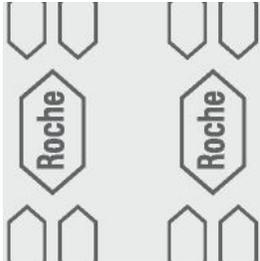


# QS00 Personalised Pattern Pens



Pattern High thickness  
(relief 0.2 mm)



This layout shows the pattern that could be realised on your pen. Please consider that the final adjustment will be done with the 1:1 prototype.

QS00 PZZ



## Identity card

**Who:** Roche

**What:** We are a force of over 80,000 people working together across more than 150 countries. We believe it's urgent to deliver medical solutions right now – even as we develop innovations for the future. We are passionate about transforming patients' lives. We are courageous in both decision and action. And we believe that good business means a better world.

**Positioning:** science meets human needs.

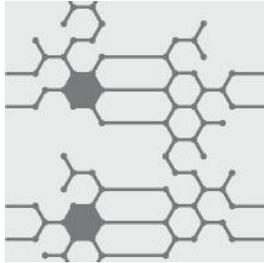
**USP:** We fit the treatments to the patients.

**Proposal:** one element, different proportion. The element with text logo just on 2 position. The color identifies the brand.

# QS00 Personalised Pattern Pens



Pattern High thickness  
(relief 0.2 mm)



## Identity card

**Who:** Mylan

**What:** We began in 1961 as a company dedicated to helping people in small West Virginia towns and rural communities gain access to affordable medicine. Today, we remain dedicated to the same mission, but we do it for the world.

**Positioning:** Do what's right, not what's easy.

**USP:** Make reliability and service excellence a habit

**Proposal:** One element, the hexagon. As a grid, it builds up a way to the clip with the big brand logo.



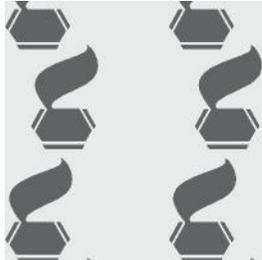
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QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern High thickness  
(relief 0.2 mm)



## Identity card

**Who:** Nufarm Ltd

**What:** Nufarm Limited is one of the world's leading crop protection and specialist seeds companies. We produce products to help farmers protect their crops against damage caused by weeds, pests and disease. Based in Australia, New Zealand, Asia, Europe and the Americas, Nufarm employs more than 3,400 people, all of whom make a vital contribution to the company's reputation for quality products, innovation and first class marketing and technical support.

**Positioning:** To be a world leader in innovative crop protection and seed technology solutions.

**USP:** Grow a better tomorrow.

**Proposal:** focus on the logotype, used to builds up a draw on the barrel in soft touch. The choice to have a different clip, to be distinctive.



This layout shows the pattern that could be realised on your pen. Please consider that the final adjustment will be done with the 1:1 prototype.

QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern High thickness  
(relief 0.2 mm)



## Identity card

**Who:** Samsung

**What:** Samsung looks for creative and collaborative visionaries to run our companies. By attracting talented managers and evolving our organization's culture to support them, we foster innovative ideas that advance technology, produce new products and improve the everyday lives of our customers.

**Positioning:** Premium global leader in technology information.

**USP:** Inspiring the world and create the future

**Proposal:** Playing with the first letter of the name, the soft touch barrel becomes a 'blueboard' with a lot of 'S' on relief. The complete logo is only on the clip.



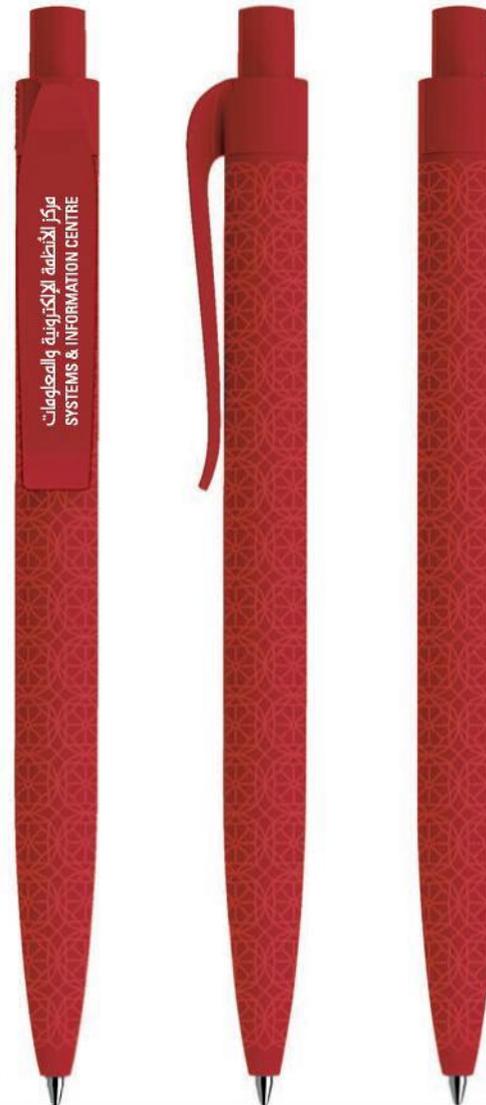
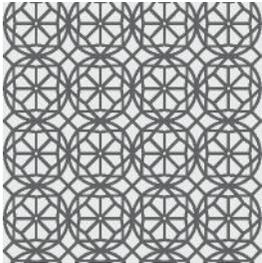
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QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern Low thickness  
(relief 0.03 mm)



