

PENS  BUSINESS
2026



OUR BRANDS



INOVO[®] DESIGN

The Inovo Design brand was created and registered ten years ago to differentiate a reusable range of premium quality promotional metal pens from cheap disposable throwaway products.

All Inovo ballpens are fitted with superb quality Parker style 7,000 metre write out German made black ink refills as standard.



artistica[®] Writing Instruments

The Artistica brand was also created and registered ten years ago to differentiate a reusable range of lower cost quality promotional metal pens from cheap disposable throwaway products.

Virtually all Artistica ballpens are fitted with metal Parker style 5,000 metre write out refills with a precision tip and German Dokumental black ink as standard.



OUR MARKING METHODS

Rotary Screen Printing

Rotary screen printing is a highly cost effective method for marking metal pens using special catalytic inks. Solid line colours are mixed to match Pantone references which are reproduced with a durable finish, however it is not a permanent marking method and will wear away in time.

⚡ Laser Engraving

Laser engraving is a non-contact marking process which uses an intense beam of highly focused laser energy to burn the image into the surface of the product producing an indelible permanent finish. The colour of the engraving varies from different shades of grey to white depending on the type of material and surface finish of the product.

⚡ M Mirror Laser Engraving

Mirror laser engraving is a precision process which uses the laser to carefully remove the lacquered upper surface coating from the product creating a shiny mirror image from bright chrome plating beneath the lacquer.

Foil Blocking

Foil blocking is used for marking presentation boxes using a heated magnesium block to stamp a metallic gold or silver foil image onto the surface of the product.



- ① **A83018 Siena ballpen.** Premium quality twist action ballpen superbly crafted in matt lacquered black, silver or midnight blue aluminium with bright chrome styling. Fitted with a high quality German made Parker style black ink refill.

⚡ **Laser engraving**

A white aluminium colour is reproduced on the matt black or midnight blue finish. A light grey colour is reproduced on the matt silver finish.

Refill



The Siena ballpen is fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover.

Minimum order quantity 50 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



- ① **A76030 Black Sakhir ballpen.** Unique and creatively designed twist action ballpen with a cut out barrel and woven mesh feature in gloss black lacquer with bright chrome styling. The gloss black lacquer can be mirror laser engraved to a shiny silver finish. Fitted with a high quality German made Parker style black ink refill.

⚡ **Laser engraving**

A silver mirror finish is reproduced on the gloss black lacquered finish.

Refill



The Sakhir is fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover.

Minimum order quantity 50 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.





- ① **A46011 Nebula ballpen.** Superbly engineered twist action ballpen in a matt black lacquered or silver satin chrome finish with bright chrome fittings. The matt black lacquer can be mirror laser engraved to a shiny silver finish. Fitted with a high quality German made Parker style black ink refill.

⚡ **Laser engraving**

A silver mirror finish is reproduced on the matt black Nebula and a grey colour is reproduced on the silver satin chrome Nebula.

Refill



The Nebula ballpen is fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover.



Minimum order quantity 50 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



- ① **A76033 Evora ballpen.** Stylish ballpen in a contemporary tapered shape in matt black lacquered aluminium with bright chrome styling. Fitted with a high quality German made Parker style black ink refill.
- ② **A76035 Evora ballpen.** Stylish ballpen in a contemporary tapered shape in silver satin chrome with bright chrome styling. Fitted with a high quality German made Parker style black ink refill.

⚡ *Laser engraving*

A white aluminium colour is reproduced on the barrel of the matt black finish. A grey colour is reproduced on the silver satin chrome finish or on the crown of the cap.

Refill



The Evora ballpen is fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover.

Minimum order quantity 50 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



VERONA - Type A

by **INOVO**[®]
DESIGN



- ① **A47016 Verona - Type A ballpen.** Stylish high quality twist action ballpen in bright chrome and gloss lacquered black, midnight blue, white or red with bright chrome styling. Fitted with a high quality German made Parker style black ink refill.

⚡ *Laser engraving*

A mid grey colour is reproduced on the shiny chrome top only at an additional charge.

Refill



The Verona - Type A ballpen is fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover.

Minimum order quantity 50 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.

