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## **Fineliner Link-It wins the Promotional Gift Award**

Schneider has achieved a third award for its innovative fineliners called "Link-It". After being able to charm the pro-k and PLUS-X Award jury, the Fineliner has now convinced the next jury and was selected from 229 submissions for the Promotional Gift Award 2018.

Link-It is more than just a fineliner: It's the first fineliner that can be combined with a clever click system. The click-system for which Schneider has filed a patent is cleverly integrated in the end of the barrel. Just place the two arrows facing towards each other and with a "click" you can create your own individual favorite pen with your favorite colors! The "link" can stand as a synonym for a good connection between business partners, or for joint ventures of two companies etc.

The colourful team-players are available in 8 colours (blue, green, yellow, red, orange, brown, grey and black) and are packed in a convenient adjustable pencil case stand which is durable and can be used as penholder. The rubberised ergonomic and three-edged barrel is ideal for a relaxed writing. As the cap fits neatly on the end of the barrel it can be held comfortably as an individual pen. It does not roll on the desk and its slim design fits perfectly into pupils' pen cases individually or linked.

With Link-It Schneider sets another milestone in terms of sustainability. As the first fineliners on the market the pen body is made of bio-based plastics and thus conserves our scarce oil reserves. The amount of 88% bio based material was confirmed by DIN CERTCO, an independent certification organization. Besides the bio based material the Link-It is produced CO<sub>2</sub>- neutrally. Sustainability is an important building block for Schneider when it comes to the concept for a new product with regards to design, construction, selection of materials and production (which is certified by EMAS). The convenient adjustable pencil case stand also supports our environmental thinking. It is durable and can be used as a penholder and it is made of waste from internal plastics processing. Like all Schneider writing instruments, Link-It is also "Made in Germany".

Each individual Link-It offers 3 surfaces for logo imprints in 4 colours. When linked together there are 6 surfaces in total. You can print your logo or your message not just on the pen, but also on the packaging. On the cardboard banderole around the pen box you can either partially print an advertising message, or it can be designed entirely with an individual style.

[413 words, 2509 characters (including blank spaces) by [Martina Schneider](#)]

Image



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