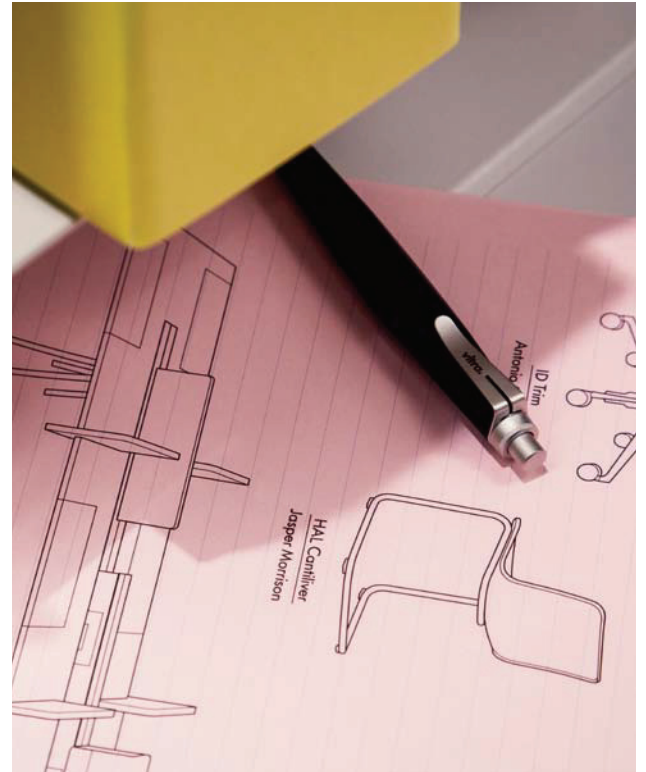


LAMY

Design. Made in Germany.

Discovering shared values.
Advertise with Lamy.



- Ballpoint pens
- Mechanical pencils
- Rollerball pens
- Fountain pens
- Multisystem pens
- Writing sets
- Cases
- Accessories

2014

Sustainability



Lamy's innovation lab, where new products are designed and tested.

Sustainability as a guiding principle – Lamy's ethos and business practices

Treating ecological, economic and social resources responsibly is a key guiding principle at Lamy. The foundations for our clear commitment to a sustainable ethos and business practices were laid back in the 1980s. To this day, integrated quality and environmental management systems ensure that the whole value chain – right the way through to the way we treat our employees and partners – is constantly checked and optimised.

Ecological resources Whenever we develop a new writing instrument, one

of the first things we do is to check how environmentally friendly the planned materials and production methods are. Unavoidable leftover materials and expendables are sorted and recycled as part of a large-scale disposal system. The amount of primary energy and water used is also reduced to an absolute minimum by means of heat recovery units and an efficient system which cleans process water so that it can be used for watering the company's grounds.

Economic resources The finished product is designed to last and last –

even now, Lamy does not manufacture any disposable writing instruments. All of our writing instruments can also be repaired if they are damaged.

Social resources As a family company, it is particularly important to Lamy to treat employees, suppliers and business associates in a responsible, friendly way. Long-term partnerships, a working environment hallmarked by trust, and close ties with Heidelberg make Lamy a forerunner in the field of social sustainability.

Text

Meiré und Meiré

Conception and Creative work

Meiré und Meiré

Photograph

Products: Uli Maier

Further pages:

Tillmann Franzen

Michael Hudler (page 53, 54)

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LAMY

Design. Made in Germany.

No sale to private individuals.

More than a nice gesture –
Lamy writing instruments are ideal for
advertising, sales promotions,
maintaining contacts and motivating staff.

It goes without saying that Lamy is a strong brand with its trendsetting designs, premium workmanship, German-made quality, reliable customer service and fair prices.

All of this makes Lamy the perfect partner – and Lamy writing instruments the perfect ambassadors for your company.

Whether you are looking for a gift for good business partners, a thank-you for loyal customers or a stylish sign of appreciation for outstanding employees, branded products from Lamy combine your message with premium quality and sophisticated design. Customisation and personal advice are also included.

“Practicality makes customers nod in approval,
but poetry meets with an appreciative smile.”

Dr Manfred Lamy

Discovering common ground



Bernhard M. Rösner breathes life into Lamy's brand values.

Every company has a set of values. Ideally, it should act on them rather than just writing them down in its mission statement. These values offer people guidance and help them to make decisions. They also enable people to identify with an organisation.

In this catalogue, we would like to present our writing instruments as brand ambassadors which are always well received. But that's not all. We have also included portraits of six well-known, successful brands which use Lamy for promotional purposes. In these profiles, we have sought to identify common ground: shared values, similar ideals and complementary mission statements. For instance, brands may take

the same approach to design, be similarly consistent in their approach to quality or share their definition of precision.

The result is brief, interesting insights, each of which focuses on a key principle within a complex system of values. They make it clear that this common ground is ultimately what lends a brand ambassador credibility. As you read on, perhaps you'll discover some common ground too, giving you even more good reasons to advertise your business with Lamy. There are also practical arguments in favour of choosing our top-quality writing instruments. They are a tried-and-tested, efficient and long-lasting advertising vehicle. Our company

structure also enables us to reliably provide the products you want on time and at fair prices – even in the case of large orders.

Speaking about design, Dr Manfred Lamy once said: "Practicality makes customers nod in approval, but poetry meets with an appreciative smile." On that note, I hope you enjoy reading our catalogue. Let us inspire you!



Bernhard M. Rösner

Writing instruments



Writing instruments

Lamy writing instruments play an important role in day-to-day work. They are used to jot down ideas and sign letters – but they are also valuable brand ambassadors, customised with your personal logo or your brand's colour.

Make a distinctive statement using
Lamy's famous quality.

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(page 6)

econ 240
(page 16)

noto 282
(page 12)

tipo 339
(page 14)

logo 206
(page 21)



247



247 black new



147

Understated design that lets your brand message take centre stage.

Four writing systems made from aluminium with a matt sheen. LAMY pur black ballpoint pen now also available. With a highly polished stainless steel clip and a black plastic tip.

Design: Knud Holscher



E 75



			Refill	Body / Clip / Push mechanism	End of body
247	pur	ballpoint pen	M 16; blue B	tampo print, laser engraving	emblem
147	pur	mechanical pencil	M 40; 0,7 mm	tampo print, laser engraving	emblem
247 / 147	pur	set			



Company logo as emblem
on the end of the body or cap



047



347

E 131



			Refill / Nib	Body / Clip / Push mechanism / Cap	End of body / Cap
047	pur	fountain pen	steel nib	tampo print, laser engraving	emblem
347	pur	rollerball pen	M 63; black	tampo print, laser engraving	emblem

LAMY noto



283 white silver

Clarity

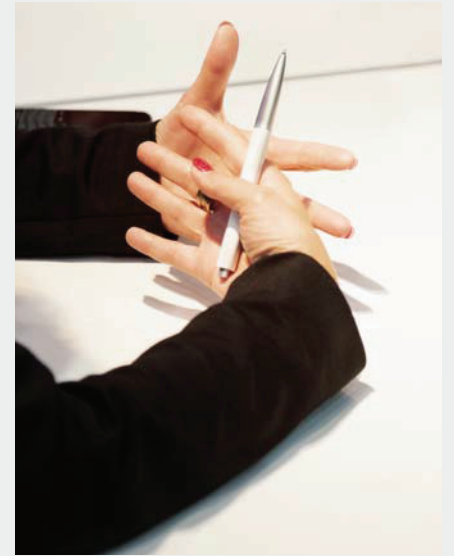


Innovative technology and clear lines: Berker is a leading supplier of high-quality switches and building automation. It is Gabriele Ammann's job to make sure lots of people know that.

“These days, the fine aesthetic awareness which prompted our founding generation to adopt the Bauhaus principles prompts ambitious architects and designers to approach us – all around the world.”

Gabriele Ammann, Director of Communication/Conceptualisation

Clarity



Details make all the difference: Berker switches and systems boast clear lines and a functional yet elegant style.

