20 % est confié à une entreprise spécialisée dans leur récupération. L'écologie du produit et de la fabrication s'accompagne de celle des conditionnements, réalisés avec du papier PEFC (Programme de Reconnaissance des Certifications Forestières) qui atteste de la durabilité des formes de gestion forestière. Notre cycle de production vertueux est garanti par un contrôle interne de qualité permanent, qui assure le suivi en matière de conformité du produit et de la production aux normes de gestion durable.

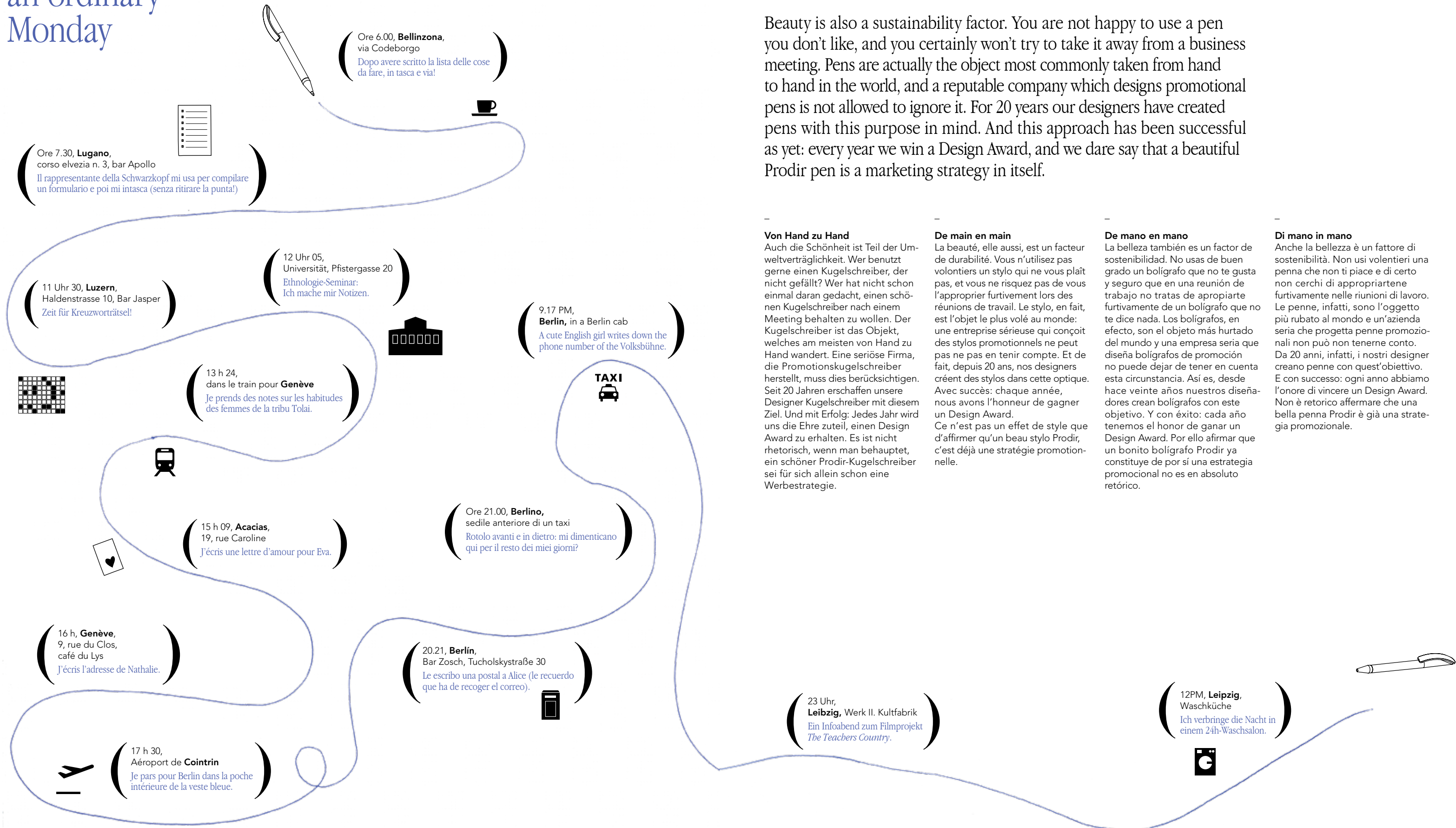
### Ecología de la A a la Z

El buen diseño no se logra en detrimento de la eficiencia. Al menos no en Prodir. De manera coherente con nuestra filosofía de sostenibilidad, nos esforzamos constantemente para conseguir el máximo rendimiento de las máquinas y el reciclaje total de los desechos de fabricación. Ya en la actualidad algunos modelos se producen de principio a fin, de la A a la Z (personalización incluida) con una sola máquina, lo cual nos permite reducir los transportes y las fases de elaboración. Por medio de unos procesos productivos internos, además, reciclamos hasta el 80% de los desechos de granulados plásticos; el 20% es entregado a una empresa especializada en su reciclaje. La ecología del producto y de la elaboración va acompañada por la ecología de los embalajes, realizados con papel PEFC (Programme for Endorsement of Forest Certification schemes) que certifica la sostenibilidad de las formas de gestión forestal. Las virtudes de nuestro ciclo productivo están garantizadas por un constante control interno de calidad, que vela por la conformidad del producto, así como por la producción de acuerdo con las normas de gestión sostenible.

### Ecologia dalla A alla Z

Il buon design non si ottiene a scapito dell'efficienza. Almeno non in Prodir. Coerenti alla nostra filosofia di sostenibilità, ci sforziamo costantemente di ottenere il massimo rendimento delle macchine e il totale riciclo degli sprechi. Alcuni modelli vengono già ora realizzati dalla A alla Z (personalizzazione inclusa) con una sola linea di produzione, permettendoci di ridurre i trasporti e i passaggi di lavorazione. Tramite particolari processi interni, inoltre, ricicliamo fino all'80% degli scarti di granulati plastici; il 20% viene consegnato a una ditta specializzata nel loro recupero. L'ecologia del prodotto e della lavorazione si affianca all'ecologia delle confezioni, realizzate con carta PEFC (Programme for Endorsement of Forest Certification schemes) che attesta la sostenibilità delle forme di gestione boschiva. La virtù del nostro ciclo produttivo è garantita dal costante controllo interno di qualità che monitora la conformità del prodotto e della produzione alle norme di gestione sostenibile.

