

SONNET REFRESH COLLATERALS – 2003

LARGE DISPLAY UNIT

A breakaway from standard pen industry merchandising codes, this display aims to provoke the consumer's attention and invite them to consider pens from an entirely new perspective.



- Overall height excluding pens: 250mm
- Overall height including pens: 300mm (approx.)
- Width/depth at base: 180mm x 180mm
- Width/depth at top: 115mm x D115mm
- Injection moulded ABS (plastic) tower and base.
- Screen printed in 3 colours.
- Carries 12 fountain pens.
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WINDOW BACKDROP



- Size: Centre panel H 370mm x W 297mm
Side panels H 370mm x W 200mm
- Printing: two process colours + sealer varnish.
- Mounted to board with TOE finish.

UNDER GLASS DISPLAY UNIT

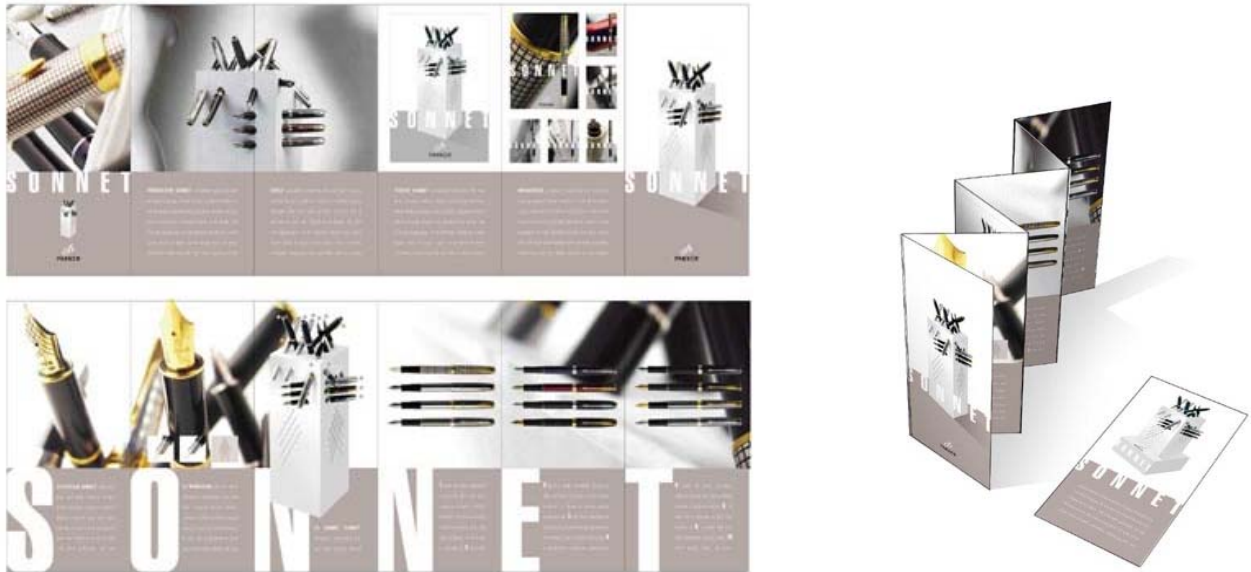
An effective and impactful under-glass display unit housing six pens. For use under glass within a Parker showcase.



- Size: W 115mm x D 115mm x H 60mm excluding pens.
- Size: W 115mm x D 115mm x H 115mm including pens (approx.).
- Injection moulded ABS (plastic).
- Unit will be mounted onto a base panel that has location pins to fit onto standard Parker showcase tile or may be positioned on free dress area of showcase.
- Screen printed in 3 colours.
- Displays 6 fountain pens.

