



BRANDED GIFTING SOLUTIONS

AT CROSS COMPANY

AVAILABLE EXCLUSIVELY THRU PREMIUM MARKETING AGENCIES INCLUDING:





REWARD



INSPIRE

#### OUR VISION FOR CORPORATE GIVING

The right corporate gifts can build a bridge, connecting your brand in purposeful ways to prospective clients, business partners and consumers. For your employees, thoughtfully presented gifts not only recognize achievement, they inspire company pride and build team morale.

Cross and Sheaffer are here to help you develop valuable personal connections through the gifts you choose. And, in turn, to feel rewarded by the very experience of giving.

## SPECIALIZED DETAILS ONLY CROSS CAN DELIVER

Your logo, showcased elegantly on a well-chosen gift, is the voice of your brand – a thank you expressed again and again. We handle it with deference and offer distinguished enhancements exclusive to Cross.



### **SIGNATURE ENGRAVING**

We can engrave the personal signature of any recipient to create a gift like no other.



### **CUSTOM EMBLEMS**

We offer a full range of emblems in standard and custom shapes and colors. Re-orders are fast and simple with a one-time tooling fee.



CROSS

CUSTOM

CALAIS

SHOW US YOUR TRUE COLORS



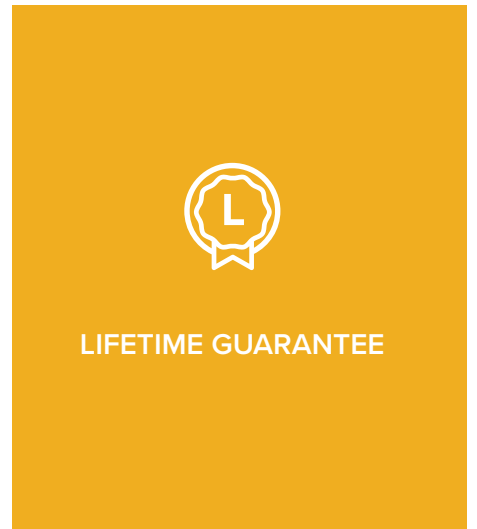
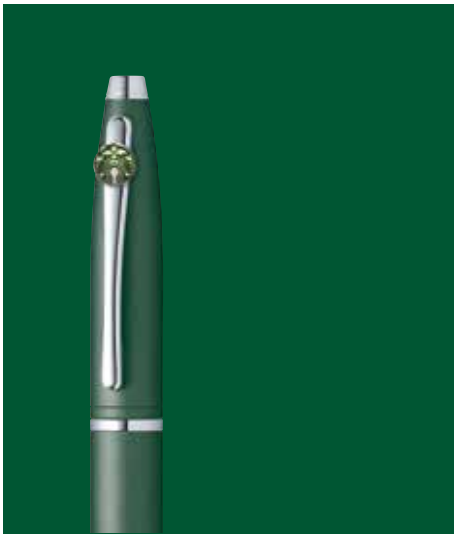
Contact your account representative for more details.



Using the **CUSTOM COLOR MATCH**, we can match your corporate and brand colors exactly. Now available on Calais ballpoint pens only.

Paper proof available in one working day

MOQ 750



Presented in our premium gift box



# WHAT'S NEW

## CROSS COVENTRY

NEW FINISHES



P10

The everyday executive, now in a medalist finish for traditionalists and gun metal gray for trendwatchers.

## CROSS BAILEY LIGHT™

NEW COLLECTION



P12

The first pen in our Light Series is quality-crafted in lightweight resin. Dependable, comfortable, affordable.

## CROSS TECH3+™

NEW BRUSHED METALS



P30

Modern brushed metal finishes look especially smart on our modern Tech3+. Choose from three new options.

## CROSS CLASSIC CENTURY®

NEW BRUSHED METALS



P34

Instantly recognizable for its iconic Cross style, this best seller looks all new in sleek brushed metal finishes.

## BEST SELLERS

### CROSS BAILEY™



Purposeful and authoritative, Bailey draws the eye with its grooved, engraved center band.

### CROSS CALAIS™



With clean, uncomplicated lines borrowed from Art Deco design, Calais stands the test of time.



CROSS TECH3+™



P30

Multi-functional for today's multi-taskers: two ballpoints, pencil, stylus and eraser in one pen.

CROSS CLASSIC CENTURY®



P34

Defined by its slim lines and conical top for over seventy years, and still our most popular style.

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# PERSONAL CONNECTIONS



“A.T. Cross Company is a true pleasure to work with, always ready to help and provide top notch quality customer service. I highly recommend their product line from executive pens to high end journals. The company is legendary when it comes to their history in the industry. Thank you for making my job so much easier with your wonderful partnership.”

**Debbie Mueller**  
HALO

## brand addition.

“When our clients are looking for an executive pen, we always choose Cross. The options of different styles and strong branding mean that we can always offer a solution. And their excellent customer service means we are never disappointed and quality is never compromised.”

**Helen Brennan**  
Brand Addition



“Cross just screams quality! We use the pre-production sample service all the time – whenever we have a creative idea, Cross samples it. It’s a winning combination to have a physical sample that is also of such high quality. With Cross, the opportunities are endless. Cross is always our first option for high quality pens.”

**Jamie Marshall**  
Premier Print and Promotions Ltd



# CROSS COVENTRY

Proof that a budget-conscious pen should never be basic. With its conical top and signature Cross style, the Coventry ballpoint has an executive character that's easy to admire. A wonderful expression of appreciation, mid-sized Coventry is designed with traditional decoration areas on the cap.

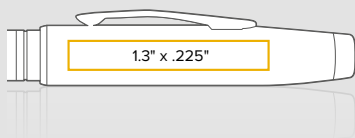


10

Decoration Area

L = Laser Engraved

DC = Deep Cut Engraved



**Pricing includes:**

- One line of either laser, or deep-cut/color filled engraving
- OR one color custom imprint
- Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
- Refer to pages 54-55 for gift box showcase and upgrade options.
- Presented in a Standard Gift Box.



Lifetime Warranty

Item#	Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0662-7	Ballpoint Pen	\$25.50	\$21.25	\$20.42	\$19.92	\$19.58	\$15.92	•	•			
							5C					

Item#	Blue Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0662-9	Ballpoint Pen	\$25.50	\$21.25	\$20.42	\$19.92	\$19.58	\$15.92		•	•		
							5C					

Item#	Black Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0662-6	Ballpoint Pen	\$25.50	\$21.25	\$20.42	\$19.92	\$19.58	\$15.92		•	•		
							5C					

Item#	Red Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0662-10	Ballpoint Pen	\$25.50	\$21.25	\$20.42	\$19.92	\$19.58	\$15.92		•	•		
							5C					

**NEW**

Item#	Polished Chrome/Gold Tone	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
● AT0662-2	Ballpoint Pen	\$30.50	\$25.42	\$24.38	\$23.75	\$23.33	\$22.29	•	•			
							5C					

**NEW**

Item#	Gun Metal Gray	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
● AT0662-8	Ballpoint Pen	\$25.50	\$21.25	\$20.42	\$19.92	\$19.58	\$15.92		•	•		
							5C					

CI = Custom Imprinted



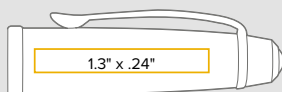
# CROSS BAILEY LIGHT™

Introducing time-honored Cross quality in a timely lighter weight. Bailey Light™ is the first pen in our Light Series, crafted in glossy resin that's easy to hold and nicely balanced for everyday writing. Dependable, comfortable and affordable, it is a wonderful introduction to the Cross collection for young professionals.



12

Decoration Area



DC = Deep Cut Engraved



CI = Custom Imprinted



**Pricing includes:**

- One line of deep-cut/color filled engraving
- OR one color custom imprint
- Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
- Refer to pages 54-55 for gift box showcase and upgrade options.
- Presented in a Standard Gift Box.



Lifetime Warranty

**NEW**

Item#	Polished Black Resin	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0742-1	Ballpoint Pen	\$25.50	\$21.25	\$20.42	\$19.92	\$19.58	\$18.75		•	•		
AT0745-1	Selectip® Rollerball Pen	\$28.00	\$23.33	\$22.40	\$21.83	\$21.46	\$20.52		•	•		

5C

**NEW**

Item#	Polished White Resin	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0742-2	Ballpoint Pen	\$25.50	\$21.25	\$20.42	\$19.92	\$19.58	\$18.75		•	•		
AT0745-2	Selectip® Rollerball Pen	\$28.00	\$23.33	\$22.40	\$21.83	\$21.46	\$20.52		•	•		

5C

**NEW**

Item#	Polished Grey Resin	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0742-3	Ballpoint Pen	\$25.50	\$21.25	\$20.42	\$19.92	\$19.58	\$18.75		•	•		
AT0745-3	Selectip® Rollerball Pen	\$28.00	\$23.33	\$22.40	\$21.83	\$21.46	\$20.52		•	•		

5C

**NEW**

Item#	Polished Blue Resin	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0742-4	Ballpoint Pen	\$25.50	\$21.25	\$20.42	\$19.92	\$19.58	\$18.75		•	•		
AT0745-4	Selectip® Rollerball Pen	\$28.00	\$23.33	\$22.40	\$21.83	\$21.46	\$20.52		•	•		

5C

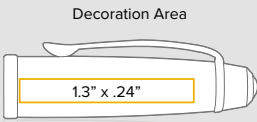
**NEW**

Item#	Red Resin	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0742-7	Ballpoint Pen	\$25.50	\$21.25	\$20.42	\$19.92	\$19.58	\$18.75		•	•		
AT0745-7	Selectip® Rollerball Pen	\$28.00	\$23.33	\$22.40	\$21.83	\$21.46	\$20.52		•	•		

5C

# CROSS BAILEY™

When the business at hand calls for traditional gifting, call on Bailey. Its character is purposeful and authoritative, with a medium profile and a grooved, deep-cut engraved center band that is nicely positioned to frame your brand. Bailey belongs in every professional portfolio.





**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Medalist	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0452-6	Ballpoint Pen	\$58.50	\$48.75	\$46.54	\$45.22	\$44.33	\$42.13	•	•		•	•
AT0455-6	Selectip® Rollerball Pen	\$63.50	\$52.92	\$50.50	\$49.05	\$48.08	\$45.67	•	•		•	•

5C

Item#	Black Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0452-7	Ballpoint Pen	\$47.50	\$39.58	\$37.83	\$36.78	\$36.08	\$34.33		•	•		•
AT0455-7	Selectip® Rollerball Pen	\$52.50	\$43.75	\$41.79	\$40.62	\$39.83	\$37.88		•	•		•
AT0456-7MS	Fountain Pen	\$58.50	\$48.75	\$46.54	\$45.22	\$44.33	\$42.13		•	•		•

5C

Item#	Red Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0452-8	Ballpoint Pen	\$47.50	\$39.58	\$37.83	\$36.78	\$36.08	\$34.33		•	•		•
AT0455-8	Selectip® Rollerball Pen	\$52.50	\$43.75	\$41.79	\$40.62	\$39.83	\$37.88		•	•		•

5C

Item#	Blue Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0452-12	Ballpoint Pen	\$47.50	\$39.58	\$37.83	\$36.78	\$36.08	\$34.33		•	•		•
AT0455-12	Selectip® Rollerball Pen	\$52.50	\$43.75	\$41.79	\$40.62	\$39.83	\$37.88		•	•		•

5C

CI = Custom Imprinted



DE = Drag Engraved



E = Emblem



# CROSS CALAIS™

Share the simple pleasure of a classic, everyday pen in a modern way. A corporate gifting best seller for Cross, Calais stands the test of time with clean, uncomplicated lines borrowed from Art Deco design. The large profile provides ample room for displaying your brand, complemented by shining chrome accents.



Decoration Area



L = Laser Engraved



DC = Deep Cut Engraved



**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
- OR one color custom imprint
- OR a silk-screened emblem with up to 3 colors
- OR a die-struck emblem with up to 2 colors.
- Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
- Refer to pages 54-55 for gift box showcase and upgrade options.
- Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Polished Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0112-1	Ballpoint Pen	\$37.50	\$31.25	\$29.92	\$28.58	\$28.05	\$19.58	•	•		•	•
AT0115-1	Selectip® Rollerball Pen	\$42.50	\$35.42	\$33.88	\$32.33	\$31.72	\$22.92	•	•		•	•
AT0116-1MS	Fountain Pen Medium Nib	\$47.50	\$39.58	\$37.83	\$36.08	\$35.38	\$26.25	•	•		•	•

5C

Item#	Chrome / Black Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0112-2	Ballpoint Pen	\$37.50	\$31.25	\$29.92	\$28.58	\$28.05	\$19.58	•	•		•	•

5C

Item#	Chrome / Blue Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0112-3	Ballpoint Pen	\$37.50	\$31.25	\$29.92	\$28.58	\$28.05	\$19.58	•	•		•	•
AT0115-3	Selectip® Rollerball Pen	\$42.50	\$35.42	\$33.88	\$32.33	\$31.72	\$22.92	•	•		•	•
AT0116-3MS	Fountain Pen Medium Nib	\$47.50	\$39.58	\$37.83	\$36.08	\$35.38	\$26.25	•	•		•	•

5C

Item#	Matte Black	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0112-14	Ballpoint Pen	\$37.50	\$31.25	\$29.92	\$28.58	\$28.05	\$19.58	•	•	•		•
AT0115-14	Selectip® Rollerball Pen	\$42.50	\$35.42	\$33.88	\$32.33	\$31.72	\$22.92	•	•	•		•
AT0116-14MS	Fountain Pen Medium Nib	\$47.50	\$39.58	\$37.83	\$36.08	\$35.38	\$26.25	•	•	•		•

5C

Item#	Satin Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0112-16	Ballpoint Pen	\$37.50	\$31.25	\$29.92	\$28.58	\$28.05	\$19.58	•	•	•		•
AT0115-16	Selectip® Rollerball Pen	\$42.50	\$35.42	\$33.88	\$32.33	\$31.72	\$22.92	•	•	•		•
AT0116-16MS	Fountain Pen Medium Nib	\$47.50	\$39.58	\$37.83	\$36.08	\$35.38	\$26.25	•	•	•		•

5C

Item#	Matte Metallic Crimson	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0112-19	Ballpoint Pen	\$37.50	\$31.25	\$29.92	\$28.58	\$28.05	\$19.58		•	•		•
AT0115-19	Selectip® Rollerball Pen	\$42.50	\$35.42	\$33.88	\$32.33	\$31.72	\$22.92		•	•		•

5C

Item#	Matte Metallic Midnight Blue	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0112-18	Ballpoint Pen	\$37.50	\$31.25	\$29.92	\$28.58	\$28.05	\$19.58		•	•		•
AT0115-18	Selectip® Rollerball Pen	\$42.50	\$35.42	\$33.88	\$32.33	\$31.72	\$22.92		•	•		•

5C

CI = Custom Imprinted

DE = Drag Engraved

E = Emblem



# CROSS STRATFORD™

The impact of an eye-catching pen is undeniable. Your logo or personalized message gets full attention on the substantial silhouette of Stratford. Simple and yet noteworthy, the design is distinguished by a wide band highlighted to rich effect with contrasting trim. Stratford is a true statement maker for corporate gifters.



