



# the mighty pen

all about writing instruments

**koozie**group®

keep the good going® | [kooziegroup.com](http://kooziegroup.com)





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Good Value™ and  
Dri Mark® brands  
plus other trendy  
styles



We continue to add tools that make doing business with us quick & easy

### Place an order in under a minute at [kooziegroup.com](http://kooziegroup.com)

1. Pick your product
2. Select standard options
3. Add to cart and upload art

### Timing is everything

Shop by production times at [kooziegroup.com](http://kooziegroup.com) to find only products that fit your customer's timeline.

### Inventory check

Easily find products with high stock with one click! Use the High Inventory button on our website's homepage.

### Keep track

Our **Koozie Group® Tracker** makes it even easier to have real-time order visibility every step of the way! Just click the link in your order acknowledgement email to follow your order through the entire process.

### Call back assist

Take advantage of this convenient option for customer service. No waiting on hold — we'll call you back!

### We've got standards

Koozie Group proudly supports **PromoStandards!** With PromoStandards you can exchange data quickly and easily with us to minimize transactional errors and free up time for you to build customer relationships and close more sales. Linking to us via PromoStandards gives you access to:

- Order status
- Inventory
- Product media
- Product data
- Invoicing
- Order shipment notification
- Product pricing and configuration

2,000+  
items in our portfolio

10+  
product categories

20+  
brands you love

free  
setups on  
all writing  
instruments

1,000+  
products made, printed  
or assembled in the USA



# why koozie group®

exact  
quantity shipments

75%  
of new products have a proven  
sustainability stance

1,800+  
KG Factor products



With promotional roots dating back more  
than **100 years**, Koozie Group excels at providing  
simple, useful solutions that evoke positive  
vibes and spark lasting memories – something  
you undeniably want to keep.

*Koozie Group is always looking forward, providing strategic  
promo solutions that insulate your brand's  
image and preserve a best moment.*

## Keep It. Give It.

Social Impact and  
Sustainability Commitment

24 hr/48 hr

quick turn times with virtual samples  
in 24 hours and proofs in 48 hours



## Industry leader in product safety, quality assurance, social responsibility and supply chain security.



- Part of the PPAI "We Are Product Safety Aware" initiative to create confidence in promo products as an advertising medium at every level
- C-TPAT Tier II certified by US Customs which evidences our superior commitment to supply chain security
- Technology items tested to UL, UN, FCC standards

- Products comply with Children's Product Safety Rules (CPSIA)
- Health, Wellness & Safety products are FDA-regulation compliant
- Rigorous product testing
- All products are Prop 65 compliant
- All plastic drinkware is BPA-FREE
- All cotton is ethically sourced
- Our domestic facilities are FSC certified and our Sleepy Eye, MN, facility is also SFI certified.
- Fair labor should be the standard, not the exception. That's why we're a participating company of Fair Labor Association.



Visit [kooziegroup.com](http://kooziegroup.com) to learn more about our commitment to Safety & Social Responsibility.

**50+**

exclusive  
designs



## brands

Proprietary and retail  
brand partnerships



Classic Collection



UNIVERSAL SOURCE<sup>®</sup>

DRI-MARK<sup>®</sup>  
PRODUCTS INC

## color

Free mix & match  
color options  
on select items



Items available  
with PrevaGuard™  
protection

## quality

Superior quality in ink,  
materials, and construction

**60+**

products assembled  
in the USA



# why white with koozie group<sup>®</sup>

## free

Setups, including multi-color imprints  
Imprint color changes  
Writing ink color changes  
Virtual samples  
Color assortments or mix & match  
Exact quantity shipments  
Digital customizable flyers  
Samples (up to \$10, freight not included)  
Elevated ink technologies (on select items)

**240+**

KG Factor  
items



**BIC<sup>®</sup>**  
Exclusive promotional  
products supplier of  
the BIC<sup>®</sup> brand in the  
US and Canada





## the materials matter



We offer pens made with RPET.



We offer pens made from renewable softwood materials.



We offer pens made of post-consumer recycled paper.

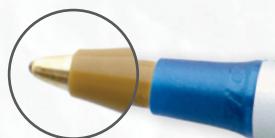


We use high-grade plastics in our pens. ABS plastic is designed to provide clarity, strength, flexibility and a smooth shiny surface, and it can stand up to high temperatures.

PP, another flexible and durable material, is also nontoxic.



Comfortable pen grips are made using TPE (matte finish) or TPR (glossy finish). Both are flexible and lightweight and can be made in a wide variety of colors.



Most of our pens have durable tungsten carbide ballpoints. This substance is as hard as diamond. The ball is perfectly spherical, allowing for smooth writing.



# rethink your ink



The Elevated Ink Icon indicates items containing one of the following two types of elevated ink:

**Ink Stream  
TECHNOLOGY™**

Ink Stream Technology™ is an upgraded ink formula at no extra charge. Offers a smooth, consistent write-out.

**InstaGlide™**

InstaGlide™ Hybrid Ink is a premium smooth ink blend of gel and medium point ballpoint ink, developed to ensure a sophisticated writing experience.

**We also offer**

**103 pens with blue ink**

**8 pens with gel ink**

**5 pens with multicolor ink**

**15 higher styles**

**6 roller pens**

Nearly  
**9 in 10**  
consumers report  
owning logoed pens



Each year, every person  
in the United States uses  
**4.3 pens**  
on average

Throughout their lifetime,  
promotional writing  
instruments generate  
**2,400+**  
impressions



**25%**  
of consumers  
reported that they  
purchased a promotional  
product in the last year

20% of consumers own  
**more than 10**  
promo writing instruments



**89%**  
of consumers own  
promotional  
writing instruments

**51%**  
of consumers state that they  
would be more likely to do  
business with the advertiser  
that gave them the  
promo writing instrument

Promotional writing  
instruments are kept  
an average of  
**9 months**



A writing instrument  
that costs \$1  
will have a cost per  
impression of  
**1/10**  
of one cent



Consumers rank writing  
instruments among the  
**most useful**  
of promotional products

#### Informational sources:

[pens.com blog](http://pens.com/blog)  
[promoplacecanada.com/blog/2020/10/09/industry-stats-writing-instruments/](http://promoplacecanada.com/blog/2020/10/09/industry-stats-writing-instruments/)  
[asicentral.com/news/web-exclusive/january-2019/2019-ad-impressions-study/](http://asicentral.com/news/web-exclusive/january-2019/2019-ad-impressions-study/)  
[menudesigns.com/single-post/2017/11/07/The-Facts-Branded-Writing-Instruments](http://menudesigns.com/single-post/2017/11/07/The-Facts-Branded-Writing-Instruments)  
[asicentral.com/research/ad-impressions-study-infographics](http://asicentral.com/research/ad-impressions-study-infographics)

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Gotta get my  
 brand

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People around the globe recognize the iconic BIC® brand. Each BIC® product has – at its core – values of innovation, simplicity, and reliability. You can count on BIC® products such as BIC® Clic Stic® and BIC® Round Stic® that

**WRITES FIRST TIME, EVERY TIME!®.**

With unending color options and cutting-edge customization techniques, there are countless ways to express your brand's exceptional personality.



## reliability

Writes First Time, Every Time!®  
Simple, inventive, and reliable  
choices for everyone,  
everywhere, every time.

## usa proud

We assemble 20+ BIC® writing  
instruments in our Clearwater,  
Florida, facility.



## full color

Full-color imprint available  
on select styles



## protection

Popular BIC® writing  
instrument styles are available  
with PrevaGuard™ protection.



## quality

Top-grade materials and  
cartridges ensure the  
longevity of your message.

## free

Setup  
Imprint color changes  
Writing ink color change

## trusted leader

For 50 years, BIC has created  
products made to last  
and fit any budget.

## sustainability

The BIC® brand BIC® Ecolutions®  
products, which are manufactured  
with recycled material or  
renewable resources.



## safety

BIC® products and inks comply  
with U.S. and international  
product safety laws and standards,  
including tests for lead and  
other heavy metals.

## color

Create the perfect color for  
your brand with mix & match  
color options on many BIC®  
writing instruments.