# Diary of a DS3 ECO: an ordinary Monday



## From hand to hand

Beauty is also a sustainability factor. You are not happy to use a pen you don't like, and you certainly won't try to take it away from a business meeting. Pens are actually the object most commonly taken from hand to hand in the world, and a reputable company which designs promotional pens is not allowed to ignore it. For 20 years our designers have created pens with this purpose in mind. And this approach has been successful as yet: every year we win a Design Award, and we dare say that a beautiful Prodir pen is a marketing strategy in itself.

### Von Hand zu Hand

Auch die Schönheit ist Teil der Umweltverträglichkeit. Wer benutzt gerne einen Kugelschreiber, der nicht gefällt? Wer hat nicht schon einmal daran gedacht, einen schönen Kugelschreiber nach einem Meeting behalten zu wollen. Der Kugelschreiber ist das Objekt, welches am meisten von Hand zu Hand wandert. Eine seriöse Firma, die Promotionskugelschreiber herstellt, muss dies berücksichtigen. Seit 20 Jahren erschaffen unsere Designer Kugelschreiber mit diesem Ziel. Und mit Erfolg: Jedes Jahr wird uns die Ehre zuteil, einen Design Award zu erhalten. Es ist nicht rhetorisch, wenn man behauptet, ein schöner Prodir-Kugelschreiber sei für sich allein schon eine Werbestrategie.

### De main en main

La beauté, elle aussi, est un facteur de durabilité. Vous n'utilisez pas volontiers un stylo qui ne vous plaît pas, et vous ne risquez pas de vous l'approprier furtivement lors des réunions de travail. Le stylo, en fait, est l'objet le plus volé au monde: une entreprise sérieuse qui conçoit des stylos promotionnels ne peut pas ne pas en tenir compte. Et de fait, depuis 20 ans, nos designers créent des stylos dans cette optique. Avec succès: chaque année, nous avons l'honneur de gagner un Design Award. Ce n'est pas un effet de style que d'affirmer qu'un beau stylo Prodir, c'est déjà une stratégie promotionnelle.

### De mano en mano

La belleza también es un factor de sostenibilidad. No usas de buen grado un bolígrafo que no te gusta y seguro que en una reunión de trabajo no tratas de apropiarte furtivamente de un bolígrafo que no te dice nada. Los bolígrafos, en efecto, son el objeto más hurtado del mundo y una empresa seria que diseña bolígrafos de promoción no puede dejar de tener en cuenta esta circunstancia. Así es, desde hace veinte años nuestros diseñadores crean bolígrafos con este objetivo. Y con éxito: cada año tenemos el honor de ganar un Design Award. Por ello afirmar que un bonito bolígrafo Prodir ya constituye de por sí una estrategia promocional no es en absoluto retórico.

### Di mano in mano

Anche la bellezza è un fattore di sostenibilità. Non usi volentieri una penna che non ti piace e di certo non cerchi di appropriartene furtivamente nelle riunioni di lavoro. Le penne, infatti, sono l'oggetto più rubato al mondo e un'azienda seria che progetta penne promozionali non può non tenerne conto. Da 20 anni, infatti, i nostri designer creano penne con quest'obiettivo. E con successo: ogni anno abbiamo l'onore di vincere un Design Award. Non è retorico affermare che una bella penna Prodir è già una strategia promozionale.



# DS3 ECO

## Our biodegradable pen

Amongst our writing instruments, there is one which, more than the others, represents our eco-friendly approach: DS3 ECO. Made of biodegradable material, DS3 ECO combines the most innovative ideas in terms of efficiency and sustainability with the simplest classic design. Is there a better way to convey your environmental commitment to your customers and partners than a pen which is a bearer of a message itself ?

—

### Unser biologisch abbaubarer Kugelschreiber

Unter den Prodir-Kugelschreibern gibt es einen, der mehr als alle anderen unser Bemühen um Umweltverträglichkeit repräsentiert: Der DS3 ECO. Basierend auf biologisch abbaubarem Material ist der DS3 ECO ein Kugelschreiber, der in der klassischen Form die modernen Konzepte der Effizienz und der Verträglichkeit kombiniert. Ist dies nicht die ideale Möglichkeit, Ihren Kunden und Partnern Ihr ökologisches Verantwortungsbewusstsein mitzuteilen? Der Kugelschreiber, der eine ehrliche Botschaft transportiert.

—

### Notre stylo biodégradable

Parmi tous les stylos Prodir, il en est un qui est particulièrement emblématique de notre sensibilité à l'environnement: le DS3 ECO. Réalisé avec des matériaux biodégradables, DS3 ECO est un stylo qui, au classicisme de sa forme, allie les concepts les plus modernes d'efficacité et de durabilité. N'est-ce pas là la meilleure façon de transmettre votre sens de la responsabilité environnementale à vos clients et à vos partenaires? Un stylo qui, en soi, est un message.

—

### Nuestro bolígrafo biodegradable

De entre todos los bolígrafos de Prodir, hay uno que, más que ningún otro, da prueba de nuestra sensibilidad por el medio ambiente: el DS3 ECO. Fabricado con material biodegradable, el DS3 ECO es un bolígrafo que a la forma clásica suma los más modernos conceptos de eficiencia y sostenibilidad. ¿De qué mejor manera puede usted comunicar la responsabilidad medioambiental de su empresa a sus clientes y socios? Un bolígrafo que de por sí constituye todo un mensaje.

—

### La nostra penna biodegradabile

Tra tutte le penne Prodir, ce n'è una che più di ogni altra rappresenta la nostra sensibilità per l'ambiente: DS3 ECO. Realizzata con materiale biodegradabile, DS3 ECO è una penna che, alla forma classica, combina moderni concetti di efficienza e sostenibilità. Quale modo migliore per comunicare la vostra responsabilità ambientale ai vostri clienti e partner? Una penna che è di per sé un messaggio.

