

Promotional Gift Award 2021 for the QS40 True Biotic

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QS40 True Biotic: The Genuine Game Changer

Plastic-free biopolymers are the revolutionary raw material from which Prodir is manufacturing its all-new QS40 True Biotic. With the first use of this innovative bio-based, biodegradable and non-toxic material, Prodir is setting new standards in sustainability, not only in the promotional market. In acknowledgement of this achievement, the Swiss company has now been awarded the Promotional Gift Award 2021.

All of the pen's casing components are made from natural polyhydroxyalkanoates (PHA). PHA is created when microorganisms synthesize renewable resources such as lipids or sugars by way of fermentation. **This non-fossil material is non-toxic, harmless, recyclable and biocompatible.** The production process does not require toxic or otherwise harmful substances. The process is safe, non-toxic and unfolds without releasing pollutants into the environment.

TÜV Austria, a worldwide leading organization in the **certification of bioplastics**, confirms that the PHA Prodir is using is **biodegradable under natural conditions in seawater, freshwater and soil**, as well as under the specific conditions of domestic and industrial composting. The microorganisms that generate this material also degrade it. In the process, only CO₂, water and biomass are returned to the natural cycle: everything is transformed, and nothing is lost.

In addition to the decisive advantage of degradability in natural environments, PHA solves essential problems that arise in the cultivation and use of traditional bioplastics. For example, no soil is taken away from food production in its manufacture, no fertilizers that would pollute groundwater are used, while water consumption is low and there are no fine dust emissions.

The QS40 True Biotic is available in seven matt colours, from coral orange to snow white and algae green. Designed for durability down to the last detail, it is refillable like all Prodir writing instruments and equipped with low-emission Floating Ball® 1.0 lead-free refills. As an option, Prodir is offering the QS40 True Biotic in a pre-printed case made of sustainable FSC® paper with algae admixture. This additional option communicates the sustainability features of the writing implement and transfers the high level of innovation and sustainability to the brand whose logo is printed on the clip of the pen.

Photo

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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

Prodir, Pigra and Premec are brands
of Pagani Pens SA

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

CHE-102.887.450



MEDIA CONTACT

Paris Nobile
Media Relations
+41 (0)91 9355528
press@paganipens.com

Dr. Eckhard Sohns,
Chief Sales & Marketing Officer
+41 (0)91 9355685
eckhard.sohns@paganipens.com

THE COMPANY

Prodir is a leading international manufacturer of promotional writing instruments. The writing instruments are manufactured entirely and exclusively in Switzerland. The pens are distinguished by their high-quality and internationally award-winning design. 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.