Decoration Area



L = Laser Engraved



DC = Deep Cut Engraved



**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0172-1	Ballpoint Pen	\$33.50	\$27.92	\$27.22	\$26.75	\$25.12	\$24.42	•	•		•	•
							5C					

Item#	Satin Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0172-2	Ballpoint Pen	\$33.50	\$27.92	\$27.22	\$26.75	\$25.12	\$24.42	•	•	•		•
							5C					

Item#	Satin Black	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0172-3	Ballpoint Pen	\$33.50	\$27.92	\$27.22	\$26.75	\$25.12	\$24.42		•	•		•
							5C					

CI = Custom Imprinted

DE = Drag Engraved

E = Emblem

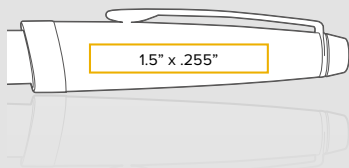


# CROSS AVENTURA®

Aventura always presents well. Right at home from board meetings to brainstorm sessions, this smart-dressed pen has a commanding stature distinguished by a layered, slightly angled profile. With a glossy resin finish, highly polished appointments and a unique cut-out clip that acts as the perfect tailored accessory.



Decoration Area



DC = Deep Cut Engraved



CI = Custom Imprinted

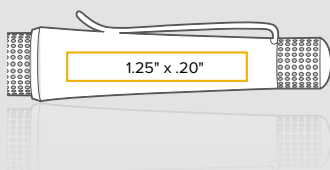


# CROSS BEVERLY

Creative thinkers will appreciate Beverly's spirit of originality. The design has a flair all its own, from the curvaceous clip to the uncommon perforated accents in polished chrome. Beverly stands out for all the right reasons, a sophisticated expression of individuality and an artful choice for corporate gifting.



Decoration Area



DC = Deep Cut Engraved



CI = Custom Imprinted



**Pricing includes:**

- One line of deep-cut/color filled engraving
- OR one color custom imprint
- OR a silk-screened emblem with up to 3 colors
- OR a die-struck emblem with up to 2 colors.
- Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
- Refer to pages 54-55 for gift box showcase and upgrade options.
- Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Starry Blue	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0152-2	Ballpoint Pen	\$42.50	\$35.42	\$34.80	\$34.18	\$33.57	\$30.79		•	•		•
AT0155-2	Selectip® Rollerball Pen	\$47.50	\$39.58	\$38.88	\$38.18	\$37.48	\$34.33		•	•		•

5C

Item#	Onyx Black	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0152-1	Ballpoint Pen	\$42.50	\$35.42	\$34.80	\$34.18	\$33.57	\$30.79		•	•		•
AT0155-1	Selectip® Rollerball Pen	\$47.50	\$39.58	\$38.88	\$38.18	\$37.48	\$34.33		•	•		•

5C

E = Emblem



**Pricing includes:**

- One line of deep-cut/color filled engraving
- OR one color custom imprint
- Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
- Refer to pages 54-55 for gift box showcase and upgrade options.
- Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Pearlescent White Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0492-2	Ballpoint Pen	\$37.50	\$31.25	\$29.92	\$29.12	\$28.58	\$27.25		•	•		
AT0495-2	Selectip® Rollerball Pen	\$42.50	\$35.42	\$33.88	\$32.95	\$32.33	\$30.79		•	•		

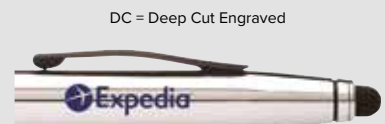
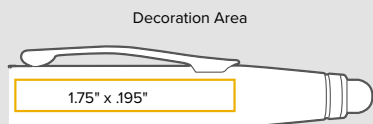
5C

Item#	Black Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0492-4	Ballpoint Pen	\$37.50	\$31.25	\$29.92	\$29.12	\$28.58	\$27.25		•	•		
AT0495-4	Selectip® Rollerball Pen	\$42.50	\$35.42	\$33.88	\$32.95	\$32.33	\$30.79		•	•		

5C

# CROSS TECH2™

The modern business environment is ever-changing. The Tech2 changes right along with it. A ballpoint and stylus in one, this pen puts ideas to paper as easily as it navigates any digital touchscreen device. Trim and contemporary, it's a smart, timely gift for any profession and any generation.





**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Metallic Red	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0652-8	Ballpoint Pen with Stylus	\$39.50	\$32.92	\$31.50	\$30.08	\$29.52	\$28.67		•	•		•
							5C					

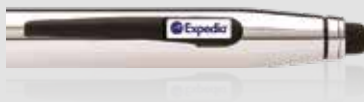
Item#	Satin Black	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0652-1	Ballpoint Pen with Stylus	\$39.50	\$32.92	\$31.50	\$30.08	\$29.52	\$28.67	•	•	•		•
							5C					

Item#	Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0652-2	Ballpoint Pen with Stylus	\$39.50	\$32.92	\$31.50	\$30.08	\$29.52	\$28.67	•	•		•	•
							5C					

Item#	Metallic Blue	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0652-6	Ballpoint Pen with Stylus	\$39.50	\$32.92	\$31.50	\$30.08	\$29.52	\$28.67		•	•		•
							5C					

CI = Custom Imprinted

E = Emblem

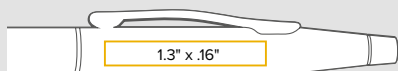


# CROSS CLICK™

When a retro ballpoint and a Cross icon join forces, everything just clicks. We've reinterpreted our best-selling Classic Century with a clickable top that propels and retracts the tip just like that. Designed with a lively nod to nostalgia, Click gets right down to business with a first-quality writing performance.



Decoration Area



L = Laser Engraved



DC = Deep Cut Engraved



**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0622-101	Ballpoint Pen	\$37.50	\$31.25	\$29.65	\$28.05	\$26.45	\$19.58	•	•		•	•
							5C					

Item#	Classic Black	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0622-102	Ballpoint Pen	\$37.50	\$31.25	\$29.65	\$28.05	\$26.45	\$19.58	•	•	•		•
							5C					

Item#	Crimson	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0622-119	Ballpoint Pen	\$37.50	\$31.25	\$29.65	\$28.05	\$26.45	\$19.58		•	•		•
							5C					

Item#	Midnight Blue	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0622-121	Ballpoint Pen	\$37.50	\$31.25	\$29.65	\$28.05	\$26.45	\$19.58		•	•		•
							5C					

CI = Custom Imprinted

DE = Drag Engraved

E = Emblem



# CROSS EDGE™

Slide open. Write. Snap shut. Repeat. Edge appeals to innovators with its patented quick-action functionality and adaptability – the gel ink rollerball converts to a ballpoint with a simple change of refill. And the center ring is a fun and unexpected personalization area, revealed every time the Edge slides open to write.



Decoration Area



LCR = Laser Engraved Center Ring



DC = Deep Cut Engraved



**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Jet Black	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	LCR	DC	CI	DE	E
AT0555-2	Selectip® Rollerball Pen	\$58.50	\$48.75	\$47.87	\$46.98	\$45.22	\$44.33		•	•	•		•
							5C						

Item#	Titanium	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	LCR	DC	CI	DE	E
AT0555-5	Selectip® Rollerball Pen	\$58.50	\$48.75	\$47.87	\$46.98	\$45.22	\$44.33		•	•	•		•
							5C						

Item#	Formula Red	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	LCR	DC	CI	DE	E
AT0555-7	Selectip® Rollerball Pen	\$58.50	\$48.75	\$47.87	\$46.98	\$45.22	\$44.33		•	•	•		•
							5C						

Item#	Nitro Blue	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	LCR	DC	CI	DE	E
AT0555-3	Selectip® Rollerball Pen	\$58.50	\$48.75	\$47.87	\$46.98	\$45.22	\$44.33		•	•	•		•
							5C						

CI = Custom Imprinted

E = Emblem

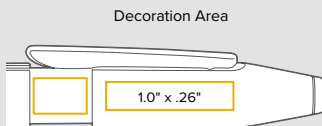


# CROSS X SERIES

A dynamic performer in a fast-paced work force, the X offers the most decoration locations for your brand. From the iconic Cross conical top to the center ring exposed when the pen is in use, every detail is distinctive. The patented writing mechanism slides open to engage the rollerball and closes on demand with a satisfying snap.



28



LCR = Laser Engraved Center Ring



DC = Deep Cut Engraved



**Pricing includes:**

- One line of either laser for center ring only , drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Charcoal Black	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	LCR	DC	CI	CT	E
AT0725-1	Selectip® Rollerball Pen	\$63.50	\$52.92	\$51.95	\$50.98	\$49.05	\$48.08		•	•	•	•	•
							5C						

Item#	Graphite Gray	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	LCR	DC	CI	CT	E
AT0725-2	Selectip® Rollerball Pen	\$63.50	\$52.92	\$51.95	\$50.98	\$49.05	\$48.08		•	•	•	•	•
							5C						

Item#	Crimson Red	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	LCR	DC	CI	CT	E
AT0725-3	Selectip® Rollerball Pen	\$63.50	\$52.92	\$51.95	\$50.98	\$49.05	\$48.08		•	•	•	•	•
							5C						

Item#	Cobalt Blue	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	LCR	DC	CI	CT	E
AT0725-4	Selectip® Rollerball Pen	\$63.50	\$52.92	\$51.95	\$50.98	\$49.05	\$48.08		•	•	•	•	•
							5C						



Cross proudly collaborates with Liberty United in the mission of stopping gun violence. Pens feature the serial number and melted-down steel from an illegal gun removed from circulation. 20% of profits support programs that educate and protect at-risk children in the most dangerous neighborhoods in America.

Item#	Selectip® Rollerball Pen	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	LCR	DC	CI	CT	E
AT0725-9	Gunmetal Gray	\$100.50	\$83.75	\$79.79	\$75.83	\$74.25	\$71.88		•	•	•		
AT0725-10	Carbon Black	\$100.50	\$83.75	\$79.79	\$75.83	\$74.25	\$71.88		•	•	•		

5C

CI = Custom Imprinted



CT = Concial Top (overhead view) 6.63mm



E = Emblem



# CROSS TECH3+™

Today's high achievers need a high-tech pen. Tech 3+ is the ultimate multi-tasker, equipped with all the tools required to tackle a busy day. Simply twist to switch from black ballpoint to red ballpoint to pencil, or attach the separate stylus included with the Tech3+ to navigate any touchscreen device.



\*Starting Spring 2020, Tech3+ will come with a conical top plus an interchangeable stylus.

Decoration Area



L = Laser Engraved



DC = Deep Cut Engraved





**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Premium Gift Box.



Lifetime Warranty

**NEW**

Item#	Brushed Black PVD	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0090-19	Multifunction Pen	\$79.50	\$66.25	\$63.17	\$60.08	\$58.85	\$57.00	•	•			•
							5C					

**NEW**

Item#	Brushed Rose PVD	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0090-20	Multifunction Pen	\$79.50	\$66.25	\$63.17	\$60.08	\$58.85	\$57.00		•			•
							5C					

**NEW**

Item#	Brushed Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0090-21	Multifunction Pen	\$79.50	\$66.25	\$63.17	\$60.08	\$58.85	\$57.00	•	•			•
							5C					

Item#	Lustrous Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0090-1	Multifunction Pen	\$68.50	\$57.08	\$54.46	\$51.83	\$50.78	\$49.21	•	•		•	•
							5C					

Item#	Satin Black	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0090-3	Multifunction Pen	\$68.50	\$57.08	\$54.46	\$51.83	\$50.78	\$49.21	•	•	•		•
							5C					

Item#	Metallic Blue	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0090-8	Multifunction Pen	\$68.50	\$57.08	\$54.46	\$51.83	\$50.78	\$49.21		•	•		•
							5C					

Item#	Translucent Red/Herringbone Pattern	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0090-13	Multifunction Pen	\$79.50	\$66.25	\$63.17	\$60.08	\$58.85	\$57.00		•	•		•
							5C					

Item#	Frosty Steel/Herringbone Pattern	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0090-14	Multifunction Pen	\$79.50	\$66.25	\$63.17	\$60.08	\$58.85	\$57.00		•	•		•
							5C					

CI = Custom Imprinted

DE = Drag Engraved

E = Emblem

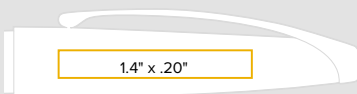


# CROSS ATX®

ATX brings a cutting-edge approach to corporate giving while honoring classic practicality. The streamlined, integrated clip balances the pen's tapered silhouette for a look that's undeniably modern. The ergonomic body is weighted symmetrically for a writing experience that's unfailingly comfortable.



Decoration Area



L = Laser Engraved



DC = Deep Cut Engraved



**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Brushed Black PVD	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
882-41	Ballpoint Pen	\$79.50	\$66.25	\$63.17	\$60.08	\$58.85	\$57.00	•	•			•
885-41	Selectip® Rollerball Pen	\$89.50	\$74.58	\$71.08	\$67.58	\$66.18	\$64.08	•	•			•

5C

Item#	Brushed Rose Gold PVD	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
882-42	Ballpoint Pen	\$79.50	\$66.25	\$63.17	\$60.08	\$58.85	\$57.00		•			•
885-42	Selectip® Rollerball Pen	\$89.50	\$74.58	\$71.08	\$67.58	\$66.18	\$64.08		•			•

5C

Item#	Brushed Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
882-43	Ballpoint Pen	\$79.50	\$66.25	\$63.17	\$60.08	\$58.85	\$57.00	•	•			•
885-43	Selectip® Rollerball Pen	\$89.50	\$74.58	\$71.08	\$67.58	\$66.18	\$64.08	•	•			•

5C

Item#	Basalt Black	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
882-3	Ballpoint Pen	\$73.50	\$61.25	\$58.42	\$55.58	\$54.45	\$52.75	•	•	•		•
885-3	Selectip® Rollerball Pen	\$89.50	\$74.58	\$71.08	\$67.58	\$66.18	\$64.08	•	•	•		•

5C

Item#	Pure Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
882-2	Ballpoint Pen	\$63.50	\$52.92	\$50.50	\$48.08	\$47.12	\$45.67	•	•		•	•
885-2	Selectip® Rollerball Pen	\$79.50	\$66.25	\$63.17	\$60.08	\$58.85	\$57.00	•	•		•	•

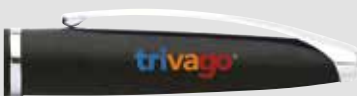
5C

Item#	Translucent Blue Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
882-37	Ballpoint Pen	\$79.50	\$66.25	\$63.17	\$60.08	\$58.85	\$57.00		•	•		•
885-37	Selectip® Rollerball Pen	\$94.50	\$78.75	\$75.04	\$71.33	\$69.85	\$67.63		•	•		•

5C

CI = Custom Imprinted

E = Emblem

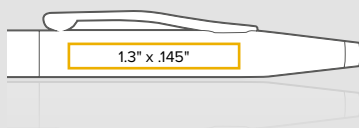


# CROSS CLASSIC CENTURY®

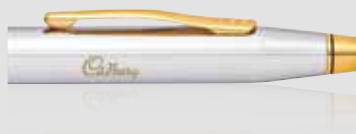
Classic Century is classic Cross, defined by its slim, elegant lines for over seventy years. Instantly recognizable as a Cross pen, it is still our most popular style. And still the gift of choice for the most important moments in life. Give Classic Century, and memories are made, stories are shared and personal connections are cultivated.