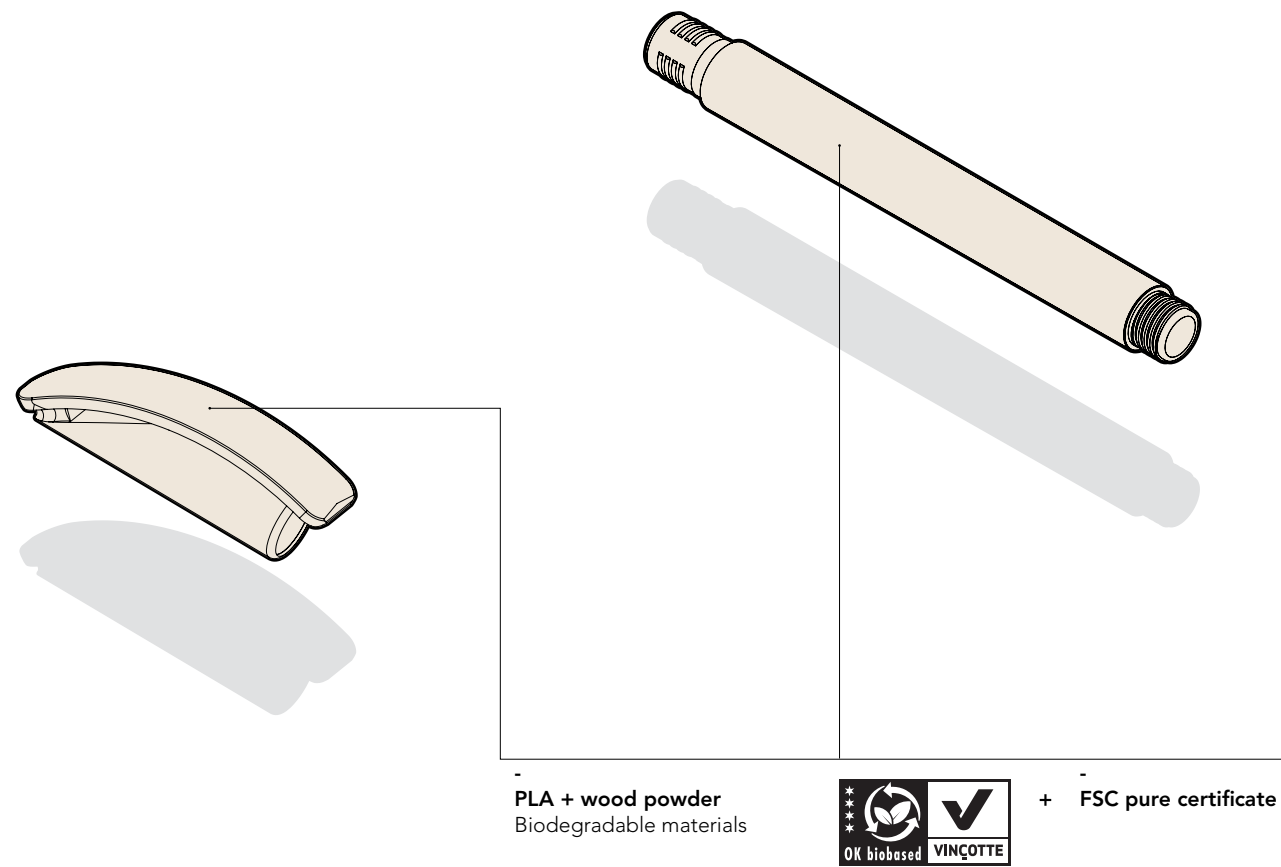


# DS3 ECO: from the fields to your writing desk

DS3 ECO is made from wood powder (FSC-approved) and PLA (*polylactic acid*), a plastic material of vegetable origin, obtained by extracting the starch from agricultural waste (such as corn and potato).

DS3 ECO contains wood powder and PLA both in the external case (cap, body, and nose cone) and in the internal mechanism, also provided with an eco-sustainable, paint-free/non-varnished spring.

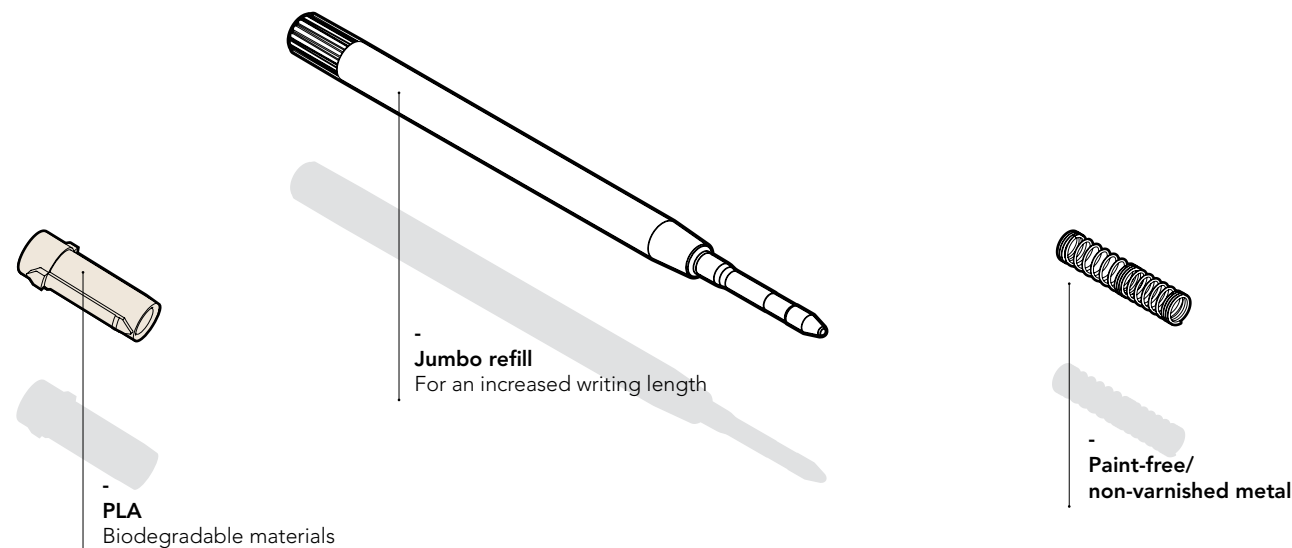
PLA is recognised as 80% biodegradable: through a proper composting, it can be safely returned to the ecosystem, in perfect harmony with nature. DS3 ECO is mostly derived from a biological source: definitely an eco-friendly pen.



PLA + wood powder  
Biodegradable materials



+ FSC pure certificate



Jumbo refill  
For an increased writing length

PLA  
Biodegradable materials

Paint-free/  
non-varnished metal

## DS3 ECO: Von den Feldern auf den Schreibtisch

DS3 ECO wird aus Holzmehl (gemäß Standard FSC) und PLA (Polyactid) hergestellt. PLA ist ein Biokunststoff pflanzlichen Ursprungs, der aus der Stärke nachwachsender Rohstoffe, wie z.B. Mais, Kartoffeln und anderen Gemüsesorten gewonnen wird. Im DS3 ECO finden sich Holzmehl und PLA sowohl im Gehäuse des Kugelschreibers (Kappe, Schaft und Spitze) wie auch in der Mechanik. PLA ist als biologisch vollständig abbaubar anerkannt: Durch eine adäquate Kompostierung kann es in absoluter Harmonie mit der Natur dem Ökosystem wieder zugefügt werden. DS3 ECO ist also biologischen Ursprungs: ein Kugelschreiber, der das Prädikat umweltfreundlich zu Recht verdient.