In 1919, Robert and Hugo Berker founded their “special factory for electrical installation equipment” in Schalksmühle, western Germany. The two brothers’ appreciation of good, clear design is one of the reasons why their firm became such a success. Along with reliable technology, this element of design was a hallmark of their company right from day one.

Today, Berker’s switches and systems can be found in stunning houses, major museums and

exclusive hotels – not to mention the famous Bauhaus in Dessau, which has been painstakingly restored over the course of ten years.

This is without doubt a very special testimonial for the firm. If you consider that the founders of Berker were great admirers of Gropius’s philosophy – that objects need to be reconsidered at a fundamental level and designed solely to maximise their functionality – it is obvious why Berker products are so popular with their

innovative technology and crystal-clear lines. The latter do not just appeal to customers: they also impress the juries of major design competitions on a regular basis. Berker’s track record speaks for itself – the company has won more than 30 awards in recent years.

This clarity of design and concept is something which also sets Lamy’s products apart. With that in mind, Lamy shares Berker’s affinity for the big ideas behind the Bauhaus movement.



283 white silver

Even small companies can make a big design statement:
the ballpoint pen by the master of simple shapes.

A multi-award-winning ballpoint pen with a triangular barrel and an original clip solution.
Plastic barrel with a matt finish. **Design: Naoto Fukasawa**



283 blue silver new



283 anthracite silver

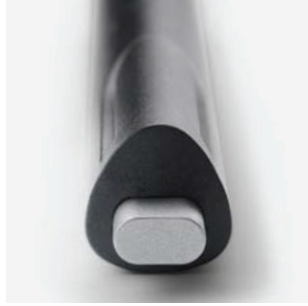


283 black silver



			Refill	Body / Clip
283	noto	ballpoint pen	M 16; black M, blue M / B	tampo print

LAMY noto



282 black



282 white new



V0

			Refill	Body / Clip
282	noto	ballpoint pen	M 16; black M, blue M/B	tampo print

Intelligent, capless technology keeps the words flowing freely.

Capless rollerball pen with an integrated clip/push safety mechanism.
 Made from anodised aluminium with a natural or graphite-coloured finish.
 Clip and tip made from chrome-plated stainless steel.

Design: Wolfgang Fabian



338 AL graphite

Advanced writing technology, even for limited budgets: pressing the Lamy safety clip once extends the tip and allows the lower end of the clip to lock into place. Pressing it again releases the clip and retracts the writing tip back into the barrel.



338 AL



E 80

			Refill	Body
338	tipo AL	rollerball pen	M 66; black	tampo print, laser engraving



339 AL/K



339 AL/K blue



339 AL/K red



139 AL/K



E 80

			Refill	Body
339	tipo	rollerball pen	M 66; black	tampo print, laser engraving
139	tipo	mechanical pencil	M 40; 0,7 mm	tampo print, laser engraving
139 / 339	tipo	set		

Advertise with the best:
with more than one million sold, need we say more?

Capless rollerball pen for flowing, precise writing. Integrated clip / push safety mechanism.
Made from anodised aluminium or plastic. **Design: Wolfgang Fabian**



337 K black



337 K white



337 K graphite



337 K orange



E 80

		Refill	Body
337	tipo	rollerball pen M 66; blue (337 orange) / black (337 black, white, graphite)	tampo print

Sharp design for discerning clients –
and clear messages.

Ballpoint pen and mechanical pencil made from sandblasted stainless steel.
With a striking grip section and a distinctive clip shape.

Design: EOOS, Wien



240



140



E 75



			Refill	Body / Clip	Button
240	econ	ballpoint pen	M 16; black M	tampo print, laser engraving	laser engraving
140	econ	mechanical pencil	M 40; 0,7 mm	tampo print, laser engraving	
240/140	econ	set			



240 white **new**



240 black **new**

E 131

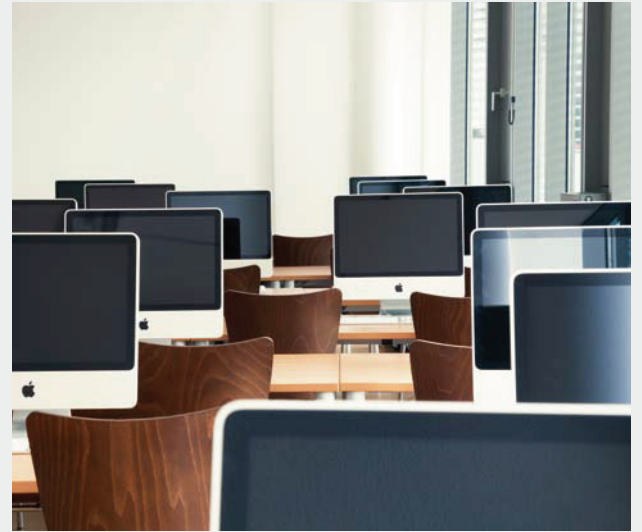


			Refill	Body / Clip	Button
240	econ	ballpoint pen	M 16; black M	tampo print, laser engraving	laser engraving



206 brushed

Innovation

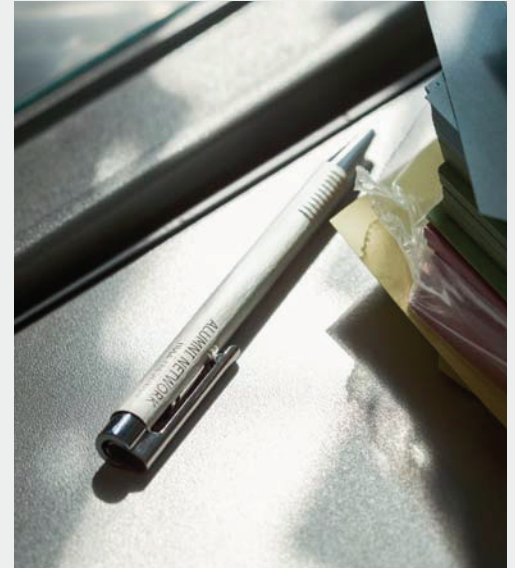


Fresenius University of Applied Sciences has campuses in eight major German cities. With more than 10,000 students enrolled in its academic and vocational courses, it is one of the largest private educational institutions in Germany.

“At Fresenius University of Applied Sciences, we do not see 165 years of tradition and innovativeness in the education sector as being mutually exclusive. Instead, this combination is key to our successful development.”

Professor Dr. Marcus Pradel, Vice-President of Fresenius University of Applied Sciences and Managing Director of the Cologne campus

Innovation



Fresenius University of Applied Sciences believes in lifelong learning. As a reminder of this, each student receives a LAMY logo pen from the alumni network after they graduate.

You never stop learning – that is truer now than ever before. Fresenius University of Applied Sciences is very well equipped to cater for this with its extensive experience of promoting lifelong learning. With its four faculties, Fresenius University of Applied Sciences meets a wide range of educational needs – from first academic degrees to part-time classes for professionals, master's courses and cooperative doctoral programmes.

Courses are offered in the fields of business and media, health and social sciences, chemistry and biology, and design. They are all allocated to specific schools and academies. As the number of courses offered by each faculty has increased dramatically, this enables us to communicate key aspects of the syllabuses more clearly and in line

with international standards. As a result, Fresenius students can now choose between the classic Business School and the International Business School or opt to study at the Media School, Psychology School, Business Academy Fresenius, Medical School, the School of Chemistry, Biology & Pharmacy, the AMD School of Design or the AMD School of Fashion.

Fresenius University of Applied Sciences has eight campuses in and around major German cities: Cologne, Hamburg, Munich, Düsseldorf, Frankfurt am Main, Berlin, Idstein and Zwickau. Our portfolio is hallmarked by modern, up-to-date courses. The university has an international network for research, teaching and practical experience, which encourages its students

to develop greater mobility and various other skills. This also cultivates intercultural competence – excellent preparation for today's globalised world of work or a valuable update for existing professionals who sign up for our part-time classes.