Decoration Area



L = Laser Engraved



DC = Deep Cut Engraved



**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Brushed Black PVD	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0082-122	Ballpoint Pen	\$70.50	\$58.75	\$56.04	\$54.42	\$53.33	\$50.63	•	•			•
AT0085-122	Selectip® Rollerball Pen	\$80.50	\$67.08	\$63.96	\$62.08	\$60.83	\$57.71	•	•			•

5C

Item#	Brushed Rose Gold PVD	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0082-123	Ballpoint Pen	\$70.50	\$58.75	\$56.04	\$54.42	\$53.33	\$50.63		•			•
AT0085-123	Selectip® Rollerball Pen	\$80.50	\$67.08	\$63.96	\$62.08	\$60.83	\$57.71		•			•

5C

Item#	Brushed Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0082-124	Ballpoint Pen	\$70.50	\$58.75	\$56.04	\$54.42	\$53.33	\$50.63	•	•			•
AT0085-124	Selectip® Rollerball Pen	\$80.50	\$67.08	\$63.96	\$62.08	\$60.83	\$57.71	•	•			•

5C

Item#	Medalist®	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
3302	Ballpoint Pen	\$73.50	\$61.25	\$58.42	\$56.72	\$55.58	\$52.75	•	•		•	•
330305	0.7mm Pencil	\$73.50	\$61.25	\$58.42	\$56.72	\$55.58	\$52.75	•	•		•	•
AT0085-109	Selectip® Rollerball Pen	\$84.50	\$70.42	\$67.13	\$65.15	\$63.83	\$60.54	•	•		•	•
		MSRP	1-49	50-124	125-249	250-499	500+					
330105	Ballpoint Pen and 0.7mm Pencil Set	\$148.00	\$123.33	\$117.63	\$114.20	\$111.92	\$106.21	•	•		•	•

5C

Item#	Classic Black	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
2502	Ballpoint Pen	\$73.50	\$61.25	\$58.42	\$56.72	\$55.58	\$52.75	•	•	•		•
250305	0.7mm Pencil	\$73.50	\$61.25	\$58.42	\$56.72	\$55.58	\$52.75	•	•	•		•
AT0085-110	Selectip® Rollerball Pen	\$84.50	\$70.42	\$67.13	\$65.15	\$63.83	\$60.54	•	•	•		•
		MSRP	1-49	50-124	125-249	250-499	500+					
250105	Ballpoint Pen and 0.7mm Pencil Set	\$148.00	\$123.33	\$117.63	\$114.20	\$111.92	\$106.21	•	•	•		•

5C

CI = Custom Imprinted

DE = Drag Engraved

E = Emblem



# CROSS CLASSIC CENTURY®

In additional finishes.



Decoration Area



L = Laser Engraved



DC = Deep Cut Engraved



**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
- OR one color custom imprint
- OR a silk-screened emblem with up to 3 colors
- OR a die-struck emblem with up to 2 colors.
- Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
- Refer to pages 54-55 for gift box showcase and upgrade options.
- Presented in a Premium Gift Box.
- Classic Century II 14KT & 10KT presented in Luxury Gift Box



Lifetime Warranty

Item#	Black Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0082-77	Ballpoint Pen	\$68.50	\$57.08	\$54.46	\$52.88	\$51.83	\$49.21		•	•		•
AT0085-111	Selectip® Rollerball Pen	\$79.50	\$66.25	\$63.17	\$61.32	\$60.08	\$57.00		•	•		•
		MSRP	1- 49	50-124	125-249	250-499	500+					
AT0088-111	Ballpoint & Selectip® Rollerball Pen Set	\$116.00	\$96.67	\$92.29	\$89.67	\$87.92	\$83.54		•	•		•
												5C

Item#	Translucent Blue Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0082-112	Ballpoint Pen	\$68.50	\$57.08	\$54.46	\$52.88	\$51.83	\$49.21		•	•		•
AT0085-112	Selectip® Rollerball Pen	\$79.50	\$66.25	\$63.17	\$61.32	\$60.08	\$57.00		•	•		•
		MSRP	1- 49	50-124	125-249	250-499	500+					
AT0088-112	Ballpoint & Selectip® Rollerball Pen Set	\$116.00	\$96.67	\$92.29	\$89.67	\$87.92	\$83.54		•	•		•
												5C

Item#	Lustrous Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
3502	Ballpoint Pen	\$47.50	\$39.58	\$37.83	\$36.78	\$36.08	\$34.33	•	•		•	•
350305	0.7mm Pencil	\$47.50	\$39.58	\$37.83	\$36.78	\$36.08	\$34.33	•	•		•	•
AT0085-108	Selectip® Rollerball Pen	\$58.50	\$48.75	\$46.54	\$45.22	\$44.33	\$42.13	•	•		•	•
		MSRP	1-49	50-124	125-249	250-499	500+					
350105	Ballpoint Pen and 0.7mm Pencil Set	\$95.00	\$79.17	\$75.67	\$73.57	\$72.17	\$68.67	•	•		•	•
												5C

Item#	Satin Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0082-14	Ballpoint Pen	\$37.50	\$31.25	\$29.92	\$29.12	\$28.58	\$27.25	•	•			•
AT0083-14	0.7mm Pencil	\$37.50	\$31.25	\$29.92	\$29.12	\$28.58	\$27.25	•	•			•
		MSRP	1-49	50-124	125-249	250-499	500+					
AT0081-14	Ballpoint Pen and 0.7mm Pencil Set	\$74.00	\$61.67	\$59.04	\$57.47	\$56.42	\$53.79	•	•			•
												5C

Item#	14K Gold Filled/Rolled Gold	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
1502	Ballpoint Pen	\$184.50	\$153.75	\$146.29	\$141.82	\$138.83	\$131.38		•		•	•
150305	0.7mm Pencil	\$184.50	\$153.75	\$146.29	\$141.82	\$138.83	\$131.38		•		•	•
		MSRP	1-49	50-124	125-249	250-499	500+					
150105	Ballpoint Pen and 0.7mm Pencil Set	\$368.00	\$306.67	\$291.79	\$282.87	\$276.92	\$262.04		•		•	•
												5C

Item#	10KT Gold Filled/Rolled Gold	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
4502	Ballpoint Pen	\$121.50	\$101.25	\$96.42	\$93.52	\$91.58	\$86.75		•		•	•
450305	0.7mm Pencil	\$121.50	\$101.25	\$96.42	\$93.52	\$91.58	\$86.75		•		•	•
		MSRP	1- 49	50-124	125-249	250-499	500+					
450105	Ballpoint Pen and 0.7mm Pencil Set	\$242.00	\$201.67	\$192.04	\$186.27	\$182.42	\$172.79		•		•	•
												5C

CI = Custom Imprinted

DE = Drag Engraved

E = Emblem



# CROSS CENTURY® II

Past, present and future in one gift. Century II gives a celebrated classic a modern point of view. Traditionalists who prefer a more substantial writing experience appreciate the wider profile and balanced weight of Century II. Important and purposeful, yet true to the graceful character of the original Cross Classic Century.



Decoration Area



L = Laser Engraved



DC = Deep Cut Engraved





**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Premium Gift Box.



Lifetime Warranty

Item#	Pearlescent White Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0082WG-113	Ballpoint Pen	\$105.50	\$87.92	\$83.75	\$81.25	\$79.58	\$75.42		•	•		•
AT0085-113	Selectip® Rollerball Pen	\$121.50	\$101.25	\$96.42	\$93.52	\$91.58	\$86.75		•	•		•
AT0086-113FF	Fountain Pen	\$142.50	\$118.75	\$113.04	\$109.62	\$107.33	\$101.63		•	•		•

5C

Item#	Translucent Plum Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0082WG-114	Ballpoint Pen	\$105.50	\$87.92	\$83.75	\$81.25	\$79.58	\$75.42		•	•		•
AT0085-114	Selectip® Rollerball Pen	\$121.50	\$101.25	\$96.42	\$93.52	\$91.58	\$86.75		•	•		•

5C

Item#	Gunmetal Gray	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0082WG-115	Ballpoint Pen	\$105.50	\$87.92	\$83.75	\$81.25	\$79.58	\$75.42		•	•		•
AT0085-115	Selectip® Rollerball Pen	\$121.50	\$101.25	\$96.42	\$93.52	\$91.58	\$86.75		•	•		•

5C

Item#	Black Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0082WG-102	Ballpoint Pen	\$105.50	\$87.92	\$83.75	\$81.25	\$79.58	\$75.42		•	•		•
AT0085-102	Selectip® Rollerball Pen	\$121.50	\$101.25	\$96.42	\$93.52	\$91.58	\$86.75		•	•		•
AT0086-102FS	Fountain Pen	\$142.50	\$118.75	\$113.04	\$109.62	\$107.33	\$101.63		•	•		•

5C

Item#	Translucent Blue Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0082WG-103	Ballpoint Pen	\$105.50	\$87.92	\$83.75	\$81.25	\$79.58	\$75.42		•	•		•
AT0085-103	Selectip® Rollerball Pen	\$121.50	\$101.25	\$96.42	\$93.52	\$91.58	\$86.75		•	•		•

5C

CI = Custom Imprinted

DE = Drag Engraved

E = Emblem



# CROSS CENTURY® II

In additional finishes.



Decoration Area



L = Laser Engraved



DC = Deep Cut Engraved



**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
- OR one color custom imprint
- OR a silk-screened emblem with up to 3 colors
- OR a die-struck emblem with up to 2 colors.
- Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
- Refer to pages 54-55 for gift box showcase and upgrade options.
- Presented in a Premium Gift Box.
- Century II 10KT presented in Luxury Gift Box



Lifetime Warranty

Item#	Black Lacquer / 23KT Gold Plated Appointments	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
412WG-1	Ballpoint Pen	\$105.50	\$87.92	\$83.75	\$81.25	\$79.58	\$75.42		•	•		•
414-1	Selectip® Rollerball Pen	\$121.50	\$101.25	\$96.42	\$93.52	\$91.58	\$86.75		•	•		•

5C

Item#	10KT Gold Filled / Rolled Gold	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
4502WG	Ballpoint Pen	\$194.50	\$162.08	\$154.21	\$149.48	\$146.33	\$138.46		•		•	•
4504	Selectip® Rollerball Pen	\$236.50	\$197.08	\$187.46	\$181.68	\$177.83	\$168.21		•		•	•

5C

Item#	Medalist®	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
3302WG	Ballpoint Pen	\$105.50	\$87.92	\$83.75	\$81.25	\$79.58	\$75.42	•	•		•	•
3304	Selectip® Rollerball Pen	\$121.50	\$101.25	\$96.42	\$93.52	\$91.58	\$86.75	•	•		•	•

5C

Item#	Lustrous Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
3502WG	Ballpoint Pen	\$79.50	\$66.25	\$63.17	\$61.32	\$60.08	\$57.00	•	•		•	•
3504	Selectip® Rollerball Pen	\$94.50	\$78.75	\$75.04	\$72.82	\$71.33	\$67.63	•	•		•	•

5C

CI = Custom Imprinted

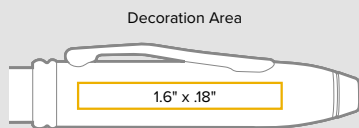
DE = Drag Engraved

E = Emblem



# CROSS TOWNSEND®

Townsend honors tradition with undeniable distinction. Long preferred for its powerful presence and uncompromised quality, it has been the pen of choice for several American presidents. Delivering a lifetime of smooth, effortless writing and admired for its impeccable finishes, Townsend embodies excellence always.



**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Luxury Gift Box



Lifetime Warranty

Item#	Platinum Plate	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0042TW- 1	Ballpoint Pen	\$257.50	\$214.58	\$204.08	\$199.88	\$193.58	\$189.38		•		•	•
AT0045- 1	Selectip® Rollerball Pen	\$320.50	\$267.08	\$253.96	\$248.71	\$240.83	\$235.58		•		•	•

5C

Item#	10KT Gold Filled / Rolled Gold	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
702TW	Ballpoint Pen	\$220.50	\$183.75	\$174.79	\$171.21	\$165.83	\$162.25		•		•	•
705	Selectip® Rollerball Pen	\$268.50	\$223.75	\$212.79	\$208.41	\$201.83	\$197.45		•		•	•

5C

Item#	Medalist®	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
502TW	Ballpoint Pen	\$152.50	\$127.08	\$120.96	\$118.51	\$114.83	\$112.38	•	•		•	•
505	Selectip® Rollerball Pen	\$178.50	\$148.75	\$141.54	\$138.66	\$134.33	\$131.45	•	•		•	•

5C

Item#	Black Lacquer / 23KT Gold Plate	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
572TW	Ballpoint Pen	\$173.50	\$144.58	\$137.58	\$134.78	\$130.58	\$127.78		•	•		•
575	Selectip® Rollerball Pen	\$199.50	\$166.25	\$158.17	\$154.93	\$150.08	\$146.85		•	•		•
576-MD	Fountain Pen – Medium	\$383.50	\$319.58	\$303.83	\$297.53	\$288.08	\$281.78		•	•		•
576-FD	Fountain Pen – Fine	\$383.50	\$319.58	\$303.83	\$297.53	\$288.08	\$281.78		•	•		•

5C

Item#	Quartz Blue Lacquer / Rhodium Plate	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
692TW-1	Ballpoint Pen	\$184.50	\$153.75	\$146.29	\$143.31	\$138.83	\$135.85		•	•		•
695-1	Selectip® Rollerball Pen	\$220.50	\$183.75	\$174.79	\$171.21	\$165.83	\$162.25		•	•		•

5C

Item#	Lustrous Chrome	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
532TW	Ballpoint Pen	\$131.50	\$109.58	\$104.33	\$102.23	\$99.08	\$96.98	•	•		•	•
535	Selectip® Rollerball Pen	\$152.50	\$127.08	\$120.96	\$118.51	\$114.83	\$112.38	•	•		•	•
536-MS	Fountain Pen – Medium	\$168.50	\$140.42	\$133.63	\$130.91	\$126.83	\$124.12	•	•		•	•
536-FS	Fountain Pen – Fine	\$168.50	\$140.42	\$133.63	\$130.91	\$126.83	\$124.12	•	•		•	•

5C

Item#	Black Lacquer / Rhodium Plate	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0042TW-4	Ballpoint Pen	\$173.50	\$144.58	\$137.58	\$134.78	\$130.58	\$127.78		•	•		•
AT0045-4	Selectip® Rollerball Pen	\$199.50	\$166.25	\$158.17	\$154.93	\$150.08	\$146.85		•	•		•

5C

CI = Custom Imprinted



DE = Drag Engraved

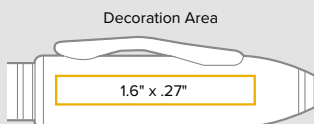
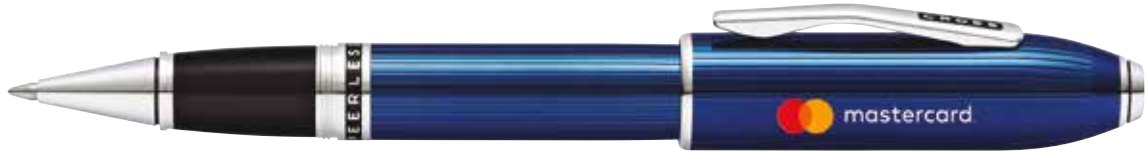


E = Emblem



# CROSS PEERLESS™

Peerless is a Cross legend, a pen of prestige. It debuted in 1889 and continues to impress with its distinguished silhouette. The wide-bodied profile commands attention, offset richly by a brilliant-cut Swarovski® crystal embedded in the top. For corporate giving at its most luxurious, choose Peerless.



