

Prodir Press release 01/2025

## “50 IS JUST THE BEGINNING”

PRODIR RELEASES EXPANDED QS50 FAMILY FOR ITS 50TH ANNIVERSARY.

To celebrate its 50th anniversary, Swiss writing instrument specialist Prodir has released the expanded QS50 family of writing instruments. Released last year uniquely as QS Stone, the instant classic is now available in a range of new surfaces, exciting colours and almost limitless options for brand personalization.

Beautiful and sleek with its hexagonal grip, for anyone who grew up with a pencil QS50 Stone is the shape of writing. Like all writing instruments in the Stone series from Prodir, the elegant casing of the QS50 Stone is made of a special material enriched with minerals. This results in a sustainable 60% less plastic, a difference you can feel. When you weigh it in your hand, the QS50 Stone is pleasantly heavy – up to 50% heavier than a standard ABS pen. This extra weight adds to the value perception when gifted to business partners, prospects and employees.

QS50 Stone is available in a palette of 12 redesigned mineral and metallic colours for this year, including Malachite Green, Amethyst Purple, Black Carbon, Rose Quartz, and Lazulite Blue.

Also new for this year, QS50 is available as an ABS writing instrument in matt and Soft Touch surfaces and a large variety of plastic and satin finished metal clips, buttons and clip holders as standard. With a large clip printing area, QS50 now offers literally hundreds of options for brands to express everything that makes them unique.

Giorgio Pagani, founder and CEO of Prodir, has this to say about the QS50 family: “I’ve overseen the launch of a lot of pens over the decades, and I really can say that the QS50 is a timeless classic. It’s a proud testament to the longevity of our Prodir brand, which I founded back in 1975. It’s also a testament to the enduring power of writing instruments both in our everyday lives and as promotional items for the business market. QS50 is an elegant brand messenger for companies striving to continually distinguish themselves and show what makes them unique.”

### Photo

QS50 in the new matt surface

### MEDIA CONTACT

Mathilde Prins Marcoli  
Media Relations  
+41 (0)91 960 1195  
[press@paganipens.com](mailto:press@paganipens.com)  
[www.prodir.com](http://www.prodir.com)

PAGANI  
PENS

prodir®

premec

PaganiWorks

mishmash®

Pagani Pens SA  
Via Ponteggia 19  
6814 Cadempino  
Switzerland  
[paganipens.com](http://paganipens.com)  
CHE-102.887.450

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

# P.

## **THE COMPANY**

Prodir is a leading international manufacturer of promotional writing instruments celebrating its 50th year in business. 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 service, close to market. Prodir is a brand of the Swiss company Pagani Pens SA.