Schneider Schreib's auf

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Ray – the ink performer

At the Paperworld trade show in Frankfurt, Schneider presented a new a high-quality fountain pen and cartridge roller with the catchy name "Ray".

The Ray is equipped with standard ink cartridges. Its design is sporty, modern and minimalistic - based on the latest design trends and colors, the new model complements Schneider's fountain pen and cartridge roller range fitting perfectly on every modern desk.

The homogenous interplay of performance and design spontaneously attracted many visitors at the fair. The pen is one of the most frequently used objects of everyday life, therefore functionality, ergonomics and aesthetics are all equally important.

Emotional aspects were kept in mind when designing the Ray, using futuristic lines in combination with the exciting material mix of glossy plastic and matt rubberized ellipses. The elegant clip made of stainless steel embraces the barrel. Its shape and colors were tested in a large target group survey.

Design and the color of the Ray show how lifestyle and function inspire each other. The rubberised and ergonomic grip zone allows a secure hold for fatigue-free writing. The high-quality stainless steel tip with iridium nib provides a particularly soft, pleasant and clean writing experience while maintaining its robust structure. It is also available in an L-Version for lefthanders. The patented ink regulator controls the uniform ink flow and protects the system against leakage.

For retailers, Schneider offers a display that includes 12 fountain pens or cartridge rollers. Each display has 6 white/dark grey and 6 dark blue/light grey versions (including a version for lefthanders). The display also includes one free sample for testing. In addition, the manufacturer offers posters and a special tower allowing the small display of the "Ray" to be presented in the shop. With the new Ray, the manufacturer can offer an additional brand new model with a modern design in the field of fountain pens and cartridge rollers. At the same time, other models such as the fountain pen, Base and the cartridge roller, Breeze were updated with new colors and new designs.

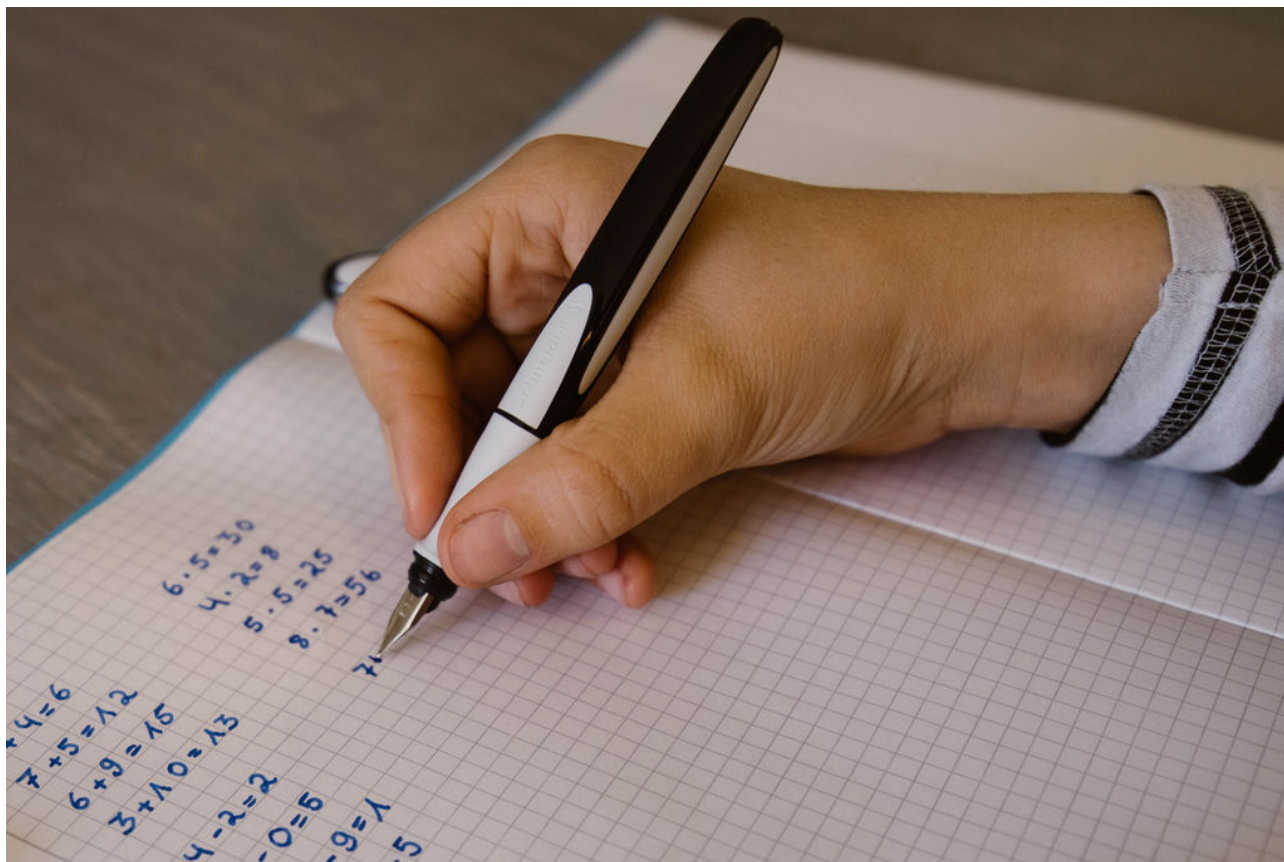[334 words, 2133 characters (including blank spaces) by Martina Schneider]

Image

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Image

The rubberized and ergonomic grip zone allows a secure hold for fatigue-free writing. The high-quality stainless steel tip with iridium nib provides a particularly soft, pleasant and clean writing experience while maintaining its robust structure.

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