**Pricing includes:**

- One line of either laser, drag, or deep-cut/color filled engraving
  - OR one color custom imprint
  - OR a silk-screened emblem with up to 3 colors
  - OR a die-struck emblem with up to 2 colors.
  - Additional lines, locations or colors are extra.
- For decorated product ordering information, please refer to pages 58-63.
  - Refer to pages 54-55 for gift box showcase and upgrade options.
  - Presented in a Luxury Gift Box



Lifetime Warranty

Item#	Obsidian Black Lacquer	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0702-1	Ballpoint Pen	\$140.50	\$117.08	\$111.46	\$105.83	\$103.58	\$88.96		•	•		
AT0705-1	Rollerball Pen	\$185.50	\$154.58	\$147.08	\$139.58	\$136.58	\$117.08		•	•		

5C

Item#	Translucent Quartz Blue	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0702-14	Ballpoint Pen	\$140.50	\$117.08	\$111.46	\$105.83	\$103.58	\$88.96		•	•		
AT0705-14	Rollerball Pen	\$185.50	\$154.58	\$147.08	\$139.58	\$136.58	\$117.08		•	•		

5C

Item#	Translucent Titanium Gray	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0702-13	Ballpoint Pen	\$140.50	\$117.08	\$111.46	\$105.83	\$103.58	\$88.96		•	•		
AT0705-13	Rollerball Pen	\$185.50	\$154.58	\$147.08	\$139.58	\$136.58	\$117.08		•	•		

5C

# CROSS JOURNALS

Avid note takers and list makers know the value of a great journal. Details make all the difference. In four colors and two sizes, our journals feature a pen storage slot, perforated pages, elastic closure, attached page marker and an interior pocket perfect for business cards. Cover can be debossed with a logo or monogram.



ITEM#	Description		MSRP	MOQ-249	250-499	500+
AC281-1S	Classic Black Journal	Small	\$21.50	\$17.92	\$16.58	\$16.32
AC281-1M	Classic Black Journal	Medium	\$26.50	\$22.08	\$20.33	\$19.98
AC281-2S	Midnight Blue Journal	Small	\$21.50	\$17.92	\$16.58	\$16.32
AC281-2M	Midnight Blue Journal	Medium	\$26.50	\$22.08	\$20.33	\$19.98
AC281-3S	Crimson Journal	Small	\$21.50	\$17.92	\$16.58	\$16.32
AC281-3M	Crimson Journal	Medium	\$26.50	\$22.08	\$20.33	\$19.98
AC281-4S	Classic White Journal	Small	\$21.50	\$17.92	\$16.58	\$16.32
AC281-4M	Classic White Journal	Medium	\$26.50	\$22.08	\$20.33	\$19.98



# MAKE THE RIGHT IMPRESSION WITH CUSTOM DEBOSSING

## YOUR LOGO



## STANDARD DECORATION EXAMPLES



Blind Debossing



Gold Foil Debossing



Silver Foil Debossing

## CUSTOM DECORATION EXAMPLES



Blind Debossing

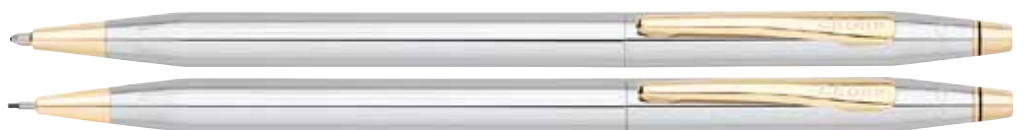


Gold Foil Debossing



Silver Foil Debossing

# CROSS PEN & PENCIL GIFT SETS



Item#	Cross Classic Century®	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
150105	14KT Gold Filled / Rolled Gold Pen and Pencil Set / 14KT Gold Filled Appointments in a Luxury Gift Box	\$368.00	\$306.67	\$291.79	\$282.87	\$276.92	\$262.04		•		•	•
5C												

Item#	Cross Classic Century®	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
250105	Classic Black Pen and Pencil Set / 23KT Gold Plated Appointments in a Premium Gift Box	\$148.00	\$123.33	\$117.63	\$114.20	\$111.92	\$106.21	•	•	•		•
5C												

Item#	Cross Classic Century®	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
330105	Medalist Pen and Pencil Set / 23KT Gold Plated Appointments in a Premium Gift Box	\$148.00	\$123.33	\$117.63	\$114.20	\$111.92	\$106.21	•	•		•	•
5C												

Item#	Cross Classic Century®	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
350105	Lustrous Chrome Pen and Pencil Set / Chrome Plated Appointments in a Premium Gift Box	\$95.00	\$79.17	\$75.67	\$73.57	\$72.17	\$68.67	•	•		•	•
5C												

Item#	Cross Classic Century®	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
450105	10KT Gold Filled/Rolled Gold Pen and Pencil Set / 23KT Gold Plated Appointments in a Luxury Gift Box	\$242.00	\$201.67	\$192.04	\$186.27	\$182.42	\$172.79		•		•	•
5C												

Item#	Cross Classic Century®	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0081-14	Satin Chrome Ballpoint Pen and 0.7mm Pencil Set in Premium Gift Box	\$74.00	\$61.67	\$59.04	\$57.47	\$56.42	\$53.79	•	•			•
5C												

Item#	Cross Classic Century®	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0088-112	Translucent Blue Lacquer Ballpoint /Selectip® Rollerball Pen Set in Premium Gift Box	\$116.00	\$96.67	\$92.29	\$89.67	\$87.92	\$83.54		•	•		•
5C												

Item#	Cross Classic Century®	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	L	DC	CI	DE	E
AT0088-111	Black Lacquer Ballpoint / Selectip® Rollerball Pen Set in Premium Gift Box	\$116.00	\$96.67	\$92.29	\$89.67	\$87.92	\$83.54		•	•		•
5C												

# CROSS CLASSIC CENTURY® DESK SET



Reward achievement with a classic symbol of success. Our finely crafted set is available in hand-rubbed hardwood and fitted with desk-sized versions of our iconic Classic Century Ballpoint Pen and 0.7mm mechanical pencil, plus a nameplate suitable for customization.

### Standard Engraving on Desk Set Nameplates

Desk set nameplates can be engraved in block, script and double-line Gothic. Nameplates do not accept color-fill.



Double Line Gothic

Script



Logos are silk-screened directly onto the nameplate

Die-struck emblems are affixed to the nameplate

Item#	Classic Century Ballpoint Pen and Pencil Set	MSRP	MOQ-99	100-249	250-499	500-749	750-1000+	Decoration Options
5201	Hand-Rubbed Walnut Base – 10KT Set	\$294.50	\$245.42	\$233.38	\$226.15	\$221.33	\$209.29	Nameplate – Drag Engraved (name engraved only), Template, Silk-screened, Emblem (die struck on nameplate only). Decoration is not available on pen or pencil. For decorated product ordering information, please refer to pages 58-63.

# CROSS CLICK™ AND CLASSIC CENTURY® PEN & JOURNAL GIFT SETS



Item#	Description		MSRP	MOQ-99	100-249	250-499	500-749	750-1000+
AT0622-121/2M	Click Midnight Blue Ballpoint Pen with Midnight Blue Journal	Medium	\$58.00	\$48.33	\$46.38	\$44.42	\$43.63	\$40.89
3502/1M	Classic Century Chrome Ballpoint Pen with Classic Black Journal	Medium	\$69.00	\$57.50	\$55.08	\$52.67	\$51.70	\$48.32

# CREATE A CUSTOM GIFT SET

Your choice of Pen & Journal or Pen & Pouch



Medium Journal Gift Set



Select one of 3 pen options.



Pair it with one of our 4 medium journals or 3 pen pouches.



Delivered in our 2-piece box, ready for gifting.



## CHOOSE A PEN

Available in 3 styles, with a variety of decoration options.



**CLASSIC**

### CALAIS

Satin Chrome Ballpoint Pen



**SOPHISTICATED**

### ATX

Basalt Black Ballpoint Pen.



**ICONIC**

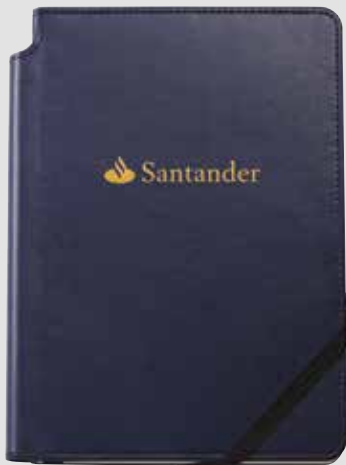
### CLASSIC CENTURY

Lustrous Chrome Gel Rollerball

PEN AND JOURNAL GIFT SETS	BLACK SET ITEM NUMBER	MIDNIGHT BLUE SET ITEM NUMBER	CRIMSON SET ITEM NUMBER	WHITE SET ITEM NUMBER	MSRP	1-49	50-124	125-249	250-499	500+
Calais Satin Chrome Ballpoint Pen	AT0112-16/1M	AT0112-16/2M	AT0112-16/3M	AT0112-16/4M	\$58.00	\$48.54	\$46.57	\$44.60	\$43.82	\$41.06
Century Chrome Selectip® Rollerball Pen	AT0085-108/1M	AT0085-108/2M	AT0085-108/3M	AT0085-108/4M	\$79.00	\$66.04	\$63.20	\$60.35	\$59.22	\$55.24
ATX Basalt Black Ballpoint Pen	882-3/1M	882-3/2M	882-3/3M	882-3/4M	\$90.00	\$74.79	\$71.51	\$68.23	\$66.92	\$62.32



Pen Pouch Gift Set



2

**CHOOSE A MEDIUM JOURNAL**

Available in 4 colors, with a variety of decoration options.



3

**OR CHOOSE A PROTECTIVE PEN POUCH**

Available in 3 colors, with blind or foil debossing.

PEN AND PEN POUCH GIFT SETS	BLACK SET ITEM NUMBER	MIDNIGHT BLUE SET ITEM NUMBER	CRIMSON SET ITEM NUMBER	WHITE SET ITEM NUMBER	MSRP	1-49	50-124	125-249	250-499	500+
Calais Satin Chrome Ballpoint Pen	AT0112-16/Z1	AT0112-16/Z2	AT0112-16/Z3	---	\$48.00	\$40.00	\$38.46	\$36.92	\$36.30	\$34.14
Century Chrome Selectip® Rollerball Pen	AT0085-108/Z1	AT0085-108/Z2	AT0085-108/Z3	---	\$69.00	\$57.50	\$55.08	\$52.67	\$51.70	\$48.32
ATX Basalt Black Ballpoint Pen	882-3/Z1	882-3/Z2	882-3/Z3	---	\$79.00	\$65.83	\$63.00	\$60.17	\$59.03	\$55.07

# CROSS GIFT BOXES



## **BX808 Luxury Gift Box**

Decoration Options: Box Sleeve Imprint

*These collections ship in a Luxury Gift Box: Cross Townsend®, Century® II 10KT Gold Filled, Classic Century® 10KT and 14KT, Cross Peerless*

Decoration cost applies.

**Upgrade from Premium Gift Box: \$6.00<sub>A</sub>**



## **BX788 Premium Gift Box**

Decoration Options: Box Sleeve Imprint

*These collections ship in a Premium Gift Box: Century® II, Classic Century®, ATX®, Tech3+™, Tech2™, Bailey™, Edge™, Aventura®, Calais™, Click™, Stratford™, Cross X*

Decoration cost applies.





**BX787 Standard Gift Box**

Decoration Options: Box Sleeve Imprint  
 These collections ship in a Premium Gift Box: Coventry



**Gift Box Decorated Sleeves**

Available on special request. Have your gifts branded to add that personal touch. Imprint on Gift Box Sleeves \$3.00<sub>A</sub>



**Pen Stand Gift Box / Gift Set Upgrade**

Decoration Options: Box Sleeve Imprint, Pen Stand Engraving  
 Available as a gift set upgrade  
 Decoration cost applies.  
 Combo Package Upgrade \$15.00<sub>A</sub>



**Pen Stand with Box  
 AC279-1**

# CROSS REFILL REFERENCE GUIDE

Every Cross pen ships with a black ink, medium tip refill.

See below for all available ink colors, nib sizes and technologies.