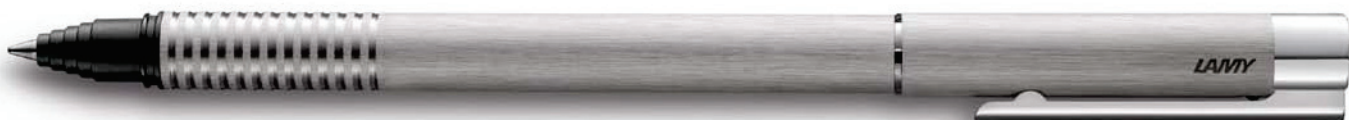
All around the world, Lamy is considered a pioneer among manufacturers of branded writing instruments. The company's "innovation lab" is at the heart of its base in Heidelberg. At the lab, new products are designed, tested and refined ready for production. The gallery which links the innovation lab with the injection moulding workshop is used for exhibitions, conferences and events. It now plays an established role within Heidelberg's cultural scene.



206 brushed



106 brushed



306 brushed



006 brushed



208 black



			Refill / Nib	Body / Cap
206	logo	ballpoint pen	M 16; black M, blue M	tampo print, laser engraving
106	logo	mechanical pencil	M 41; 0,5 mm	tampo print, laser engraving
306	logo	rollerball pen	M 63; black	tampo print, laser engraving
006	logo	fountain pen	steel nib	tampo print, laser engraving
208	logo	ballpoint pen	M 16; black M	tampo print
206 / 106	logo	set		

Multi-purpose solutions with innovative features – sure to become a customer favourite.

Stainless steel body with matt brushed finish, cyclical matt or powder-coated matt black. Spring-mounted steel clip. Ballpoint pens and mechanical pencils with a push mechanism and an integrated clip/push unit. **Design: Wolfgang Fabian**



005



405

Multicolour ballpoint pen made from stainless steel in a matt finish with a widthwise grain. Tab indicating selected colour. With black, blue and red Lamy M 21 ballpoint pen refills.



V 60



	logo		Refill / Nib	Body / Cap
005	logo	fountain pen	steel nib	tampo print, laser engraving
405	logo	multicolour ballpoint pen	M 21; black, blue, red	tampo print, laser engraving
005 / 205	logo	set		



205 matt black



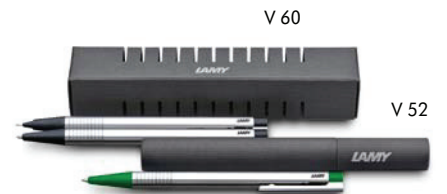
205 matt red



205 matt blue



105 matt green



			Refill	Body
205	logo	ballpoint pen	M 16; blue M (205 black also with black M)	tampo print, laser engraving
105	logo	mechanical pencil	M 41; 0,5 mm	tampo print, laser engraving
205 / 105	logo	set		

LAMY logo M+

Metal enhances the user's experience –
and their day-to-day work.

Ballpoint pen with a chrome-plated metal tip and metal push button.
Made from unbreakable, high-gloss ABS plastic. Push mechanism with an integrated
spring-operated clip made from stainless steel. **Design: Wolfgang Fabian**



204 M+ red **new**



204 M+ blue **new**



204 M+ white **new**



204 M+ black **new**



V 52

			Refill	Body
204 M	logo M+	ballpoint pen	M 16; blue M (white and black also with black M)	tampo print

LAMY logo M



204 M blue



204 M red

Your brand is in safe hands with Lamy.

Ballpoint pens and mechanical pencils made from unbreakable, high-gloss ABS plastic.
Push mechanism with an integrated spring-operated clip made from stainless steel or plastic.
Design: Wolfgang Fabian



104 M black



204 M white



204 M black



V 52

			Refill	Body
204 M	logo M	ballpoint pen	M 16; blue M (white and black also with black M)	tampo print
104 M	logo M	mechanical pencil	M 40; 0,7 mm (only available in black)	tampo print
204 M / 104 M	logo M	set		



272 black



272 white



272 red



172 white



			Refill	Body
272	logo	ballpoint pen	M 16; black M or blue M	tampo print
172	logo	mechanical pencil	M 41; 0,5 mm	tampo print
272 / 172	logo	set		

LAMY logo S

Customised writing instruments to make your own statement.

Distinctive ballpoint pens and mechanical pencils made from unbreakable, high-gloss ABS plastic. The customisation options for the LAMY logo S are virtually unlimited with lacquer finishes and soft lacquer coating available in numerous RAL, HKS and Pantone colours. Contrasting colours can also be used for the push button and tip (standard: black or grey). **Design: Wolfgang Fabian**



204 S



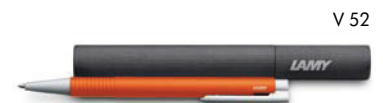
204 S



204 S



204 S



V 52



			Refill	Body
204 S	logo S	ballpoint pen	M 16; colour and line size can be selected	tampo print

Writing sets



240 / 140

Writing sets

Lamy writing sets make a good thing even better: customised writing instruments combined with a stylish leather case or notebook are functional and eye-catching, but also make attractive gifts for special occasions.



205

Writing sets



240/140



247/147



205/105



206/106

			product description
set 240 / 140	econ	ballpoint pen / mechanical pencil / metal box	page 16
set 240 / 140 (not illustrated)	econ	ballpoint pen / mechanical pencil / leather pouch	page 28
set 247 / 147 leather	pur	ballpoint pen / mechanical pencil / leather pouch	page 6
set 205 / 105 leather	logo	ballpoint pen / mechanical pencil / leather pouch	page 23
set 206 / 106 leather	logo	ballpoint pen / mechanical pencil / leather pouch	page 21

Writing sets



339/13



205



287



283

			product description
set 339 / 139 leather	tipo	rollerball pen / mechanical pencil / leather pouch	page 14
set 205	logo	ballpoint pen / notebook	page 23
set 287	pico	ballpoint pen / leather pouch	page 35
set 283	noto	ballpoint pen / notebook	page 11
set 247 (not illustrated)	pur	ballpoint pen / notebook	page 6
set 240 (not illustrated)	econ	ballpoint pen / notebook	page 16
advertising insert opt.		digital printing up to 4 colors	

LAMY pico



289 chrome

Quality



Miele is a German family company and the leading quality supplier of premium domestic appliances at an international level. Approximately 16,700 people currently work for Miele around the world.



Miele products twin modern design with advanced technology. Top quality standards, reliability and durability are their trademarks.
“You can only achieve long-term success if you believe 100% in the quality of your products.”

Miele company philosophy

Quality



Quality appliances made in Germany. Miele still works on its founding principle from 1899: "Immer besser" or "Forever better".

Carl Miele and Reinhard Zinkann established Miele in Herzebrock, central north-western Germany, in 1899. Right from day one, the two men realised that they could only succeed by offering exceptional quality.

Their founding sentiment remains unchanged to this day, and Miele's motto is still "Immer besser" or "Forever better". Based in Gütersloh since 1907, the company acts on this principle in every sphere of activity: as a design brand,

an organisation renowned for outstanding service and, of course, a producer. In a long-term test, a major research institution once simulated a 20-year period and discovered that a Miele washing machine was the only one which still worked perfectly after two decades of use. And that's exactly what our mothers and grandmothers have always told us. Miele applies that same standard of quality to its many other products too, of course – from vacuum cleaners to coffee makers

and wine coolers. The 650 sq m Miele Gallery which opened in Berlin in 2011 is a great way to experience the brand and its ethos as a whole.

Quality is a key consideration for Lamy, just like it is for Miele. Lamy has built up a reputation for uncompromising quality as regards technology, workmanship and materials. The result is quality you can trust.



289 chrome

Perfect for every pocket and every kind of meeting:
design with an innovative push mechanism.

