

PARKER "51" SE: TRADE/PR FOLDER

The trade folder may be used to aid sell-in of the Parker "51" Special Edition or be used as a PR folder to carry press releases.

The trade folder gives a comprehensive guide to the Parker "51" Special Edition pens, the packaging and in-carton literature and the expected launch support package.



- Folded Size: 320mm x 225mm. Note: this size allows broadsheet to be used as a folder to carry press releases, etc.

PARKER "51" SE: SHOWCARDS



Two sizes – 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).

PARKER “51” SE: POSTERS

Two sizes – A1 for standard use, B1 for use where extra impact is required.



Standard Poster

- Size: 594mm x 420mm (A2).

Large Poster

- Size: 688mm x 494mm (B2).

PARKER “51” SE: LETTERHEAD

Parker “51” letterheads are available for the product launch.

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



PARKER "51" SE: PRODUCT DISPLAY STAND

A combination of retro-classical and modern. Platforms have six different positions allowing display to be adjusted to fit within space available. Standard Parker branding means that the stand can be used for other Parker writing instruments, thereby extending its life-cycle and improving its cost-effectiveness. Similarly, the free-standing graphic holder may also be used to carry other graphics.



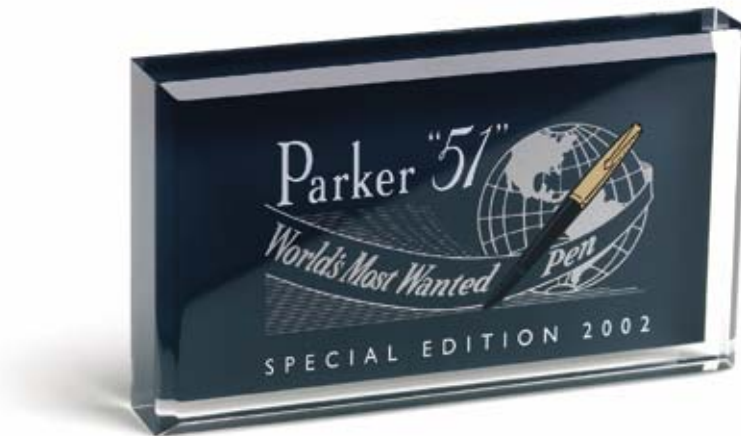
'World's Most Wanted Pen' freestanding showcard



- **Display stand:** epoxy sprayed, wire work.
- Size: variable - max. width 500mm; max. depth 400mm; height (excl. box) 140mm
- **Graphic card holder:** epoxy sprayed, wire work.

PARKER "51" SE: ACRYLIC DISPLAY BLOCK

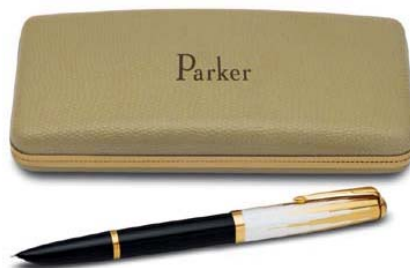
An acrylic display piece for use in window, on counter or under glass. May be used as a stand alone display piece or as part of a bigger display. The block may also be



used to display the pen (small acrylic pen rests supplied).

- Size: 120mm x 70mm x 20mm.

PARKER "51" SE: PRODUCT PHOTOGRAPHY



P51 02 SE PR4

- CVI photography (two versions), product and gift box shots, PR shots.