## DS3 ECO: des champs au bureau

DS3 ECO est réalisé avec de la farine de bois (reconnue par la norme FSC) et du PLA (acide polyLactide), une matière plastique d'origine végétale obtenue par la re-élaboration des déchets agricoles de maïs, de pommes de terre, et d'autres légumes dont on récupère l'amidon. Dans le DS3 ECO, farine de bois et PLA se trouvent tant sur la partie extérieure du stylo (capuchon, corps et embout) que dans le mécanisme interne, dont même le ressort, non verni, contribue à la durabilité du stylo. Le PLA est reconnu entièrement biodégradable: par le biais d'un compostage approprié, il peut en effet être réintroduit dans l'écosystème, en complète harmonie avec la nature. DS3 ECO est donc d'origine biologique: un stylo résolument écologique.

## DS3 ECO: de los campos al escritorio

El DS3 ECO se fabrica con harina de madera (reconocida por el estándar FSC) y PLA (polilactato), una materia plástica de origen vegetal que se consigue a partir de la reelaboración de desechos agrícolas de maíz, patatas y otras hortalizas cuyo almidón se recicla. En el DS3 ECO la harina de madera y el PLA se encuentran tanto en la parte exterior del bolígrafo (tapa, cuerpo y punta) como en el mecanismo interior, donde el muelle también contribuye a la sostenibilidad del bolígrafo, al no estar pintado. El PLA está reconocido a todos los efectos como un material biodegradable: así es, a través de un oportuno procedimiento de compostaje puede ser reintroducido en el ecosistema en total armonía con la naturaleza. El DS3 ECO, por consiguiente, es de origen biológico: un bolígrafo decididamente ecológico.

## DS3 ECO: dai campi alla scrivania

DS3 ECO è realizzata con farina di legno (riconosciuta dallo standard FSC) e PLA (polilattame), una materia plastica di derivazione vegetale tratta dalla rielaborazione di scarti agricoli di mais, di patate e di altri ortaggi da cui viene recuperato l'amido. In DS3 ECO farina di legno e PLA si trovano sia nella parte esterna della penna (cappuccio, corpo e puntale) sia nel meccanismo interno, dove anche la molla contribuisce alla sostenibilità della penna non essendo verniciata. Il PLA è riconosciuto a tutti gli effetti come biodegradabile: tramite un appropriato compostaggio, può infatti essere reintrodotta nell'ecosistema in completa armonia con la natura. DS3 ECO è dunque di origine biologica: una penna decisamente ecofriendly.

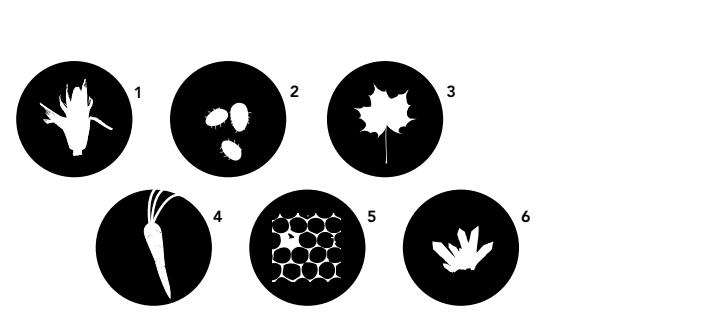
### PERCENTAGE OF BIODEGRADABLE MATERIAL IN DS3 ECO

% BIO	WEIGHT	WEIGHT	TOTAL WEIGHT
	Refill & Spring	Biodegradable materials	
80 %	2.2 g	8.75 g	10.95 g

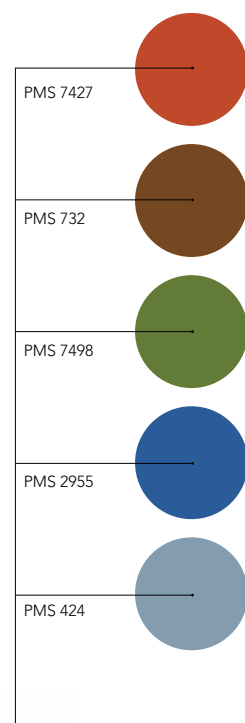


# Natural ink for your brand

100% natural, DS3 ECO ink also respects the ecosystem. Our pens are customisable with entirely biological inks.



**Ink ingredients**  
 Corn [1], cochineal [2], vitamin B [3], carotene [4], beeswax [5], talc, carbonate, sulfate [6]



**ECO Bio-ink colours**



**Natürliche Druckfarbe für Ihre Marke**

Zu 100% natürlichen Ursprungs, schützen unsere fünf Bio-Ink Druckfarben das Ökosystem. Bei der Personalisierung der Kugelschreiber können Sie zwischen Bio-Ink Druckfarben und Standard Druckfarben wählen.

**De l'encre naturelle pour votre marque**

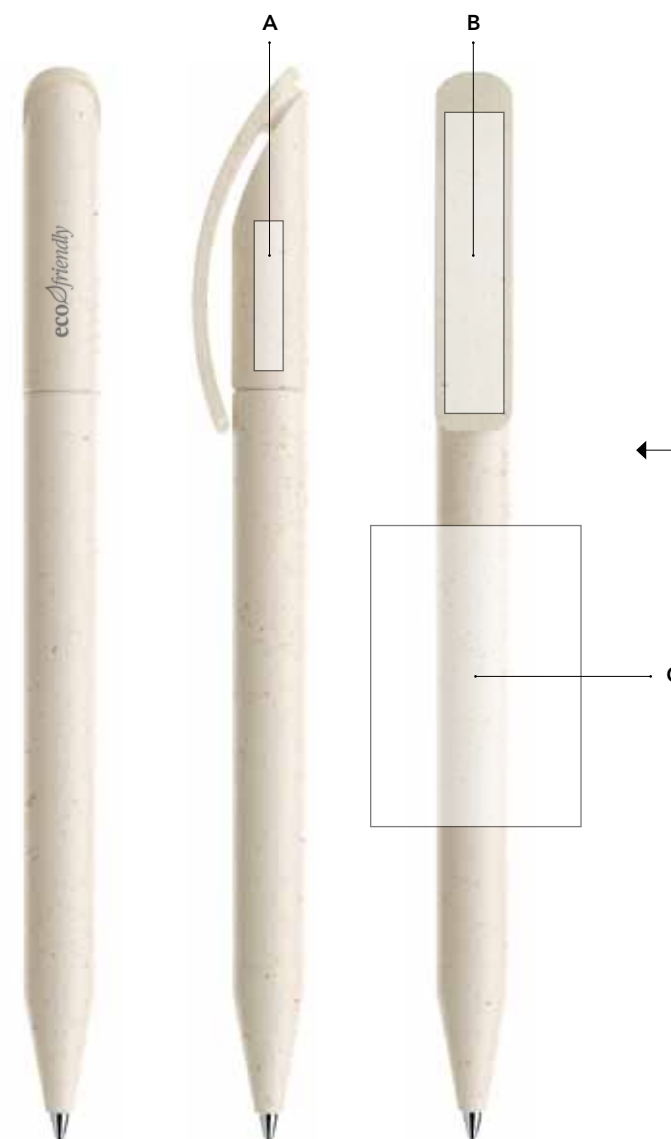
À 100% d'origine végétale, même l'encre de marquage de DS3 ECO est respectueuse de l'environnement. La personnalisation des stylos est donc réalisée avec des encres que l'on peut définir biologiques à tous les égards.

