



Forget everything you know about pens; Parker sets a revolution, now!



New York (September 2011) – An innovative new writing system is set to revolutionize the look and feel of putting pen to paper. Parker Pens aims to gain a new generation's interest in fine writing by creating a one-of-a kind pen that is as beautiful to use as it is to look at. The innovation consists of a cutting-edge refill tip and an engraved metallic hood that together, constitute the newest technology in pens.

Through extensive research into consumers' needs and combining consumers' favorite features of each of the four current writing modes; the classic beauty of the fountain pen, the smoothness and precision of the rollerball, the ease and longevity of the ball point pen and the smudge-free, fluid experience of the porous point, researchers have developed the 5th Technology. Utilizing this revolutionary and cutting edge technology, Parker has created an innovative arsenal of pens dubbed the **Parker Ingenuity Collection**.

The **Parker Ingenuity Collection** exclusively uses the 5th Technology as their newest innovative mode of writing, the benefits of which include:

- A smart glide tip that adjusts to your personal writing style after just a few words
- Ink designed to produce a vivid, clear script and prevent hand-smudging
- A simple, clean refill process with a refill tip designed to maximize cap-off time and eliminate ink leaks induced by pressure, impact and temperature

The new writing system from Parker Pens is not only a technological breakthrough; it is a must-have example of contemporary accessories. The **Parker Ingenuity Collection** is avant-garde in its technique, design and inspiration making it the ultimate accessory for today's stylish man or woman. The collection has two categories, Classic and Daring, both available in two sizes and six different finishes for a total of twelve options to suit any personal style.

The daring collection draws from the latest trends in the watch, jewelry and cosmetic industries while the classic collection continues the tradition of timeless elegance. .

Standard Classic (\$165)

- Black Lacquer with Gold Trim
- Black Lacquer with Chrome Trim

Standard Premium (\$195)

- Pink Gold PVD (Physical Vapor Deposition is an ultra-resistant coating process revealing underlying texture while providing color and luster. It is used in top luxury and technology industries like high-end watches and cellular phones).
- Pearl Lacquer with PVD trim

- Black Rubber with Pink Gold PVD Trim
- Brown Rubber with Pink Gold PVD Trim

Large Classic (\$165)

- Black Lacquer with Gold Trim
- Black Lacquer with Chrome Trim

Large Premium (\$195)

- Black Metal and Rubber with Chrome Trim
- Brown Metal and Rubber with Chrome Trim
- Black Rubber with Chrome Trim
- Chrome PVD with Chrome Trim

From the pioneering innovations of the 5th Technology exclusive to the elegant **Parker Ingenuity Collection** emerges a form of pen that combines modern thinking with fine design. The emerging generation won't have to choose between fashion and functionality – now they can have both.

Jean-Charles HITA, Global President of the Parker brand says “Parker Pens has been changing people's lives through its innovations in the fine writing category for more than 120 years. Now we are doing it again. Combining style with technology, Parker offers a solution for those who have not yet entered the world of fine writing pens, but once tried; they will definitely become fans forever!”