## let's think about ink

BIC® brand inks undergo a toxicological review by Duke University Medical Center according to the Art and Creative Materials Institute, Inc. (ACMI) program. Many of our highlighter and marking inks are also certified by the Art and Creative Materials Institute, Inc. (ACMI) as non-toxic.

Balls are made of tungsten carbide, which contributes to consistent writing.

### Ballpoint



1mm Medium and 0.7mm Fine Point available

### Gel



### Roller



0.7mm Fine Point and 0.5mm Ultra Fine point available

### Marker



### Highlighter



**the BIC boy**  
one of the  
most well-known  
corporate images  
in the world

He was first designed in 1960 for an advertisement. The original advertisement showed a French schoolboy in uniform, with a BIC® pen held behind his back.

The schoolboy's head represented the pen's tungsten carbide ball.

The image was later stylized to become part of the BIC® logo.



Gotta get my  brand

## anatomy of a Clic Stic® pen



### Section

The BIC® Clic Stic® pen offers over 600 trim and barrel color combinations! Mix & match colors to complement your logo!

MIX  
MATCH



### Durable Tungsten Carbide Ball

The only substance harder is diamond! The perfectly spherical shape of the tungsten carbide ball contributes to smooth and consistent writing.



### Cartridge & Ink

The cartridge in a BIC® Clic Stic® has a minimum 2-year shelf life. WRITES FIRST TIME, EVERY TIME!®

## all in the family

The classic **BIC® Clic Stic®** continues to be the most popular retractable pen in the promotional products industry! It's always in stock, and there is never a setup charge. Best of all, there are nine different popular BIC® Clic Stic® pen styles to choose from!



CS | BIC® Clic Stic® Pen



CSCG | BIC® Clic Stic® Grip Pen



CSSTY | BIC® Clic Stic® Stylus Pen



CSECO | BIC® Ecolutions® Clic Stic® Pen



## Did You Know?

You can click your BIC® Clic Stic® **10,000 times!**

This is high-quality performance tested in our own Koozie Group facility.

**Barrel**

BIC® Clic Stic® pens are assembled and decorated in our Clearwater, Florida, facilities. To ensure the longevity of your message, we use only high-grade materials that help prevent twisting, breaking, separating, corroding, or leaking. We're serious about making sure your imprint won't fade or scratch - they must pass 10 quality tests!

**Actuator**

The actuator and plunger are produced by an injection molding process. At Koozie Group we use the best grade of plastic to ensure the quality of our products.

**Plunger**

**Clip Cam**

The clip is designed to withstand up to 15 pounds of force without breaking!

**Plunger Cover**



CSI | BIC® Clic Stic® Ice Pen



P CSANTI | BIC® PrevaGuard™ Clic Stic® Pen\*



CSIG | BIC® Clic Stic® Ice Grip Pen



P CSSTYANTI | BIC® PrevaGuard™ Clic Stic® Stylus Pen\*



DCCS | BIC® Digital Clic Stic® Pen

### why PREVAGUARD™

PrevaGuard™ products contain an EPA registered antimicrobial additive that is molded directly into the pen's plastic components. This helps protect the pen by suppressing the growth of bacteria, molds, mildew and fungi, especially in high-moisture environments.

\*These products do not protect users or others from disease-causing bacteria, viruses or germs.

Gotta get my  brand

## anatomy of a Round Stic® pen



### Durable Tungsten Carbide Ball

The only substance harder is diamond! The perfectly spherical shape of the tungsten carbide ball contributes to smooth and consistent writing.

### Section

The BIC® Round Stic® pen offers over 600 trim and barrel color combinations! Mix and match colors to complement your logo!

MIX  
MATCH



### Cartridge & Ink

Inks used in all BIC® writing instruments are reviewed by a toxicologist at Duke University Medical Center according to the Art and Creative Materials Institute, Inc. (ACMI) Program.

## all in the family

The BIC® Round Stic® is one of the best-selling BIC® ball pens in America. Over the years, this classic pen has been modernized without changing its core appearance, and that is why it continues to be one of our top performers. Choose from 4 popular styles!



### why PREVAGUARD™

PrevaGuard™ products contain an EPA registered antimicrobial additive that is molded directly into the pen's plastic components. This helps protect the pen by suppressing the growth of bacteria, molds, mildew and fungi, especially in high-moisture environments.

\*This product does not protect users or others from disease-causing bacteria, viruses or germs.



## Did You Know?

The BIC® Round Stic® pen was the first in the industry to have a **ventilated cap** to reduce the risk of asphyxiation in children. The cap complies with international safety standards, and today the ventilated cap is an industry requirement.



**Barrel**

BIC® Round Stic® pens are assembled and decorated in our Clearwater, Florida, facilities.

All products are reviewed by a product safety specialist.

**Button**

The button is welded onto the barrel to prevent separation. All BIC® writing instruments meet cap and end-closure safety standards.

**Cap**

The BIC® Round Stic® has a ventilated cap to reduce the risk of choking.



A large credit union wanted to highlight their corporate social responsibility efforts during their new member campaign. Using the theme Straight to the Point, they talked not only about their services but also focused on their sustainability efforts and community involvement. Every new member received a welcome package made up of carefully selected items made from eco-conscious materials, including the BIC® Ecolutions® Round Stic® Pen (RSECO) that is made from pre-consumer recycled plastic and also carries the KG Factor designation. The credit union also pledged to donate 50 of the same pens to local schools when someone opened an account with them. The campaign succeeded in bringing 17% more new members on board compared to the previous year.

Gotta get my  brand



The **BIC® Media Clic® Pen** (MC) is a popular, slim-profile pen with an innovative retracting mechanism.

With 8 barrel and trim colors, you can mix & match your way to the perfect color combination for your brand.

The **BIC® Velocity® Ballpoint Pen** (VB) has a contoured grip for comfort and control.

The **BIC® Intensity® Clic® Gel Pen (ICLGEL)** is a modern take on the retractable pen.

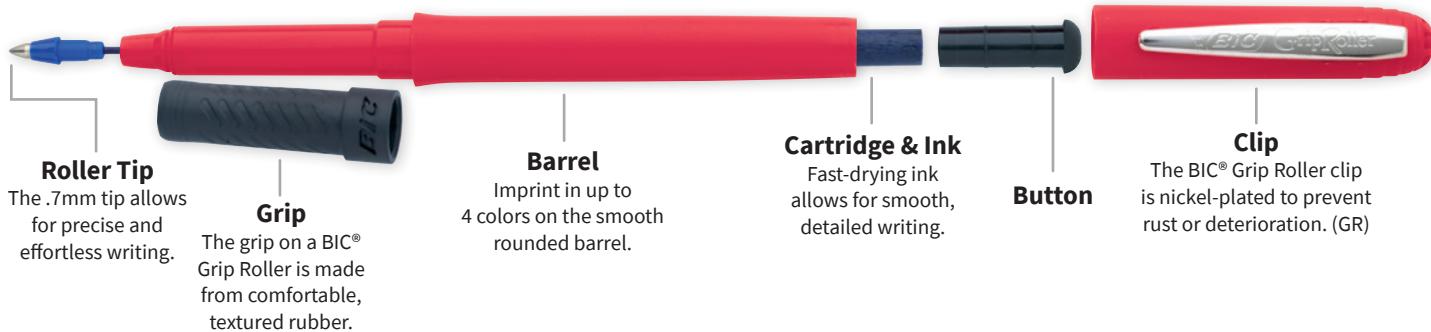
With an automatic clip-retracting mechanism, ultra-smooth gel roller, and a variety of trendy colors, it's bound to be one of your favorite styles!

Features a 0.7mm fine-point tip and is available with black or blue ink.

A true **customer favorite**, the ICLGEL continues to grow in popularity each year!



The **BIC® Grip Roller (GR)** is available in 9 popular colors and features a fine 0.7mm tip for precision writing. The fast-drying ink allows for a smooth, detailed writing experience, while the textured rubber grip contributes to better control and comfort. The rounded barrel and nickel-plated clip give the pen a contemporary look.