**Tinta natural para su marca**

De origen natural al 100%, la tinta para estampar de DS3 ECO respeta el ecosistema. La personalización de los bolígrafos se lleva a cabo con tintas que se pueden definir biológicas con todas las de la ley.

**Inchiostro naturale per il vostro marchio**

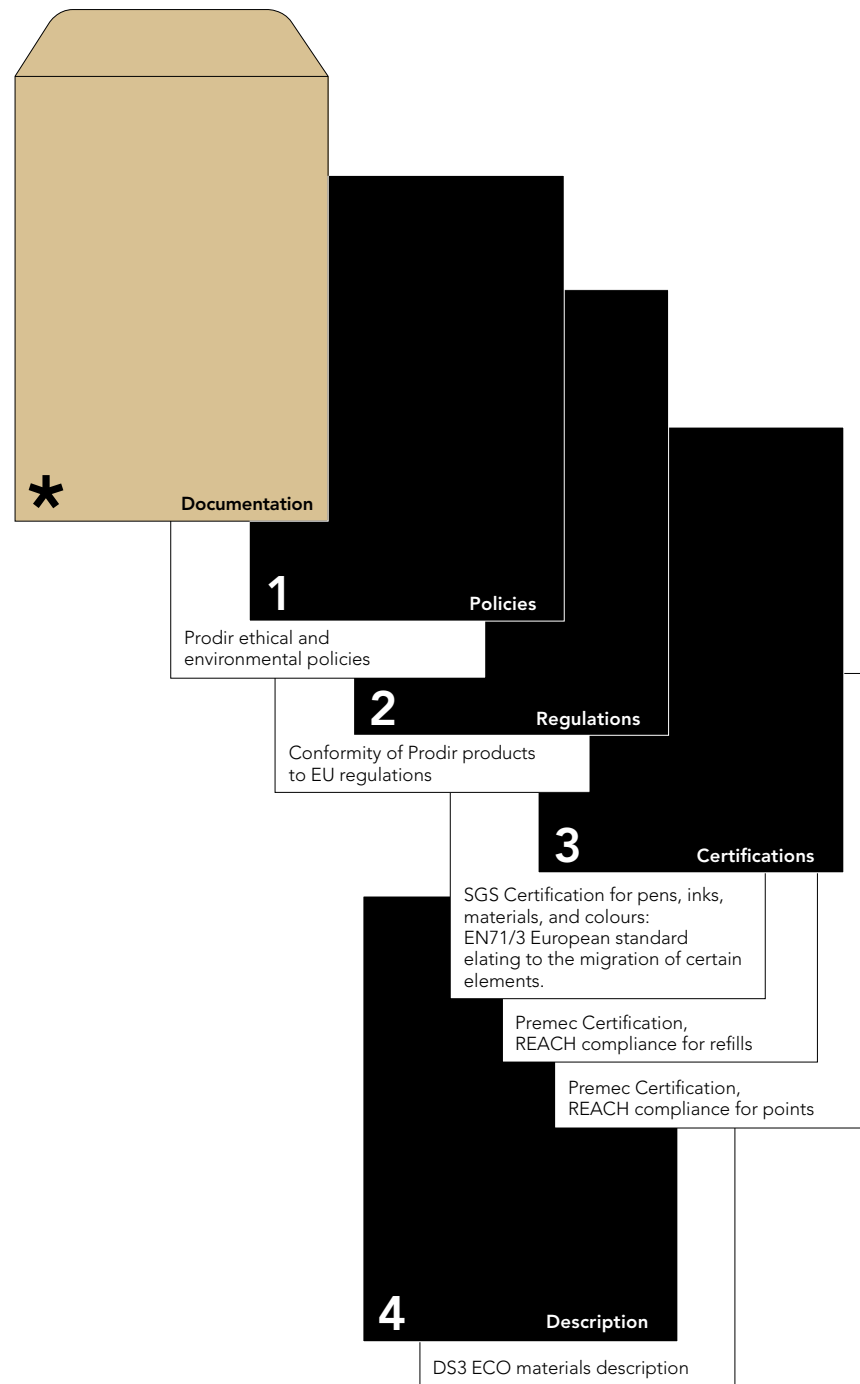
Al 100% di derivazione naturale, anche l'inchiostro di marcatura di DS3 ECO rispetta l'ecosistema. La personalizzazione delle penne è quindi realizzata con inchiostri che si possono definire a pieno titolo biologici.



To customise our pens, you can choose between Bio-ink colours, and standard colours.

**Print areas**  
**A** 25 x 4 mm  
**B** 40 x 8 mm  
**C** 40 x 28 mm

We are an environment-friendly company.



And we can prove it.



6 sheets / Blätter / feuilles / hojas / fogli

**Documentation**  
Dokumentation  
Documentation  
Documentación  
Documentazione

**1**  
**Policies / Policen / Politiques / Política / Politiche**

**[eng]**  
We are an environment-friendly company. And we can prove it.  
**[deu]**  
Wir sind eine umweltfreundliche Firma. Hier die Beweise.  
**[fra]**  
Nous sommes une entreprise amie de l'environnement. En voici les preuves.  
**[esp]**  
Somos una empresa amiga del medio ambiente. Aquí están las pruebas.  
**[ita]**  
Siamo un'azienda amica dell'ambiente. Ecco le prove.

