

Ink is personal as the pen itself!

# What's Your Ink?



**Pentel** *Imprint*  
Make the *Write* Impression.

## **In General, What's the Difference?**

# **Ballpoint Ink**

Ballpoint ink is oil-based, and can write on practically any coated & non-coated paper. Since the ballpoint can grab the surface, the ball will roll and the ink will be applied, making the ink “sit” on the surface of the paper rather than absorb into it. Ballpoint ink is made of dye that is fully dissolved and suspended in an oil-based paste.

# **Gel Ink**

Gel ink is water-based and dye/pigment. As a result of this, gel pens can have an array of colors that are bolder and richer than ballpoint. Gel pens are like ballpoints but write with the smoothness of rollerballs.

# **Rollerball Ink**

Rollerball ink is water-based and dye/pigment. Roller pen concept - using fountain pen inks in a ball tip (rather than a quill tip).



**LIQUID GEL PEN**

## Features:

- Category: Gel
- Ink Type: Dye Base
- Vivid Colors
- Quick-Dry
- No Smear
- No Smudge
- Super-Smooth
- Variety of colors



## Dye



Penetrates into paper



PERMANENT LIQUID GEL PEN

## Features:

- Category: Gel
- Ink Type: Pigment Base
- Water/Fade Resistant
- Quick-Dry
- Opaque Color
- Permanent on paper
- Archival Quality



## Pigment



Stays on the surface

# ***GLIDEWRITE***™

Super-Low-Viscosity Ballpoint Pen

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## **Features:**

- Category: Ballpoint
- Ink Type: oil-dye-gel base hybrid
- Vivid colors
- Variety of colors
- Super Low Viscosity
- Rich ink flow for smooth easy writing
- 2 in 1 ink formula combines the smoothness of a gel with control of a ball point



## **Dye**



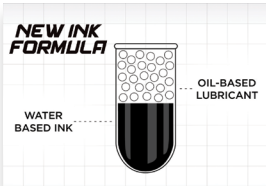
Penetrates into paper

# FLOATUNE

SKIP-FREE ROLLERBALL

## Features:

- Category: Roller
- Ink Type: Water + Oil Base
- Quick-Dry
- Smooth Skip Free Writing
- Low Viscosity
- Less Globbs



## Dye



Penetrates into paper

# R.S.V.P.

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## Features:

- Category: Ballpoint
- Ink Type: Oil Base
- Smooth control writing
- Skip free lines
- Variety of ink colors



## Dye



Fully dissolved in solvent for  
bright / vivid colors

## *Recognition of the highest standards for quality*

For over 75 years, Pentel has supplied the world with the highest quality products. Pentel is the only writing instrument company to receive the Deming Award for recognition of the highest standards of quality. We take pride in our craftsmanship. Our quality is second to none and the highest compliment we can receive is the number of years that our products remain in our customers' hands after being used every day.



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## *First in Innovation*

Pentel - achieved many "World's First" or has contributed in improving with the "Kaizen" spirit.

- Fiber-tipped porous pen – Sign Pen®
  - Cushioned tip rollerball – Rolling Writer®
  - Automatic Drafting Pencils with 0.5, 0.7, 0.9mm – Sharp™
  - Strongest, Smoothest Super Hi-Polymer® Leads
  - Side advance automatic pencil – Quicker Clicker™
  - Retractable pen-sharpened eraser – Click Eraser®
  - Automatic pencil with jumbo eraser – Twist-Erase®
  - Liquid Gel Ink pens – EnerGel™
- Just to name a few!

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## *We care about the environment*

Pentel is committed to contributing to the healing of our planet. We imprint your brand on quality writing instruments that are refillable and re-usable. Over 70% of all Pentel products are made from recycled materials as part of our exclusive Recycology™ program, which requires that products be made from a least 50% recycled materials in order to qualify.

Making your name not only visible and long-lasting, but ensures that it doesn't end up in landfills.



**MAKING A** *lasting* **IMPRESSION**