**Roller Tip**  
The .7mm tip allows for precise and effortless writing.

**Grip**  
The grip on a BIC® Grip Roller is made from comfortable, textured rubber.

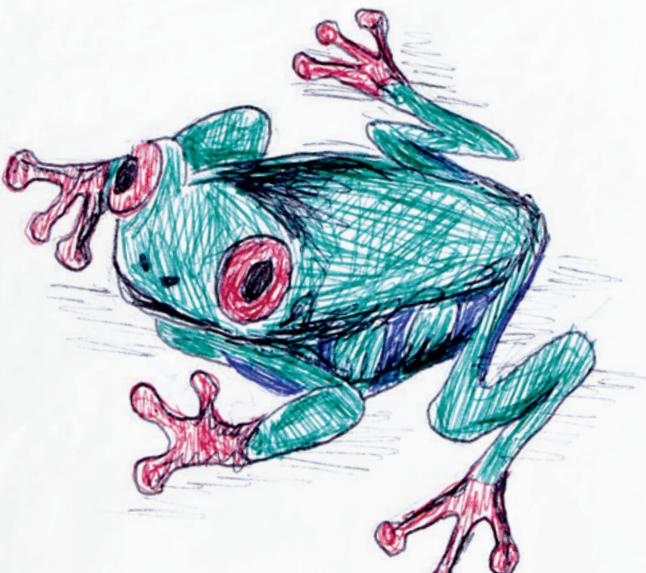
**Barrel**  
Imprint in up to 4 colors on the smooth rounded barrel.

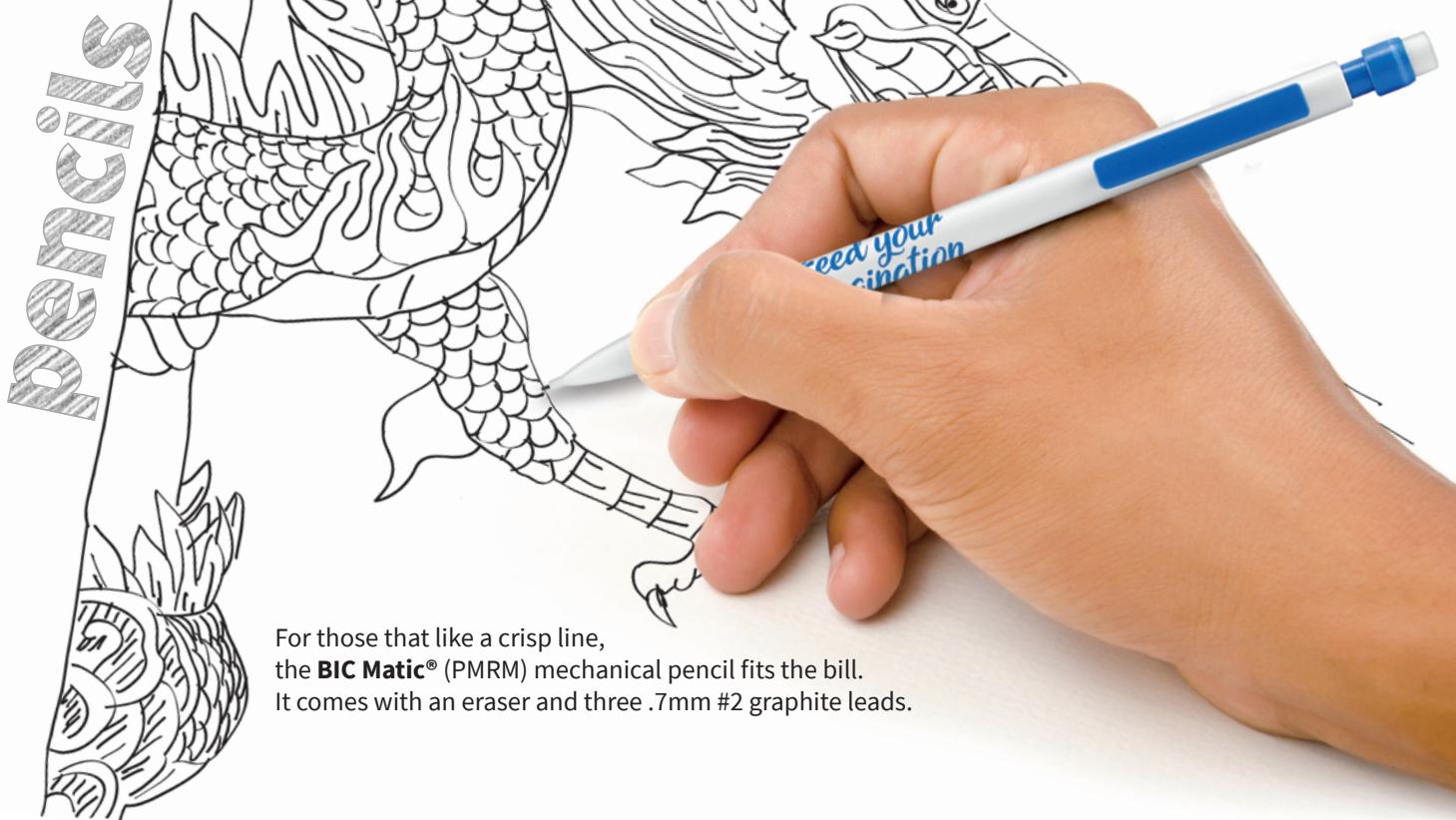
**Cartridge & Ink**  
Fast-drying ink allows for smooth, detailed writing.

**Button**

**Clip**  
The BIC® Grip Roller clip is nickel-plated to prevent rust or deterioration. (GR)

At the click of a color-coded button, the **BIC® 4-Color™ Pen** (4C) enables you to select from black, blue, red, and green ink. Popular in the Education and Healthcare industries, this pen allows teachers and nurses to never search for separate pens again. The BIC® internationally recognized brand name molded into the cap of the pen is always associated with product safety, superior quality, and innovation.





For those that like a crisp line,  
the **BIC Matic®** (PMRM) mechanical pencil fits the bill.  
It comes with an eraser and three .7mm #2 graphite leads.

The **BIC® Medic Clic® Mechanical Pencil** (PMRMC) has a mid-profile barrel that offers a larger imprint area, while the innovative retracting mechanism with eraser gives it a unique look. Includes .7mm #2 graphite leads in black.



The **BIC® Clic-Matic®** (PMRCM) delivers with an innovative side lead-advance mechanism, textured rubber grip for comfort and control, and three .7mm #2 graphite leads that write a black, smooth line.

Gotta get my  brand



The **BIC® Mark-It™ Permanent Marker** (MRPG) has it all: a bullet nib, fade-resistant ink, and a comfortable rubber grip. Available in black and blue. U.S. Patent Nos. 6,485,211

Equally useful at the office or in the classroom, the classic **BIC® Brite Liner Grip®** (BLG) uses vibrant highlighter ink to make your color-coding stand out and a textured rubber grip that provides a comfortable way to get your work done. Available in blue, green, orange, pink, and yellow. U.S. Patent Nos. 6,485,211B1

