

Prodir press release 01/2022

BLOCKING PERIOD: 3rd JANUAR 2022

A REAL GEM, NOW ALSO MADE FROM SEASHELLS: THE NEW PRODIR DS5 METAL CLIP

Taking an existing product to the next level through sheer attention to detail – this is what Prodir has achieved with its new DS5 Metal Clip, an exclusive writing instrument with high-quality details made from innovative, sustainable materials.

You can almost still hear the roaring of the sea: in its “shell” design, the new DS5 Metal Clip comes with a casing made from a plastic enriched with recycled seashells. The natural material shapes the user’s haptic and visual experience of the writing instrument. The untreated natural surface exudes sustainability, while the pen lies with a comfortable weight in the hand as well as being especially tough and very long-lasting.

The surface is made from 30% recycled seashells, such as oyster shells from French gourmet restaurants. The remaining 70% comes from plastic, half of which has been recycled or regenerated from internal waste. With its high-impact colours, the fine yet very sturdy metal clip sets a striking tone against the natural casing. The holder slides over the cap like a precious ring and allows the clip to float above the casing with elegant ease.

Besides the “Shell” version, the DS5 Metal Clip is also available with traditional plastic casings. From 2022 onwards, all of Prodir’s coloured writing instruments will be injection-moulded from 50% recycled and regenerated plastic. The company now makes its black and white casings – its most popular – from 100% recycled or regenerated plastic.

The visual highlight of the new writing instrument is clearly its organically shaped clip, which looks as if it has been formed from a single piece – a tiny yet exquisite masterpiece. It offers an exclusive printing surface for showcasing logos with minimal effort but maximum value. It is available in four versions – charcoal, gold, black and silver – and always with a satin matt finish. This means your brand message goes precisely where it belongs: on a real gem.

Christoph Schnug, who created the original DS5 with his company Studio C, has this to say about the new design: “We asked ourselves how we could take the shape of the now-classic DS5 and develop it further in a Metal Clip pen. It was a challenge – not just for us as designers but also for the development department and production team at Prodir. I’m very happy with the result: we’ve been able to create an exclusive Metal Clip that’s distinctive enough to stand alone without losing the succinct character of the DS5.”

The DS5 Metal Clip from Prodir comes in eight select matt colours, including a stylish black Soft touch. Special colours are available from upwards of 10,000 units.

**PAGANI
PENS**

prodir®

PIGRA

Premec

BU Pens
Prodir
Via Serta 22
6814 Lamone
Switzerland
T +41 (0)91 935 55 55
sales@prodir.ch
prodir.com

BU Pens
Pigra
Via Serta 22
6814 Lamone
Switzerland
T +41 (0)91 935 55 55
sales@pigra.com
pigra.com

BU Components
Premec
Via Ponteggia 19
6814 Cadempino
Switzerland
T +41 (0)91 960 11 11
sales@premec.ch
premec.ch

Prodir, Pigra and Premec are brands
of Pagani Pens SA

Pagani Pens SA
Via Ponteggia 19
6814 Cadempino
Switzerland
paganipens.com

CHE-102.887.450



Photo

The new DS5 Metal Clip

MEDIA CONTACT

Mathilde Prins Marcoli
Media Relations
+41 (0)91 960 1195
press@paganipens.com
www.prodir.com

Dr. Eckhard Sohns,
Chief Sales & Marketing Officer
+41 (0)91 9355685
eckhard.sohns@paganipens.com
www.prodir.com

THE COMPANY

Prodir is a leading international manufacturer of promotional writing instruments. The writing instruments are manufactured entirely and exclusively in Switzerland. High-quality, innovative materials and internationally award-winning design are what set them apart. Seven European branches and a sales office in Moscow guarantee prompt, close to the markets service. Prodir is a brand of the Swiss company Pagani Pens SA.