	BALLPOINT PEN			ROLLERBALL PEN			
	Classic	Mini	Slim	Selectip® Gel	Selectip® Jumbo BP	Selectip® Porous-Point	Slim Gel
ATX	●			●	●	●	
AVENTURA	●			●	●	●	
BAILEY	●			●	●	●	
BAILEY LIGHT	●			●	●	●	
BEVERLY	●			●	●	●	
CALAIS	●			●	●	●	
CENTURY II	●			●	●	●	
CLASSIC CENTURY	●			●	●	●	
CLICK			●				●
COVENTRY	●						
CROSS X SERIES				●	●		
EDGE				●	●		
PEERLESS	●			●	●	●	
STRATFORD	●						
TECH2	●						
TECH3+		●					
TOWNSEND	●			●	●	●	

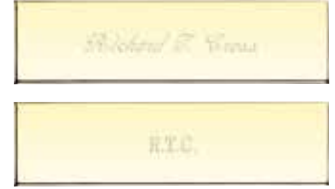
Available Refills	8100 Blue Broad 8511 Blue Medium 8512 Blue Fine 8101 Black Broad 8513 Black Medium 8514 Black Fine 8515 Red Medium	8518-4 Black Medium 8518-5 Red Medium 8518-6 Blue Medium	8783-2 Black Medium 8783-5 Blue Medium	8521 Blue 8523 Black 8013 Red 8014 Purple	8562-1 Black Medium 8562-3 Blue Medium	8441 Blue Medium 8442 Blue Fine 8443 Black Medium 8444 Black Fine	8910-1 Black 8910-2 Blue



FOUNTAIN PEN				PENCIL			STYLUS	
Classic Ink Cartridge	Bottled Ink	Screw-in Converter	Push-in Converter	0.5mm	0.7mm	Black Eraser	Tech2	Tech3
•	•	•						
•	•		•					
•	•	•						
•	•		•					
•	•	•						
•	•		•					
•	•	•						
•	•		•			•		
						•		
•	•	•						
							•	
				•		•		•
•	•		•					

8920 Blue (6pcs) 8921 Black (6pcs) 8924 Blue/ Black (6pcs)	8945S-1 Blue 8945S-2 Black 8945S-3 Blue/Black 8945S-4 Red 8945S-5 Green 8945S-6 Violet	8756 Smoke tint	8751 Clear	8710 Black (15pcs)	8742 Black (15pcs)	8753 Black (5pcs)	8939 Black (2pcs)	9020S-X  <i>Note: -X matches SKU of Tech3+ pen</i>
---------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	-----------------	------------	--------------------	-----------------------	----------------------	----------------------	------------------------------------------------------------------

# CROSS ENGRAVING SERVICES



STANDARD ENGRAVING			TYPEFACE OPTIONS				COLOR-FILL	MINIMUM ORDER	COST PER ADDITIONAL LINE
<p>A process that places an engraving of <b>text</b> on the cap of a Cross writing instrument. Most standard caps accept one line of engraving (the barrel section cannot be engraved).</p> <p>One line of engraving is included in price.</p>	METHOD	CHARACTERS	Block	Script	Double-Line Gothic	Times Regular			\$5.50 <sub>A</sub>
	Drag	28	▲	▲	▲		N/A	1	
	Deep-cut enamel-filled	22	▲	▲		▲	See Table A	1	
	Deep-cut without color	22	▲	▲		▲	N/A	1	
	Laser	22	▲	▲			N/A	1	
<b>Desk Set Nameplates</b>	Drag	28	▲	▲	▲		N/A		

SIGNATURE ENGRAVING		COLOR-FILL	MINIMUM ORDER	STANDARD CHARGE
<p>A process that places an engraving of a <b>signature</b> on the cap of a Cross writing instrument (the barrel section cannot be engraved). <b>Available exclusively on Cross Townsend, ATX, Century II, Classic Century, Bailey and Tech 3+.</b> Not available on Sheaffer® or FranklinCovey products.</p>				
		See Table A	1	\$25.00 <sub>A</sub>

TEMPLATE ENGRAVING	METHOD	COLOR-FILL	MINIMUM ORDER	COST PER ADDITIONAL LINE OR COLOR
<p>A custom process that <b>duplicates simplified logos or stylized print.</b> It is available on the engraving panel of all Cross writing instruments.</p>	<p>Depending on the product being customized, template engraving options vary. Refer to product pages for options by SKU.</p>	<p>Laser engraving on all chrome writing instruments appears as tone-on-tone.</p> <p>See Table A</p>	12	See Table A
	<p>Drag</p>			
	<p>Laser</p>			
	<p>Deep Filled</p>			

# CROSS ENGRAVING SERVICES









TABLE A – Color Fill Options		1 color included in price	
 White	 Red	 Blue	 Green
 Yellow	 Black	 Gold Tone	 Silver Tone
Laser engraving on all chrome writing instruments appears as tone-on-tone.			
Additional charge for PMS colors (per color):		\$2.00 <sub>A</sub> (per color, per unit)	
Additional charge for multiple colors (non-PMS):		\$.70 <sub>A</sub> (per color, per unit)	
Additional engraving location charge:		\$5.50 <sub>A</sub> (per line)	

TABLE B – Standard Fees for Engraving	
Paper proof	No charge
Template tooling fee when artwork is vector-based	No charge
Template tooling fee when artwork is not vector-based	\$100.00 <sub>A</sub>
Less-than-minimum fee	\$100.00 <sub>A</sub>

## ENGRAVING ORDERING INFORMATION

### THE FOLLOWING MUST BE SUBMITTED WITH ORDERS FOR STANDARD ENGRAVING:

- Item numbers, descriptions and order quantities of items to be engraved.
- Exact copy – example: Richard T. Cross, Richard T. Cross, R.T.C., R. T. C., or R. Cross. Spacing and punctuation must be indicated.
- Font style – examples: Script, Block, Double-Line Gothic, or Times Regular.
- Engraving style – example: Deep-cut color-filled with black.
- Fountain pen nib size.
- Ship-to address, required delivery date and preferred shipping method.
- Before submitting an order for **standard engraving**, check the following:
  - Select the engraving style preferred by referencing the chart on the previous page for applicable styles.
  - Name engraving list needs to be supplied via Excel spreadsheet along with purchase order.
- For new template engraving orders, submit a template name, for example, "Gateway". For repeat orders, submit the name and number of the existing template.

### ADDITIONAL CHARGES

Art charge – Orders for new template engraving requiring special design services are subject to an additional charge. Original letterhead, business cards, faxed artwork, bitmapped digital artwork, web images, and printed art on non-flat surfaces are subject to this charge. Cross reserves the right to reset all artwork to provide a quality decoration that best fits the decoration area. The minimum size for typesetting on most products is 6-point type.

PMS color-fill charge – An additional per unit color-fill fee will be imposed for all PMS colors.

Cancellations or changes to orders – Firm orders which are canceled or changed while in process will be assessed a service charge in addition to the cost of the components already produced. If order requires any manufacturing change while in process, a new lead time will be quoted. Please note: Any change may affect the original ship date.

### LEAD TIMES

A lead-time is the number of working days required to process and ship an order from Cross. Lead-times begin after receipt and approval of an order by Cross. Orders for decorated products are not approved until final artwork is received and approved by customer. Working days = Monday through Friday, excluding national and factory holidays. (Includes U.S. and Chinese holidays)

DESCRIPTION	LEAD-TIME
Paper proof	48 hours
Template sample	5 working days
New or repeat order: template engraving	5 working days
New or repeat order: standard engraving (straight line text)	5 working days
Name engraving order: 1-49 units	3–5 working days
Name engraving order: 50+ units	5 working days

Please contact your Cross customer service representative for additional information

# CROSS EMBLEM STYLES

## SILK-SCREENED EMBLEMS

A highly refined image reproduction process using single or multiple colors on a variety of standard emblem blanks. Extremely accurate design and color reproduction is possible. The sample set-up charge is for an existing silk-screen emblem design for which no stock exists, thus requiring machine set-up. A design change requires a new screen/set-up and will be invoiced at the full tooling charge.

The standard silk-screened emblem price includes a maximum of 3 colors. Please note that white is considered a color. Additional colors will incur extra charges.

4 COLORS



3 COLORS



3 COLORS



3 COLORS



## STANDARD SILK-SCREENED EMBLEM SHAPES

Shown is our selection of standard shapes for silk-screened emblems. Please select the shape that best suits your logo by emblem shape number. (Shown at actual size.)



## MINIMUM ORDER QUANTITY FOR SILK-SCREENED EMBLEMS: 24

STANDARD FEES	
Tooling charge, standard shape	\$250.00 <sub>A</sub> *
Each additional color (per color)	Over 3 – \$0.70 <sub>A</sub>
Paper proof, black and white or color – new artwork only	—
Less-than-minimum fee	\$100.00 <sub>A</sub>

LEAD TIMES	
Paper proof	48 hours
Sample for approval	7 working days
New design order	7 working days
Repeat design order	6 working days
Emblematic and imprinted order	10 working days

Die-struck and silk-screened emblems may be given either a vertical or horizontal placement on a writing instrument cap. Please indicate your preference for orientation when you submit your logo artwork. Desk set nameplates are 3 1/4 inches by 1 1/8 inches. Logos are positioned in the lower left corner (see Chase example), unless otherwise specified. Die-struck emblems affixed to desk set nameplates are the same size as die-struck emblems on pocket writing instruments.\*

Vertical Custom Emblem Placement



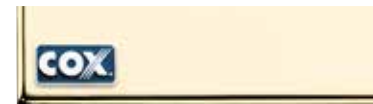
Horizontal Emblem Placement



Logos are silk-screened directly onto the nameplate



Die-struck emblems are affixed to the nameplate



Corporate logos or registered trademarks are shown only to illustrate Cross's logo reproduction capabilities. Merchandise bearing logos can be purchased only by the organization to which the logos or trademark belongs and only through authorized Cross distributors.

## CUSTOM EMBLEM SHAPES

Cross also fabricates die-struck and silk-screened emblems in custom shapes for an additional custom tooling charge. Please call your customer service representative for additional information.

\*Size and location of emblem subject to approval by A.T. Cross

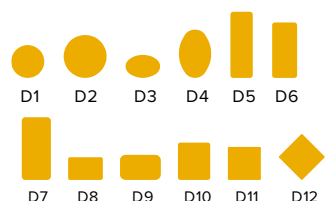
# CROSS EMBLEM STYLES

## DIE-STRUCK EMBLEMS

For die-struck emblems, select either plain (without color) or color-filled with oven-baked enamels in single or multiple colors. Die-struck emblems are sterling silver, chrome plated, 10KT gold filled/rolled gold or 23KT gold plated with a raised metal imprint that is available in multiple finishes, including color-filled, antique plate, or 3 different sprays (flat black spray, two-tone spray, or antique spray). The standard die-struck emblem price includes a maximum of 2 colors. Additional colors will incur extra charges.

## STANDARD DIE-STRUCK EMBLEM SHAPES

Shown is our selection of standard shapes for die-struck emblems. (Shown at actual size.)



7 COLORS	1 COLOR	0 COLORS	BLACK	2 COLORS
<b>COLOR-FILLED</b> Hand painted with 1 or more colors.	<b>ANTIQUE PLATE</b> Whole emblem plated with black nickel. Raised details polished to expose shiny metal surface.	<b>FLAT BLACK SPRAY</b> Black coating hand applied to logo background only.	<b>TWO-TONE SPRAY</b> Textured gold or silver coating hand applied to logo background.	<b>ANTIQUE SPRAY</b> Dark gray coating hand applied to logo background.

STANDARD FEES	
Tooling charge, standard shape	\$400.00 <sub>A</sub> *
Each additional color (per color)	Over 2 – \$0.70 <sub>A</sub>
Paper proof, black and white or color – new artwork only	—
Less-than-minimum fee	\$100.00 <sub>A</sub>

LEAD TIMES	
Color paper proof	48 hours
Sample for approval	10 working days
New design order	10 working days
Repeat design order	8 working days
Emblematic and imprinted order	10 working days

**MINIMUM ORDER QUANTITY FOR DIE-STRUCK EMBLEMS: 24**

## EMBLEM ORDERING INFORMATION

### ORDERING REQUIREMENTS

The following must be submitted with orders for new die-struck or silk-screened emblems:

- Item numbers, descriptions and order quantities.
- Cross will also accept digital vector artwork in Adobe Illustrator, Corel Draw 9.0 or earlier, and Freehand 9.0 or earlier. Please convert all fonts to paths; do not send actual fonts. Email files to [artwork@cross.com](mailto:artwork@cross.com), referencing your P.O. number and distributor name in the subject line. While we will accept artwork that is not vector-based (black and white line art, enlarged to 300% of desired size), kindly note that a fee will be incurred. Halftones or screen images are not acceptable for reproduction purposes.
- PMS colors — (coated gloss only) and color placement. PMS = Pantone® Matching System, an international printing, publishing, and packaging color guide.
- For new orders, submit an emblem name, for example, “Nike Swoosh”. For repeat orders, submit the name and number of the existing emblem.
- Silk-screened emblem shape numbers — select one of the shapes, if applicable. Die-struck emblems also can be formed into the shape of the logo for an additional charge.
- Fountain pen nib size.
- Ship to address, required delivery date and preferred shipping method

### PROOFING OPTIONS

- Color paper proof
- Pre-production sample of your design on a Cross writing instrument or desk set nameplate

### ADDITIONAL CHARGES

Tooling and set up — Less than minimum, PMS color matching and color revision charges may be incurred, depending on the order requirements. Please contact your Cross customer service representative for complete pricing.

Art charge — Orders for new emblems not submitted with vector art or requiring special design services are subject to an additional art charge. Original letterhead, business cards, faxed artwork, bitmapped digital artwork, web images, and printed art on non-flat surfaces are subject to this charge. Cross reserves the right to reset all artwork to provide a quality decoration that best fits the decoration area. The minimum size for typesetting on most products is 6-point type.

Cancellations or changes to orders — Firm orders which are canceled or changed while in process will be assessed a service charge in addition to the cost of components already produced. If order requires any manufacturing change while in process, new lead time will be quoted.

### LEAD TIMES

A lead-time is the number of working days required to process and ship an order from Cross. Lead-times begin after receipt and approval of an order by Cross. Orders for decorated product are not approved until final artwork is approved by customer.

Working days = Monday through Friday, excluding national and factory holidays. (Includes U.S. and Chinese holidays)

\*Emblems offered exclusively on Cross collection.

# CROSS IMPRINTING SERVICES

Using an imprint image reproduction process, Cross will recreate your company trademark or symbol on applicable writing instruments in one or multiple colors of your choice. Extremely accurate design and color reproduction is possible. Standard imprint colors are listed below. A PMS color-match fee will be charged for other requested colors. One location included in price.

## IMPRINT LOCATIONS

Please refer to product pages for all engraving and imprinting locations.

## IMPRINT EXAMPLES



Aventura, 1-color



Century II, 2-color

## GIFT BOX IMPRINT EXAMPLES



Imprint on Gift Box Sleeves \$3.00<sub>A</sub>

## STANDARD IMPRINT COLORS

 Red	 Black
 Blue	 White
 Yellow	 Gold Tone
 Green	 Silver Tone

## STANDARD IMPRINT TYPE STYLES (MAXIMUM 3 LINES)

Avante Garde

Helvetica

Bookman

Murray

Brush Script

Old English

## IMPRINT ORDERING INFORMATION

PRICING	Product Imprint	Gift Box Imprint
Minimum order	24	24
Tooling charge	\$80.00 <sub>A</sub> *	\$80.00 <sub>A</sub> *
Each additional color (per color)	Over 1 – \$0.70 <sub>A</sub>	Over 1 – \$0.70 <sub>A</sub>
Each additional imprint	\$5.50 <sub>A</sub>	\$3.00 <sub>A</sub>
Color paper proof – new artwork only	—	—
Less-than-minimum fee	\$100.00 <sub>A</sub>	\$100.00 <sub>A</sub>
Gift box/box sleeve imprint	Includes one color	\$3.00 <sub>A</sub>

\*One-color imprint only. Multi-color imprints will incur an additional charge. Contact your A.T. Cross customer service representative for details.

## LEAD TIMES

A lead-time is the number of working days required to process and ship an order from Cross. Lead-times begin after receipt and approval of an order by Cross. Orders for decorated product are not approved until final artwork is approved by customer.

Working days = Monday through Friday, excluding national and factory holidays. (Includes U.S. and Chinese holidays)

Description	Lead-time
Paper proof	48 hours
Sample for approval	6 working days
New design order	6 working days
Repeat design order	6 working days
Emblematic and imprinted order	10 working days

## IMPRINT ORDERING REQUIREMENTS

The following must be submitted with orders for custom imprinting.