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**souvenir®  
brand**

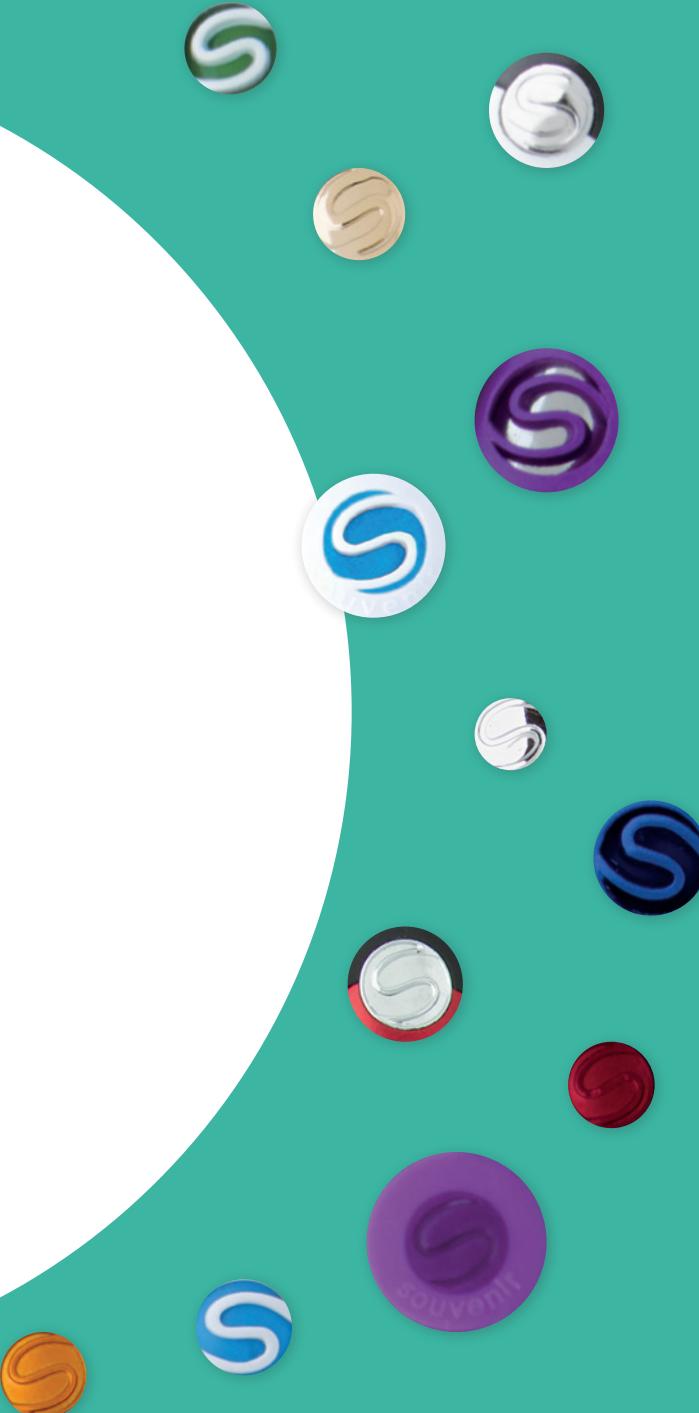
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The Souvenir™ brand tells modern stories with a fresh and imaginative twist.

Designed to fit your unique style, Souvenir™ products are the perfect choice to record special moments, memories, and ideas.

Use the power of Souvenir™ quality to effortlessly showcase your distinctive brand.

**It's your personality on paper, it's your story™.**



## distinction

Designed exclusively in-house with elevated features to ensure your message stands out from the crowd

## 330° of awesome

Several styles offer the option for your brand message to wrap almost the whole way around the barrel

## free

Imprint color changes  
Setup

## ink technology

Nearly 60 years of supplying quality pens demonstrated by advanced ink technology for exceptionally smooth write-out

15+ Souvenir™ pens include our exclusive, premium InstaGlide™ hybrid ink



## innovation

Unique shapes, styles and textures backed by more than a hundred years of progress in promotional writing instruments

## history

The Souvenir™ brand began in 1908 and has been a leader in supplying promotional writing instruments for over a century

## design

Exclusive, innovative designs with branded features

## rainbow of colors

Available in an array of colors, including on-trend hues that grab attention

## modern

Fun, trendy, fresh, reliable, trustworthy classics with a modern twist

## full color

Full-color imprint available on select styles



## economical

Elevated features, including hybrid ink and Souvenir™ branding, are available at budget-conscious price points



let's think about **ink**



**InstaGlide™**

Pens with hybrid ink glide smoothly like a gel pen but dry instantly like a ballpoint pen to prevent smearing. Our exclusive, premium InstaGlide™ hybrid ink was developed to ensure a sophisticated writing experience with smooth, consistent write out.



**Ballpoint**

1mm and 1.2mm Medium Point available



**Roller**

0.7mm Fine Point



**Highlighter**

The **Souvenir™ Image Grip Pen** (IMGG) features the Souvenir™ brand icon cut out of the smooth white barrel of the pen, showing a pop of color that coordinates with the clip. The chrome-plated plunger gives it a polished look, and the rubber grip adds comfort.



### oh...the sweet taste of success!

A sweet shop called *Straws, Shakes & Smoothies* wanted to generate some buzz about their newest flavor of smoothie, *Lemon Summer-Ade*. They promoted the delicious new addition on all their socials, letting customers know that if they purchased a *Lemon Summer-Ade* smoothie, they would receive a free **Souvenir™ Image Grip Pen** (IMGG) with bright yellow trim and the shop's logo prominently featured on the barrel. People were unable to resist this sweet deal and the shop reported that they sold out of the *Lemon Summer-Ade* (and handed out all of the pens they had ordered) within the first weekend of introducing the new flavor.

Make a colorful splash with the **Souvenir™ TFW Pen** (55934). Each plastic barrel is a stunning mix of bright hue and white, with a die-cut Souvenir™ icon detail for an added punch of style. With InstaGlide® hybrid ink, distinctive clip, and embossed grip, this pen is unlike any other at a price point your clients will love.



The **Souvenir™ Rayley Pen** (56032) brings both style and function to your desk. The sharp silver accents pop against its translucent barrel, while the rubber grip makes it comfortable to hold.

**Pair it with a journal!** (16165)

This leatherette-cover notebook pairs well with the companion Rayley pen. The bonus expandable pocket on the inside back cover provides the perfect storage spot for important notes and information.



The **Souvenir™ Rize Grip Pen** (RZG) features a colorful wraparound clip that includes a cut-out Souvenir™ icon and a matching comfortable rubber grip. A crisp white barrel and chrome-plated plunger and tip create a nice contrast for a modern look.





The **Souvenir™ Anthem Pen** (ANTH) features chrome-plated accents with the Souvenir™ logo molded into metal rivets and a metallic-colored barrel.

Show off your brand's innovative style with the ultramodern look of the metallic **Souvenir™ Daven Pen** (56035). The richly colored barrel is perfectly balanced by chrome accents, a sleek matching clip, and rubberized grip with graphic line detail. Complete with a cut-out Souvenir™ icon near the plunger to really elevate your brand's next promotion.

Pair with the **Souvenir™ Daven Mechanical Pencil** (56036) to create a gift set that everyone would love to receive. The metallic barrel of this mechanical pencil is perfectly complemented by a tone-on-tone rubberized grip with graphic design and coordinating translucent cap to protect the eraser. Comes with Graphite, 0.5mm #2 lead





The **Souvenir™ Story Pen** (55920) embodies the signature Souvenir™ style with a stylized "S" on the grip that matches the vivid barrel hue. A chrome Souvenir™ emblem rounds out the design, and a bold 1.2mm write-out provides an elevated writing experience.



Also available...the **Souvenir™ Story Stylus Pen** (55938) is multifunction with high style. The gunmetal barrel is complemented by a chrome plunger and tip with black clip and grip. A 1.2mm bold write-out offers a smooth, consistent writing experience. Flip effortlessly between paper and screen with the built-in stylus.  
U.S. Patent Nos. 8,847,930; 9,092,077

More than just a slide-action pen, the **Souvenir™ Jalan Highlighter Pen Combo** (56026) is a multifunctional writing instrument that also has a dual-tip highlighter. The innovative design is perfect for fast color-coding and marking because you can change the color with a simple turn of the pen.



The **Souvenir™ Emblem Pen** (EMBW) features an elegantly contoured white barrel with a comfortable rubber grip and chrome-plated accents.

The Souvenir™ logo is molded into metal rivets on the upper barrel.

The elegant **Souvenir™ Emblem Stylus Pen** (EMBSTY) features a contoured barrel with a comfortable rubber grip and chrome-plated accents. Flip the pen over to use the handy capacitive screen stylus on the plunger.

Chrome-plated accents pop against the richly hued barrel of the **Souvenir™ Emblem Color Pen** (EMBC), while the ridged rubber grip provides comfort while jotting a note or writing a long letter.

The Souvenir™ logo is molded into metal rivets on the upper barrel.



A combination of colors and textures makes the **Souvenir™ Aura Pen** (56034) hard to forget. A metallic pop of color on the clip adds a touch of style and contrasts nicely against the smooth white barrel, while the black grip provides a comfortable writing experience.