The ultimate pocket pen: an innovative metal ballpoint pen with a push mechanism.
Compact, handy design without compromising on performance. **Design: Franco Clivio**

Pocket-sized when not in use



Full-sized pen when in use



287 chrome matt



E 113



			Refill	Body
289	pico chrome	ballpoint pen	M 22; black M	laser engraving
287	pico chrome matt	ballpoint pen	M 22; black M	laser engraving

LAMY pico



288 black



288 red



288 imperialblue



288 white



			Refill	Body
288	pico	ballpoint pen	M 22; black M	tampo print (288 white: tampon print, laser engraving)
288	pico	ballpoint pen in special colour on request	M 22; black M	tampo print

Stripped-back design that packs a punch.

Ideal for slimline diaries: minimalist ballpoint pen or mechanical pencil made from highly polished stainless steel. Barrel and clip made from a single sheet of metal.

Design: Wolfgang Fabian



261



161



Designpreis
Deutschland

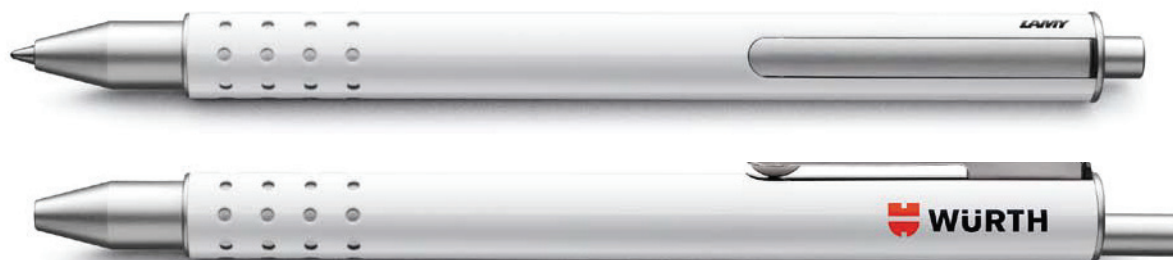
product
design
award

reddot

V 52



			Refill	Body
261	spirit	ballpoint pen	M 21; black	laser engraving
161	spirit	mechanical pencil	M 41; 0,5 mm	laser engraving



334 white new

The most sophisticated way to communicate your message.

Modern rollerball pen with an integrated clip/push safety mechanism (worldwide patent held by Lamy).

Comes with a high-grade palladium or matt lacquer finish in black, anthracite, imperialblue or white.

Design: Wolfgang Fabian



334 anthracite



334 imperialblue



330 Palladium



331 black



E 75



			Refill	Body	Clip
334	swift	rollerball pen	M 66; black	tampo print	tampo print, laser engraving
330	swift	rollerball pen	M 66; black	tampo print, laser engraving	tampo print, laser engraving
331	swift	rollerball pen	M 66; black	tampo print	tampo print, laser engraving

LAMY 4 pen

Makes multitasking child's play:
a multisystem pen for whatever the day has in store.

Several writing instruments rolled into one: a ballpoint pen with black, red and blue inks and a mechanical pencil.
Available in a premium palladium finish, matt black lacquer or an aluminium colour. Can be customised using interchangeable grips. **Design: Phoenix Design**



495 Palladium



497 black



496 Al / KK new



E 75



			Refill	Body / Clip
495	4 pen	multi-system pen	M 21; black, red, blue / M 40; 0,7 mm	tampo print, laser engraving
497	4 pen	multi-system pen	M 21; black, red, blue / M 40; 0,7 mm	tampo print, laser engraving
496	4 pen	multi-system pen	M 21; black, red, blue / M 40; 0,7 mm	tampo print, laser engraving

LAMY tri pen



745 st



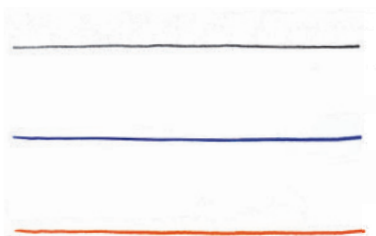
746 st black

Write, sketch and highlight: three in one.

A ballpoint pen, mechanical pencil and highlighter all in one. Twist mechanism to change between systems. With a solid, spring-mounted clip and an eraser underneath the removable push button. Stainless steel with matt brushed, cyclical finish or coated with easy-grip soft black lacquer. **Design: Gerd A. Müller**



759 cp1 brushed



M 21 For writing: ballpoint pen refill



M 41 For sketching: mechanical pencil lead



M 55 For highlighting: highlighter refill



E 75



			Refill	Body / Clip / Push mechanism
745	tri pen	3-system pen 3x1	M 21; black / M 41; 0,5 mm / M 55; orange	tampo print, laser engraving, emblem
746	tri pen	3-system pen 2+1	M 21; blue, red / M 41; 0,5 mm	tampo print, laser engraving, emblem
759	tri pen	3-system pen	M 21; black / M 41; 0,5 mm / M 55; orange	tampo print, laser engraving, emblem

LAMY twin pen

Two-in-one multisystem pens:
putting pen to paper is now twice as much fun.

A ballpoint pen and mechanical pencil in one. Made from stainless steel with matt brushed, cyclical finish or coated with matt black lacquer. Spring-mounted steel clip. Eraser underneath the removable push button. Design: Gerd A. Müller



656 cp1 black



606 logo brushed



645 st



E 75

			Refill	Body/Clip/ Push mechanism
656	twin pen	2-system pen	M 21; black / M 41; 0,5 mm	tampo print, laser engraving, emblem
606	twin pen	2-system pen	M 21; black / M 41; 0,5 mm	tampo print, laser engraving
645	twin pen	2-system pen	M 21; black / M 41; 0,5 mm	tampo print, laser engraving, emblem

LAMY scribble



185 Palladium

Design



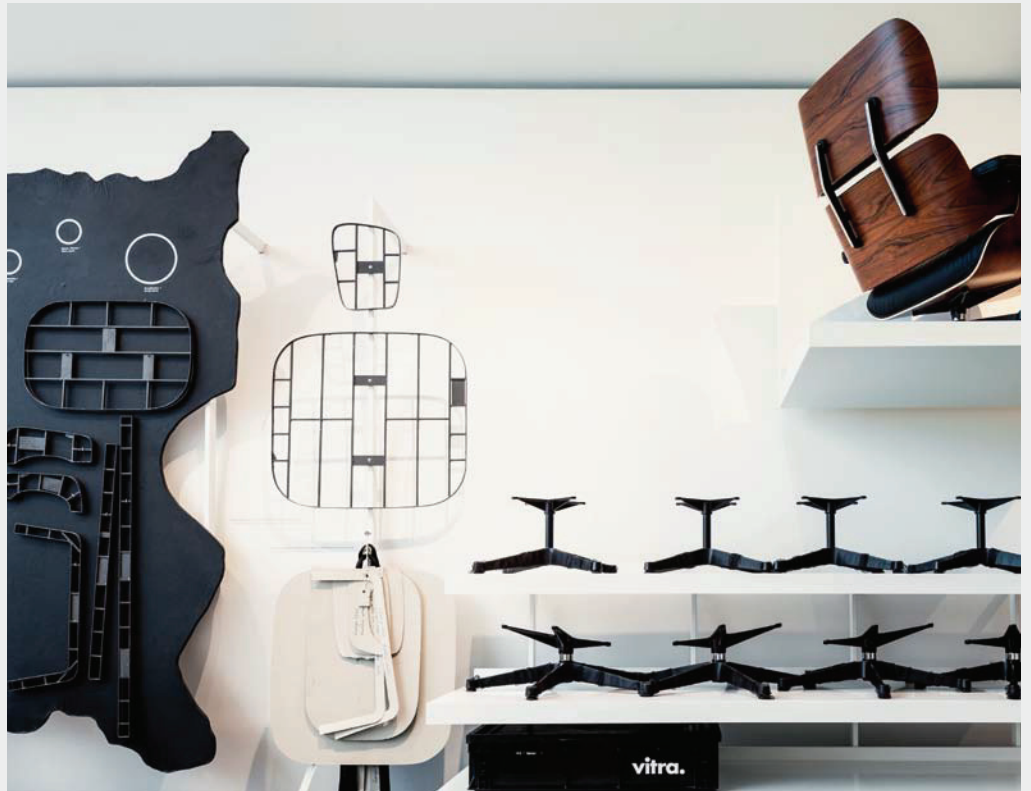
The Swiss company Vitra AG is famous for its inspiring interior design concepts, furniture and accessories as well as for initiatives like the Vitra Design Museum. Matthias Wesselmann also believes in the power of good design.