- Item numbers, descriptions and quantities.
- A.T. Cross requests that artwork be provided in vector format.
- Imprint location and type style.
- For new orders, submit a design name, for example, "Texaco Star".
- For repeat orders, submit the name and number of the existing imprint.
- Fountain pen nib size.
- Ship to address, required delivery date and preferred shipping method.



# CROSS DEBOSSING



Blind Debossing



Silver Foil Debossing



Gold Foil Debossing

Journals and pouches are available for custom debossing. Debossing imprints the journal with a logo or monogram impression. Debossed locations are recommendations. Locations and logo size may vary depending on individual logo. Please send artwork to [artwork@cross.com](mailto:artwork@cross.com) for specialized consultation on your logo and placement. Note that logo debossing may be limited to text.

## DEBOSSING ORDERING INFORMATION

PRICING – JOURNALS		
Description	Blind Emboss	Foil Deboss
Minimum order	6	6
Tooling charges	\$80.00 <sub>A</sub> *	\$80.00 <sub>A</sub> *
Decoration price (per unit)	\$5.50 <sub>A</sub>	\$5.50 <sub>A</sub>
Each additional location (per unit)	\$5.50 <sub>A</sub>	\$5.50 <sub>A</sub>
Color paper proof	—	—
Less-than-minimum fee	\$100.00 <sub>A</sub>	\$100.00 <sub>A</sub>

LEAD TIMES – JOURNALS		
Description	Blind Emboss	Foil Deboss
A lead-time is the number of working days required to process and ship an order from Cross. Lead-times begin after receipt and approval of an order by Cross. Orders for decorated product are not approved until final artwork is approved by customer.		
Working days = Monday through Friday, excluding national and factory holidays. (Includes U.S. and Chinese holidays)		
Paper proof	48 hours	48 hours
Sample for approval	10 working days	10 working days
New design order	10 working days	10 working days
Repeat design order	8 working days	8 working days

### ORDERING REQUIREMENTS

The following must be submitted with orders for new debossed orders:

- Item numbers, descriptions, and order quantities.
- For new orders, submit a design name, for example “Texaco Star”. For repeat orders, submit the name and number for the existing deboss decoration.
- Ship to address, required delivery date and preferred shipping method.

### PROOFING OPTIONS

- Color paper proof
- Black and white paper proof
- Pre-production sample of your design on a leather product

### ADDITIONAL CHARGES

Tooling and set up as well as less than minimum charges may be incurred depending on the order requirements. Please contact your Cross customer service representative for complete pricing.

Art Charge – Order for new deboss decoration not submitted with vector art or requiring special design services are subject to an additional art charge. Original letterhead, business cards, faxed artwork, bitmapped digital artwork, web images, and printed art on non-flat surfaces are subject to this charge. Cross reserves the right to reset all artwork to provide a quality decoration that best fits the decoration area.

Cancellations or changes to orders – Firm orders which are canceled or changes while in process will be assessed a service charge in addition to the cost of components already produced. If order requires any manufacturing change while in process, new lead time will be quoted.

# CROSS DISTRIBUTOR PROGRAMS

## **CROSS DISTRIBUTOR SELF-PROMOTION PROGRAM:**

50% off first column net decorated pricing on most Cross writing instruments. Discount cannot be applied to promotional prices.

- Includes an emblem, template engraving, or custom imprint of your distributor logo.
- Minimum order of 24 units for emblems, 12 units for template engraving, 24 units for custom imprints.
- Tooling charges are not included.
- Excludes all precious metals, FranklinCovey, stationery products, Calais, Click, Coventry, desk sets, promotional items and new product launches for the first 3 months. Other products may not be available due to stock situations. Contact your sales rep for more information.
- Maximum order quantity 200 units.
- Subject to stock availability.

## **CROSS SPEC SAMPLE PROGRAM:**

50% off first column net decorated pricing on most Cross writing instruments.

- Limit: 2 decorated samples or 1 plain sample. No returns accepted.
- Excludes all precious metals, FranklinCovey, stationery products, Calais, Click, Coventry, desk sets, promotional items and new product launches for the first 3 months. Other products may not be available due to stock situations. Contact your sales rep for more information.
- Tooling charges are not included.
- Cross requests that artwork be submitted as vector art.
- Subject to stock availability.

# WARRANTY

## **CROSS WRITING INSTRUMENT FULL PERPETUAL WARRANTY**

All Cross writing instruments and desk set pen holder mechanisms are unquestionably guaranteed against mechanical failure, regardless of age. Any Cross product or part requiring service under this warranty will be repaired or replaced at no charge when received at our factory from the consumer (postage and insurance are the responsibility of the consumer, and processing fees may apply). Any such product that is no longer in production and cannot be repaired will be replaced with a comparable Cross product. Leads, erasers, ink refills and stylus tips exhausted in the course of normal use, and emblems and other customized decoration, are excluded from this warranty; also excluded are fountain pen nibs and other parts damaged from impact, unreasonable use or obvious abuse, as well as wear, aging discoloration or other deterioration of the leather wrapping. The Cross guarantee extends our assurance of a lifetime of writing pleasure to every owner of a Cross writing instrument. This warranty gives you specific legal rights, and you may have other rights which vary from state to state or jurisdiction to jurisdiction. Customers are advised to obtain insurance against loss or damage when shipping products to Cross. Without proof of shipment, Cross cannot replace product it does not receive.

## **WARNING**

Pen caps can obstruct breathing. Keep out of mouth.  
This product is not intended for children.

## **APPLICABLE TO STYLUS TIPS**

In no event shall Cross be liable for incidental or consequential damages of any kind or character including, without limitation, physical damage to the surface of hand-held PCs, cell phones, smart phones or other electronic devices. Some states and jurisdictions do not allow the exclusion of incidental or consequential damages, so the above exclusions may not apply to you.

# CROSS GENERAL INFORMATION

## WRITING ORDERS

Your order must include:

1. Quantity desired.
2. Product number of item.
3. Emblem, imprint or template number where applicable (reference to previous P.O.'s is not accepted).
4. Writing instrument refill point (if other than standard).
5. Fountain pen nib size.
6. Exact copy (typed or printed) for engraving or imprinting.
7. Artwork for template engravings. Reference the engraving section for art requirements.
8. Artwork for emblems or imprints. Reference the appropriate decoration section for art requirements.
9. Desired imprint or engraving area.
10. Desired emblem shape number and type, i.e. die-struck or silk-screened.
11. Customer's complete shipping address.
12. Required delivery date and preferred shipping method.

## PACKAGING

- Most Ballpoint Pens are packaged with a medium black refill.
- All Rollerball Pens are packaged with a black gel rolling ball refill.
- All writing instruments ship in a Premium Gift Box.

## TYPESETTING

The minimum size for typesetting for most decorations is 6 point type (example: this is 6 point type). Cross reserves the right to reset all imprint copy and logos to fit the imprint area and/or provide the best quality imprint.

## TEMPLATE ENGRAVING

A process that duplicates simplified logos or stylized print is available on most writing instruments.

## EMBLEMS

See page 82 for writing instrument application.

## IMPRINTS

Cross will recreate your company trademark or symbol on most lacquer and satin finish writing instruments using an imprint image reproduction process. Extremely accurate design and color reproduction is possible.

## PROOFING OPTIONS

- Color paper proof
- Black and white paper proof
- Pre-production sample

## ARTWORK/E-MAIL

Cross prefers to receive vector artwork at all times. We will also accept digital vector artwork in Adobe Illustrator, Corel Draw 9.0 or earlier, and Freehand 9.0 or earlier. Please convert all fonts to paths; do not send actual fonts. Email files to [artwork@cross.com](mailto:artwork@cross.com), referencing your P.O. number and distributor name in the subject line. While we will accept artwork that is non-vector-based, kindly note that a fee will be incurred.

## TOOLING

Tooling (screens, pads, dies, plates and templates) remains Cross property. All tooling will be held in a quality-controlled environment at Cross's factory for 48 months after the last order to manufacture. If a manufacturing order is not received for a specific design within a 48-month period, the tooling will be discarded due to inactivity. New set up and tooling charges apply if a tool has been discarded due to inactivity.

## EMBLEM QUALITY

For maximum security, Cross jewelry-quality emblems are double-pegged and riveted to the clip of writing instrument caps. Cross can reproduce your company trademark using single or multiple colors on a variety of standard and custom emblem shapes. Color enamels are hardened to protect against peeling, chipping, or cracking. Each and every emblem is inspected 100% for proper dimension, security, color correctness, design definition and alignment to the clip.

## LOGOS AND TRADEMARKS

All decorated product with corporate logos or registered trademarks is shown only to illustrate logo reproduction capabilities. Merchandise bearing logos can be purchased only by the organization to which the logo or trademark belongs and only through authorized Cross distributors.

## ENGRAVING

Please send a separate Excel document specifying product numbers, desired engraving style and the specific wording or letters to be engraved. Do not send us the item for engraving as this takes more time and increases your handling and mailing costs.

Production lead time for engraving orders is 3 working days from factory receipt of acceptable engraving list. (excluding templates) 50 units or more = 5 working days.

## CANCELLATIONS/CHANGES TO ORDERS

Firm orders which are canceled or changed while in process will be assessed a service charge in addition to the cost of the components already produced. If order requires any manufacturing change while in process, a new lead time will be quoted. Please note: Any change may affect the original ship date.

## INCREASED ORDERS

Increases to orders already received by Cross will be treated as new orders and a new lead time will be quoted.

## SPLIT SHIPMENTS/DROP SHIPMENTS

No additional charges for split shipments (example: shipping to end user event location or merchandise that by necessity, due to its size or nature, is being shipped to multiple locations). Order must specify split shipment information upon submission of purchase order. Each split shipment must be at least minimum order quantity. Blanket purchase orders requesting individual shipment locations for single units are not considered split shipments and will follow drop ship policy below.

Cross recognizes that in today's business environment, suppliers are asked to provide shipping/fulfillment services for individual product orders to end-user recipients. A drop ship charge of \$18.00 will be applied for each drop ship location, where Cross handles third party order fulfillment (example – shipping to individual end-user residential addresses). This charge includes ground freight.

Drop Shipment destinations are required at the time of order placement. Drop ship charges as noted above will apply.

## EXPEDITE CHARGE

Any requests for reduction in production lead times will incur an additional \$50.00 net expedite charge. We reserve the right to decline expedite requests.

## RETURNS

Emblematic/engraved/imprinted merchandise may not be returned. Plain merchandise returns must be authorized in writing from Cross and will be subject to a 15% restocking charge. All authorized returns must be made freight prepaid within 60 days of the original shipment.

## LOSS/DAMAGE CLAIMS

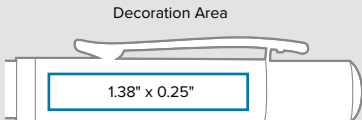
Claims for short shipments, damage or merchandise not received must be submitted within 30 days from date of shipment.

Prices subject to change without notice.



# FRANKLINCOVEY GREENWICH

The simple appeal of Greenwich is no surprise. What surprises fans of this straightforward, cylindrical design is the appealing price. Displayed with importance on the chrome cap, your brand will always be present as the work gets done, from note taking to contract signing.



**Pricing includes:**

- Pricing includes one line of laser engraving.
- Additional lines or locations are extra.
- For decorated product ordering information, please refer to pages 74-75.
- Minimum order 50 units.
- Gift ready packaging. See page 76.



Lifetime Warranty

Item#	Satin Chrome	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
FC0022-1	Ballpoint Pen	\$15.49	\$10.00	\$8.63	\$7.49	•				
FC0021-1	Ballpoint Pen and 0.9mm Pencil Set	\$30.99	\$20.00	\$17.26	\$14.99	•				
						ABC				

Item#	Chrome	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
FC0022-2	Ballpoint Pen	\$15.49	\$10.00	\$8.63	\$7.49	•				
FC0021-2	Ballpoint Pen and 0.9mm Pencil Set	\$30.99	\$20.00	\$17.26	\$14.99	•				
						ABC				

Item#	Chrome/Evening Blue Lacquer	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
FC0022-3	Ballpoint Pen	\$15.49	\$10.00	\$8.63	\$7.49	•				
FC0021-3	Ballpoint Pen and 0.9mm Pencil Set	\$30.99	\$20.00	\$17.26	\$14.99	•				
						ABC				

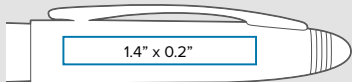
Item#	Chrome/Tuxedo Black Lacquer	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
FC0022-4	Ballpoint Pen	\$15.49	\$10.00	\$8.63	\$7.49	•				
FC0021-4	Ballpoint Pen and 0.9mm Pencil Set	\$30.99	\$20.00	\$17.26	\$14.99	•				
						ABC				

# FRANKLIN COVEY LEXINGTON

Lexington looks every bit the part of a polished professional. The tapered profile pays homage to traditional design in classic chrome, finessed with laser engravings on the cap, barrel and tip. A sophisticated corporate gift offered at a value-conscious price.



Decoration Area



L = Laser Engraved



**Pricing includes:**

- Pricing includes one line of laser engraving.
- Additional lines or locations are extra.
- For decorated product ordering information, please refer to pages 74-75.
- Minimum order 50 units.
- Gift ready packaging. See page 76.



Lifetime Warranty

Item#	Chrome/Gold-Tone	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
FC0015-3	Rollerball Pen	\$20.49	\$15.00	\$12.95	\$11.24	•				
					ABC					

Item#	Midnight Black Lacquer/Chrome	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
FC0015-1	Rollerball Pen	\$20.49	\$15.00	\$12.95	\$11.24	•				
					ABC					

Item#	Chrome	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
FC0015-2	Rollerball Pen	\$20.49	\$15.00	\$12.95	\$11.24	•				
					ABC					

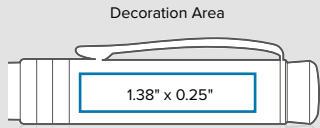


# FRANKLINCOVEY FREEMONT

Styled to catch the eye as pen takes to paper, Freemont is noteworthy for its bold double banding and flared top in polished chrome. Choose Freemont's significant silhouette to make a memorable impression and enjoy a price that's far lower than you might expect.



72



L = Laser Engraved



CI = Custom Imprinted



**Pricing includes:**

- Pricing includes one line of laser engraving.
- Additional lines or locations are extra.
- For decorated product ordering information, please refer to pages 74-75.
- Minimum order 50 units.
- Gift ready packaging. See page 76.