The fully rubberized metal **Souvenir™ Armor Pen** (55945) truly makes a statement with its chrome tip, clip, and die-cut grip design. Elevated features like the Souvenir™ logo atop the plunger and InstaGlide® upgraded hybrid ink complete the polished performance of this high-style writing instrument.



FEED YOUR IMAGINATION DAILY

NEVER STOP  
learning!

THINK BEFORE YOU SPEAK ■■■ READ BEFORE YOU THINK

DREAM BIG

ENJOY USING THE  
SOUVENIR™ LARK HIGHLIGHTER (55988)  
WITH ITS SWIRL-PATTERNED GRIP.  
THE WIDE BARREL MAKES  
IT EASY TO HANDLE.

SOUVENIR™ PENCIL SOLIDS (BPS) FEATURE  
A ROUND WOODEN BARREL THAT'S AVAILABLE  
IN A WIDE VARIETY OF COLORS.  
INCLUDES #2 GRAPHITE LEAD.

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## the **Classic** Collection

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Assembled right here in the USA at our facility in Clearwater, Florida, the **Classic Collection** includes writing instrument families that you **know and love**: Clic®, WideBody®, Tri-Stic™, and Pivo®. These tried-and-true pens are made from high-quality materials and have a long track record of getting the job done.

archetypal  
standard  
quintessential  
**classic**

1. Belonging to the highest rank or class.
2. Serving as the established model or standard.
3. Having lasting significance or worth; enduring.

exemplary  
ideal  
prime  
staple  
familiar  
definitive  
imitable  
textbook  
lasting  
paradigmatic  
model

## Classic Collection

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### USA Proud

Classic Collection writing instrument families are proudly assembled in our Clearwater, Florida, facilities



### full color

The Classic Collection includes popular wide-profile Digital WideBody® pen styles with a large full-color, 360-degree imprint on the barrel



### free

Setup

Imprint color changes

Writing ink color change

### high quality

Tried-and-true writing instruments made with high-quality materials and imprint methods

### industry staples

Classic styles that have a long, successful history of promoting brands

# why the Classic Collection?

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### so colorful

Choose from hundreds of possible color combinations to mix & match your way to the perfect combination for your brand



### blue ink

All Classic Collection writing instruments are available with blue ink

### selection

Two ballpoint options available: 1mm Medium and 0.7mm Fine Point



mark it up.

TWPELC | Pivo® Clear Chrome Pen | [keoziegrouppc.com](http://keoziegrouppc.com)

## Classic Collection

— Polished, gold-plated trim (CLG)

Clic™ Pen (CL) and Clic™ Gold Pen (CLG)

— Polished, nickel-plated trim (CL)

### Mix & Match Cap and Barrel Colors

With 21 cap and 21 barrel colors, you can mix & match your way to over 400 possible color combinations!

MIX  
MATCH

### Durable Tungsten Carbide Ball

The only substance harder is diamond!  
The perfectly spherical shape of the tungsten carbide ball contributes to smooth and consistent writing.



The **Tri-Stic™ Pen** (TS) is a classic triangular-shaped pen with loads of promo possibilities! Three sides offer three different imprint areas in three different colors. Plus with nearly 200 possible trim and barrel color combinations, your options are almost limitless.

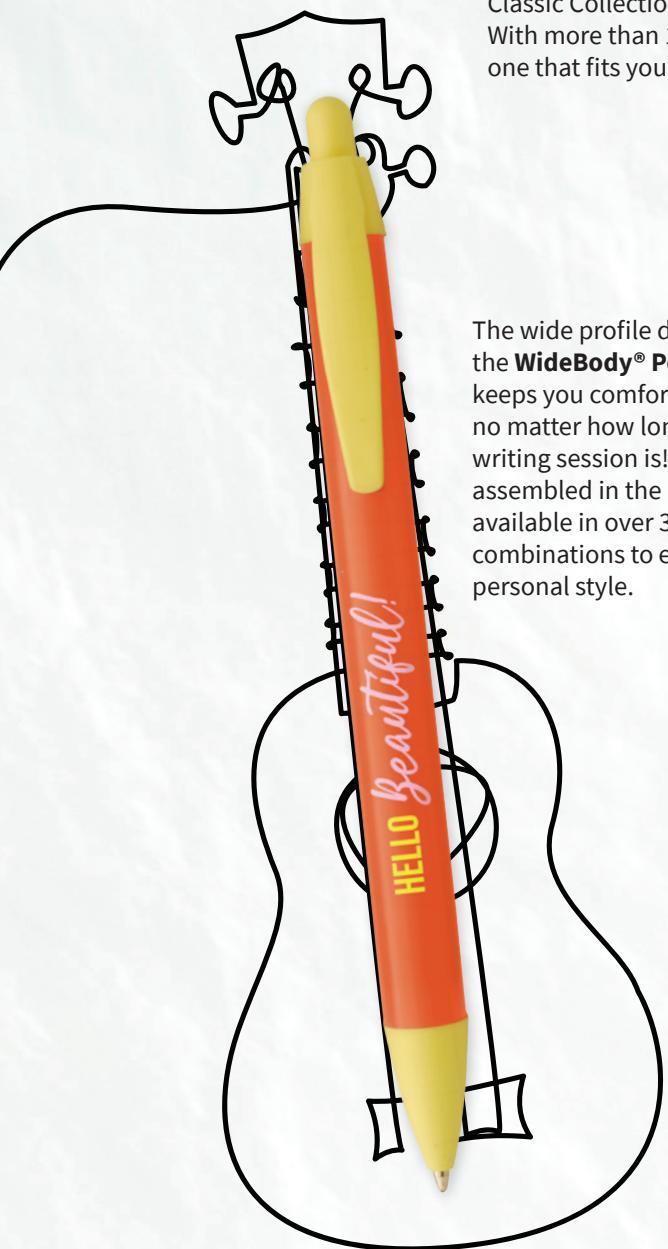


There are also **3 styles** of Tri-Stic™ Pens available! Check out the...

**Tri-Stic™ Clear Pen** (TSCL), which has a translucent barrel for added interest.

**Tri-Stic™ RPET Pen** (TSECO) - this pen is made of 73% pre-consumer recycled plastic, which makes it a great choice for an eco-friendly promotion. 