**[eng]**  
Prodir ethical and environmental policies  
**[deu]**  
Ethik- und Umweltpolice von Prodir  
**[fra]**  
Politiques de Prodir en matière d'éthique et d'environnement  
**[esp]**  
Política de Prodir en materia de ética y medio ambiente  
**[ita]**  
Politiche etiche e ambientali di Prodir

**2**  
**Regulations / Normen / Réglementations / Reglamentos / Normative**

**[eng]**  
Conformity of Prodir products to EU regulations  
**[deu]**  
Konformität von Prodir Produkten mit den EU-Normen  
**[fra]**  
Conformité des produits Prodir aux réglementations de l'UE  
**[esp]**  
Conformidad de los productos de Prodir con las normas de la Unión Europea  
**[ita]**  
Conformità dei prodotti Prodir alle normative dell'Unione Europea

**3**  
**Certifications / Zertifikate / Certifications / Certificaciones / Certificazioni**

**3.1**

**[eng]**  
SGS Certification for pens, inks, materials, and colours: EN71/3 European standard relating to the migration of certain elements  
**[deu]**  
Zertifikat SGS Kugelschreiber, Tinten, Material und Farben für Stifte: EN71/3 europäische Regelung über die Migration einiger Elemente  
**[fra]**  
Certification SGS pour les stylos, encres de marquage, matériaux et colorants de stylos: EN71/3 directive européenne sur la migration de certains éléments  
**[esp]**  
Certificación SGS para bolígrafos, tintas para estampar, material y colorante de bolígrafos: EN71/3 normativa europea sobre la migración de ciertos elementos  
**[ita]**  
Certificazione SGS penne, inchiostri di marcatura, materiale e colorante penna: EN71/3 normativa europea sulla migrazione di alcuni elementi

**3.2**

**[eng]**  
Premec Certification, REACH compliance for refills  
**[deu]**  
Zertifikat Premec, Beitritt REACH für Refill (Füllung)  
**[fra]**  
Certification Premec, adhésion aux normes REACH pour les recharges  
**[esp]**  
Certificación Premec, observación de las directrices REACH para minas.  
**[ita]**  
Certificazione Premec, adesione REACH per Refill

**3.3**

**[eng]**  
Premec Certification, REACH compliance for points  
**[deu]**  
Zertifikat Premec, Beitritt REACH für Kugelschreiber  
**[fra]**  
Certification Premec, adhésion aux normes REACH pour les embouts  
**[esp]**  
Certificación Premec, observación de las directrices REACH para puntas.  
**[ita]**  
Certificazione Premec, adesione REACH per punte

**4**  
**Description / Beschreibung / Description / Descripción / Descrizione**

**[eng]**  
DS3 ECO materials description  
**[deu]**  
DS3 ECO Ökomaterial-Beschreibung  
**[fra]**  
Description des matériaux de DS3 ECO  
**[esp]**  
DS3 ECO, descripción del material  
**[ita]**  
Descrizione dei materiali di DS3 ECO

Personality pens. Swiss made. **prodir®**

All data in this brochure have been verified by Prodir.

\* If you want the original version of all certificates, please contact your Prodir representative.

www.prodir.com

# Ethical and Environmental Policies

Rivera, 01 September 2011

## PRODIR S.A. ETHICAL AND ENVIRONMENTAL STATEMENT

Prodir S.A. is a Swiss company, based in Riviera-Switzerland, manufacturer of quality writing instruments for the Promotional Products Industry.

Prodir S.A. manufactures quality writing instruments in Switzerland, whereas Pen-book products are produced in Italy (EU).

Prodir S.A. operates according to the Swiss Federal Labour Law which includes Child Labour, Safety, Workers' Rights and Environment regulations in respect of all current International conventions.

Prodir S.A. throughout the years, has built up solid international business relationships and we have full knowledge of all relevant International laws. Consequently, we are perfectly aware that Swiss laws represent a high standard in the above mentioned matters and we are more than glad to comply with these standards.

Prodir S.A. is the legal owner of all its designs. All product designs are registered internationally and are continuously monitored. Also in this area we fully respect all international laws and conventions.

Prodir SA is at disposal for further clarifications.

PRODIR SA



Cozzi Egidio  
General Manager

### PRODIR SA

Zona Industriale 1/2 - PO BOX 580 - CH - 6802 Rivera - T +41 (0)91 935 55 55 - F +41 (0)91 935 55 09  
sales@prodir.ch - www.prodir.com



# Declaration

Rivera, 01 September 2011

## CONFORMITY OF PRODIR PRODUCTS TO EUROPEAN REGULATIONS

For the manufacture of the external polymer parts of its series products, Prodir S.A. uses **plastic materials and colorants** whose compliance with the relevant European directives and regulations is confirmed by their manufacturers.

The bodies, caps, and tips in all models of the series products designated MATT and POLISHED by Prodir S.A., are made from polymers and colorants that meet the following requirements

- European standard EN71, Safety of toys Part 3, Migration of certain elements
- Do not contain substances from the SVHC group of chemicals defined by the European REACH regulation
- European Directive 2005/84/EC
- Resolution AP(89)1
- European Directive 2002/72/EC, Annex II, Section A and Annex III (6.8.2002).

The bodies, caps, and tips in all models of the series products designated FROSTED and TRANSPARENT by Prodir S.A., are made from polymers that meet the following requirements

- European standard EN71, Safety of toys Part 3, Migration of certain elements
- Do not contain substances from the SVHC group of chemicals defined by the European REACH regulation
- European Directive 2005/84/EC
- Resolution AP(89)1
- European Directive 94/62/EC.

The liquid colorants, in the series colours, utilised to colour the articles in FROSTED and TRANSPARENT surface finishes, meet the following requirements

- European standard EN71, Safety of toys Part 3, Migration of certain elements
- Do not contain substances from the SVHC group of chemicals defined by the European REACH regulation
- European Directive 2005/84/EC
- Resolution AP(89)1
- European Directive 94/62/EC.

The solid colorants present in all models of the series on surface finishes designated MATT and POLISHED by Prodir S.A., meet the following requirements

- European standard EN71, Safety of toys Part 3, Migration of certain elements
- Do not contain substances from the SVHC group of chemicals defined by the European REACH regulation
- European Directive 2005/84/EC
- Resolution AP(89)1.