VERONA - Type B

by **INOVO**
DESIGN



- ① **A47015 Verona - Type B Chrome ballpen.** Stylish high quality twist action ballpen in bright chrome with bright chrome styling. Fitted with a high quality German made Parker style black ink refill.
- ② **A47017 Verona - Type B Gloss ballpen.** Stylish high quality twist action ballpen in gloss lacquered black or midnight blue with bright chrome fittings. Mirror laser engraving on the upper or lower barrel is available on the gloss black finish. Fitted with a high quality German made Parker style black ink refill.
- ③ **A47018 New Verona - Type B Stainless ballpen.** Stylish high quality twist action ballpen in brushed stainless steel with bright chrome styling. Fitted with a high quality German made Parker style black ink refill.

⚡ Laser engraving

A mid grey colour is reproduced on the shiny chrome and stainless steel finishes. A silver mirror finish is reproduced on the gloss black lacquered finish only.

Refill



The Verona - Type B ballpen is fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover.

Minimum order quantity 50 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



- ① **A85008 Carbon Astoria ballpen.** Contemporary styled twist action ballpen in genuine carbon fibre with gloss black lacquered fittings and a high quality German made Parker style black ink refill.
- ② **A85009 Astoria ballpen.** Contemporary styled twist action ballpen in matt anodised black, electric blue or titanium grey with gloss lacquered fittings and a high quality German made Parker style black ink refill.

⚡ *Laser engraving*

A white aluminium colour is reproduced on the matt anodised finish. Laser engraving is not available on the Carbon Astoria.

Refill



The Astoria ballpen is fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover.

Minimum order quantity 50 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



- ① **A83014 Tegel ballpen.** Innovative twist action ballpen superbly engineered with an all metal construction and unique style of clip. Available in matt black, dark blue or silver lacquered aluminium with bright chrome styling. Fitted with a high quality German made Parker style black ink refill.

⚡ **Laser engraving**

A white aluminium colour is reproduced on the black or blue lacquered finish and a grey colour is reproduced on the silver lacquered finish. The crown of the Tegel can also be laser engraved to a grey colour.

Refill



The Tegel ballpen is fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover.

Minimum order quantity 50 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



REGENCY & MIRAGE - TOUCH

by INOVO[®]
DESIGN



- ① **A83015 Regency ballpen.** Classically styled ballpen in brushed stainless steel with bright chrome fittings. Fitted with a high quality German made Parker style black ink refill.
- ② **A83020 Stainless Mirage - Touch stylus ballpen.** Twist action stylus ballpen in brushed stainless steel with bright chrome fittings and a soft rubber stylus tip. Fitted with a high quality German made Parker style black ink refill.

⚡ Laser engraving

A grey colour is reproduced on the brushed stainless steel finish.

Refill



The Regency and Mirage - Touch ballpens are fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover.

Minimum order quantity 50 units per design. Marking areas are available on request.
Various presentation boxes are illustrated on pages 22 - 24.

Soft rubber stylus tip



- ① **A76004 Carbon Monza ballpen.** Push action ballpen in genuine carbon fibre with gun metal fittings and a high quality German made Parker style black ink refill.
- ② **A76010 Black Monza - Touch stylus ballpen.** Twist action stylus ballpen in matt black lacquered aluminium with gun metal fittings and a soft rubber stylus tip. Fitted with a high quality German made Parker style black ink refill.

⚡ Laser engraving

A light bronze colour is reproduced on the gun metal top part of the pen and a white aluminium colour is reproduced on the barrel of the black Monza - Touch ballpen. Laser engraving is not available on the carbon fibre barrel.

Refill



The Monza ballpen is fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover.



Minimum order quantity 50 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



- ① **A46002 Stainless Novara ballpen.** Push action ballpen in brushed stainless steel with bright nickel fittings and a high quality German made Parker style black ink refill.
- ② **A46003 Stainless Novara mechanical pencil** in brushed stainless steel with a push action mechanism and 0.70mm lead refills.
- ③ **A46012 Black Novara ballpen.** Push action ballpen in matt black lacquered aluminium with bright chrome fittings and a high quality German made Parker style black ink refill.
- ④ **A46013 Black Novara mechanical pencil** in matt black lacquered aluminium with a push action mechanism and 0.70mm lead refills.

The Novara and Black Novara ballpen and mechanical pencil can be supplied as a set in either a premium F2 or H2 presentation box, alternatively a lower cost R2 recycled card presentation box is also available - See page 24.

Laser engraving

A grey colour is reproduced on the brushed stainless steel finish and a white aluminium colour on the matt black finish.