Lifetime Warranty

Item#	Deco Black Lacquer	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
FC0032-1	Ballpoint Pen	\$15.49	\$11.00	\$9.49	\$8.24			•		
FC0036-1MS	Fountain Pen	\$30.99	\$21.00	\$18.13	\$15.74			•		
<b>FC0031-1</b>	Ballpoint Pen and 0.9mm Pencil Set	\$30.99	\$21.00	\$18.13	\$15.74			•		
					ABC					

Item#	Satin Chrome	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
FC0032-2	Ballpoint Pen	\$15.49	\$11.00	\$9.49	\$8.24	•				
FC0031-2	Ballpoint Pen and 0.9mm Pencil Set	\$30.99	\$21.00	\$18.13	\$15.74	•				
					ABC					

Item#	Vineyard Red Lacquer	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
FC0032-3	Ballpoint Pen	\$15.49	\$11.00	\$9.49	\$8.24			•		
FC0031-3	Ballpoint Pen and 0.9mm Pencil Set	\$30.99	\$21.00	\$18.13	\$15.74			•		
					ABC					

Item#	Blue Lacquer	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
FC0032-4	Ballpoint Pen	\$15.49	\$11.00	\$9.49	\$8.24			•		
FC0031-4	Ballpoint Pen and 0.9mm Pencil Set	\$30.99	\$21.00	\$18.13	\$15.74			•		
					ABC					

# FRANKLINCOVEY ENGRAVING



STANDARD ENGRAVING		TYPEFACE OPTIONS		MINIMUM ORDER	COST PER ADDITIONAL LINE
A process that places an engraving of <b>text</b> on the cap of a Cross writing instrument. Most standard caps accept one line of engraving (the barrel section cannot be engraved). One line of engraving is included in price.	METHOD	CHARACTERS	Block	Script	
	Laser	22	▲	▲	1

TEMPLATE ENGRAVING	METHOD	COLOR-FILL	MINIMUM ORDER	
A custom process that <b>duplicates simplified logos or stylized print</b> . It is available on the engraving panel of all Cross writing instruments.	Laser		Laser engraving on all chrome writing instruments appears as tone-on-tone.	50

Standard Fees for Template Engraving	
Paper proof	No charge
Template tooling fee when artwork is vector-based	No charge
Template tooling fee when artwork is not vector-based	\$100.00 <sub>A</sub>
Less-than-minimum fee	\$100.00 <sub>A</sub>
Second engraving location charge	\$1.40 <sub>A</sub> (per line)

## ENGRAVING ORDERING INFORMATION

### THE FOLLOWING MUST BE SUBMITTED WITH ORDERS FOR STANDARD ENGRAVING:

- Item numbers, descriptions and order quantities of items to be engraved.
- Exact copy – example: Richard T. Cross, Richard T. Cross, R.T.C., R. T. C., or R. Cross. Spacing and punctuation must be indicated.
- Font style – examples: Script, Block, Double-Line Gothic, or Times Regular.
- Engraving style – example: Deep-cut color-filled with black.
- Fountain pen nib size.
- Ship-to address, required delivery date and preferred shipping method.
- Before submitting an order for **standard engraving**, check the following:
  - Select the engraving style preferred by referencing the chart on the previous page for applicable styles.
  - Name engraving list needs to be supplied via Excel spreadsheet along with purchase order.
- For new template engraving orders, submit a template name, for example, "Gateway". For repeat orders, submit the name and number of the existing template.

### ADDITIONAL CHARGES

**Art charge** – Orders for new template engraving requiring special design services are subject to an additional charge. Original letterhead, business cards, faxed artwork, bitmapped digital artwork, web images, and printed art on non-flat surfaces are subject to this charge. Cross reserves the right to reset all artwork to provide a quality decoration that best fits the decoration area. The minimum size for typesetting on most products is 6-point type.

**PMS color-fill charge** – An additional per unit color-fill fee will be imposed for all PMS colors.

Cancellations or changes to orders – Firm orders which are canceled or changed while in process will be assessed a service charge in addition to the cost of the components already produced. If order requires any manufacturing change while in process, a new lead time will be quoted. Please note: Any change may affect the original ship date.

### LEAD TIMES

A lead-time is the number of working days required to process and ship an order from Cross. Lead-times begin after receipt and approval of an order by Cross. Orders for decorated products are not approved until final artwork is received and approved by customer. Working days = Monday through Friday, excluding national and factory holidays. (Includes U.S. and Chinese holidays)

DESCRIPTION	LEAD-TIME
Paper proof	48 hours
Template sample	5 working days
New or repeat order: template	5 working days
New or repeat order: standard engraving (straight line text)	5 working days
Name engraving order: 1-49 units	3–5 working days
Name engraving order: 50+ units	5 working days

Please contact your Cross customer service representative for additional information

# FRANKLINCOVEY IMPRINTING

Using an imprint image reproduction process, we will recreate your company trademark or symbol on applicable writing instruments in one or multiple colors of your choice. Extremely accurate design and color reproduction is possible. Standard imprint colors are listed below. A PMS color-match fee will be charged for other requested colors. One location included in price.



## GIFT BOX IMPRINT EXAMPLE



Available on select products \$0.70<sub>A</sub>

## STANDARD IMPRINT COLORS



## STANDARD IMPRINT TYPE STYLES (MAXIMUM 3 LINES)

Avante Garde

Helvetica

Bookman

Murray

Brush Script

Old English

## IMPRINT ORDERING INFORMATION

PRICING	Product Imprint	Gift Box Imprint
Minimum order	50	50
Tooling charge	\$80.00 <sub>A</sub> *	\$80.00 <sub>A</sub> *
Each additional color (per color)	Over 1 – \$0.70 <sub>A</sub>	Over 1 – \$0.70 <sub>A</sub>
Each additional imprint	\$5.50 <sub>A</sub>	\$0.70 <sub>A</sub>
Color paper proof – new artwork only	—	—
Less-than-minimum fee	\$100.00 <sub>A</sub>	\$100.00 <sub>A</sub>
Gift box/box sleeve imprint	Includes one color	\$0.70 <sub>A</sub>
*One-color imprint only. Multi-color imprints will incur an additional charge. Contact your A.T. Cross customer service representative for details.		

## LEAD TIMES

A lead-time is the number of working days required to process and ship an order from A. T. Cross. Lead-times begin after receipt and approval of an order by A. T. Cross. Orders for decorated product are not approved until final artwork is approved by customer. Working days = Monday through Friday, excluding national and factory holidays (includes U.S. and Chinese holidays).

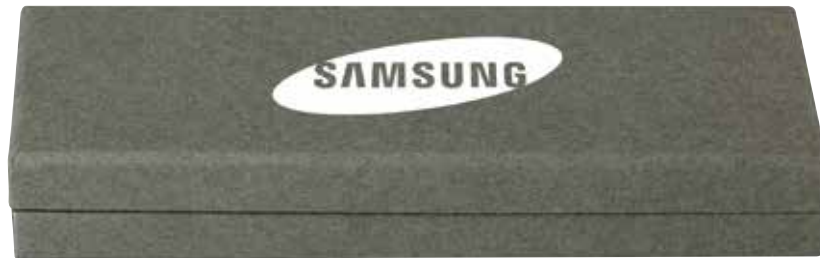
Description	Lead-time
Paper proof	48 hours
Sample for approval	6 working days
New design order	6 working days
Repeat design order	6 working days

## IMPRINT ORDERING REQUIREMENTS

The following must be submitted with orders for custom imprinting:

- Item numbers, descriptions and quantities.
- A.T. Cross requests that artwork be provided in vector format.
- Imprint location and type style.
- For new orders, submit a design name, for example, "Texaco Star".
- For repeat orders, submit the name and number of the existing imprint.
- Ship to address, required delivery date and preferred shipping method.

# FRANKLINCOVEY GIFT BOXES



GIFT BOX IMPRINT

## FRANKLINCOVEY WARRANTY

At A.T. Cross, our end goal is to provide our partners with the same reliable, meticulous service that we offer our consumers. We strive to develop and provide real tools and resources which will help you grow your business with us. Experience the luxury of reliability.

### WRITING INSTRUMENT FULL PERPETUAL WARRANTY

All FranklinCovey writing instruments and desk set pen holder mechanisms are unquestionably guaranteed against mechanical failure, regardless of age. Any FranklinCovey product or part requiring service under this warranty will be repaired or replaced at no charge when received at our factory from the consumer (postage and insurance are the responsibility of the consumer, and processing fees may apply). Any such product that is no longer in production and cannot be repaired will be replaced with a comparable FranklinCovey product. Leads, erasers, ink refills and stylus tips exhausted in the course of normal use, and emblems and other customized decoration, are excluded from this warranty; also excluded are fountain pen nibs and other parts damaged from impact, unreasonable use or obvious abuse, as well as wear, aging discoloration or other deterioration of the leather wrapping.

The FranklinCovey guarantee extends our assurance of a lifetime of writing pleasure to every owner of a FranklinCovey writing instrument. This warranty gives you specific legal rights, and you may have other rights which vary from state to state or jurisdiction to jurisdiction. Customers are advised to obtain insurance against loss or damage when shipping products to Cross. Without proof of shipment, FranklinCovey cannot replace product it does not receive.

### WARNING

Pen caps can obstruct breathing. Keep out of mouth. This product is not intended for children.

# FRANKLINCOVEY GENERAL INFORMATION

## WRITING ORDERS

Your order must include:

1. Quantity desired
2. Product number of item
3. Emblem, imprint or template number where applicable (reference to previous P.O.s is not accepted).
4. Writing instrument refill point (if other than standard).
5. Fountain pen nib size
6. Exact copy (typed or printed) for engraving or imprinting.
7. Artwork for template engravings. Reference the engraving section for art requirements.
8. Artwork for imprints. Reference the appropriate decoration section for art requirements.
9. Desired imprint or engraving area
10. Customer's complete shipping address
11. Required delivery date and preferred shipping method.

## PACKAGING

Most Ballpoint Pens are packaged with a medium black refill.  
All Rollerball Pens are packaged with a black gel rolling ball refill.  
All writing instruments ship in gift box.

## TYPESETTING

The minimum size for typesetting for most decorations is 6 point type (example: this is 6 point type). A.T. Cross reserves the right to reset all imprint copy and logos to fit the imprint area and/or provide the best quality imprint.

## TEMPLATE ENGRAVING

A process that duplicates simplified logos or stylized print is available on most writing instruments.

## IMPRINTS

A.T. Cross will recreate your company trademark or symbol on most lacquer and satin finish writing instruments using an imprint image reproduction process. Extremely accurate design and color reproduction is possible.

Proofing options: Color paper proof, Black and white paper proof, Pre-production sample

## ARTWORK/E-MAIL

A.T. Cross prefers to receive artwork in vector format at all times. We will also accept digital vector artwork in Adobe Illustrator AI or EPS, Corel Draw 9.0 or earlier, and Freehand 9.0 or earlier. Please convert all fonts to paths; do not send actual fonts. While we will accept artwork that is non-vector-based, kindly note that a fee will be incurred.

## TOOLING

Tooling (screens, pads, dies, plates and templates) remains A.T. Cross property. All tooling will be held in a quality-controlled environment at A.T. Cross's factory for 48 months after the last order to manufacture. If a manufacturing order is not received for a specific design within a 48-month period, the tooling will be discarded due to inactivity. New set up and tooling charges apply if a tool has been discarded due to inactivity.

## LOGOS AND TRADEMARKS

All decorated product with corporate logos or registered trademarks is shown only to illustrate logo reproduction capabilities. Merchandise bearing logos can be purchased only by the organization to which the logo or trademark belongs and only through authorized A.T. Cross distributors.

## ENGRAVING

Please send a separate Excel document specifying product numbers, desired engraving style and the specific wording or letters to be engraved. Do not send us the item for engraving as this takes more time and increases your handling and mailing costs.

Production lead time for engraving orders is 10-15 working days.

## CANCELLATIONS/CHANGES TO ORDERS

Firm orders which are canceled or changed while in process will be assigned a service charge in addition to the cost of the components already produced. If order requires any manufacturing change while in process, a new lead time will be quoted. Please note: Any change may affect the original ship date.

## INCREASED ORDERS

Increases to orders already received by A.T. Cross will be treated as new orders and a new lead time will be quoted.

## SPLIT SHIPMENTS/DROP SHIPMENTS

No additional charges for split shipments (example: shipping to end user event location or merchandise that by necessity, due to its size or nature, is being shipped to multiple locations). Order must specify split shipment information upon submission of purchase order. Each split shipment must be at least minimum order quantity. Blanket purchase orders requesting individual shipment locations for single units are not considered split shipments and will follow drop ship policy below.

A.T. Cross recognizes that in today's business environment, suppliers are asked to provide shipping/fulfillment services for individual product orders to end-user recipients. A drop ship charge of \$18.00<sub>A</sub> will be applied for each drop ship location, where Cross handles third party order fulfillment (example – shipping to individual end user residential addresses). This charge includes ground freight.

Drop Shipment destinations are required at the time of order placement. Drop ship charges as noted above will apply.

## RETURNS

Emblematic/engraved/imprinted merchandise may not be returned. Plain merchandise returns must be authorized in writing from A.T. Cross and will be subject to a 15% restocking charge. All authorized returns must be made freight prepaid within 60 days of the original shipment.

## LOSS/DAMAGE CLAIMS

Claims for short shipments, damage or merchandise not received must be submitted within 30 days from date of shipment.

Prices subject to change without notice.



BRANDED GIFTING SOLUTIONS

A.T. CROSS COMPANY

[CROSSCORPORATEGIFTS.COM](http://CROSSCORPORATEGIFTS.COM)



CONGRATULATE

MOTIVATE



**SHEAFFER**

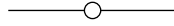
OUR VISION FOR CORPORATE GIVING

The right corporate gifts can build a bridge, connecting your brand in purposeful ways to prospective clients, business partners and consumers. For your employees, thoughtfully presented gifts not only recognize achievement, they inspire company pride and build team morale.

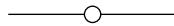
Cross and Sheaffer are here to help you develop valuable personal connections through the gifts you choose. And, in turn, to feel rewarded by the very experience of giving.



# LIFETIME WARRANTY



We are **committed** to delivering the highest level of value to our customers around the globe, and we want you to choose Sheaffer products with absolute **confidence**. Our new **lifetime warranty** guarantees that we will repair or replace, free of charge, any Sheaffer writing instrument that has mechanical failure due to defects in material or **workmanship**, regardless of the age of the product.



## CONTENTS

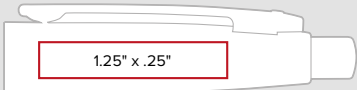
● Sheaffer® VFM New Finishes	2	Refill Reference Guide	14
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# SHEAFFER® VFM

Vibrant, fun, modern. VFM is a bright spot on the business landscape, from conference room to studio workspace, from attaché to laptop bag. A merger of simple and sophisticated, the tapered silhouette is clean, uncomplicated and offered in matte and polished finishes.



Decoration Area Upper Barrel



CI = Custom Imprinted



DC = Deep Cut Engraved



**Pricing includes:**

- Pricing includes one area of decoration.
- Additional lines, locations, or colors are extra.
- For decorated product ordering information, please refer to pages 16-18.
- Presented in a Standard Gift Box.



