

Prodir Press release 01/2026

## PRODIR LAUNCHES MS8: THE FIRST ALUMINIUM WRITING INSTRUMENT FROM THE M SERIES

**New for 2026, Prodir introduces MS8, its first aluminium writing instrument in decades and the debut model in the new M Series. Built around the company's long tradition of design integrity and material innovation, the MS8 brings the refined strength of aluminium to everyday writing.**

Aluminium has always been a very Swiss story, from Swiss physician Paracelsus's early understanding of its nature, to the location of the world's first aluminium foil rolling plant, to the design icon the Landi Chair. Aluminium embodies precision, lightness and durability – the same qualities that define Swiss design. Moreover, the metal is endlessly recyclable without loss of quality, and recycling it requires only around five percent of the energy needed for primary production.

The MS8 builds on the material's superior qualities and Swiss design tradition with a cool, balanced casing made of aluminium with a satin finish clip and push button in metal. The result is a writing instrument that feels solid yet effortless, sophisticated yet functional, an expression of Prodir's material difference.

Available in six colours – Silk, Silver, Black, Red Jasper, Cobalt Blue and Canyon Orange – the MS8 demonstrates how colour and surface can transform metal into something both tactile and elegant. The finish is smooth to the touch, the proportions precisely weighted for comfortable, controlled writing. Brands can communicate their material difference with a message in up to five colours on the clip, or for a higher level of expression, laser engraving on the clip and clip side.

As with all Prodir writing instruments, the MS8 is refillable and equipped with the high-performance Floating Ball® Lead Free refill, guaranteeing low-pollutant ink and long writing pleasure.

"With aluminium, we wanted to explore a material that carries prestige and durability, yet feels light in the hand," says Alessandro Sgotto, Head of R&D. "Its surface takes colour beautifully – it's sleek, refined and unmistakably Prodir."

### Photo

The new MS8

### MEDIA CONTACT

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## **THE COMPANY**

Prodir is a leading international manufacturer of promotional writing instruments celebrating its 50th year in business. Prodir products are defined by innovative Swiss design, high-quality materials and precision engineering. Seven European branches and a sales office in Moscow guarantee service, close to market. Prodir is a brand of the Swiss company Pagani Pens SA.