## Identity card

**Who:** ADSIC Systems&Information Centre

**What:** We are dedicated to deliver innovative digital services and channels, standards and policies, while building the foundation for an ICT-Mature society. This programme strives to make the Abu Dhabi Government more effective and efficient in delivering modern services to its diverse customer base along a multitude of delivery channels.

**Positioning:** To become a leading smart government, driven by innovation and inspired by society.

**USP:** Be Transparent & Open.

**Proposal:** Focus to recognize the same pattern as the Company uses for all the other communication tools, the barrel in completely covered with it, realized in a special color (PMS).



This layout shows the pattern that could be realised on your pen with an effect on shiny and matt surface. Please consider that is not possible produce the 1:1 prototype.

QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern Low thickness  
(relief 0.03 mm)



## Identity card

**Who:** 3M

**What:** The spirit of innovation thrives throughout the world of 3M. The result is more than 40 different technology platforms that transcend borders, connect and synchronise businesses to foster new and exciting technologies, products and opportunities. Combined with a company culture that promotes initiative, 3M's leadership in streamlined operations and commitment to quality are the reasons why 3M ranks amongst the most innovative and respected companies in the world today.

**Positioning:** 3M creativity and caring for better living.

**USP:** : Innovation for Life.

**Proposal:** Focus on the colors of the brand, with the combination barrel in PMS and clip in different color. The "design" of the barrel is characterized by a grid, with different lines, that represent the way to reach the success.



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QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern High thickness  
(relief 0.2 mm)



## Identity card

**Who:** Emirates

**What:** Emirates continues to play an active role in public international aviation policy debates which have a key impact on the aviation industry. We are confident that our position on competition, liberalization and government financial intervention in aviation is strongly in the interest of consumers. At the heart of our business model is a commitment to true international competition and open skies. We believe that an open global economy is vital to free and fair trade, economic growth and fuller employment.

**Positioning:** Your best travel experience.

**USP:** Hello tomorrow.

**Proposal:** Focus on the destination that Emirates work on, all the barrel is covered with the names of world cities. An elegant logo puts on the clip.



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QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern High thickness  
(relief 0.2 mm)



## Identity card

**Who:** CMA CGM

**What:** With a young and diversified fleet of 449 vessels, the CMA CGM Group serves over 420 of the world's 420 commercial ports. Through more than 200 shipping lines, the company operates on every one of the world's seas. The CMA CGM Group is built on four corporate values: boldness, initiative, imagination and integrity. These values, already in place when the company was founded, continue to be demonstrated on a daily basis.

**Positioning:** Boldness: to embark on new ventures and go beyond its limits.

**USP:** The best of shipping.

**Proposal:** A barrel dedicated to the shapes of containers, the aim of the business model. The different color clip to emphasize the brand logo.



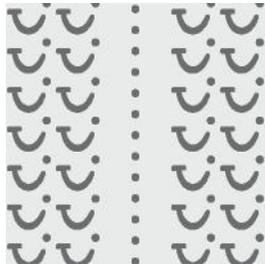
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QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern High thickness  
(relief 0.2 mm)



## Identity card

**Who:** Tui Cruises

**What:** TUI's cruise companies also seek to reduce harmful air-borne pollutants such as sulphur oxides, nitrogen oxides and particles (soot). To this end, the cruise companies continually implement both operational and technical measures.

**Positioning:** Luxury experience in exotic places.

**USP:** Ecofriendly Travel experience.

**Proposal:** A special color (PMS) for the pen and a barrel surface dedicated to the small logotype, representing a smile.



