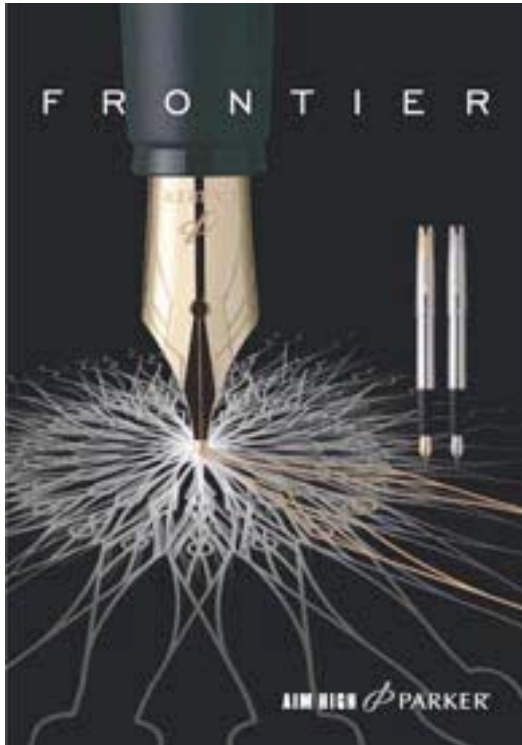


## FRONTIER REFRESH – 2005

### POS CONCEPT



#### POS CONCEPT:

The design concept behind the new Frontier Refresh emulates a perfect fusion between vision, drive and colour (shown in the vibrancy of light), and a seriousness that is reflected in the Frontier form, subtle innovation and new colour palette.

Each of the individual finishes are represented in its own unique environment designed to help reinforce their distinctive qualities. All emulate a true sense of vision that is shown as a vibrant electric light scene energised by the distinctive Frontier form that is always at the centre of the activity.

The burst of electric light originates from an outline of the distinctive detailing engraved on the new Frontier nib - a key feature across the complete Frontier range. These clearly defined lines of light detail denote a clear sense of direction and motion – a serious user, a serious writing instrument.

The play of light and strong Frontier styling demonstrates an interesting synergy between form and performance. A unique combination of both aspirational and functional elements presented through visions of light and movement. The colour of light clearly represents each of the new unique finishes.

F R O N T I E R

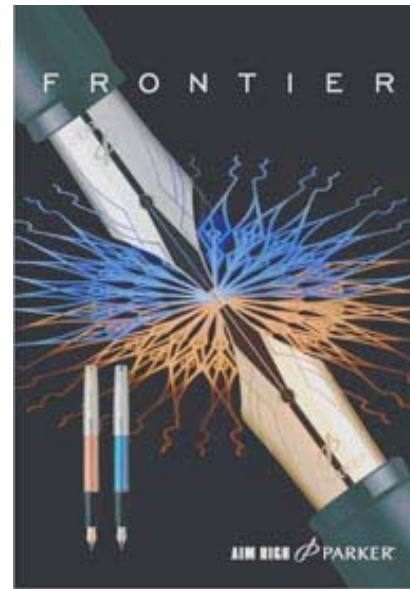
LOGOTYPE: A clearly defined line of type, strategically spaced with room to move. The Frontier logotype denotes a perfect synergy between form and performance.



The **Stainless Steel** focuses on the distinctive nib detailing as the source of energy and motion to ignite the electric light. The colour and defined lines of light represent the enduring stainless steel finish.



The **Luna** theme focuses on the recognisable arrow clip as the source of movement and energy, with the distinctive tactile texture on the barrel being very much in the forefront.

