

# Schneider Schreib's auf

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## **Schneider receives the German Design Award 2021 for two products, the 4-colour ballpoint pen Take 4 and the ballpoint pen Reco.**

Schneider receives the **German Design Award 2021** for two products, the 4-colour [ballpoint pen Take 4](#) and the [ballpoint pen Reco](#). In a saturated market with a multitude of products, outstanding design is a decisive differentiating feature. It goes beyond the purely external shape and colour of a product and also includes its function and the interaction of the user with the product. Design is oriented towards people and their needs and creates added value, which in turn leads to identification and fascinating brand experiences. At the same time, it is a great medium to strengthen customer loyalty.

Schneider is proud that the jury of the renowned German Design Awards has been convinced twice with outstanding product and eco design. The design award, which is known far beyond Germany's borders, is presented once a year by the German Design Council. The jury is made up of design experts from business and science as well as the design industry. All jury members are recognised personalities in their field. The award-winning products from Schneider are the two ballpoint models Take4 and Reco.

### **4-colour ballpoint pen Take 4 -The perfect 4-in-1 solution.**

For planning, organizing and structuring, or for the creative streak - everything is possible with the new four-colour ballpoint pen.

The desire for a sustainable 4-colour ballpoint pen on the market became stronger and stronger. Therefore, Schneider honed in on the perfect solution: a model that convinces with high writing quality, sustainability and attractive design. The new Take 4 from Schneider has managed to meet all the requirements. As a leading ballpoint pen manufacturer, Schneider can now add another highlight product to its product range.

The new model is available in the body colours white or dark blue, each with a cyan-coloured application, and its interior is equipped with black, red, blue and green refills. All 4 writing colours are waterproof according to ISO 12757-2.

With the help of the coloured push buttons at the end of the pen, you can change quickly and comfortably between the individual colours while keeping everything in view.

The Take 4 not only proves to be an organisational aid in everyday life, but also impresses with its pleasantly soft and sensationally gliding writing feel with Viscoglide® technology.

### **Four times more sustainable:**

Another highlight: The Take 4 pen body is manufactured in an eco- friendly and resource-saving way and is made of 92% recycled post-consumer plastic.

The proportion of recycled material has been confirmed by an independent testing institute. The source of raw materials, and thus the 100% use of post-consumer recycling, has also been proven by the European certification company EuCertPlast. The use of recycled material can be recognised by a small embossing at the end of the pen.

In addition, the four-colour ballpoint pen is easily refillable with the Take 4 refill. This reduces waste and ensures new writing fun again and again.

#### [Official Jury Statement](#)

The practical four-colour ballpoint pen changes the writing colour at the touch of a push button. The fact that it also looks smart and is made of 92% recycled plastic makes it a contemporary writing instrument.

#### **Reco**

The Schneider ballpoint pen has already managed to obtain the Blue Angel. Schneider is particularly proud of this achievement, because the Blue Angel regulations pose a special challenge for ballpoint pens. Reco is the name of the new refillable retractable ballpoint pen whose pen body is made of 92% recycled material. To meet the high requirements of the Blue Angel, Schneider has developed a new ink.

The Reco is available in three different pen body colours: white, black and dark blue. The modern and dynamic design make it a real highlight with its matt satin surface. Reco is manufactured in an environmentally friendly and resource-saving manner according to the criteria of the Blue Angel at the location in southern Germany. The proportion of recycled material has been confirmed by an independent testing institute. The source of raw materials, and thus the 100% use of post-consumer recycling, was also proven by the European certification company EuCertPlast.

The sturdy, fibre-reinforced and unbreakable clip rounds up the dynamic appearance and is designed for a long service life. The Reco is equipped with the giant refill Eco 725 in line width M and can be replaced as often as required. The refill is available in the writing colours black or blue. You can easily recognise which writing colour is in the Reco by the colour coding on the push-button of the ballpoint pen. In addition, the ink of the Eco 725 refill is waterproof according to ISO 12757-2. Schneider also uses recycled plastic for the refill tube. The Eco 725 refill is suitable for the Reco and many other writing instruments in G2 format and is the world's first refill made of recycled material.

