

Pagani Pens Press release 01/2026

Pagani Pens SA acquires SENATOR – two strong brands united to form one of the leading groups in the European promotional writing instruments industry

Future of the SENATOR brand secured · Gross-Bieberau production site and jobs preserved · PRODIR and SENATOR to expand their joint business worldwide.

Cadempino (Switzerland) / Gross-Bieberau (Germany), 31 July 2026 – SENATOR GmbH is entering a new chapter in its decades-long corporate history. Effective 1 August 2026, the company's business operations will be transferred to Pagani Pens SA as part of a business transfer restructuring. The transaction creates one of the leading groups in the European promotional writing instruments industry, bringing together two established premium brands – PRODIR and SENATOR – to combine their respective strengths and further expand their international market presence.

The transaction secures the future of one of the industry's best-known brands, preserves the important European production site in Gross-Bieberau and safeguards valuable industrial know-how as well as approximately 120 highly skilled jobs. For a region where SENATOR has been firmly rooted for decades, this represents an important signal of stability and long-term confidence.

SENATOR will continue to operate as an independent brand within the Pagani Pens Group, maintaining its own identity, market positioning, customer relationships and commercial approach while benefiting from the resources, industrial strength and long-term commitment of a strong industrial group.

An important element of the acquisition is the preservation of production capacity within Europe.

PRODIR and SENATOR operate their own manufacturing facilities in Switzerland and Germany respectively, with key stages of the production process - from product development and component manufacturing to assembly, printing and personalisation - carried out in-house.

Rossana Porotti and Alessio Marotta Pagani Pens' Managing Directors and Tom de Kleyn, Chief Commercial Officer of Pagani Pens SA, comment together:

“From the very beginning, we saw in SENATOR much more than an acquisition opportunity. We saw a respected brand, a highly skilled team, valuable industrial know-how and strong customer relationships that deserve a long-term future. This acquisition enables us to preserve those strengths, safeguard employment and create a platform from which both SENATOR and PRODIR can continue to grow and develop together.”

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Prodir and Premec
are brands of
Pagani Pens SA.
Pagani Works
and Mishmash are
companies of
Pagani Pens SA.

Rossana Porotti, Chief Operating Officer and Co-Managing Director of Pagani Pens SA says:

"We firmly believe that industrial know-how and manufacturing capabilities are strategic assets that must be preserved. This acquisition enables us to safeguard valuable expertise, maintain production close to our customers and support highly skilled employment in Europe. By building on the strengths of each company, we are creating the conditions for SENATOR and PRODIR to continue growing, innovating and investing for the future."

The combination brings together two companies that have stood for quality, innovation, sustainability and long-term customer partnerships for decades. While PRODIR is internationally recognized for its outstanding design and brand communication expertise, SENATOR complements the Group with its strong market position, highly integrated manufacturing capabilities and decades of experience in the development and production of premium promotional writing instruments.

Within the new structure, both PRODIR and SENATOR will retain their own identity, positioning and market approach.

PRODIR will continue to focus on the premium segment, with a strong emphasis on design, innovation, sustainability and Swiss-made quality. SENATOR will be further developed as a reliable, high-quality and highly competitive player for volume projects and personalised promotional writing instruments.

The two brands will therefore remain clearly distinct, while benefiting from the strength, expertise and resources of a broader industrial group.

Tom de Kleyn, Chief Commercial Officer of Pagani Pens SA, says:

"PRODIR and SENATOR are strong brands with complementary positions in the market. Our objective is not to merge these identities, but to strengthen them. The two brands serve different customer needs and bring complementary strengths to the Group. Together, they allow us to offer distributors and end users an even broader and more compelling portfolio, while preserving the identity and heritage that have made each brand successful."

Alessio Marotta, Chief Financial Officer and Co-Managing Director of Pagani Pens SA, added:

"We approached this opportunity with a long-term perspective. SENATOR brings valuable capabilities, a respected brand and strong customer relationships to our Group. Our objective is not simply to preserve these strengths but to invest in them, creating a solid foundation for sustainable growth and long-term success for customers, employees and partners alike."

The transaction also creates new opportunities for innovation, international collaboration and the expansion of joint development, manufacturing and commercial activities.

Daniel Jeschonowski, Managing Director of SENATOR GmbH, commented:

"Throughout the past months, my overriding priority has been to secure a sustainable future for our company, our employees and our customers. With Pagani Pens SA, we have found a partner who fully shares our values, our commitment to quality and our belief in the importance of the SENATOR brand. I am particularly pleased that both our production site and the brand itself will continue to thrive for the long term. I am convinced that this combination offers tremendous potential and will create real added value for customers around the world."

Julia Kappel-Gnirs, Insolvency Administrator of SENATOR GmbH and Partner at hww hermann wienberg wilhelm, said:

"The successful completion of this transaction was made possible by the loyalty of our customers and suppliers, as well as the outstanding commitment of the employees throughout the restructuring process. It demonstrates what can be achieved when all parties work together with a solution-oriented mindset and a high degree of professionalism. Within a very short period of time, it was possible to secure an internationally renowned strategic investor that will continue the business, preserve jobs and provide the SENATOR brand with excellent long-term prospects. For a company with such a long tradition, its employees, the entire region and, not least, the creditors, this is an exceptionally positive outcome and clear proof that successful restructuring is possible when sound commercial judgement and entrepreneurial vision come together."

Giorgio Pagani, Owner of Pagani Pens SA, added:

"For many decades, SENATOR has been one of the best-known and most respected brands in our industry. We are delighted to welcome SENATOR into our Group. PRODIR and SENATOR complement each other perfectly, both in terms of their market positioning and their corporate cultures. Together, we will further strengthen our innovation capabilities, unlock international growth opportunities and offer even more attractive solutions to customers around the world. Our clear objective is the long-term development and success of both brands."

This transaction marks the beginning of a shared future for two long-established companies that will combine their expertise, build on their respective strengths and continue delivering outstanding quality, innovation and reliability to customers worldwide.

About Pagani Pens SA

Pagani Pens SA is a Swiss organisation headquartered in Cadempino, Ticino, active in the development, production and commercialisation of writing instruments and related technologies.

Through brands including PRODIR, SENATOR, Pigra, Granborgo and Mishmash, supported by Premec's writing technology and precision manufacturing expertise and the operational capabilities of Pagani Works, the Group combines design, innovation, industrial know-how and commercial strength across a European manufacturing platform.

About SENATOR

For decades, SENATOR has been developing and manufacturing a strong collection of promotional writing instruments at its production facility in Gross-Bieberau, Germany. The company is internationally recognised for its commitment to quality, innovation, sustainability and its Made in Germany manufacturing philosophy.

About hww hermann wienberg wilhelm

hww hermann wienberg wilhelm is a service provider specialising in legal advice, restructuring and court-supervised restructuring proceedings. With around 200 employees at more than 20 locations throughout Germany and its own international network, hww has advised on thousands of insolvency proceedings and restructuring projects nationwide.
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