

Prodir press release 02/2024

Set your story in Stone.

Prodir QS50 Stone looks classic, feels timeless, is totally new.

QS50 is a fresh, elegant, innovatively sustainable take on the iconic hexagonal shape of a pencil. Made from a special material enriched with minerals, Swiss made QS50 has 60% less plastic and 50% more weight, a valuable difference you can feel.

As the newest member of the successful QS Stone family first launched in 2019, QS50 now brings the classic shape of our first writing memories to the quality pen market. In addition to the new design, QS Stone is the first to feature a refreshed palette of 10 metal- and mineral-inspired colours, including Sideral blue, Lazulite blue, Jade green, Rose quartz, Red jasper, Gold, White dolomite, Black carbon, Silver, and Graphite.

Like all QS Stone writing instruments, QS Stone is made of a mineral-enriched material that results in a sustainable 60% less plastic and 50% more weight. It's a difference that you notice immediately when you pick it up and adds to the value perception – it's a writing instrument people don't want to let go of. Produced 100% in Switzerland in accordance with the country's strict environmental regulations, the pen can help brands make greater sustainability a credible part of their brand message.

Additional personalization options, including 8 elegant satin-finish metal clips, colour-contrasted clip holders, stylish metal push buttons, and a low-polluting writing system, mean QS50 Stone is a versatile, high-impact brand ambassador.

Laura Bazzali, Product Manager at Prodir in charge of the QS Stone range, said this about the new QS50: "The new hexagonal shape of the QS Stone casing is a classic that goes back to our earliest experiences of learning to write in school. It's the shape of the writing instrument most of us held when we were first shaping our letters. That's why I believe this writing instrument really speaks to people so strongly, and I'm really delighted to see Prodir has made this part of the elegant QS collection. The pen's sophistication, durability, and sustainability, along with the strong associations with our childhoods, will help our business customers communicate a strong message of value, depth and meaning."

QS50 is available now.

Photo

New QS50 Stone

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Prodir, Pigra and Premec are brands
of Pagani Pens SA

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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-market service. Prodir is a brand of the Swiss company Pagani Pens SA.

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