Moreover

### PRODIR SA

The solvent based printing inks utilised by Prodir SA for personalisation of its pens using Pad printing and Screen printing techniques, meet the following requirements

- European standard EN71, Safety of toys Part 3, Migration of certain elements
- Do not contain substances from the SVHC group of chemicals defined by the European REACH regulation
- Do not contain phthalates restricted by the terms of European Directive 2005/84/EC
- European Directive 2002/95 (RoHS).

All products utilised for surface coating of the pens by Prodir SA, whether water or solvent based, meet the following requirements

- European standard EN71, Safety of toys Part 3, Migration of certain elements
- Do not contain substances from the SVHC group of chemicals defined by the European REACH regulation
- Do not contain phthalates restricted by the terms of European Directive 2005/84/EC.

PRODIR SA



Cozzi Egidio  
General Manager

# Declaration

Rivera, 01 September 2011

## CONFORMITY OF PRODIR PRODUCTS TO EUROPEAN REGULATION EN71/3

In reference to the European standards, Prodir declares to be conformed with the following:

SGS Certificate EN71/3 for writing instruments (available upon request)  
SGS Certificate EN71/3 for printing inks (available upon request)  
SGS Certificate EN71/3 for compound & coloring (available upon request)

PRODIR SA



Cozzi Egidio  
General Manager

**PRODIR SA**

Zona Industriale 1/2 - PO BOX 580 - CH - 6802 Rivera - T +41 (0)91 935 55 55 - F +41 (0)91 935 55 09  
sales@prodir.ch - www.prodir.com



Dear Customer,

REACH is the Regulation for **R**egistration, **E**valuation, **A**uthorisation and Restriction of **C**hemicals, valid for all EU Member States. The main purpose of this new EU Chemicals Regulations from June 1, 2007 is to maintain the highest possible level of protection for human health and for the environment.

All pen products imported in EU must comply with the REACH Regulation, and this puts more in evidence how important is today to develop any product within a precise network of partners, responsible and informed. It becomes a true need to dispose of a clear platform where correct definition and setting of all components of your pens is guaranteed with no fail.

At present REACH regulation divides the products into two main categories, "ARTICLES" and "SUBSTANCES or PREPARATIONS" .

According to Art. 31 and Art. 32 of the REACH regulation (EC) No. 2006/1907/EC, only the supplier of substances or preparations shall provide a mandatory pre-registration and provide the recipient with a Material Safety Data Sheet (MSDS).

At the same time Substances of very high concern (SVHC) are regarded as substances subject to authorisation under the REACH Regulation. They will be listed in Annex XIV of the Regulation.

REACH regulation considers **Ball pen Refills**, as supplied by Premec SA to Prodir SA as "articles that release chemical preparations" (ink, follower).

At the today's state of knowledge Premec declares that:

- all inks and follower ingredients will be pre-registered, complying with REACH regulation. Valid MSDS of the ink formulation in question, which conforms to REACH, will be issued.
- the metals used as alloy constituent in tip's raw materials and balls are not within the current Annex XIV list and also do not meet with any further criteria according to Article 57 of the REACH Regulations for possible inclusion in Annex XIV.
- any plastic tube component and black plug component is within the current Annex XIV list and also do not meet with any further criteria according to Article 57 of the REACH Regulations for possible inclusion in Annex XIV.
- we declare in our TDS (technical data sheet), in case that components and raw materials used in the refills manufacturing would include any SVHC above 0.1% .

Premec just arranged a multi competence team dedicated to follow REACH procedures.

Our suppliers have been involved, and we can confirm that all our components subject to the REACH Regulation are punctually complying with all REACH objectives and requirements by:

- Pre-registration of ingredients until November 30, 2008 (Art. 6-7)
- Compulsory information and notification with regard to the content of "substances of very high concern" (Art. 33, SVHC - Substances of Very High Concern).

Should you have any questions, please do not hesitate to contact Mrs. Caterina Peduzzi, Customer Service Manager at [caterina.peduzzi@premec.ch](mailto:caterina.peduzzi@premec.ch). She is member of our Team dedicated to the REACH activities; with the support of all other competencies inside our Teamwork, she will provide you all necessary piece of information.

At the same time, we would be glad to know name and title of Your person in charge for the REACH registrations and declarations so as to establish a direct line of contact, for mutual benefit.

In faith,



Premec SA  
Ing. Sergio Santini, Technical director

Cadempino, Switzerland; November 2008

Dear Customer,

REACH is the Regulation for **R**egistration, **E**valuation, **A**uthorisation and Restriction of **C**hemicals, valid for all EU Member States. The main purpose of this new EU Chemicals Regulations from June 1, 2007 is to maintain the highest possible level of protection for human health and for the environment.

All pen products imported in EU must comply with the REACH Regulation, and this puts more in evidence how important is today to develop any product within a precise network of partners, responsible and informed. It becomes a true need to dispose of a clear platform where correct definition and setting of all components of your pens is guaranteed with no fail.

At present REACH regulation divides the products into two main categories, "ARTICLES" and "SUBSTANCES or PREPARATIONS" .

According to Art. 31 and Art. 32 of the REACH regulation (EC) No. 2006/1907/EC, only the supplier of substances or preparations shall provide a mandatory pre-registration and provide the recipient with a Material Safety Data Sheet (MSDS).

**Tips**, as supplied by Premec, are considered **ARTICLES** by the REACH regulation, hence tips are not subject to any mandatory pre-registration of their components or raw materials, or presentation of any MSDS document. Thus we will not issue any official MSDS form.

According to the present official list of SVHC materials (SVHC = substances of very high concern) we will simply declare in our TDS (technical data sheet), in case that components and raw materials used in the tips manufacturing would include any SVHC above 0.1% .

Premec just arranged a multi competence team dedicated to follow REACH procedures. Our suppliers have been involved, and we can confirm that all our components subject to the REACH Regulation are punctually complying with all REACH objectives and requirements by:

- Pre-registration of ingredients until November 30, 2008 (Art. 6-7)
- Compulsory information and notification with regard to the content of "substances of very high concern" (Art. 33, SVHC - Substances of Very High Concern).

Should you have any questions, please do not hesitate to contact Mrs. Caterina Peduzzi, Customer Service Manager ([caterina.peduzzi@premec.ch](mailto:caterina.peduzzi@premec.ch)). She is member of our Team dedicated to the REACH activities; with the support of all other competencies inside our Teamwork, she will provide you all necessary piece of information.

At the same time, we would be glad to know name and title of Your person in charge for the REACH registrations and declarations so as to establish a direct line of contact, for mutual benefit.

