



NEW



SENATOR CONNECTED PENS

**DIGITAL
ADDED VALUE
IN CLASSIC
BALL PENS.**

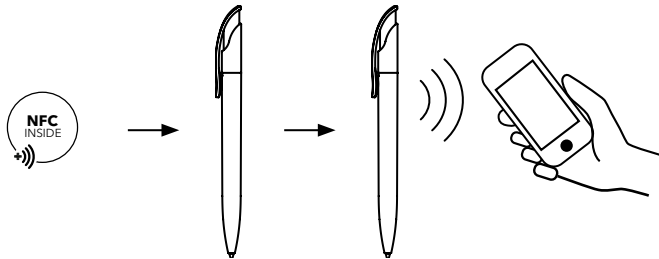
Get your personal pen with NFC tag now and impressively combine haptic and digital advertising.

senator[®]
Extramoreordinary. Since 1920.

SENATOR CONNECTED PENS

Use the senator® Challenger now with an integrated NFC tag and transmit additional digital information.

As soon as you hold an NFC-enabled smartphone to the pre-programmed NFC tag, you will see the additional information linked to the chip – individually tailored to your wishes, always up to date and alterable any time.



www.senator.com

NEW

Example applications:



Business cards

With all important contact information including a call function



Videos

To your product and service range



Special Offers

With special discount code to redeem with the ball pen



Sales documents

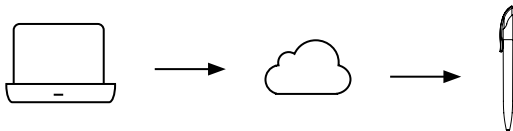
Price lists, catalogues, flyers always available

NEW

The senator® Connected Pen Package

- We equip your Challenger with a clever NFC tag.
- When you place your order, you will receive a registration code for setting a link of your choice.
- The ball pen is thus already coded on delivery and immediately ready for use and only you can adjust the link online.
- The printed NFC scan logo informs the user of the digital function.
- You can change the link at any time via your individual login. Today, the NFC chip still refers to your homepage, for example, and tomorrow to a new promotion.

The clever cloud solution allows changing content. This means that the product will always be up-to-date, even after long periods of use.



CHOICE OF MODELS



Choose your favourite Challenger model and add the "Connected Pen" function.



INDUSTRIAL PRICES (£/PC.)*

Basic models	1,000	3,000	5,000
2192 Clear	0.390	0.372	0.354
2416 Polished	0.390	0.372	0.354
2418 Frosted	0.428	0.410	0.390
2597 Clear SG	0.516	0.498	0.479
2737 Soft Touch	1.018	0.999	0.981
2925 Clear MT	0.805	0.786	0.767
2926 Polished MT	0.783	0.765	0.746
2927 Mix & Match	--	0.444	0.425
Surcharge softgrip	--	0.085	0.085
Surcharge metal tip	--	0.374	0.374
2957 Polished Basic	0.390	0.372	0.354
2958 Polished Basic SG	0.495	0.476	0.457
3401 Antibac	0.590	0.572	0.554
3402 Matt recycled	0.495	0.476	0.457
3403 Mix & Match Recycled	--	0.508	0.498
Surcharge for "Connected Pen" incl. 1c barrel print	1.060	1.060	1.060

The senator® Connected Pens are available in units of 1,000 pieces or a multiple.

*Industrial prices are to be understood as RSP in GBP, ex works, VAT not included.