Refill



The Novara ballpen is fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover

Minimum order quantity 50 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



- ① **A47006 Elise ballpen.** Elegant twist action ballpen in gloss lacquered white, black or midnight blue with bright chrome styling. Fitted with a high quality German made Parker style black ink refill.
- ② **A47007 Gun Metal Elise ballpen.** Elegant twist action ballpen in gloss gun metal with bright chrome styling. Fitted with a high quality German made Parker style black ink refill.
- ③ **A47009 Silver Elise ballpen.** Elegant twist action ballpen in silver satin chrome with bright chrome styling. Fitted with a high quality German made Parker style black ink refill.

⚡ *Laser engraving*

A light bronze colour is reproduced on the gun metal grey finish and a mid grey colour is reproduced on the silver satin chrome finish.

Refill



The Elise ballpen is fitted with a high specification German made Parker style G2 size long-life black ink refill. Full specification on the inside back cover.

Minimum order quantity 50 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.





- ① **A51011 Latina ballpen.** Twist action ballpen in gloss lacquered dark blue, black, white or red with bright chrome styling and a metal Parker Style black ink refill.

⚡ **Laser engraving**

A grey colour is reproduced on the bright chrome finish.

Refill



The Latina ballpen is fitted with a Parker style metal G2 size refill with a precision tip and German Dokumental black ink. Full specification on the inside back cover.

Minimum order quantity 100 units per design. Marking areas are available on request.
Various presentation boxes are illustrated on pages 22 - 24.

VIENNA

by *artistica*®



- ① **A51007 Vienna ballpen** Stylish twist action ballpen in matt lacquered black, red, dark blue or green with bright chrome styling and a metal Parker style black ink refill.
- ② **A51008 Stainless Steel Vienna ballpen.** Stylish twist action ballpen in brushed stainless steel with bright chrome styling and a metal Parker style black ink refill.

⚡ *Laser engraving*

A grey colour is reproduced on the brushed stainless steel finish and a white aluminium colour is reproduced on the matt lacquered colours.

Refill



The Vienna ballpen is fitted with a Parker style metal G2 size refill with a precision tip and German Dokumental black ink. Full specification on the inside back cover.

Minimum order quantity 100 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.





- ① **A51012 Metis ballpen.** A superb push action ballpen with an engineered knurled finger grip, in gloss lacquered black, midnight blue or white with bright chrome styling. Fitted with a metal Parker style black ink refill.
- ② **A51013 Metis mechanical pencil.** A superb push action mechanical pencil with an engineered knurled finger grip, in gloss lacquered black, midnight blue or white with bright chrome styling. Fitted with a high quality push action mechanism and 0.70mm lead refills.
- ③ **A51012ST Stainless Steel Metis ballpen.** A superb push action ballpen with an engineered knurled finger grip, in brushed stainless steel with bright chrome styling. Fitted with a metal Parker style black ink refill.
- ④ **A51013ST Stainless Steel Metis mechanical pencil.** A superb push action mechanical pencil with an engineered knurled finger grip in brushed stainless steel with bright chrome styling. Fitted with a high quality push action mechanism and 0.70mm lead refills.

The Metis ballpen and mechanical pencil can be supplied as a set in a R2 recycled black card presentation box - See page 24.

⚡ Laser engraving

A white aluminium colour is reproduced on the black and blue gloss lacquered finish and a light grey colour is reproduced on the white gloss lacquered finish. A grey colour is reproduced on the brushed stainless steel finish.

Refill



The Metis ballpen is fitted with a Parker style metal G2 size refill with a precision tip and German Dokumental black ink. Full specification on the inside back cover.

Minimum order quantity 100 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.

SERINA & PERLA

by *artistica*®



- ① **A51004 Stainless Steel Serina ballpen.** Superb value all metal push action ballpen in brushed stainless steel with bright chrome fittings and a metal Parker style black ink refill.
- ② **A51002 Perla ballpen.** Twist action ballpen with a spring clip in pearlescent white or matt black lacquer with bright chrome fittings and a metal Cross style black ink refill.

⚡ *Laser engraving*

A grey colour is reproduced on the brushed stainless steel finish of the Serina ballpen. A white aluminium colour is reproduced on the matt black finish of the Perla ballpen and a mid grey colour on the pearlescent white finish.

Refill



The Serina ballpen is fitted with a Parker style metal G2 size refill with a precision tip and German Dokumental black ink. Full specification on the inside back cover.



The Perla ballpen is supplied with a quality metal Cross style black ink refill. Full specification on the inside back cover.

Minimum order quantity 100 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



ATHENA - TOUCH

by **artistica**[®]



- ① **A51009 Athena - Touch stylus ballpen.** Slimline twist action ballpen in matt black, gloss white or gloss midnight blue lacquer with bright chrome fittings and a soft rubber stylus tip. Fitted with a metal Parker style black ink refill.

