

1. DIMONITE: TRADE/PR FOLDER

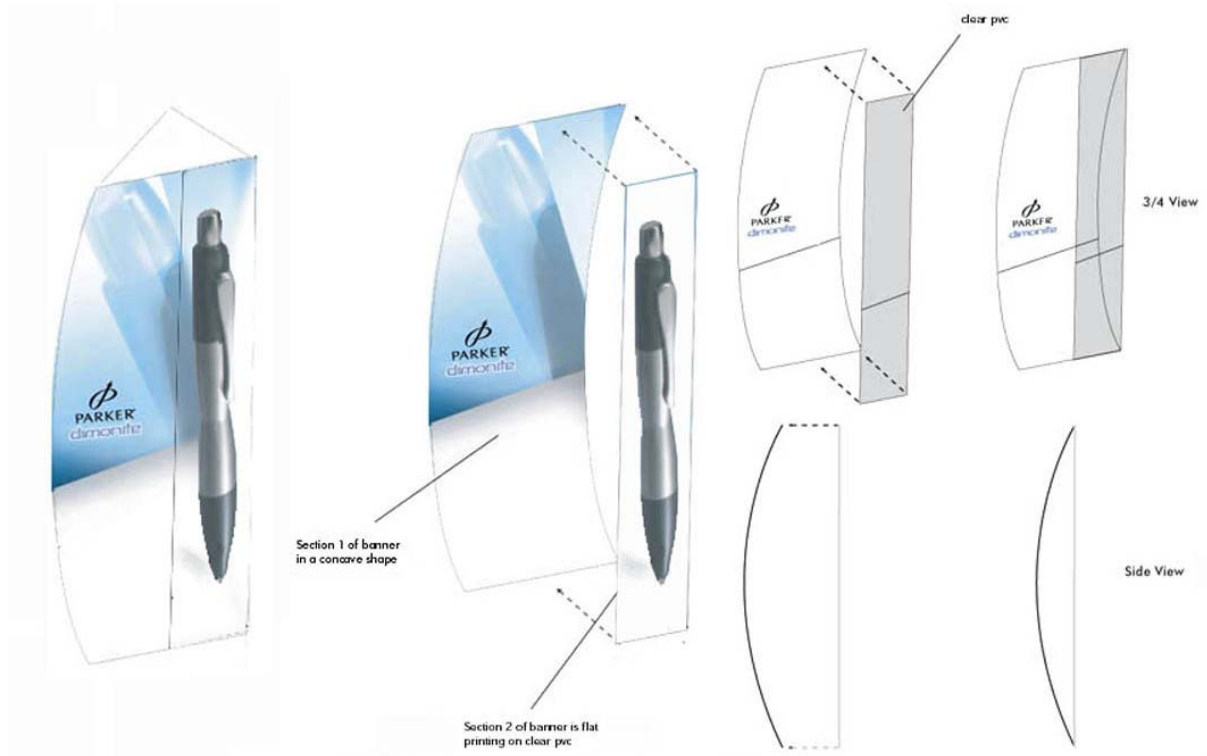
The trade folder may be used to aid sell-in of the Parker Dimonite or adapted for use as a PR folder to carry press releases and a CD-ROM of available imagery.



- Finished size: 320mm x 238mm

2. DIMONITE: WINDOW/IN-STORE BANNER

A concave background carrying a section of the core image with a clear panel in front carrying the image of the pen creates a powerful effect with clear Parker Dimonite branding.



Standard Size:

- Flat Size: 594mm x 290mm (clear front is 594mm x 165mm)
- Appearing size: 575mm x 290mm

Large Size:

- Flat Size: 890mm x 435mm (clear front is 890mm x 247mm)
- Appearing size: 858mm x 435mm

3. DIMONITE: SHOWCARDS

Two sizes of showcard – A4 for use on counter or within window, B6 for use under glass or where space is restricted.



A4 Showcard:

- Size: 297mm x 210mm (A4).

B6 Mini-showcard:

- Size: 180mm x 127mm (B6).

4. DIMONITE: WINDOW DISPLAY UNIT

An interesting and eye-catching display focussing on one single product but giving the impression of activity using “duotone” images on a clear, curved P.E.T. panel.



- Size: W 300mm x D 200mm x H 320mm

5. DIMONITE: ON-COUNTER SALES UNIT

An effective and impactful counter merchandiser housing up to twelve gift boxed products. Supplied with tester pad and facility for tester pen.



- Size: W 315mm x D 375mm x H 380mm

6. DIMONITE: CONSUMER LEAFLET

A simple 4 page leaflet for use at the point-of-sale to aid sale to consumers.



- Size: 210mm x 148mm (A5)

9. PRODUCT PHOTOGRAPHY/PARKER DIMONITE LOGOTYPE



- CVI photography, product shots, PR shots.