## Classic Collection



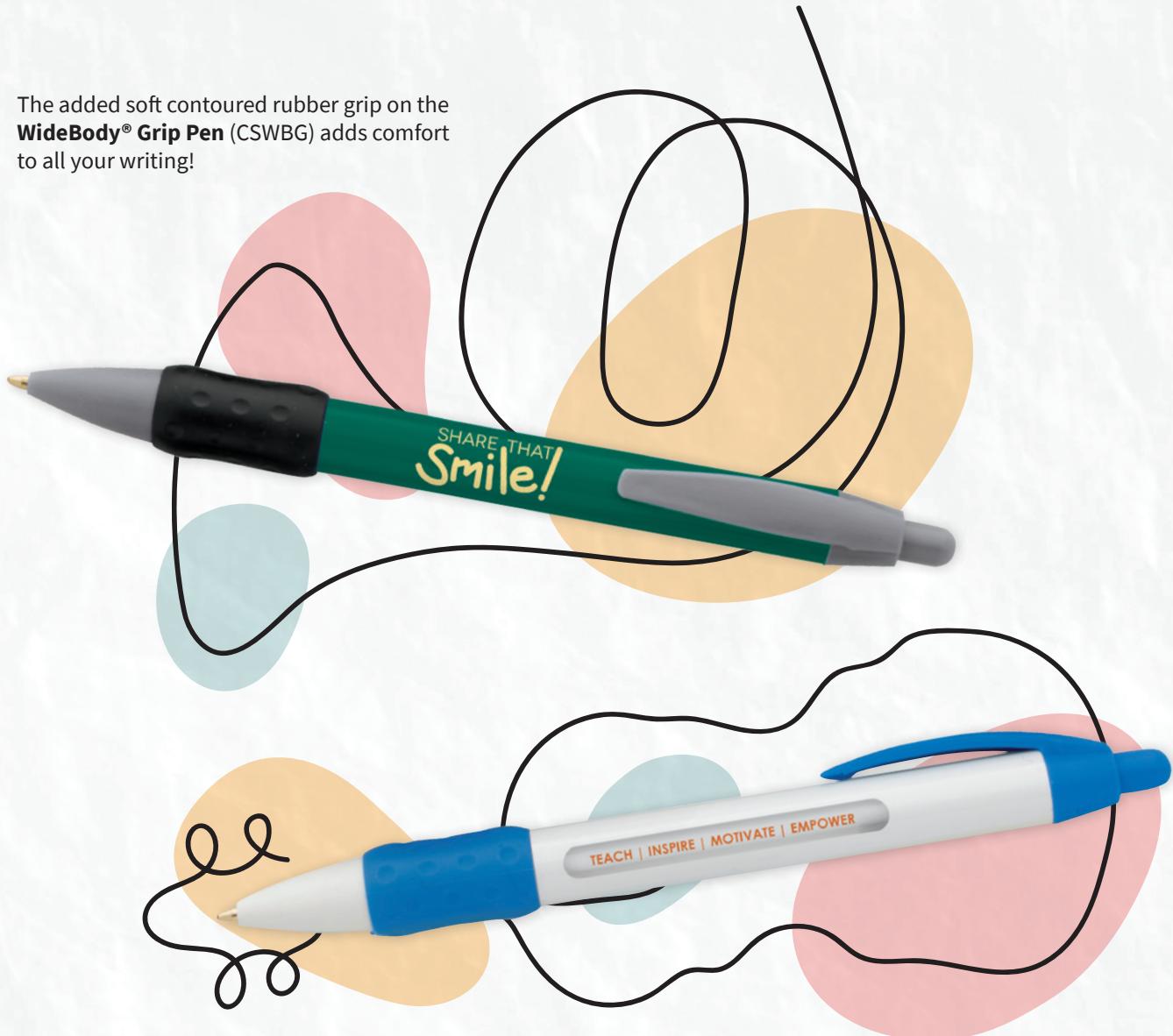
Classic Collection **WideBody® Pens** offer a wide profile with ample imprint space. With more than 10 different WideBody® styles to choose from, you're sure to find one that fits your groove!

The wide profile design of the **WideBody® Pen** (CSWB) keeps you comfortable no matter how long the writing session is! It is also assembled in the USA, and available in over 300 color combinations to express your personal style.

Featuring a wide profile design, the **Digital WideBody® Pen** (DCWB) offers a large full-color, 360-degree imprint on the barrel.



The added soft contoured rubber grip on the **WideBody® Grip Pen** (CSWBG) adds comfort to all your writing!



With the **WideBody® Message Pen** (CSWBMES) you can add up to six different rotating messages to the large barrel imprint for maximum messaging!

## Classic Collection

Classic Collection **Pivo® Pens** are sleek twist-action retractables that feature a slim-profile design and offer a variety of point styles and ink colors to fit the way you like to write.



With the **Pivo® Pen** (TWP) you can mix & match pen and ring colors to create up to 100 possible color combinations!

The **Pivo® Chrome Pen** (TWPC) and **Pivo® Clear Chrome Pen** (TWPCLC - shown) feature a chrome-plated ring.



**Pivo® Gold Pen** (TWPG - shown) and **Pivo® Clear Gold Pen** (TWPCLG) feature gold-plated trim for an elevated sense of style.





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but wait...  
there's  
**MORE!**

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Discover Good Value™  
& Dri Mark™ brands,  
plus other trendy styles.



Good Value™ brand represents the best for less.  
Reliable quality. Exceptional savings. Surprising selection.  
Check out our proven best sellers  
at practical price points.



### selection

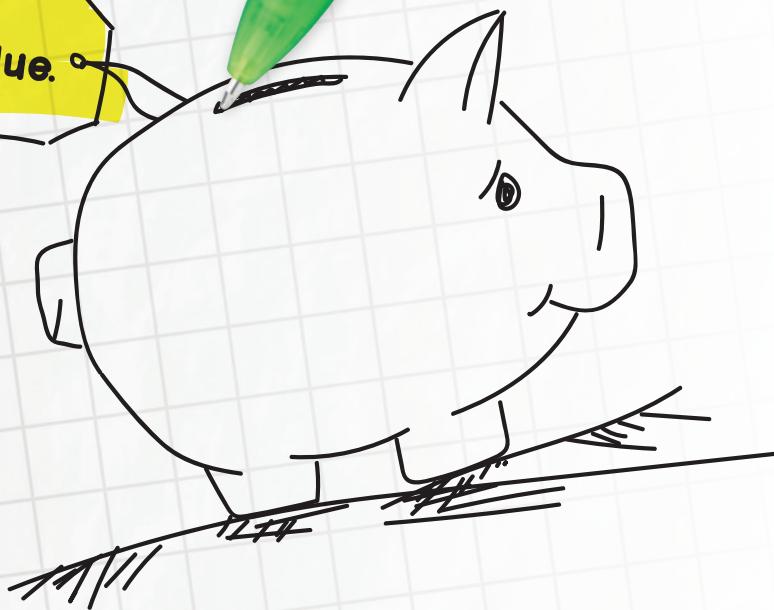
With Good Value™ brand, you'll  
find those essential industry staples

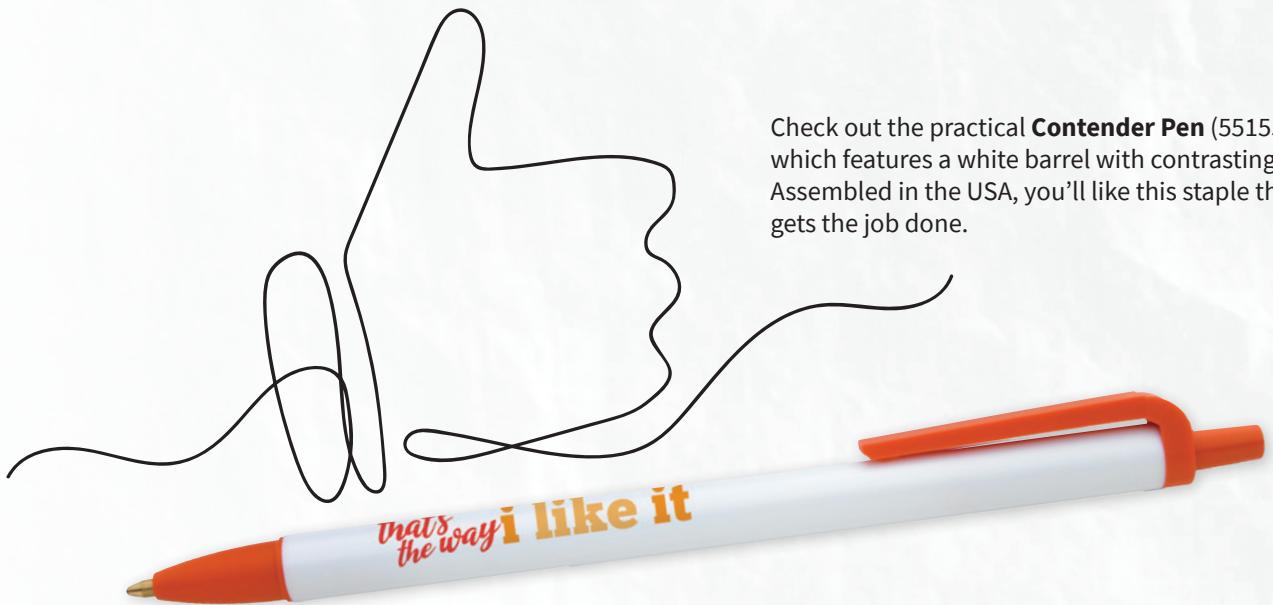
### design

Good Value keeps it  
simple & functional

### value

Just what you need,  
at the right price





Check out the practical **Contender Pen** (55155), which features a white barrel with contrasting trim. Assembled in the USA, you'll like this staple that gets the job done.