Laser engraving

A light grey colour is reproduced on the gloss white lacquered finish and a white aluminium colour is reproduced on the gloss blue lacquered finish and matt black lacquered finish.

Refill



The Athena - Touch ballpen is fitted with a Parker style metal G2 size refill with a precision tip and German Dokumental black ink. Full specification on the inside back cover.

Minimum order quantity 100 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



- ① **A51010 Athena ballpen.** Slimline twist action ballpen in matt black or gloss white, red or blue lacquer with bright chrome fittings. Fitted with a metal Parker style black ink refill.

Laser engraving

A light grey colour is reproduced on the gloss white lacquered finish and a white aluminium colour is reproduced on the gloss red or blue lacquered finish and matt black lacquered finish.

Refill



The Athena ballpen is fitted with a Parker style metal G2 size refill with a precision tip and German Dokumental black ink. Full specification on the inside back cover.

Minimum order quantity 100 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



NEW SANTORINI - JAZZ

by artistica®



- ① **A51014 New Santorini - Jazz ballpen.** A new fashionable all metal push action ballpen in gloss white lacquered aluminium with black, dark blue, red or green styling and a metal Parker style black ink refill.

⚡ *Laser engraving*

A light grey colour is reproduced on the gloss white lacquered finish.

Refill



The Santorini - Jazz ballpen is fitted with a Parker style metal G2 size refill with a precision tip and German Dokumental black ink. Full specification on the inside back cover.

Minimum order quantity 100 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.

SANTORINI

by artistica®



- ① **A51006 Santorini ballpen.** Highly popular all metal push action ballpen in matt lacquered black, silver, blue, red or bottle green with bright chrome fittings and a metal Parker style black ink refill.
- ② **A51006ST Santorini stainless steel ballpen.** Highly popular all metal push action ballpen in brushed stainless steel with bright chrome fittings and a metal Parker style black ink refill.

⚡ Laser engraving

A white aluminium colour is reproduced on the matt black, blue, red and bottle green lacquered finish and a light grey colour is reproduced on the matt silver lacquered finish. An iron grey colour is reproduced on the brushed stainless steel finish.

Refill



The Santorini ballpen is fitted with a Parker style metal G2 size refill with a precision tip and German Dokumental black ink. Full specification on the inside back cover.

Minimum order quantity 100 units per design. Marking areas are available on request. Various presentation boxes are illustrated on pages 22 - 24.



SINGLE BOXES

① **Recycled Pen Sleeve**

CS1 Recycled card pen sleeve. Available as an alternative to the standard PE clear sleeve at £0.12 each. The CS1 is manufactured from 100% recycled TCF pulp from Lessebo Paper in Sweden. Fully biodegradable, recyclable and one of the world's most climate friendly papers.



Inovo Design and Artistica Writing instruments are packaged in 90% recycled card boxes of between 50 and 75 units per box, depending on the product.



② **R1 Recycled Card Presentation Box** A low cost presentation box in black recycled card with an elastic loop fastener for one pen. Screen printing or silver/gold foil blocking is available on the box sleeve.

③ **K1 Recycled Kraft Style Card Presentation Box** A low cost presentation box in kraft style recycled card with an elastic loop fastener for one pen. Screen printing or silver/gold foil blocking is available on the box sleeve.

PREMIUM SINGLE BOXES



- ① **S1 Presentation Box** A grey rigid card presentation box with a light grey flocked foam insert for one pen. Screen printing or silver/gold foil blocking is available on the box lid.



- ② **H1 Presentation Box** A quality black presentation box in textured rigid card with a flocked foam insert for one pen and magnetic closure. Screen printing or silver/gold foil blocking is available on the box lid.



- ③ **F1 Presentation Box** A high quality presentation box in a matt black woven effect material with a flocked foam insert for one pen and magnetic closure. Screen printing or silver/gold foil blocking is available on the box lid.

DOUBLE BOXES



- ① **R2 Recycled Card Presentation Box** A low cost presentation box in black recycled card for two pens. Screen printing or silver/gold foil blocking is available on the box sleeve.



- ② **H2 Presentation Box** A quality black presentation box in textured rigid card with a flocked foam insert for two pens and a magnetic closure. Screen printing or silver/gold foil blocking is available on the box lid.