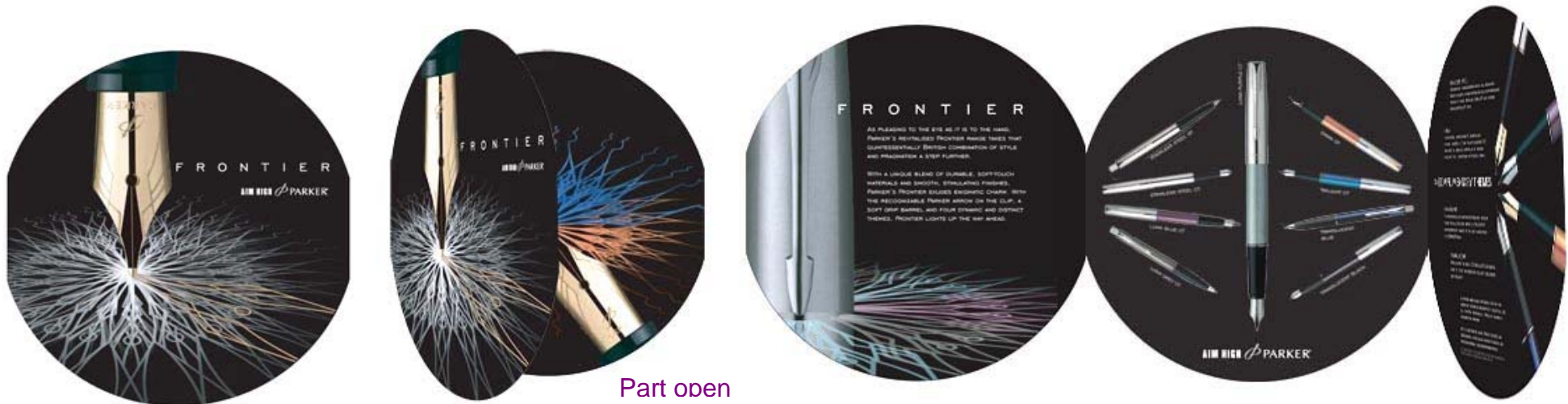


The **Colorshift** theme emulates an horizon of Twilight and Dawn and an electric connection when the two nibs meet.



The **Translucent** theme focuses more heavily on the duality of the finish and reflection of light projecting off the pen.

All of which portray a very positive message – one of progressiveness and forward thinking, ignited when the two elements meet. Frontier most definitely lights up the way ahead, whilst never losing sight of its roots.



Front

Part open



Centre Spread

- Number of pages: 6      Finished size: Approx. 205mm diameter Flat size: approx 205mm x 615mm
- Printing: Printed in 4 process colours plus matte and gloss varnishes onto 350gsm silk finish art paper.

## PRODUCT CATALOGUE INSERT



- Finished size: A4 (297mm x 210mm)
- Printing: 4 process colours + one special colour + sealer varnish onto 170gsm silk finish art paper.

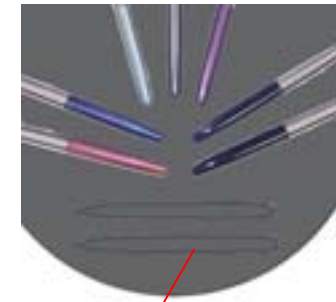
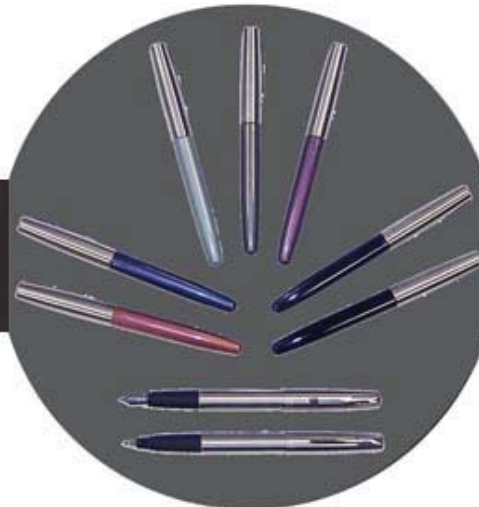
# PRODUCT PRESENTER

Trade folder layout is adapted and used to create an unusual and flexible product presenter.



Velcro dot fastener for extra security.

