

Prodir Press release 02/2026

## NOT FOR THE MATTERHORN. PERFECT FOR EVERY DAY: PRODIR INTRODUCES MC01, ITS NEW ALUMINIUM CONNECTOR

**New for 2026, Prodir expands its world of everyday brand tools with MC01, an anodized aluminium Connector designed to keep what matters close. Light, durable and engineered for daily use, MC01 turns a simple object into a precise, visible statement.**

Unlike a climbing-grade carabiner, which is a specialist tool calibrated in kilonewtons and built for extremes, MC01 is perfectly suited for everyday life – for keys, badges and the objects that move with you from meeting to meeting, from office to event. It brings the strength and lightness of aluminium into a format that is practical, tactile and refined.

Aluminium marks a new step in Prodir's material exploration. Known for its high strength-to-weight ratio and long service life, the metal combines durability with low density. Often described as a "permanent material", aluminium can be recycled indefinitely without loss of quality, and doing so requires only a fraction of the energy needed for primary production. The anodized surface gives MC01 depth of colour and resistance to everyday wear.

Engineered from three precision-crafted aluminium parts, MC01 measures 95 × 30 mm and offers a generous print area of 45 × 8 mm for brand messages in up to five colours, or laser engraving. The Connector is available in six colours – Silk, Silver, Black, Red Jasper, Cobalt Blue and Canyon Orange. Personalization options include a choice of safety dot colours and ring finishes in satin or chrome.

Now part of Prodir's growing product family alongside writing instruments and notebooks, MC01 extends brand communication beyond pen and paper. It's designed to be handled, carried and seen every day – a functional tool that keeps your brand message within reach.

"Designing everyday tools is at the core of what we do," says Tom de Kleyn, CCO at Prodir. "With MC01 and the new MS8 metal pen, aluminium opens up new doors for Prodir and for our clients. The metal lets us offer a product that combines precision, durability and surface quality in a completely new category, giving brands another material way to express everything that makes them unique."

Refined yet robust, MC01 reflects Prodir's belief in making a material difference for its customers' brand communication.

### Photo

The new MC01

PAGANI  
PENS

prodir®

premec

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mishmash®

Pagani Pens SA  
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Switzerland  
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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.