We love the frosty barrel and translucent trim of the **Chiller Pen** (55300), with its comfy rubber grip to get you through an afternoon of note-taking or a long board meeting.

Users of the **Dart Pen** (55245) appreciate this go-to writing instrument for its Ink Stream Technology™ that hits the mark with consistent, smooth writeout.



The **Dart Highlighter** (56038) is a versatile click-action highlighter with a slim felt tip that can also write like a marker. The Dart's contoured shape fits nicely in your hand, and comes with a cap to keep the highlighter from drying out.

The versatile **Dart Pen** family leads the retractable market with a great price point and large imprint sizes available in a variety of colors and locations. With options for blue ink and upgraded ink cartridges, these cost-effective pens don't skimp on function either. Choose from over a dozen styles with features such as chrome accents, metallic and frosted barrels, comfortable textured rubber grips, or recycled material content.



Sleek and eco-friendly, the **RPET Dart Pen** (56041C) is made with 87% Recycled PET. Choose this playful translucent color style to show your customers that you are looking out for Mother Earth.



With shiny chrome accents and eye-catching barrel colors, the **Chrome Dart Pen** (55665) is sure to make an impression! It features Ink Stream Technology™ for a consistent, smooth write-out.





The **Jive Pen** (55702) features smooth contours and a textured rubber grip that make this retractable pen fit nicely in your hand. Its metallic barrel - available in 8 rich colors - jazzes up the look.



Multitaskers unite!  
The **Silver Ion Wax Gel Highlighter Pen** (55758) features a twist-action pen with a wax gel highlighter that will not smear or dry out.



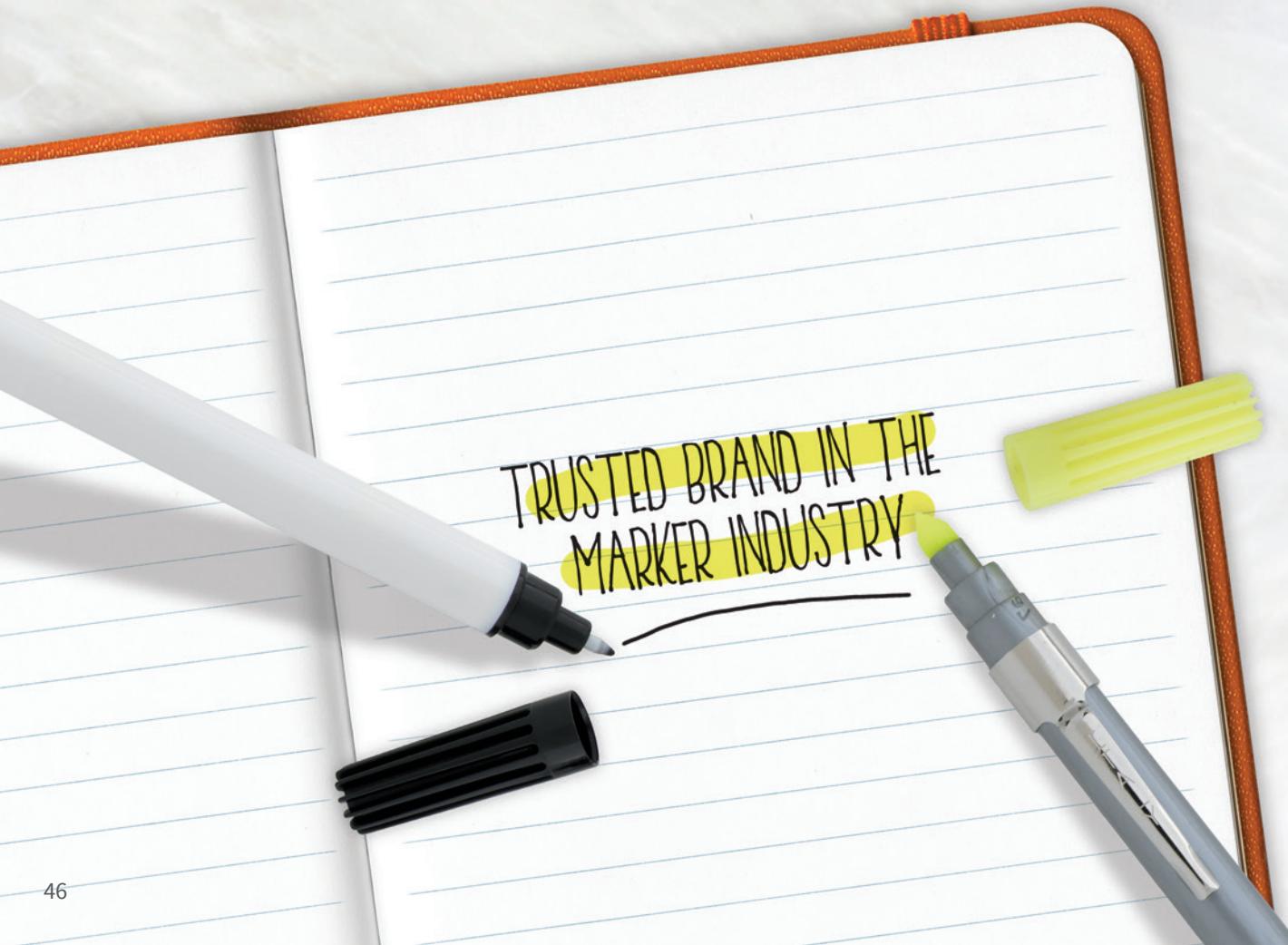
The **Cali Pen's** (55897) chrome accents and fully rubberized barrel give this two-piece gel pen a sophisticated look. The added stylus feature makes this pen essential for your A Game.





Since 1958, **Dri Mark** has been a leader in the marker manufacturing industry. The first in the United States to sell an instant-dry marker, the company's tradition shines through in all that they do. Today, Dri Mark is the standard for highlighters, dry erase markers, and permanent markers. Dri Mark puts the well-being of its employees first knowing the quality of their products depends on an engaged workforce.

You can feel good about trusting Dri Mark for all your marker needs.





**Power of 2**

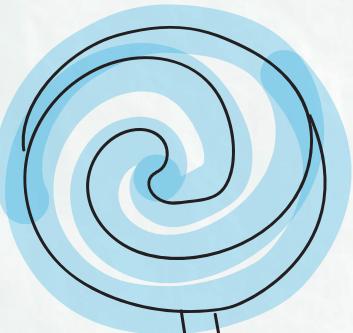


**56048** | Dri Mark™ Double Header Highlighter Nylon Pen Combo

Perfect for making notes or highlighting important passages of text, these dual-use pens feature a pen on one end and a highlighter on the other, so you can easily switch back and forth while studying or reading a report.



**56049** | Dri Mark™ Double Header Highlighter Ball Pen Combo



The **Element Pen** family offers sweet solutions for every promotion! With over 10 different styles to choose from, you're sure to find one that fits your taste. Whether you're looking for gel, metallic, translucent, or pearl, we've got just the right flavor for your next campaign.

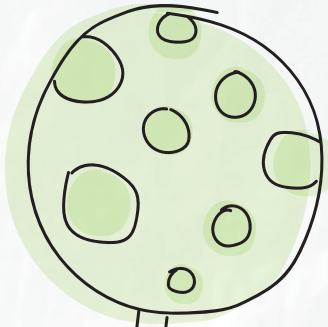
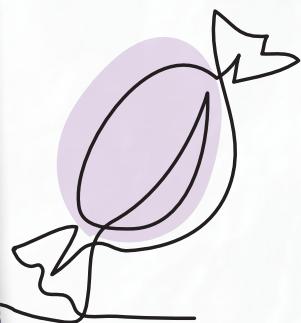
The **Element Pen** (55210) features translucent colors with a comfortable grip - a great recipe for your next promotion!



