

Prodir press release 06/2022

Prodir wins iF Design Award 2022

QS40 True Biotic from Swiss manufacturer Prodir has won this year's iF Design Award, one of the world's most prestigious awards for exceptional achievement in product design. The expert jury awarded the writing instrument for its outstanding design and the use of a material that is as innovative as it is sustainable.

QS40 True Biotic, created by Studio C Milano by designer Christoph Schnug, sets new standards in the areas of sustainability and design. For the first time ever, all external components of this writing instrument are made of bio-based biopolymers (PHA). A revolutionary, naturally occurring material produced by microorganisms. These are the same microorganisms that biodegrade PHA – even in natural environments such as seawater, freshwater or soil. Only CO₂, water and biomass are returned to the natural cycle: everything is transformed and nothing is lost.

QS40 True Biotic combines excellence in sustainability, innovation and design. This makes it an exceptional ambassador for strong brands.

**PAGANI
PENS**

prodir®

PIGRA

Pretec

Photo

QS40 True Biotic: iF Design Award 2022

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

You can find other recent press releases online at prodir.com

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Prodir, Pigra and Pretec are brands
of Pagani Pens SA

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