“Design aims to solve specific problems.
Vitra uses the power of good design
to improve the quality of homes, offices and
public spaces long term.”

Matthias Wesselmann, Head of Marketing and Communication

Design



A classic deconstructed: durable materials, designs and aesthetics are almost certainly Vitra's most important guiding principles.

The list of designers with products in Vitra's portfolio reads like a who's who: Charles and Ray Eames, Eero Saarinen, George Nelson, Jasper Morrison, Jean Prouvé, Ronan and Erwan Bouroullec, Verner Panton... to name just a few.

Collaborating closely during the design process and working with designers (or their descendants) who share the brand's philosophy is considered a key part of the company's culture.

Vitra was established by Willi Fehlbaum in 1950 and is still a family-owned firm. These days, it is renowned for more than just its

hand-picked interior design concepts, furniture and accessories. For many years now, the spectacular architecture of the Vitra Campus and the Vitra Design Museum with its permanent and temporary exhibitions has also been strengthening the company's reputation as a natural authority on all things design.

There is no denying that Vitra should be taken seriously when it says that it uses the power of good design to improve the quality of homes, offices and public spaces long term. Using durable materials, designs and aesthetics is without a doubt one of Vitra's most important guiding principles. This is illustrated by the fact

that the company – headquartered in Birsfelden near Basle – has been manufacturing many of its classics since back in the 1950s. Timeless design is also an essential part of Lamy's identity. The family company is one of the German design brands whose products enjoy a special status all around the world. This strengthens our links with Vitra.

Lamy has won more than 100 design awards in total. For instance, the firm has received the Design Award of the European Union, Dr Lamy has been honoured for his life's work with the German Design Award, and the initiative "Germany – Land of Ideas" also picked Lamy as one of Germany's 365 innovators.



185 / 3,15



185 / 0,7

The name says it all: the perfect writing instrument for architects, designers and advertisers.

Mechanical pencils and ballpoint pens for stunning sketches and neat notes. Compact, ergonomic shape. Bi-component plastic with palladium-plated metal hardware. Design: Hannes Wettstein



285

E 75



			Refill	Body	Clip
185 / 3,15	scribble	mechanical pencil	M 43; 3,15 mm	tampo print	tampo print, laser engraving
185 / 0,7	scribble	mechanical pencil	M 40; 0,7 mm	tampo print	tampo print, laser engraving
285	scribble	ballpoint pen	M 22; black M	tampo print	tampo print, laser engraving



265 brushed

An appealing shape with refined details –
for a subtle brand statement.

Metal writing instruments with a shiny, chrome-plated clip in an unusual propeller shape.
Stainless steel with a matt brushed finish or coated with matt lacquer.

Design: Hannes Wettstein



365 brushed



065 brushed

E75



			Refill / Nib	Body / Clip / Cap
265	studio	ballpoint pen	M 16; black M	tampo print, laser engraving
365	studio	rollerball pen	M 63; black M	tampo print, laser engraving
065	studio	fountain pen	steel nib	tampo print, laser engraving



267 black



067 black



267 imperialblue



367 imperialblue

E 75



			Refill / Nib	Body / Clip / Cap
067	studio	fountain pen	steel nib	tampo print, laser engraving
267	studio	ballpoint pen	M 16; black M	tampo print, laser engraving
367	studio	rollerball pen	M 63; black M	tampo print, laser engraving

LAMY 2000

Inspired by the Bauhaus and a firm favourite with companies.

This model is available as a piston-fill fountain pen with a hand-polished, partially platinum-plated 14-carat gold nib, a rollerball pen, a ballpoint pen, a four-colour ballpoint pen or a mechanical pencil. Made from fibreglass-reinforced polycarbonate and matt stainless steel with a lengthwise grain. Spring-mounted steel clip. **Design: Gerd A. Müller**



001



201



401



301

E 75



			Refill / Nib	Body / Cap	Clip
001	2000	fountain pen	gold nib	tampo print	tampo print, laser engraving
201	2000	ballpoint pen	M 16; black M	tampo print	tampo print, laser engraving
401	2000	4-colour ballpoint pen	M 21; black, blue, red, green	tampo print	tampo print, laser engraving
301	2000	rollerball pen	M 63; black M	tampo print	tampo print, laser engraving
101	2000	mechanical pencil (not illustrated)	M 40; 0,7 mm / M 41; 0,5 mm	tampo print	tampo print, laser engraving

LAMY 2000 M



202 metal



102 metal **new**

A pleasure to treasure: now in stainless steel.

The design classic is now available with a new finish: stainless steel with matt brushed finish. It sits beautifully in the hand and is a pleasure to write with. **Design: Gerd A. Müller**



302 metal



002 metal



E 157



			Refill / Nib	Body / Clip
202	2000 M	ballpoint pen	M 16; black M	tampo print, laser engraving
102	2000 M	mechanical pencil	M 40; 0,7 mm	tampo print, laser engraving
302	2000 M	rollerball pen	M 63; black M	tampo print, laser engraving
002	2000 M	fountain pen	gold nib	tampo print, laser engraving

LAMY 2000

Real values: sensually redefining how we write,
and how your company is perceived.

Ballpoint pens made from exclusive types of wood with a spring-mounted stainless steel clip
and palladium-finished hardware. Design: Gerd A. Müller



203 taxus



203 blackwood

HW 97

Pen holder made from
solid wood incl. the
Lamy 2000 blackwood
ballpoint pen.

E 107



			Refill	Body/ Ball	Clip
203	2000 blackwood / taxus	ballpoint pen	M 16; black M	tampo print	tampo print, laser engraving
HW 97	2000 blackwood	desk set	M 16; black M	tampo print	tampo print, laser engraving



074 LAMY dialog 3 Palladium
Design: Franco Clivio



074 LAMY dialog 3 black
Design: Franco Clivio

Developed in dialogue with the art world: anything but ordinary.



274 LAMY dialog 1
Design: Richard Sapper



374 LAMY dialog 2
Design: Knud Holscher



E 129



reddot

			Refill / Nib	Body (dialog 1 and 3) / Clip (dialog 2 and 3)
274	dialog 1	ballpoint pen	M 16; black M	laser engraving
374	dialog 2	rollerball pen	M 66; black M	laser engraving
074	dialog 3	fountain pen	gold nib	laser engraving



080

Precision



Nothing short of perfection: the family company Dornbracht sets international benchmarks as a manufacturer of innovative premium products for kitchens and bathrooms. Precision is an important success factor, as Holger Struck explains.



“Precision is a crucial part of the Dornbracht brand.
But that’s not all: precision is one of four
components which make up the company’s philosophy:
proportionality, precision, progressiveness and prestige.”

Holger Struck, Head of Brand and Corporate Communications

Precision



Everything is geared towards precision at the Iserlohn production facility. That does not just mean innovative manufacturing processes and quality workmanship – it also includes crystal-clear staff and corporate communications.



You can see it, feel it and experience it. A look or touch is all it takes – or a shower. Precision is firmly anchored in the values of this premium provider of designer fittings and accessories.

As a result, Dornbracht is now considered a major driving force behind developments and trends throughout its industry – but also a prime example of top-quality manufacturing. And – like Lamy – it is a genuine ambassador for quality goods made in Germany. Precision remains the name of the game as Dornbracht

faces its latest challenge: shaping the bathrooms and kitchens of the future.

“SmartWater” is the firm’s idea for using the new opportunities presented by digitalisation in bathrooms and kitchens.

Dornbracht sums up tomorrow’s bathrooms and kitchens with: “Hot, cold, click!”