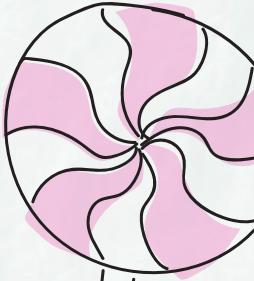
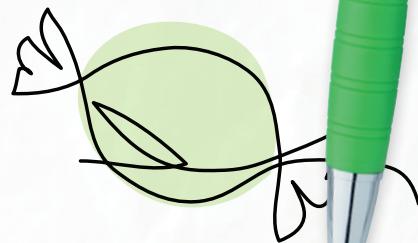
The sleek plunger-action **Element Slim Pen** (55820) is a tried-and-true winner. Its bright translucent colors make it a treat for the eyes and fun to use!



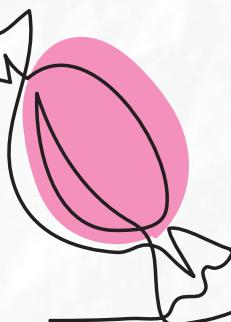
The **Element Gel Pen** (56039) features 0.7mm fine point gel ink and a stylish metal clip for that retail look.

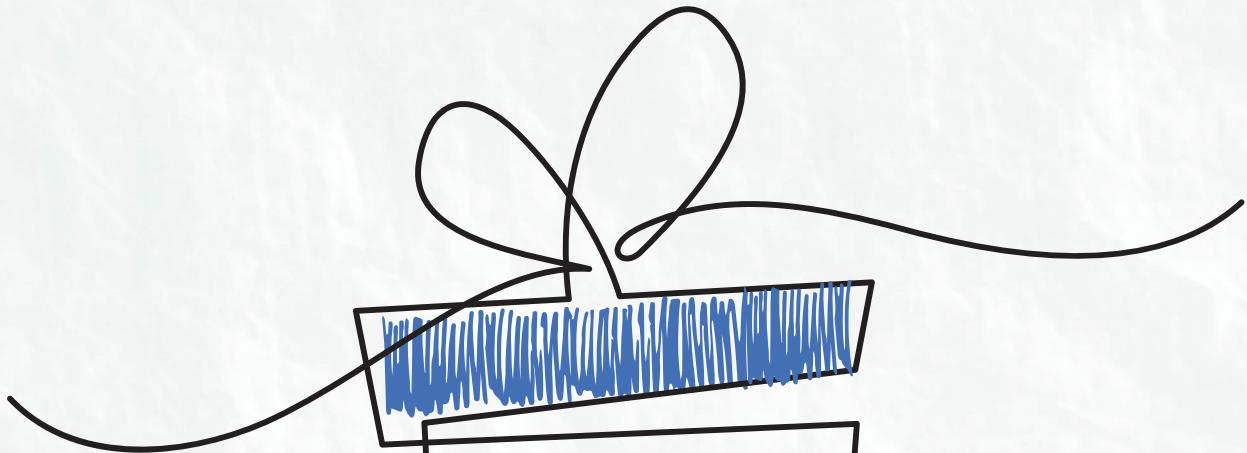


The **Silver Element Stylus Pen** (55741) boasts a sleek silver barrel with matching vibrant trim colors. The built-in soft-touch stylus makes it a go-to favorite!



The **Pearl Element Stylus Pen** (55793) comes in 6 trendy trim colors with a pearly white barrel. The functional grip and added stylus are the finishing touches!

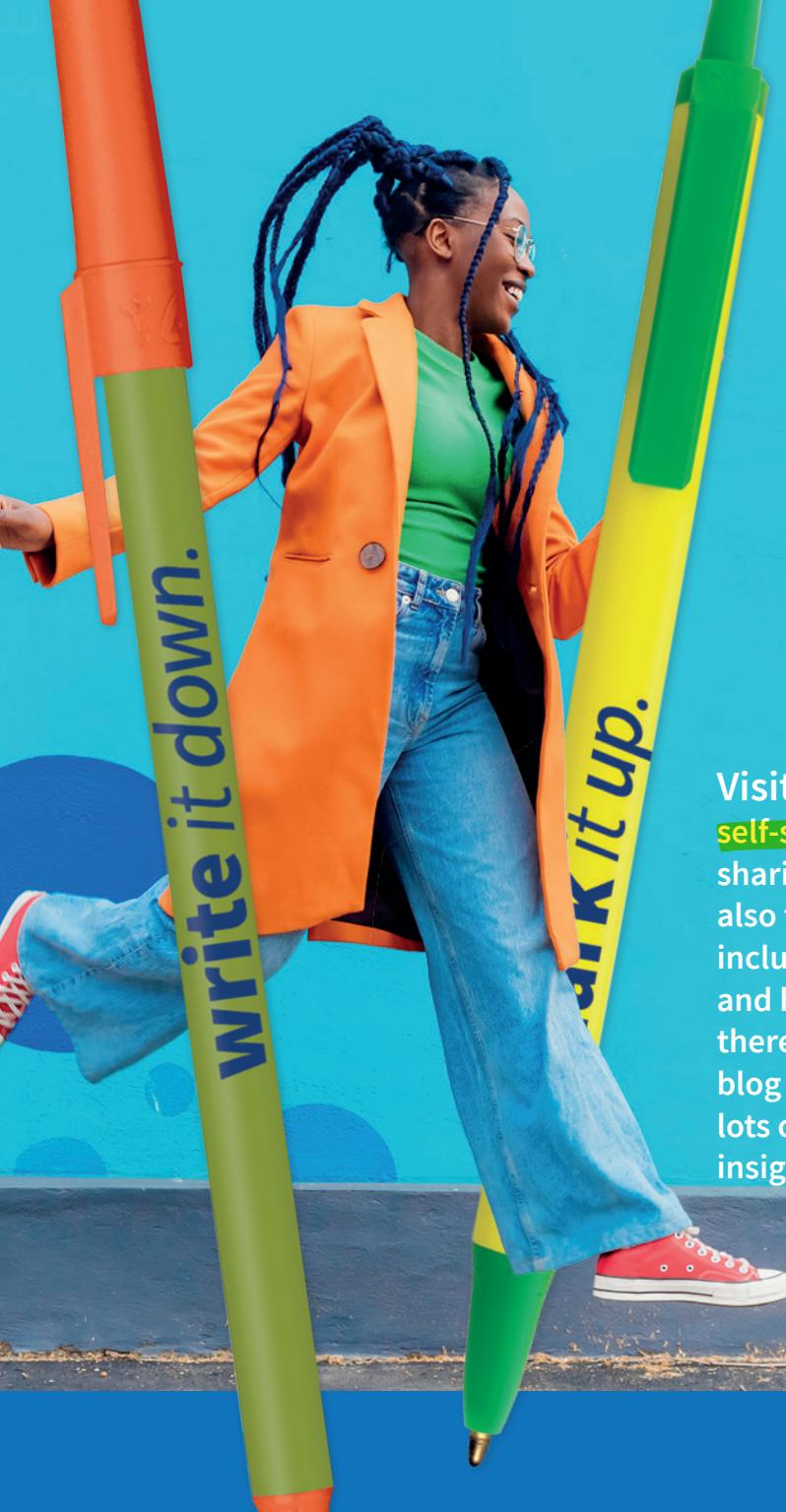




The **Spirit Pen's** (55234) bright white barrel is set off by translucent trim. This medium point ballpoint has a slightly contoured rubber grip that will fit nicely in your hand.



You'll love the look and feel of the **Metallic Viper Pen** (55231). It comes in four rich, dark colors and its medium point Parker-style cartridge makes for smooth writing.

A woman with blue braids and glasses, wearing an orange blazer over a green top and blue jeans, walks past several large, colorful pens (orange, green, yellow) standing upright. The pens have text printed on them: 'write it down.', 'K it up.', '24', 'Select items available with 24-hour service', 'We can ship 100,000 BIC® Clic Stic® or BIC® Round Stic® pens in as few as 10 business days', 'Visit [kooziegroup.com](http://kooziegroup.com) for on-the-go self-service tools such as order status, product sharing, and freight and inventory checks! You'll also find plenty of powerful marketing tools, including current promotions, product templates, and high-resolution images. And while you're there, you'll want to check out the links to our blog and social media channels, where you'll find lots of steal-worthy content about trends, market insights, who's buying, and more!', and 'the mighty pen - all about writing instruments | [kooziegroup.com](http://kooziegroup.com)'.

# gotta run?

24

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