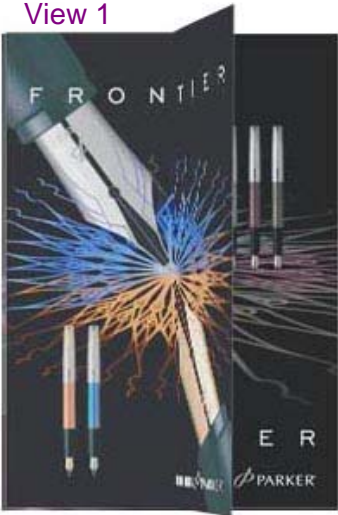
Velcro dot fastener for extra security.



Foam cut-outs can be left in place to allow variation of layouts and content. Different writing modes can also be accommodated for flexibility.

## SHOWCARDS

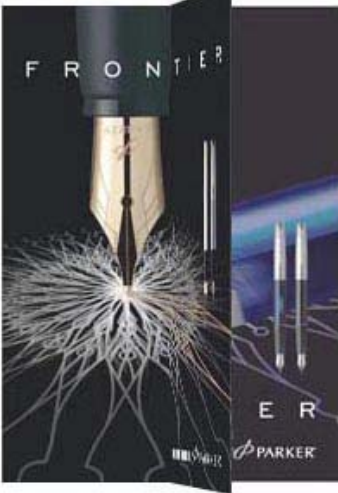
View 1



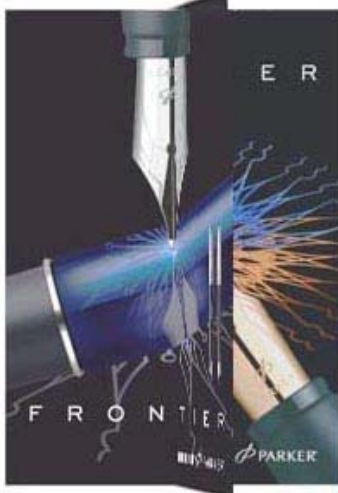
View 2



View 3



View 1



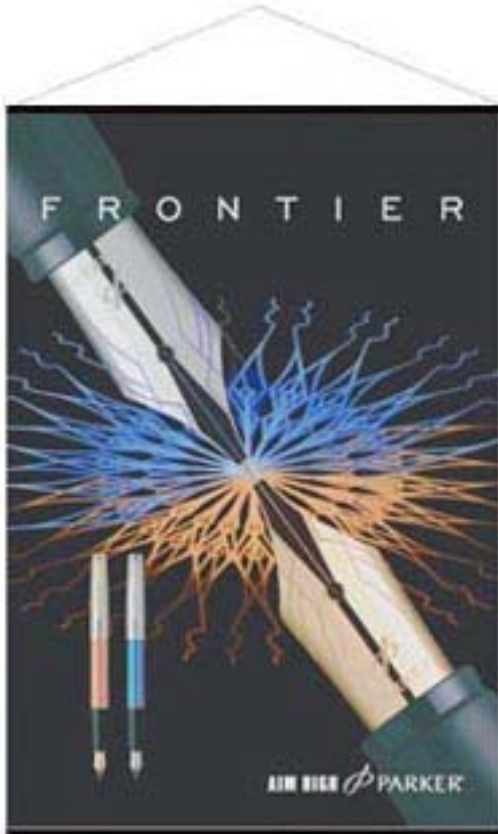
FOUR SHOWCARDS IN ONE! The unique Frontier creative concept allows the showcard to take the form of a cruciform with each quadrant carrying one of the core images. The format allows viewing from any position and allows markets to use one card instead of four individual showcards. The “light” elements of the design are emphasised by printing standard process colour inks onto areas of silver foil.



Plan view

- **Standard** (267mm x 190mm): Silver foil blocked + four process colours + sealer varnish onto 590 micron silk card, multi creased and made up with tapings and packed flat.
- **Mini** (180mm x 124mm): Silver foil blocked + four process colours + sealer varnish onto 590 micron silk card, multi creased and made up with tapings and packed flat.