Lifetime Warranty

Item#	Chrome	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2942151	Ballpoint Pen	\$20.50	\$17.50	\$15.04	\$13.08	•	•			
E1942151	Selectip® Rollerball Pen	\$22.00	\$18.70	\$16.04	\$13.93	•	•			

ABC

Item#	Chrome/Gold	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2942251	Ballpoint Pen	\$24.00	\$20.30	\$17.38	\$15.07	•	•			
E1942251	Selectip® Rollerball Pen	\$25.50	\$21.50	\$18.38	\$15.92	•	•			

ABC

**NEW**

Item#	White Lacquer/Black Appointments	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2942551	Ballpoint Pen	\$24.00	\$20.30	\$17.38	\$15.07			•		
E1942551	Selectip® Rollerball Pen	\$25.50	\$21.50	\$18.38	\$15.92			•		

ABC

**NEW**

Item#	Gun Metal Gray/Black Appointments	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2942451	Ballpoint Pen	\$24.00	\$20.30	\$17.38	\$15.07			•		
E1942451	Selectip® Rollerball Pen	\$25.50	\$21.50	\$18.38	\$15.92			•		

ABC

Item#	Neon Blue / Chrome Trim	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2940151	Ballpoint Pen	\$21.50	\$18.30	\$15.71	\$13.65		•	•		
E1940151	Rollerball Pen	\$22.50	\$19.10	\$16.37	\$14.22		•	•		

ABC

Item#	Excessive Red / Chrome Trim	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2940351	Ballpoint Pen	\$21.50	\$18.30	\$15.71	\$13.65		•	•		
E1940351	Rollerball Pen	\$22.50	\$19.10	\$16.37	\$14.22		•	•		

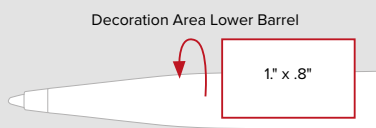
ABC

Item#	Matte Black / Chrome Trim	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2940551	Ballpoint Pen	\$21.50	\$18.30	\$15.71	\$13.65		•	•		
E1940551	Rollerball Pen	\$22.50	\$19.10	\$16.37	\$14.22		•	•		

ABC

Item#	Strobe Silver / Chrome Trim	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2940051	Ballpoint Pen	\$21.50	\$18.30	\$15.71	\$13.65		•	•		
E1940051	Rollerball Pen	\$22.50	\$19.10	\$16.37	\$14.22		•	•		

ABC



CI = Custom Imprinted



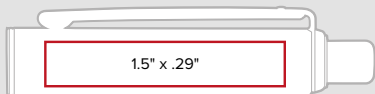
# SHEAFFER® SENTINEL

For an ultra-timely gift, just look to the past. With the pure retro flair of a click-top design, Sentinel celebrates history while helping you celebrate a job well done. The smart one-handed push button activates the ballpoint; the sleek brushed chrome top and the barrel await your custom decoration.



4

Decoration Area Upper Barrel



L = Laser Engraved Cap Only



**Pricing includes:**

- Pricing includes one area of decoration.
- Additional lines, locations, or colors are extra.
- For decorated product ordering information, please refer to pages 16-18.
- Presented in a Standard Gift Box.



Lifetime Warranty

Item#	Bright Green Barrel and Brushed Chrome Cap	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E23218151	Ballpoint Pen	\$20.50	\$17.50	\$15.04	\$13.08	•		•		
					ABC					

Item#	Blue Barrel and Brushed Chrome Cap	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E23217351	Ballpoint Pen	\$20.50	\$17.50	\$15.04	\$13.08	•		•		
					ABC					

Item#	White Barrel and Brushed Chrome Cap	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E23210751	Ballpoint Pen	\$20.50	\$17.50	\$15.04	\$13.08	•		•		
					ABC					

Item#	Brushed Chrome	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2322351	Ballpoint Pen	\$27.50	\$23.10	\$19.72	\$17.05	•				
					ABC					

Item#	Black Barrel and Brushed Chrome Cap	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E23211151	Ballpoint Pen	\$20.50	\$17.50	\$15.04	\$13.08	•		•		
E93211151	Ballpoint Pen and 0.7mm Pencil Set	\$40.00	\$34.20	\$29.40	\$25.60	•		•		
					ABC					

Decoration Area Lower Barrel



CI = Custom Imprinted Barrel Only

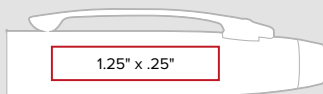


# SHEAFFER® 100

Impressively business-minded and impressively affordable. Sheaffer® 100 is an easy choice for corporate gifting, with a streamlined look for broad appeal and a range of finish options to suit both traditional and contemporary tastes. Display your brand with confidence on this popular and highly recommended design.



Decoration Area



L = Laser Engraved



DC = Deep Cut Engraved



**Pricing includes:**

- Pricing includes one area of decoration.
- Additional lines, locations, or colors are extra.
- For decorated product ordering information, please refer to pages 16-18.
- Presented in a Luxury Gift Box.



Lifetime Warranty

Item#	Brushed Chrome	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2930651-30	Ballpoint Pen	\$32.50	\$27.10	\$23.07	\$19.88	•	•			
E1930651-30	Rollerball Pen	\$38.50	\$31.90	\$27.08	\$23.28	•	•			

ABC

Item#	Glossy Black and Brushed Chrome	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2931351-30	Ballpoint Pen	\$32.50	\$27.10	\$23.07	\$19.88	•	•			
E1931351-30	Rollerball Pen	\$38.50	\$31.90	\$27.08	\$23.28	•	•			

ABC

Item#	Chrome / Gold Tone	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2934051-30	Ballpoint Pen	\$37.50	\$31.10	\$26.41	\$22.72	•	•			
E1934051-30	Rollerball Pen	\$42.50	\$35.10	\$29.76	\$25.55	•	•			

ABC

Item#	Glossy Black with Gold Tone	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2932251-30	Ballpoint Pen	\$35.50	\$29.50	\$25.07	\$21.58		•	•		
E1932251-30	Rollerball Pen	\$40.50	\$33.50	\$28.42	\$24.42		•	•		

ABC

Item#	Glossy Blue Lacquer	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2933951-30	Ballpoint Pen	\$32.50	\$27.10	\$23.07	\$19.88		•	•		
E1933951-30	Rollerball Pen	\$38.50	\$31.90	\$27.08	\$23.28		•	•		

ABC

Item#	Glossy Black Lacquer	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2933851-30	Ballpoint Pen	\$32.50	\$27.10	\$23.07	\$19.88		•	•		
E1933851-30	Rollerball Pen	\$38.50	\$31.90	\$27.08	\$23.28		•	•		

ABC

CI = Custom Imprinted

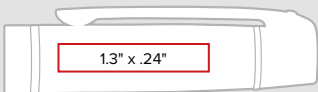


# SHEAFFER® 300

Those who take a strong position prefer a pen that takes a broad stance. The Sheaffer® 300 makes its presence known with structured design details like the flat top, the slotted clip and the wide polished center band. A bit of a maverick, bridging the worlds of the traditional and the avant-garde.



Decoration Area



L = Laser Engraved



DC = Deep Cut Engraved





**Pricing includes:**

- Pricing includes one area of decoration.
- Additional lines, locations, or colors are extra.
- For decorated product ordering information, please refer to pages 16-18.
- Presented in a Luxury Gift Box.



Lifetime Warranty

Item#	Glossy Black w Chrome Plate Trim	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2931251	Ballpoint Pen	\$60.50	\$49.50	\$41.80	\$35.75	•	•			
E1931251	Rollerball Pen	\$71.50	\$58.30	\$49.16	\$41.98	•	•			

ABC

Item#	Glossy Black Barrel w Bright Chrome Cap	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2931451	Ballpoint Pen	\$60.50	\$49.50	\$41.80	\$35.75		•	•		
E1931451	Rollerball Pen	\$71.50	\$58.30	\$49.16	\$41.98		•	•		

ABC

Item#	Glossy Black w Gold Tone	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2932551	Ballpoint Pen	\$68.50	\$55.90	\$47.15	\$40.28		•	•		
E1932551	Rollerball Pen	\$79.50	\$64.70	\$54.51	\$46.52		•	•		

ABC

Item#	Blue Lacquer w Chrome Plate	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E1934151	Ballpoint Pen	\$60.50	\$49.50	\$41.80	\$35.75		•	•		
E2934151	Rollerball Pen	\$71.50	\$58.30	\$49.16	\$41.98		•	•		

ABC

Item#	Chrome/Gold Tone Trim	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2934251	Ballpoint Pen	\$68.50	\$55.90	\$47.15	\$40.28	•	•	•		
E1934251	Rollerball Pen	\$79.50	\$64.70	\$54.51	\$46.52	•	•	•		

ABC

CI = Custom Imprinted



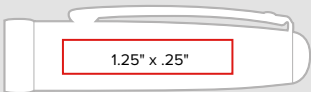
# SHEAFFER® PRELUDE

Taking Prelude in hand is a heightened experience – contemporary finishes transform it into a luxurious accessory and a personal statement of style. Well-known for its high comfort factor, Prelude's wide silhouette features a textured section on the rollerball pen for a pleasing grip.



10

Decoration Area



DC = Deep Cut Engraved



CI = Custom Imprinted



**Pricing includes:**

- Pricing includes one area of decoration.
- Additional lines, locations, or colors are extra.
- For decorated product ordering information, please refer to pages 16-18.
- Presented in a Luxury Gift Box.



Lifetime Warranty

Item#	Matte Black/Gold	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E234651	Ballpoint Pen	\$89.50	\$72.70	\$61.20	\$52.18		•	•		
E134651	Rollerball Pen	\$94.50	\$76.70	\$64.55	\$55.02		•	•		

ABC

Item#	Matte Black/Gold	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2914651	Ballpoint Pen	\$73.50	\$59.90	\$50.50	\$43.12		•	•		
E1914651	Rollerball Pen	\$79.50	\$64.70	\$54.51	\$46.52		•	•		

ABC

Item#	Cobalt Blue Lacquer/Rose Gold	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2914351	Ballpoint Pen	\$73.50	\$59.90	\$50.50	\$43.12		•	•		
E1914351	Rollerball Pen	\$79.50	\$64.70	\$54.51	\$46.52		•	•		

ABC

Item#	Gloss Black Lacquer/Gunmetal	MSRP	MOQ-249	250-499	500+	L	DC	CI	DE	E
E2914451	Ballpoint Pen	\$73.50	\$59.90	\$50.50	\$43.12		•	•		
E1914451	Rollerball Pen	\$79.50	\$64.70	\$54.51	\$46.52		•	•		

ABC

# SHEAFFER GIFT BOX



**WW30 Luxury Gift Box**

*Luxury gift box for Sheaffer® Prelude®, Sheaffer® 100, Sheaffer® 300.*



**BX860 Standard Gift Box**

*Standard gift box for Sheaffer® VFM, Sheaffer® Sentinel®.*



A CASE STUDY

A company synonymous with quality and heritage has long preferred A.T. Cross for its longevity and standard of excellence. The extensive variety of pens offered and the expert level of customization provided make selecting corporate gifts a rewarding experience for the brand's management team. After team leaders narrowed down a selection of options, the company chose the popular Sheaffer® 100 in black lacquer with chrome appointments. In the end, it was the perfect gift.



# SHEAFFER® REFILL REFERENCE GUIDE



	Ballpoint Refill "K" Style Blue or Black Ink Medium or Fine Point Grade	Ballpoint Refill "T" Style Blue or Black Ink Medium or Fine Point Grade	Classic Rollerball Refill Blue or Black Ink Medium Point Grade	Slim Rollerball Refill Blue or Black Ink Medium Point Grade	Sheaffer® Skrip® Ink Bottle
<b>Sheaffer® Prelude</b>	●		●		●
<b>Sheaffer® 300</b>	●			●	●
<b>Sheaffer® 100</b>	●			●	●
<b>Sheaffer® Sentinel</b>	●				
<b>Sheaffer® VFM</b>	●			●	
<b>Available Refills</b>	99335 Black Medium 99334 Black Fine 99325 Blue Medium 99324 Blue Fine	99337 Black Medium 99327 Blue Medium	97335 Black Classic 97325 Blue Classic	97535 Black Slim 97525 Blue Slim	94231 Black 94211 Blue/Black 94261 Brown 94221 Deluxe Blue 94251 Green 94281 Purple 94241 Red 94271 Turquoise





Sheaffer® Skrip® Classic Ink Cartridges	Sheaffer® Skrip® Universal Ink Cartridges	Sheaffer® Piston Converter (Used with Sheaffer® Skrip® Ink Bottle)	Ballpoint Refill "C" Style Blue or Black Ink Medium Point Grade	Gel Rollerball Refill "C" Style Blue or Black Ink Medium Point Grade
●		●		
●		●		
●		●		
	●			
96330 Black 96310 Blue/Black 96360 Brown 96320 Deluxe Blue 96350 Green 96380 Purple 96340 Red 96370 Turquoise 96400 Pack of 5, Assorted Colors	93090 Black 93091 Blue	96700 Piston	8513SH Black 8511SH Blue 8518SH Pack of 3, 1 each: Black, Blue, Red	8523SH Black 8521SH Blue







# SHEAFFER® ENGRAVING SERVICES



STANDARD ENGRAVING			TYPEFACE OPTIONS			COLOR FILL	MINIMUM ORDER	COST PER ADDITIONAL LINE
<p>A process that places an engraving of <b>text</b> on the cap of the writing instrument. Most standard caps accept one line of engraving (the barrel section cannot be engraved).</p> <p>One line of engraving is included in price.</p>	METHOD	CHARACTERS	Block	Script	Times Regular			
	Deep-cut enamel-filled	22	▲	▲	▲	See Table A	1	\$5.50 <sub>A</sub>
	Deep-cut without color	22	▲	▲	▲	N/A	1	
	Laser	22	▲	▲		N/A	1	

TEMPLATE ENGRAVING	METHOD	COLOR-FILL	MINIMUM ORDER	COST PER ADDITIONAL LINE OR COLOR
<p>A custom process that <b>duplicates simplified logos or stylized print</b> on the engraving panel of the writing instrument.</p>	<p><b>Depending on the product</b> being customized, template engraving options vary. Refer to product pages for options by SKU.</p>		<p>See Table A</p> <p>Laser engraving on all chrome writing instruments appears as tone-on-tone.</p>	<p>See Table A</p>
	Deep Cut with Color			
	Deep Cut without Color			
	Laser			

**TABLE A – Color Fill Options** 1 color included in price

 Red  Blue  Green  Black	
 Gold Tone  Silver Tone	
<p>Lacquer finishes with <b>gold plated</b> appointments are color-filled with gold tone. Lacquer and satin finishes with <b>chrome appointments</b> are filled with silver tone. Laser engraving on all chrome writing instruments appears as tone-on-tone.</p>	
Additional charge for PMS colors (per color):	\$2.00 <sub>A</sub> (per color, per unit)
Additional charge for multiple colors (non-PMS):	\$.70 <sub>A</sub> (per color, per unit)
Additional engraving location charge:	\$5.50 <sub>A</sub> (per line)

**TABLE B – Standard Fees for Template Engraving**

Paper proof	No charge
Template tooling fee when artwork is vector-based	No charge
Template tooling fee when artwork is not vector-based	\$100.00 <sub>A</sub>
Less-than-minimum fee	\$100.00 <sub>A</sub>