



IT'S MORE THAN A GIFT. IT'S A PARKER.

BEGIN YOUR LEGACY WITH AN ELEGANT PARKER PEN TODAY

With years of experience and innovation, Parker's commitment to quality has ensured that each Parker pen delivers the best writing experience. Only a Parker will enhance and deepen your thinking to enable you to reach your full potential. For better first thoughts, better final drafts, and better thinking, you don't just need a pen, you need a Parker.

Parker has always believed that all great things take time. This ethos began in 1888 with the dream of a 25-year-old entrepreneur, the brand's founder, George Safford Parker, who stated, **'it will always be possible to make a better pen'**. This philosophy is well embodied with the Parker Jotter pen. After nine years spent perfecting the research and technology, the **iconic Jotter was launched in January 1954.**

The Parker Jotter has become one of the **world's most iconic pens** and is still to this day renowned for its style, reliability and functionality, down to its **signature click**. It has been the **everyday writing instrument of choice for generations** and remains relevant to the modern consumer 65 years on.

All Parker pens are **made with durability in mind**. When running out of ink, they can easily be refilled, making the pens last forever.

PARKER IN KEYPOINTS:

- PARKER is an expert brand in Fine Writing since 1888: over 130 years of expertise and know-how in designing and making innovative writing instruments.
- PARKER is one of the most renowned brands in Fine Writing, and has a strong international brand awareness.
- A unique Heritage: PARKER has been endorsed by many outstanding renowned people: writers, politicians, used to sign peace treaties throughout history, on screen.
- Highly recognizable iconic products that have high awareness and demand from end users (i.e. Jotter).
- PARKER caters to a wide range of budgets from entry level to high-end.
- PARKER broad range of styles, finishes and price points enables to fulfil many gift briefs and will be well received by a wide range of end users.

JOTTER