In addition to its sustainable properties, the Reco also scores with its writing quality, as the pleasantly light and constant ink flow ensures a clean and comfortable writing.

#### [Official Jury Statement](#)

In addition to the German Design Award, Reco also won the "Green Award". More prizes are not possible and do not exist! In the advertising sector, Reco also won the Promotional Gift Award and the Sustainable Product Award PSI.

[852 words, 5336 characters (including blank spaces) by [Anita Haas](#)]

Image

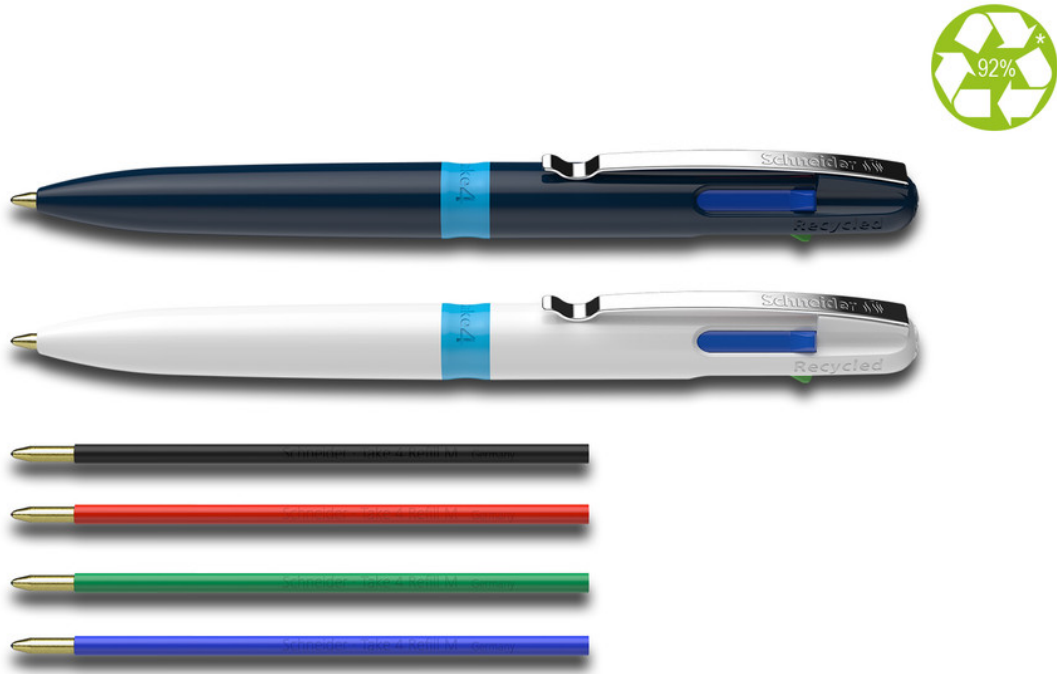


**GERMAN  
DESIGN  
AWARD  
SPECIAL  
2021**

Schneider is proud that the jury of the renowned German Design Awards has been convinced twice with outstanding product and eco design.

[Other image formats: [https://schneiderpen.com/en\\_us/press/press-pictures/german-design-award-2021-for-two-products-the-4-colour-ballpoint-pen-take-4-and-the-ballpoint-pen-reco/](https://schneiderpen.com/en_us/press/press-pictures/german-design-award-2021-for-two-products-the-4-colour-ballpoint-pen-take-4-and-the-ballpoint-pen-reco/)]

Image



\* pen body made of 92% recycled plastic

The new multitasking talent is available with a white or dark blue pen body with a cyan- coloured detail. Take 4 is equipped with a black, red, blue and green refill, and all four writing colours are document-proof according to ISO 12757-2.

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