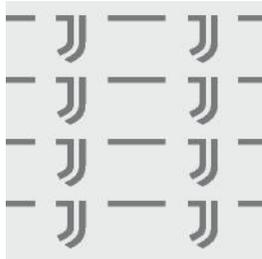
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QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern High thickness  
(relief 0.2 mm)



## Identity card

**Who:** Juventus

**What:** Juventus Football Club is one of the most important European team, since the end of 1800. An historical team, related to a big industrial Italian family. A long way of successes, troubles and news. The strength to build up a strong heritage, to afford the best team in the world.

**Positioning:** Popular luxury team.

**USP:** Together till the end.

**Proposal:** A color combination, in the same colors of the team, to represent it. The complete logo on the clip and the first letter, in the new design, on the barrel.



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QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern Low thickness  
(relief 0.03 mm)



## Identity card

**Who:** Dubai Sports Council

**What:** Developing and improving sports in Dubai. Creating a comprehensive sports environment that meets the requirements of the society.

Paving the way for youth to cultivate their sporting and cultural talents and aptitudes in a way that leads them to achieving national, regional, and international tangible results.

**Positioning:** Setting up a distinguished sporting community.

**USP:** Heritage and Genuiness.

**Proposal:** A pen in special color (PMS), with the barrel covered by small logo, representing the values and the strength of the brands. Again, logo and name, printed on the clip.



This layout shows the pattern that could be realised on your pen with an effect on shiny and matt surface. Please consider that is not possible produce the 1:1 prototype.

QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern Low thickness  
(relief 0.03 mm)



## Identity card

**Who:** UEFA

**What:** UEFA – the Union of European Football Associations – is the governing body of European football. It is an association of associations, a representative democracy, and is the umbrella organisation for 55 national football associations across Europe. Its objectives are, among other things, to deal with all questions relating to European football, to promote football in a spirit of unity, solidarity, peace, understanding and fair play, without any discrimination on the part of politics, race, religion, gender or any other reason, to safeguard the values of European football, maintain relations with all stakeholders involved in European football, and support and safeguard its member associations for the overall well-being of the European game.

**Positioning:** Present and defend sport values in Europe.

**USP:** Football First.

**Proposal:** Focus on the classic UEFA visual logo, reproduced completely on the barrel, with the soft touch surface. On the clip, it only puts an elegant UEFA logo.



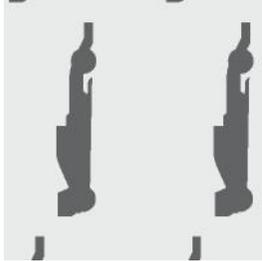
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QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern High thickness  
(relief 0.2 mm)



## Identity card

**Who:** McLaren Honda

**What:** McLaren Racing has one single mission: to win Grands Prix and World Championships. To design, build and operate a Formula 1 car at race-winning levels requires focus, ambition, imagination, dedication and microscopic attention to detail. It demands excellence.

**Positioning:** Innovation and technology to win.

**USP:** Luxury and competition.

**Proposal:** Focus on the company mission, the barrel is characterized by small F1 cars, to remind who we're. All black elegant surface, with a with logo on the clip.



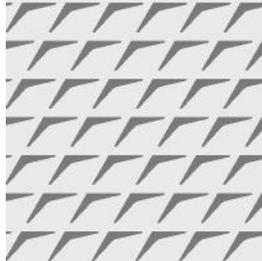
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(relief 0.03 mm)



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## Identity card

**Who:** Audi Sport

**What:** We do more than just driving, we push forward. We strive for progress and test the limits of the possible.

We always want to improve.

We demand precision, from ourselves and from our machines.

We drive because we are driven by perfection.

**Positioning:** Drivers, start your engines and join the #LeagueofPerformance.

**USP:** Experience and Emotion.

**Proposal:** Focus on the company details, we choose to represent this product line reproducing its visual logo on the barrel, as a marker. The pen is in elegant PMS, with the visual logo on the clip.

QS00 PZZ

# QS00 Personalised Pattern Pens



Pattern Low thickness  
(relief 0.03 mm)



## Identity card

**Who:** Mercedes Benz

**What:** We are one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global reach. We provide financing, leasing, fleet management, insurance and innovative mobility services.

**Positioning:** Leadership in technology and innovation.

**USP:** Reliable luxury.

**Proposal:** Focus on a particular of the grid of sport models, the barrel is covered by small pentagons. An elegant logo puts on the clip.



This layout shows the pattern that could be realised on your pen. Please consider that the final adjustment will be done with the 1:1 prototype.

QS00 PZZ