- ③ **F2 Presentation Box** A high quality presentation box in a matt black woven effect material with a flocked foam insert for two pens and magnetic closure. Screen printing or silver/gold foil blocking is available on the box lid.

REFILLS & INFORMATION

Refill Specification

INOVO[®]
DESIGN



Inovo Design Parker style G2 size refill

Tip	Stainless steel - medium stroke
Ball	1.0mm Tungsten carbide
Ink	German
Est write out	7,000 metres
Est Shelf life	5 Years

artistica[®]
Writing Instruments



Artistica Parker style G2 size refill

Tip	Nickel plated brass - medium stroke
Ball	1.0mm Tungsten carbide
Ink	German Dokumental
Est write out	5,000 metres
Est Shelf life	2 Years



Artistica Cross style refill

Tip	Nickel plated brass - medium stroke
Ball	1.0mm Tungsten carbide
Ink	German Dokumental
Est write out	1,500 metres
Est Shelf life	2 Years

Replacement Refills

All the pens illustrated are refillable with standard size refills. Parker style G2 size and Cross style ballpen refills can be purchased for a minimum quantity of 50 units. Alternatively, individual refills can be purchased from high street stationers or specialist on-line suppliers.

Trade Distributor Information

Origination Charges

Screens are charged on all screen printed items.
New screen £25.00 per colour per design, repeat screen/set up £13.00 per colour per design.

A set up charge is applicable on all laser engraved items.
Laser set up on new orders £25.00 per design, laser set up on repeat orders £13.00 per design.

Blocking dies are charged on all foil blocked items. New block £25.00 per design, repeat block £13.00 per design.

Origination & Artwork Filing Period

Artwork and film positives for screens will be retained for a maximum period of two years. Blocks for foil blocking will be retained for a maximum period of three years. If the positive or block has not been re-used within the relevant filing period, it will be discarded.

Pre-production Sample Proofs

Screen Printed

Sample proofs will only be supplied on request. Minimum charge £20.00 per colour per design, plus the cost of the screens. Only the repeat screen/set up charge is applicable to the main order.

Laser Engraved

Sample proofs are only supplied on request. Minimum charge £20.00 per design plus the set up charge. Only the repeat laser set up charge is applicable to the main order.

Foil Blocked

Sample proofs are only supplied on request. Minimum charge £20.00 per design plus the block charge. Only the repeat block set up charge is applicable to the main order.

Colour Matching

Every effort will be made to match Pantone colours, however it may not be possible to obtain an exact colour match due to the type of ink used and the type or colour of the substrate. Example black or very dark coloured products may darken the colour of the printed image.

Quantity Variations

For goods printed or manufactured with a specific logo, we reserve the right to under or over deliver by 5%.

Artwork

Editable vector artwork is required for all types of origination. If artwork is not supplied in an editable vector format it will be charged at the standard rates detailed below:

Digital Artwork

Digital artwork should be Mac compatible and supplied by e-mail. The document should be an editable EPS/AI vector file or editable PDF vector file with the fonts converted to outlines. Photoshop EPS, Bitmap, JPEG, Tiff or GIF files are not editable, therefore they will incur a charge for converting the design into an editable format.

Standard Charges For Artwork

Artwork and design services are charged at £40.00 per hour and will be quoted on sight of design. Minimum artwork charge: £12.00.

Samples

Samples of any of the items illustrated are available on request. Charges are applicable for requests of £5.00 or above based on the lowest quantity unit price including the cost of postage. Samples are only supplied on a non-returnable basis.

Carriage Carriage is charged extra and deliveries are made by overnight carrier to mainland UK destinations only. Special transport arrangements such as palletised deliveries are available on request.

VAT Value Added Tax is chargeable on all items at the standard rate.

Changes In Specification

We reserve the right to change the specification of any product or material used to manufacture the product when necessary. This may have to be done without prior notification, but will not be to the detriment of the product.

Cancellation

Following receipt of the official written order and our acknowledgement a contract exists between the Purchasers and the Sellers. The contract cannot be cancelled without our written consent and on terms that will indemnify the Sellers against all loss including charges for origination and work in progress. A minimum administration charge of £10.00 will apply to all cancelled orders, plus any additional charges relevant to the above.

End User Website

The Pens 4 Business range is also featured on an end user website, pens4business.org. It is neutral with no reference to Crown Products.

Company Logos

The products illustrating names or trademarks in this catalogue do not necessarily imply that the company has supplied the item to the name or trademark.

Terms & Conditions

Our full General Conditions of Sale are available on request. These conditions outline exclusions of liability.



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