

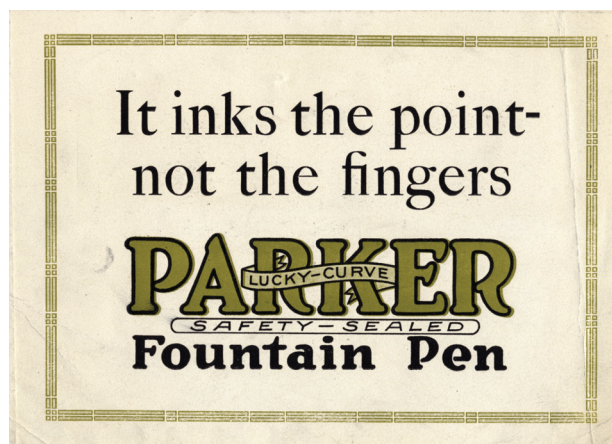
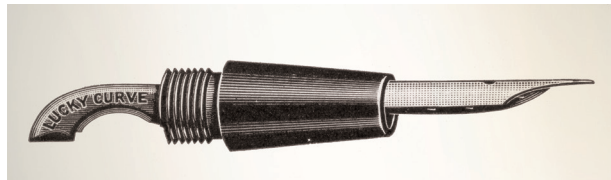


PARKER: 120 YEARS OF INNOVATION IN PENS

Since 1888 PARKER has established itself as a pioneer in the fine writing field in both technology and design. Born out of part-time salesman George Parker's yearning for a more reliable pen, PARKER's consumer research-based technological breakthroughs and tireless innovation have transformed the industry time and time again. The source of this drive to innovate? George Parker's ethos, "Make a better pen and people will buy it." Now, after 120 years of bringing innovation to the fine writing category, PARKER is making history again.

THE 'TAKE ANYWHERE' PEN: A PIONEERING ANTI-LEAK SYSTEM

In 1894 the **Lucky Curve** wowed pen users with its pioneering anti-leak ink feed system. This first major innovation in Fountain Pens featured a curved hockey stick-shaped ink feed system that attracted excess ink back into the pen body, preventing flooding when uncapped. For the first time, a Fountain Pen could be carried around easily and without worry. The completely new system became a mainstay in PARKER design codes for another 30 years.



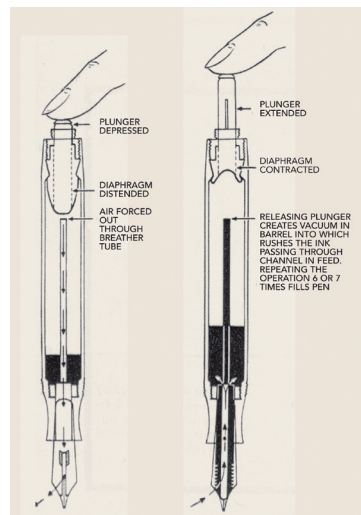
THE BOLD STATEMENT DESIGN THAT DEFINED A DECADE

If ever a pen defined a decade it was the **Duofold**, nicknamed "Big Red", during the roaring '20s. At a time when plastic products were primarily black, the **Duofold's** landmark design defied the status quo. Just carrying this pen made a bold statement. It was big, audacious, durable, dramatic and, most importantly, bright orange; it perfectly reflected the spirit of the times. PARKER made an assertive statement of its own, offering a confident guarantee of 25 years on every Big Red. Retailing at a premium \$7, the **Duofold** became one of the era's bestselling pens.



SAY GOODBYE TO UNNECESSARY BACK-UP INK

In the '30s, a new decade meant a new engineering breakthrough: the **Vacumatic**. Considered George Parker's masterpiece, the **Vacumatic** featured a sackless filling mechanism that allowed it to hold over twice as much ink as other pens. The transparent windows of the barrel allowed the user to see how much ink remained in the well. Yet again, a PARKER breakthrough changed the way people used pens. Consumers could now travel with ease with their pens – always knowing how much ink remained in the pen and eliminating the need to carry around unnecessary ink.