As you might expect, the Iserlohn-based company does not only apply its standards of precision to its product portfolio. Accuracy is

also crucial in its dealings with its staff and its internal communications. For instance, the company has defined the following touchstone: “Every employee must know exactly how he or she contributes to the company’s success.”

Precision is a key value for Lamy too because Lamy also insists that workmanship, functionality, design, materials and finishes meet the very highest standards. In fact, to be precise, these benchmarks apply to the company as a whole.

LAMY scala

Emotive design: harmonious proportions for strong brand statements.

Available as a fountain pen with a cap and a polished steel nib, a twist-action pencil or ballpoint pen, and a rollerball pen with a cap. Cylindrical barrel made from stainless steel with matt black lacquer and highly polished, chrome-plated ends. Solid metal clip with a reliable spring mechanism, also with highly polished chrome plating. **Design: Sieger Design**



080



280



180



380 new



E 75



			Refill / Nib	Body / Clip / Cap / End of body
080	scala	fountain pen	steel nib	tampo print, laser engraving
280	scala	ballpoint pen	M 16; black M	tampo print, laser engraving
380	scala	rollerball pen	M 63; black M	tampo print, laser engraving
180	scala	mechanical pencil	M 40; 0,7 mm	tampo print, laser engraving

Accentuate your message.

New aluminium-coloured writing instruments from the accent series with a solid stainless steel clip. A sensual, cylindrical design twinned with modern cool – stylish details combined with clear shapes. With interchangeable grips made from rubber or Karelian wood: accentuate your personality. Design: Phoenix Design



296 AI / KW new



096 AI / KW new



396 AI / KK new

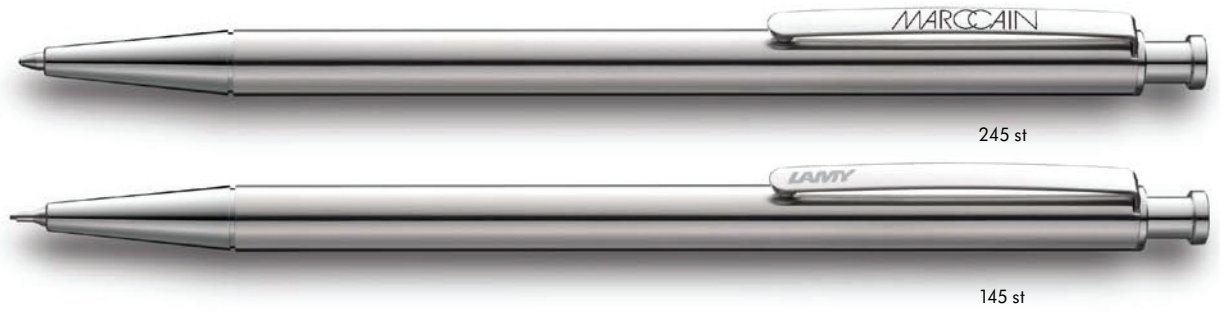


196 AI / KK new



			Refill / Nib	Body / Cap / Clip
296	accent	ballpoint pen	M 16; black M	tampo print, laser engraving
096	accent	fountain pen	steel nib	tampo print, laser engraving
396	accent	rollerball pen	M 63; black	tampo print, laser engraving
196	accent	mechanical pencil	M 40; 0,7 mm	tampo print, laser engraving

LAMY st/cp1



Straight up: style has never been so lightweight and functional.

Elegant, slimline writing instruments made from stainless steel. Design: Gerd A. Müller



259 cp1 brushed



056 cp1 black



256 cp1 black



V52



E 75



			Refill / Nib	Body / Cap / End of body	Clip / Push mechanism
245	st	ballpoint pen	M 16; black M	tampo print, laser engraving	tampo print, laser engraving, emblem
145	st	mechanical pencil	M 41; 0,5 mm	tampo print, laser engraving	tampo print, laser engraving
045	st	fountain pen (not illustrated)	steel nib	tampo print, laser engraving, emblem	tampo print, laser engraving
145 / 245	st	set			
256	cp1	ballpoint pen	M 16; black M	tampo print	tampo print, laser engraving, emblem
056	cp1	fountain pen	steel nib	tampo print, emblem	tampo print, laser engraving
259	cp1	ballpoint pen	M 16; black M	tampo print	tampo print, laser engraving, emblem
156	cp1	mechanical pencil (not illustrated)	M 40; 0,7 mm	tampo print	tampo print, laser engraving

LAMY AL-star



225



125

Star of the show: the classic in aluminium.

Robust yet elegant writing instruments made from high-tech aluminium.
Featuring a striking, spring-operated metal clip and a transparent grip section.
Design: Wolfgang Fabian



025



325



			Refill / Nib	Body / Cap
225	AL-star	ballpoint pen	M 16; black M	tampo print, laser engraving
125	AL-star	mechanical pencil	M 41; 0,5 mm	tampo print, laser engraving
025	AL-star	fountain pen	steel nib	tampo print, laser engraving
325	AL-star	rollerball pen	M 63; black	tampo print, laser engraving

LAMY AL-star



226 graphite



326 graphite



228 oceanblue



028 oceanblue



			Refill / Nib	Body / Cap
226/228	AL-star	ballpoint pen	M 16; black M	tampo print, laser engraving
326/328	AL-star	rollerball pen	M 63; black	tampo print, laser engraving
026/028	AL-star	fountain pen	steel nib	tampo print, laser engraving



213 pink new



014 blue



117 umbra



216 red

Design worth hunting out:
functional, robust and recognisable.

Robust writing instruments with an emphasis on functionality. Made from tough ABS plastic – transparent or in attractive colours. With a striking, spring-operated metal clip. **Design: Wolfgang Fabian**



318 yellow



V 60

V 52



			Refill / Nib	Body / Cap
213, 214, 216, 217, 218	safari	ballpoint pen	M 16; blue M (213, 214, 216, 218), schwarz M (217)	tampo print
013, 014, 016, 017, 018	safari	fountain pen	steel nib	tampo print
113, 114, 116, 117, 118	safari	mechanical pencil	M 41; 0,5 mm	tampo print
313, 314, 316, 317, 318	safari	rollerball pen	M 63; blue	tampo print
set (not illustrated)	safari	fountain pen / ballpoint pen		tampo print
set (not illustrated)	safari	ballpoint pen / mechanical pencil		tampo print



219 white



019 black



212 vista



012 vista



V 60

			Refill / Nib	Body / Cap	Refill M 16
212/219	safari	ballpoint pen	M 16; black M (219 black), blue M (219 white)	tampo print	212: tampo print (MOQ = 500 pcs.)
012/019	safari	fountain pen	steel nib	tampo print	
312/319	safari	rollerball pen	M 63; black (319 black), blue (319 white)	tampo print	
112/119	safari	mechanical pencil	M 41; 0,5 mm	tampo print	

LAMY *abc*



110 red

Sustainability



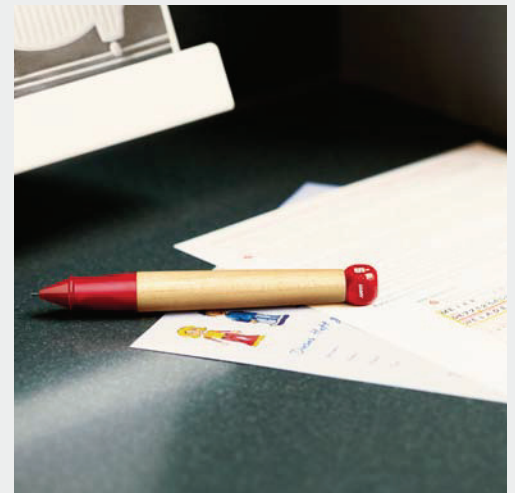
Sparkasse Mainfranken is based in Würzburg. The savings bank employs around 1,800 people and operates 138 branches. Its CEO, Bernd Fröhlich, focuses on people rather than just economic considerations in his definition of sustainability.



“As well as considering the environment, we behave sustainably by maintaining a partnership based on trust and long-term reliability with our customers, both SMEs and consumers.”

