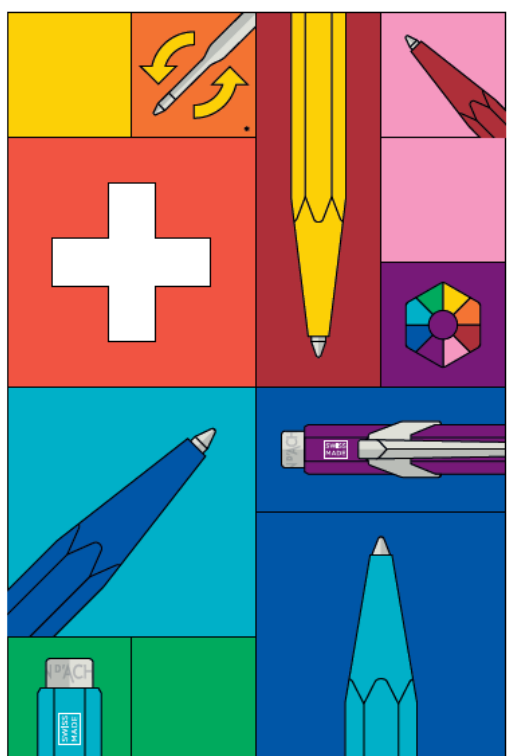


COLORMAT-X: The sparkling rainbow of the 849 family

SRP \$35.00
SRP \$40.50 Slimpack

PRODUCT PRESENTATION



A breath of fresh air has galvanised the iconic 849 family. The essential everyday ballpoint pen is more colourful than ever with Colormat-X. A **rainbow collection** comprising eight vibrant 849 models. Perfectly embodying the **company's DNA and colour expertise**, the range of shades draws its inspiration directly from the colour wheel. A **sparkling, stylish** circle in which each shade reveals its emotions. From cheerful yellow through passionate red and dreamy blue to peaceful green, each colour reflects an **emotion or personality**.

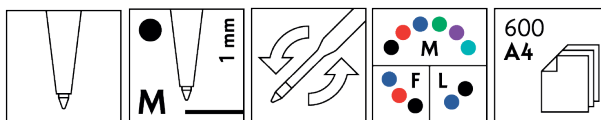
The cult ballpoint pen with an engravable aluminium body boasts a **premium microblasted and anodised finish**, while the clip and button are in nickel-plated steel. Refillable and designed to last, they are imbued with all the creativity, know-how and strong values of Caran d'Ache. Complying with the Swiss Made label, Colormat-X and its vibrant colours bring back memories of **our childhood pencil boxes, filled with emotions**. And they instil in us a **desire to collect our own rainbow** in order to illustrate our originality every day.

Keywords to remember:

- Iconic Caran d'Ache pen
- Standard collection
- Rainbow of colours
- Timeless design
- Premium satin finish
- Made in Switzerland

Target:

- Millennials (generation Y)
- Fans of stationery and design who are sensitive to Swiss Made quality and sustainability; and who are looking for a product that makes them stand out from the crowd
- People looking for a colourful pen in line with the brand's DNA



Refillable
Rechargeable
Wiederbefüllbar

TECHNICAL PRODUCT DESCRIPTION

849 COLORMAT-X

Type of writing instrument:

- Ballpoint pen

Body:

- Hexagonal aluminium body, lightweight and durable
- 8 colours available: yellow, orange, red, pink, violet, blue, turquoise, and green
- The colour and satin finish of the body are obtained by means of a microblasting process combined with electrochemical treatment providing a premium finish
- Customisable body with engraving

Clip and button:

- Nickel-plated finish

Refills:

- Supplied with a Caran d'Ache Goliath Medium black ink refill
- Refillable with Caran d'Ache Goliath blue, red, green, violet, or turquoise ink cartridges, enabling you to equip your pen with a refill matching the colour of the body (except yellow and orange)

Product benefits:

- Refillable, metal body
- Premium satin finish
- Made in Switzerland



PACKAGING

Description:

- New-generation white slim pack, shining finish with a label matching the 849 model
- Silver logo on the inside
- Magnetic silicone chock to hold the 849 in place when opening

Dimensions: 19.9 x 5.9 x 1.6 cm, 7.8"x 2.3"x .6"

Weight: 0.088 kg, .2 lbs



PACKAGING

Description:

- Box of 10 pens
- Product visibility through openings
- Cardboard shims to hold the pens in place

Dimensions: 50 x 31,5 x H 143 mm, 1.9"x 1.2"x 5.6"

Weight: 1.74 kg, 3.8 lbs



COUNTER DISPLAY

Description:

- Cardboard display decorated with the collection's identity
- Dimensions: 25 x 17 x H27 cm, 9.8"x 6.7"x 10.6"

Delivery contents:

- 10 ballpoint pens in slimpack supplied with a medium blue ink refill:
 - Yellow, orange, red, pink, purple and green 849: 1 piece per colour
 - Blue and turquoise 849: 2 pieces per colour
- Delivered assembled, filled, and ready to use

Product assortment: at least 2 of each colour



849.554

REFERENCES AND AVAILABILITY

PRODUCT

Article	Reference	EAN code	Sales unit	Available
849 BALLP.COLORMAT-X RED	NM0849.085	7630002351201	10	October 2022
849 BALLP.COLORMAT-X PINK	NM0849.091	7630002351263	10	
849 BALLP.COLORMAT-X VIOLET	NM0849.105	7630002351324	10	
849 BALLP.COLORMAT-X BLUE	NM0849.135	7630002351386	10	
849 BALLP.COLORMAT-X TURQUOISE	NM0849.181	7630002351447	10	
849 BALLP.COLORMAT-X GREEN	NM0849.234	7630002351508	10	
849 BALLP.COLORMAT-X YELLOW	NM0849.243	7630002351560	10	
849 BALLP.COLORMAT-X ORANGE	NM0849.276	7630002351645	10	

Article	Reference	EAN code	Sales unit	Available
849 BALLP.COLORMAT-X RED IN SLIMPACK	NM0849.585	7630002351720	2	October 2022
849 BALLP.COLORMAT-X PINK IN SLIMPACK	NM0849.591	7630002351782	2	
849 BALLP.COLORMAT-X VIOLET IN SLIMPACK	NM0849.605	7630002352062	2	
849 BALLP.COLORMAT-X BLUE IN SLIMPACK	NM0849.635	7630002351843	2	
849 BALLP.COLORMAT-X TURQUOISE IN SLIMPACK	NM0849.681	7630002351904	2	
849 BALLP.COLORMAT-X GREEN IN SLIMPACK	NM0849.734	7630002351966	2	
849 BALLP.COLORMAT-X YELLOW IN SLIMPACK	NM0849.743	7630002352024	2	
849 BALLP.COLORMAT-X ORANGE IN SLIMPACK	NM0849.776	7630002352147	2	
849 BALL.P. COLORMAT-X-DISP.10BP	849.554	(X10) 7630002352215	1	

The 849 COLORMAT-X is the replacement for the 849 Metal-X line. Place your orders now!

MERCHANDISING

Article	Reference	EAN code	Sales unit	Available
BANNER 849 COLORMAT-X 60xH117CM	100018.084	7630002352291	1	October 2022
SHOWCARD 849 COLORMAT-X	100018.081	7630002352260	1	
VISUAL WI WALL 849 COLORMAT-X 295x290MM	100018.082	7630002352277	1	
VISUAL WI TOWER 849COLORMAT-X 250xH100MM	100018.083	7630002352284	1	



Premium Brand Art Materials and Writing Instruments

1214 River Highway Unit G • Mooresville, NC 28117
Phone 704.664.1427 • Toll-free 866.833.7797 • Fax 888.423.0036

creativeartmaterials.com