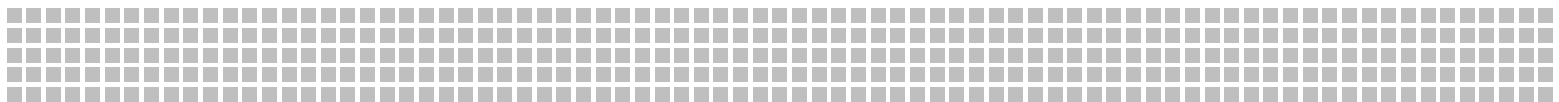
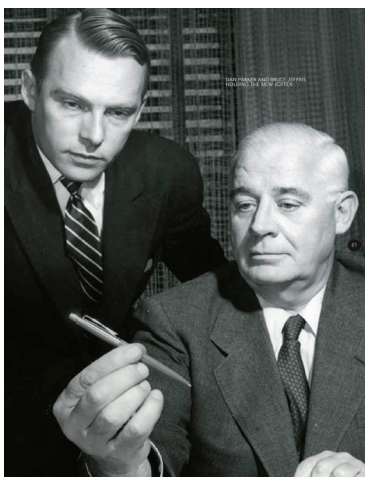
A SLEEK NEW LOOK PUTS A STOP TO INK DRY-OUT

In 1940 PARKER's design experiments resulted in the **Parker 51**. This breakthrough design featured a sleek pen body that extended over the nib, creating a streamlined and highly original look while also preventing ink from drying out. Yet again, PARKER presented a stunning design that also eliminated another inconvenience from the pen user's life. The **Parker 51** went on to win the coveted Academy Award for Best Design. But perhaps the best accolade **Parker 51** achieved was from consumers, when the new design was so well-received that demand exceeded production.



INTRODUCING THE LONGER-LASTING AND SMOOTHER WRITING BALLPOINT

PARKER did not join the industry rush into the Ballpoint market, preferring to create a product that truly answered consumer's needs. Sensing that consumers were frustrated with the poor quality and short lifespan of Ballpoints, PARKER created the **Jotter** in 1954. Its exceptionally large cartridge design for extra ink storage and rotating point for even wear meant it wrote longer and better than any other Ballpoint. Creating an advanced ball that could spin fast enough to make a smooth, clean line, meant conceiving a new engineering system in the PARKER factory – a technological breakthrough in itself. PARKER's endeavours were rewarded when more than 3.5 million **Jotter** pens were sold in the first year. Today, the success of the iconic pen continues as PARKER has produced more than 800 million **Jotter** pens!



THE NEXT GENERATION IN PENS

With its latest launch in 2011, **Parker 5TH Technology**, PARKER continues a long tradition of leading the way with cutting-edge innovation and design. To keep up with the fast-paced lifestyles of today's consumers, PARKER's ground-breaking new mode of writing provides an easy and clean, refill system that is guaranteed not to leak even in extreme conditions – It is the perfect on-the-go pen that can travel with you anywhere. And, for pleasurable, convenient and beautiful writing, the ultra-smooth smart glide tip adapts to your writing style in just a few words, creating a personalized experience. The **Parker Ingenuity Collection**, developed for exclusive use with **Parker 5TH Technology** presents an on-trend and prestigious collection that is as beautiful to look at as it is to use. This pairing of elegant design elements with the superior writing experience changes the world of pens forever.



1888
Birth of
PARKER Brand by
George Safford Parker

1921
Best selling pens
defined a decade:
Duofold

1940
Awarded
best design:
Parker 51

2011
PARKER's
ground-breaking
new mode of writing:
**Parker 5TH
Technology**

1894
Pioneering ink
feed system:
Lucky Curve

1933
New sackless
filling mechanism
to avoid carrying
ink: **Vacumatic**

1954
The better
Ballpoint:
Jotter



PARKER

4

For further information – Press contact: Name – Tel no. – Fax no. – e-mail address

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