Bernd Fröhlich, CEO

Sustainability



Customers fill in their first bank transfer form with a Lamy: Sparkasse Mainfranken in Würzburg has chosen striking, sustainable solutions down to the last detail.

Everyone is talking about sustainability. That is a good thing. But it would be even better if they all acted on their good intentions. Ideally, this should not just mean being more eco-friendly.

Sustainability is anything but new for the Sparkasse Group – the financial service provider has been doing business sustainably for 200 years. The savings banks have helped to shape social and economic change both

throughout Germany and in their local regions. As part of the sustainability policy at Sparkasse Mainfranken, for example, staff consistently provide advice in line with clients' needs with the aim of ensuring long-term customer satisfaction and loyalty.

Likewise, the bank's concept of sustainability means supporting a wide range of art, culture, sport and social initiatives in the local area. Last but not least, Sparkasse Mainfranken

regularly backs projects dedicated to the environment and conservation. Here too, it focuses on solving the problems on its own doorstep.

At Lamy, an integrated quality and environmental management system ensures that sustainability is not just a buzzword because Lamy shares the view that treating ecological, economic and social resources responsibly is absolutely essential.



110 red



109 blue

Made for children but popular with adults too:
the writing instrument the brings back memories.

Developed in conjunction with education experts for children who are starting to learn to write. Fountain pen and twist-action pencil made from maple with a plastic cap and dice. Ergonomically shaped, non-slip plastic grip. With a name sticker. Design: Entwicklungsgruppe Mannheim / Prof. Bernt Spiegel



010 red



009 blue



			Refill / Nib	Body / Cap / Dice	End of body
110	abc	mechanical pencil	M 44; 1,4 mm	tampo print	emblem
109	abc	mechanical pencil	M 44; 1,4 mm	tampo print	emblem
010	abc	fountain pen	steel nib A	tampo print	emblem
009	abc	fountain pen	steel nib A	tampo print	emblem

Cases



Cases

Small gestures make people smile,
especially if they are presented in a stunning case.
High-grade cardboard, modern plastic or robust metal – Lamy
leaves nothing to be desired in its range of packaging materials.
It also offers comprehensive printing and laser engraving
options for your brand's message.



E 80

Cases

The individual Lamy service: Lamy sets with your advertising insert. You provide the artwork and Lamy will do the rest.



The better the packaging the more fun it is to open.

Stylishly packaged writing instruments make high-quality, sophisticated gifts. Perfect for strengthening business relationships, as tokens of appreciation or as incentives. For information on customising the inlay and other promotional options, please refer to the description of the relevant model.

Personalised gift box V 0 in your CI



E 131



V 0

V 52



E 113



V 60

Cases



E 147



E 166



E 119

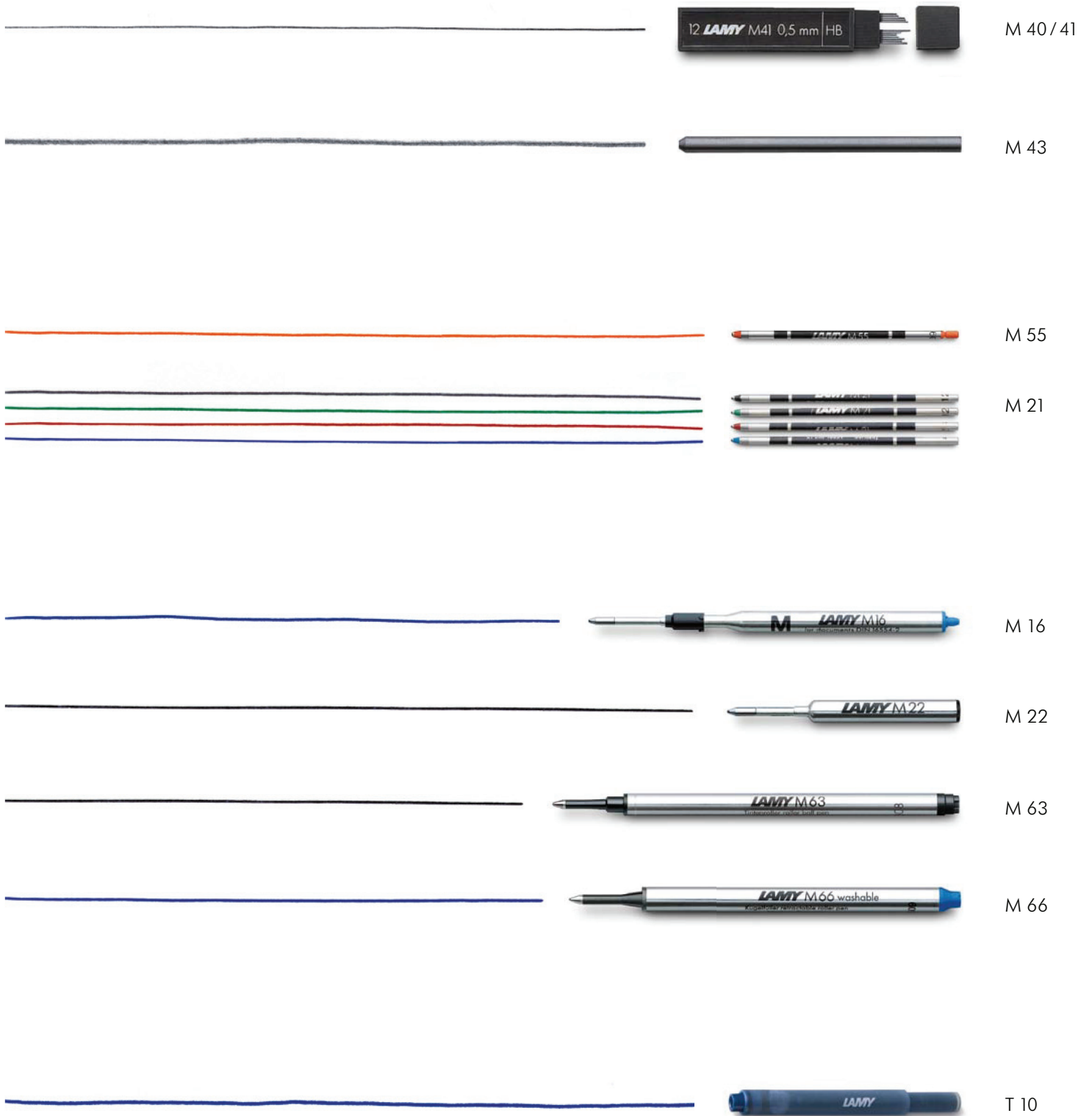


E 75



E 107

Accessoires



Accessoires

M 16

Lamy giant ballpoint pen refill

Giant metal ballpoint pen refill available in black, blue and red in line sizes F, M and B; green in M only. Capacity approx. 10,000 m of writing.

M 21

Lamy multi-colour ballpoint pen refills

With a stainless steel tip. Available in black, blue, red and green.

M 22

Lamy compact ballpoint pen refill

Metal refill available in black and blue in line sizes F, M and B.

M 40/41

Lamy pencil leads

Fine 0.7 mm/0.5 mm leads, hardness HB.

M 43

Lamy pencil leads

3.15 mm (scribble), hardness 4B.

M 44

Lamy pencil leads

1.4 mm (abc), hardness B.

M 55

Lamy highlighter refill

With a steel tip, orange. (For the Lamy tri pen)

M 63

Lamy rollerball pen refill

Lamy rollerball pen refill for rollerball pens with a cap. Available in black, washable blue, red and green.

M 66

Lamy rollerball pen refill

Giant metal refill available in black, blue and red (line size M); black and blue (line size B).

T 10

Lamy giant ink cartridges

Pack of five large-capacity ink cartridges. Available in washable blue, black, red, turquoise, violet, blue-black and green.

T 51/52

Lamy ink

30 ml (T 51) or 50 ml (T 52) bottle of ink. Available in black, washable blue and red (T 52 also in blue-black, green and turquoise).

