

Schneider Schreib's auf

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Schneider won the Promotional Gift Award 2021

One more time it has made it! The Schneider Reco ballpoint pen is a popular performer and was once again able to convince a jury of its merits. This time it was the jury of the Promotional Gift Award. The Promotional Gift Award is one of the most prestigious European awards for promotional products. Among 164 submitted products by 130 companies, the Reco ballpoint pen scored points with its innovative design, elegant matte shimmering surface and diverse colour spectrum. Another highlight: Reco is the first ballpoint pen to be awarded the world's best-known environmental label, the "Blue Angel". Schneider is particularly proud of this, because the Blue Angel regulations pose a particular challenge for ballpoint pens. The Reco retractable ballpoint pen is manufactured in an environmentally friendly and resource-friendly manner at the EMAS-certified Schneider production site in southern Germany. Its housing is made of 92% recycled material. 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 recycled material was also verified by the European certification company EuCertPlast.

Not only is the barrel of the pen made from recycled plastic, but also the refill. The replaceable Eco 725 M large-capacity refill provides a pleasantly light and gliding writing experience and leaves a clean handwriting impression. Its wear-resistant stainless steel tip ensures a long service life. The ink is document-proof according to ISO 12757-2 and available in the writing colours blue and black.

The special feature for advertisers: For an environmentally conscious advertising message, Schneider can now provide Blue Angel-compliant finishing using pad printing. For this purpose, the ballpoint pen offers generous printing areas in seven different positions. There is also a choice of two different clip types: a printable smooth clip and a grooved variant.

[299 words, 1968 characters (including blank spaces) by [Martina Schneider](#)]

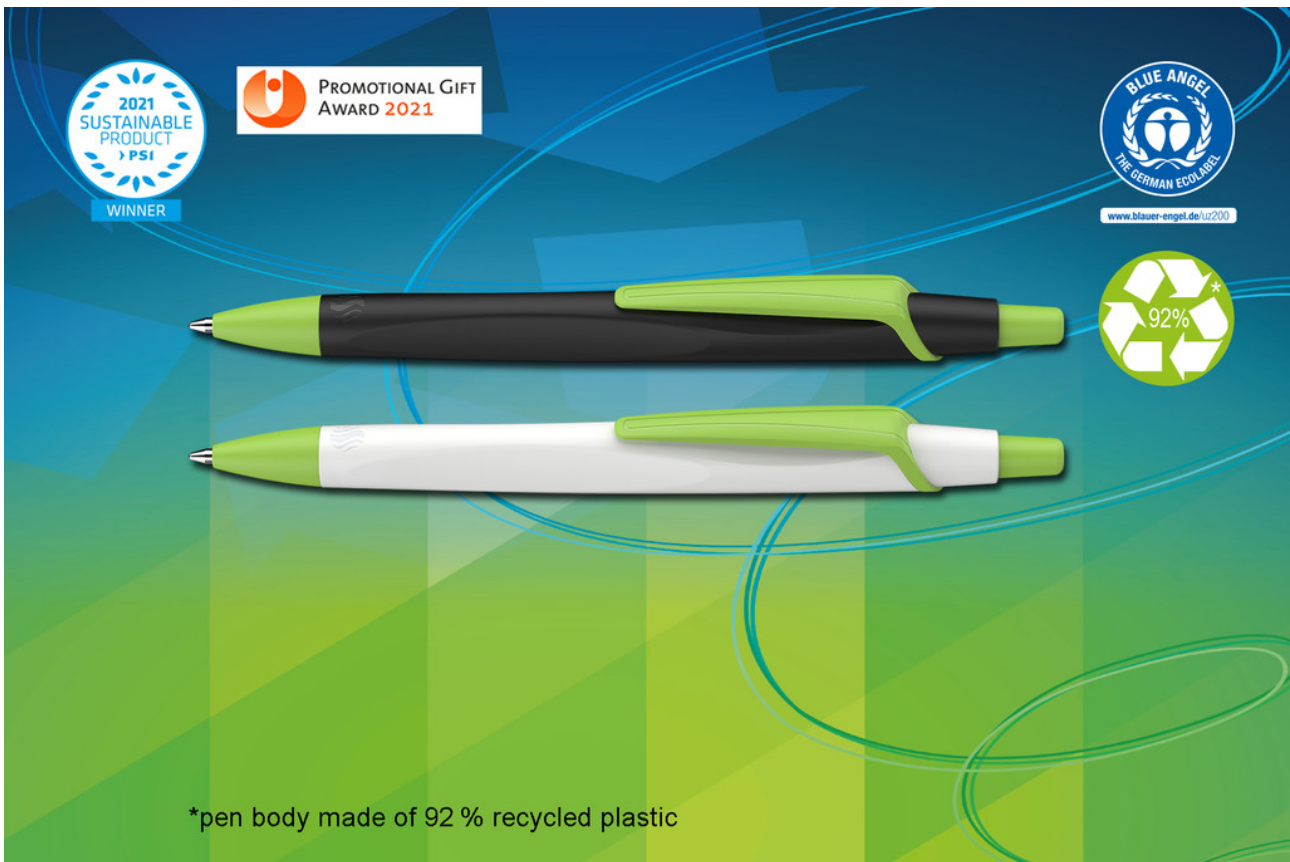
Image



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Image



It convinced thanks to its strong focus on sustainability. Reco is the first ballpoint pen to be awarded the world's best-known environmental label, the "Blue Angel".

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