TRADE FOLDER/P.O.S. INSERT

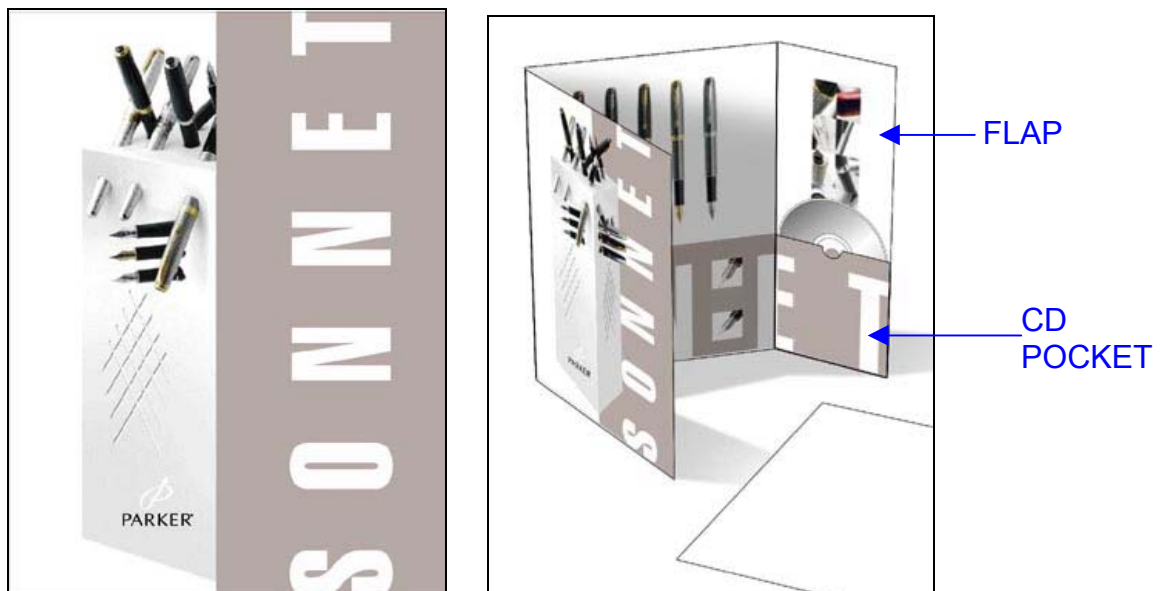
The trade folder is used to aid sell-in of the Parker Sonnet.



Trade Folder:

- No of pages: 12 (concertina fold)
- Finished size: 270mm x 123mm
- Printing: Four process colours, special grey (PMS 407C), gloss varnish and silver foil blocking onto 250gsm silk paper.
- P.O.S. materials included in a separate 2 page (single sheet) insert.

PR FOLDER



- Available from April 2003 subject to prompt response to brief from markets.
- Printing: Four process colours, gloss varnish and silver foil blocking onto 300gsm gloss art paper.
- Flap folds onto front of folder and carries pocket for insertion of standard size image CD.

CVI POSTER & SHOWCARDS



POSTER:

- Size: 594mm x 420mm (A2).
- Printing: Four process colours, special grey, gloss varnish and silver foil blocking onto 300gsm silk paper.
- Hanging bars and cord included.
- Individually packed within postal tubes ready for despatch.

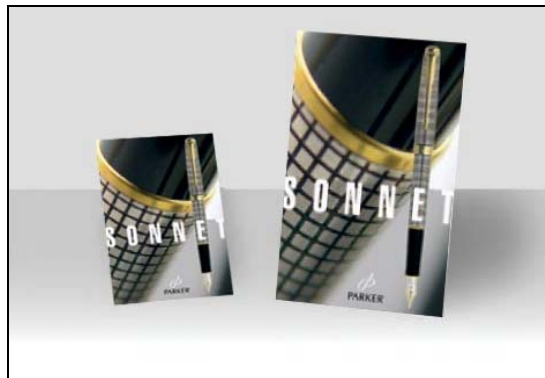
A4 Showcard:

- Size: 297mm x 210mm (A4).
- Printing: Four process colours, special grey, gloss varnish and silver foil blocking.
- TOE finish with integral strut.

B6 Mini-showcard:

- Size: 180mm x 127mm (B6).
- Printing: Four process colours, special grey, gloss varnish and silver foil blocking.

PRODUCT/FINISH SHOWCARDS



Large Showcard:

- Size: 266mm x 188mm .
- Printing: Four process colours, gloss and matte varnishes and silver foil blocking.
- TOE finish with integral strut.

B6 Mini-showcard:

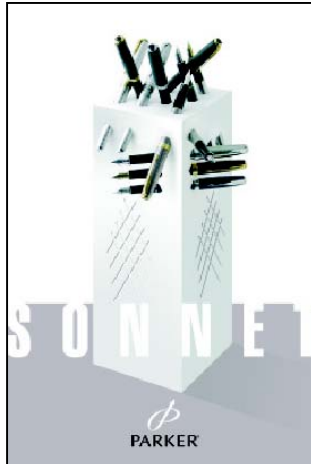
- Size: 180mm x 127mm (B6).
- Printing: Four process colours, gloss and matte varnishes and silver foil blocking.

PRODUCT PHOTOGRAPHY/ LOGOTYPES

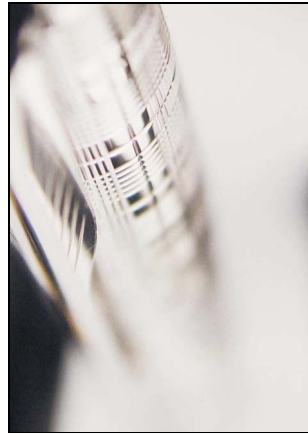
PACK SHOTS



CVI PHOTOGRAPHY



MOOD PHOTOGRAPHY



REFERENCE PHOTOGRAPHY



LOGOTYPE



PR PHOTOGRAPHY