Elements of the poster are emphasised by printing standard process colour inks onto areas carrying a silver foil base.



Version B –  
Lunar

Version C –  
Stainless Steel

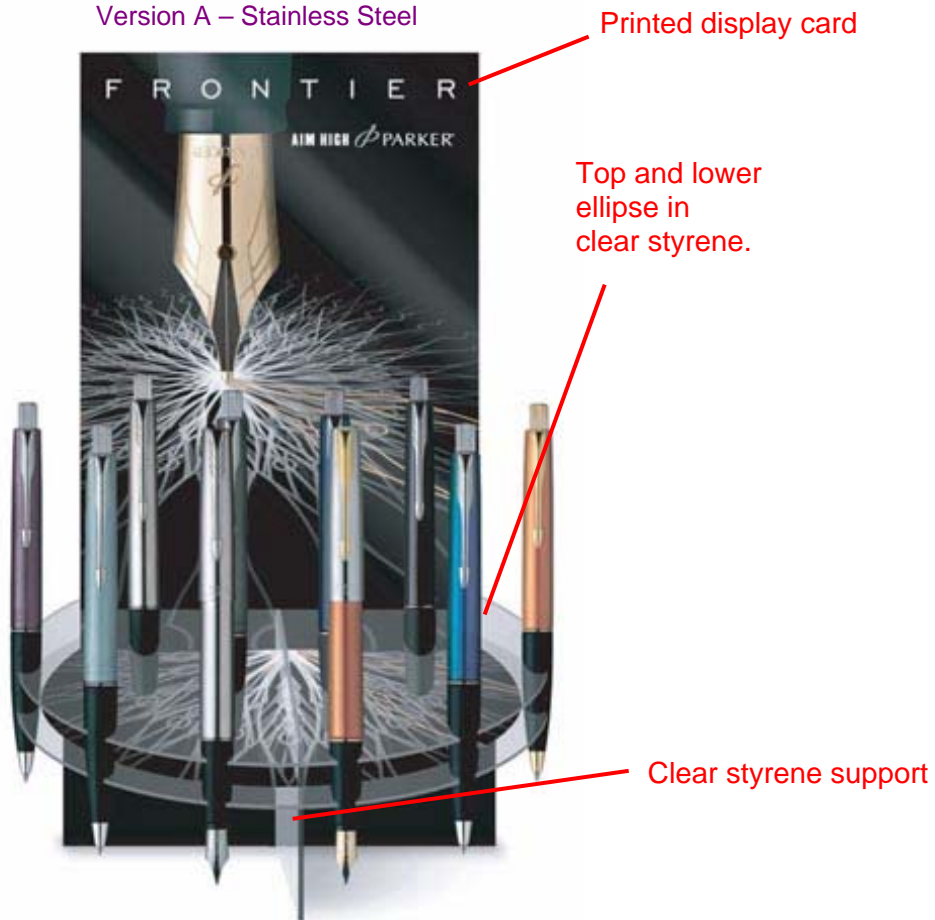
Version D –  
Translucent

- Silver foil blocked + four process colours + sealer varnish onto 300gsm silk finish card.
- Hanging bars and cord included. Individually packed within postal tubes ready for despatch.

## ON-COUNTER DISPLAY UNIT

POWERFUL YET SIMPLE DISPLAY of card and plastic that can carry 10 pens but has a small on-counter “footprint”.

Version A – Stainless Steel



- Oval discs injection moulded from clear styrene. Bottom disc mounted with 170gsm card which is silver foil blocked + four process colours + sealer varnish.
- Display card: silver foil blocked + four process colours + sealer varnish onto 170gsm silk finish material, mounted onto 1500 micron display board.

**PHOTOGRAPHY (SELECTION)**



**PACK**



**MACRO**



**REFERENCE**



**BEAUTY/PR**