

Prodir press release 03/2023

New notebooks from Prodir

‘mishmash x prodir’ is an original and unique collection of notebooks for the promotional market, a collaboration between the Swiss writing instrument specialist and mishmash, the Portuguese stationary start-up founded by designer Beatriz Barros. With their careful balance of style, function and attention to detail, mishmash paper products have been attracting increasing international attention. They are available in some of the most famous museums around the world, including New York’s Guggenheim, as well as online at mishmash.pt.

The new notebook collection comprises two formats. MM01 Small is a passport format notebook designed to fit comfortably in any handbag whilst MM02 Medium is a classic A5 soft cover.

Fine details and studied structural elements round out the individual character of each model. In the MM02 Medium, inner flaps increase the value perception and reinforce the soft cover. On the spine of the MM01 Small, the colour-coordinated thread of the Singer stitching is strikingly visible.

In all material and personalisation decisions, the focus is not only on practical benefits but also on enhancing the sensual experience and thus the USP of haptic communication. The brand logo can be discreetly applied to both models in high-quality embossing that can be felt with the fingertips. Pleasantly rough cover surfaces additionally emphasise the haptic experience. Their natural colours are a pleasure for the eyes and communicate sustainability in action. Paper quality has been carefully selected as well: ink-safe, FSC®-certified paper with excellent writing properties guarantee an optimal writing experience.

The ‘mishmash x prodir’ notebook collection is also available unprinted in selected configurations in low quantities and with shorter delivery times. Users will always find sustainability information on the last page inside. All notebooks are manufactured in the Porto region. This ensures short, intra-European delivery routes without container transports across the ocean, and guarantees compliance with European labour, social and environmental standards during all phases of production.

More about the new ‘mishmash x prodir’ notebooks now on prodir.com

Photo

‘mishmash x prodir’ - the new notebooks from Prodir.

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

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of Pagani Pens SA

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

CHE-102.887.450



MEDIA CONTACT

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

You can find other recent press releases online at prodir.com