Z 24/26

Lamy converter

Piston-fill converter for Lamy fountain pens instead of using T 10 ink cartridges.

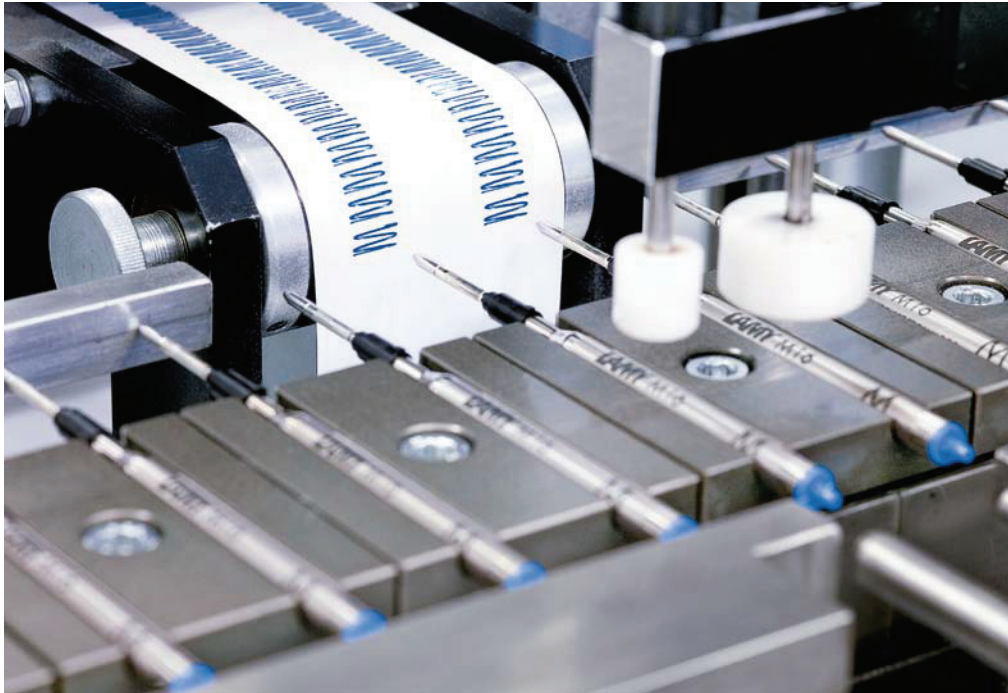
Z 10/11/15/18/19

Lamy eraser tips

Replacement eraser tips for Lamy mechanical pencils:

econ, accent, 2000, cp1, st (Z 10); spirit (Z 11); twin pen, tri pen, 4pen (Z 15); safari, AL-star, vista (Z 18); scribble (Z19).

M 16



Write it right:
quality testing the Lamy
giant refill M 16 during
the production process.

It's what's inside that counts: the LAMY M 16, made in Germany



It goes without saying that all Lamy writing instruments leave the production line with both an attractive exterior and flawless inner workings.

For instance, the M 16 giant refill is quite literally the heart and soul of most Lamy ballpoint pens:

- It is manufactured in Germany at our Heidelberg site
- It is made from metal, not plastic

- It has a tungsten carbide ball in its tip
- The viscous ink used is waterproof
- It is also non-toxic
- It will last for kilometres of writing with a clean, even stroke right to the end

In fact, it starts its writing career at Lamy itself because we get the ink of the M 16 – and every other Lamy refill – flowing and test it for quality before it leaves the factory. That is

because we want to make sure that the products we supply will serve our customers for many pages to come and bring them nothing but pleasure, delivering durability, reliability and a good-looking script to the very last stroke. So why not take a closer look and see what goes into a Lamy? You will find nothing but high-quality components.

Service

Engraving individual names

All of our writing instruments can be engraved with individual names.

Individual shipping (mailing list)

On request, we will dispatch your order to several different addresses. Lots of other options are also available, such as gift wrap, guaranteed delivery dates and much more.

Durability of the promotional customisation

The laser engraving and coloured printing methods we use are permanent on our products. This ensures your promotional product will last and last!

Spare parts and accessories

Thanks to our very strong market presence in Germany and throughout Europe, customers are guaranteed to be able to buy refills, ink, spare parts and other accessories at any time. This means that the writing instrument with your message will be used for a long time, making it highly effective.

Lead time

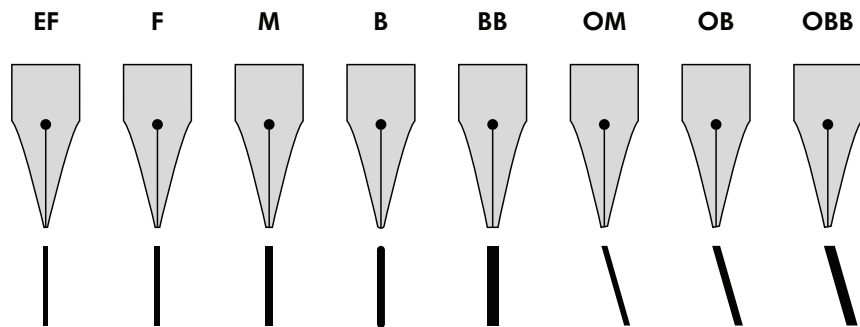
Our maximum lead time for products with promotional customisation is usually two to three weeks. We will always send you a detailed order confirmation, of course.

Change of nib

This extra service from Lamy ensures that fountain pens, as the most personal of all writing instruments, never have to be left in a drawer unused – not even those that are promotional gifts.

Every Lamy fountain pen comes with a voucher entitling the owner to a free replacement nib from our Customer Service Department, should the nib provided not match his or her hand. And this is what makes a Lamy fountain pen such a personal advertising medium.

If the nib provided does not suit your hand, simply send the fountain pen with the completed voucher to our Service Center by recorded delivery within four weeks after receiving it and we will replace the nib according to your instructions, free of charge.



www.lamy.com

Please visit our website for more information about the Lamy range of promotional products. The “Corporate Gifts” section contains all the details you need. You can also get in touch with us directly through the website by clicking on “Contact us”. We look forward to hearing from you!

Business gift marking

Great area for your advertising message

Individualized advertising for LAMY writing instruments sets.



individualization examples



advertising insert

digital printing up to 4 colors

Business gift marking

D tampo print



LG laser engraving



LG laser engraving of individual



P emblem



	Remarks
D tampo print	On metal or plastic in all RAL / HKS / Pantone colours
LG laser engraving	On metal blind  On metal dark 
LG laser engraving	laser engraving of personal names
P emblem (for LAMY pur, econ, twin pen, st und cp1)	emblems in one or several colours

Printing formats: Maximum height of print 7 mms, Maximum height of laser engraving 6 mms
 Printing/Laser width corresponding to model requested

Reproduction works: Reworking of print data/files can create additional costs

Paper proof: The first paper proof is free of charge. Any subsequent proof requirement will incur an additional cost.

Brand of the century



Lamy honoured with the German Standards Brand Award

Lamy has been commended with the German Standards Brand Award in the "Fountain Pens" category and added to the compendium "Brands of the century – lighthouses in the sea of brands" by a high-ranking jury.

The award honours the Lamy brand and, by association, the long-standing company philosophy and principles behind the products. The Heidelberg-based company has been synonymous with innovative design and top quality since 1966. Guided by the Bauhaus ethos – "form follows function" – Lamy became the market leader in Germany with its functional but also trendsetting writing instruments and gained international

recognition as a design brand whose products are held in special esteem all around the world.

The award makes Lamy a member of an exclusive circle of 250 brands, each of which is "emblematic of its category", the well-respected judges said. "Brands of the century" is a Deutsche Standards Editionen anthology released by publisher and publicist Dr Florian Langenscheidt. The series is considered a global platform for promoting today's German-made products.

Discover the brand's strength for yourself – advertise with Lamy.



002 2000 metal

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Member of the association
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Discovering shared values means discovering
Lamy: a digital introduction to the long-standing
Heidelberg-based company.
www.lamy.com/company