In faith,



Premec SA  
Ing. Sergio Santini  
Technical director

Cadempino, Switzerland; November 2008

## DS3 ECO – Material Description

Rivera, 01 September 2011

<b>REFILL:</b>	standard Jumbo Refill
<b>SPRING:</b>	standard, non coated
<b>MECHANISM:</b>	PLA
<b>CAP, BARREL and NOSE CONE:</b>	PLA + wooden powder

### PLA DEFINITION:

The PLA is a plant based plastic material (renewable resource) which is biodegradable. Therefore, it can be reintroduced in the ecosystem.

The plant base of PLA is practically made of agriculture left over products (such as corn, potatoes, etc.) that when reutilized, they allow to collect a high quantity of starch. The recovered starch, is treated to finally become PLA.

The PLA has received both FSC Pure and Vincotte OK bio based certifications (available upon request).

### DS3 ECO SPECIFICATIONS:

As well as the outside components (Cap, barrel and nose cone ), the mechanism of the DS3 ECO is made of PLA. This aspect, combined with the "non coated" spring, makes it a true ECO Friendly pen.

#### PRODIR SA

Zona Industriale 1/2 - PO BOX 580 - CH – 6802 Rivera - T +41 (0)91 935 55 55 - F +41 (0)91 935 55 09  
sales@prodir.ch - www.prodir.com



Here below a brief chart that easily shows the high percentage of biodegradable material of which our DS3 ECO is made of:

weight	weight	weight	
total pen	refill& spring	Biodegradable materials	% bio
10.95 gr	2.2 gr	8.75 gr	80%

To finally underline the genuineness of this eco friendly product, it is important to know that also according to the European Norm UNI EN 13432:2000 as well as the high standards test methods ISO 14851:2004 and ISO 14852:2004, PLA material is to be officially considered biodegradable. This means that it can be reintroduced in the eco system with basically no impact for the natural environment.

## PERSONALISATION

The personalisation of the DS3 ECO is made using natural based BIO Inks, which fully respect the European Norm UNI EN 13432:2000 and have no impact in our eco system.

In alternative, it is also possible to have the DS3 ECO personalised with our standard multicolour printing inks; proudly certified "**Sony Green Partner**", an international agreement with the aim to conserve our environment creating a sustainable society.

PRODIR SA



Cozzi Egidio  
General Manager



© 2011 Prodir

**Concept,  
graphic design  
and copy**  
Studio CCRZ

**Photo cover**  
Eugenio Castiglioni  
**Styling**  
Alessandra Monti

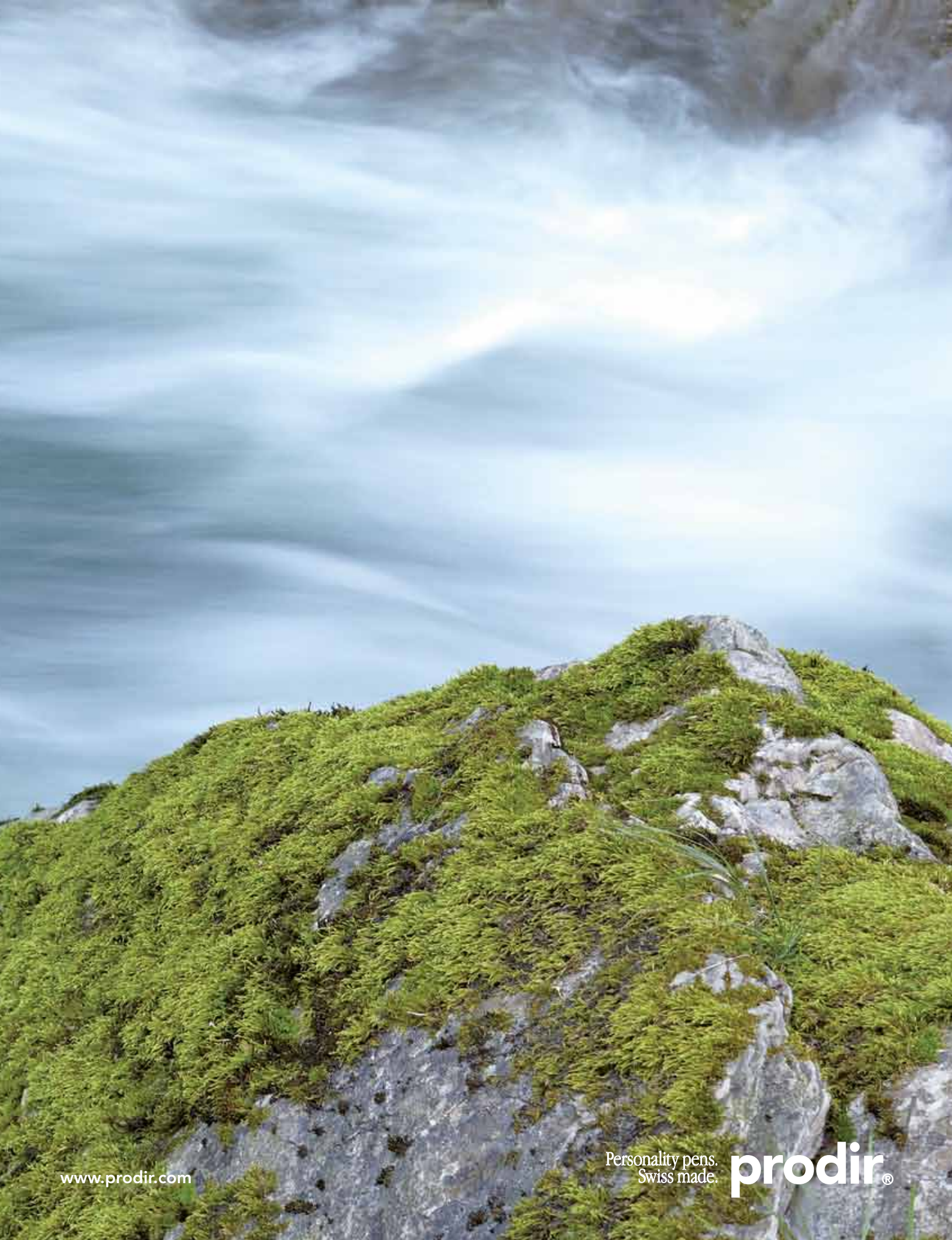
**Photo products**  
Alessandro Ruffini  
**Styling**  
Alessandro Casinovi

**Paper**  
Invercote G  
and Symbol Tatami  
FSC certified

**Printing**  
Improntagrafica  
Cantù-Italy



Personality pens.  
Swiss made. **prodir®**



[www.prodir.com](http://www.prodir.com)

Personality pens.  
Swiss made.

**prodir**®