

Sharpen Your Brand!



Pentel *Imprint*
Make the *Write* Impression.

Pentel Mechanical Pencils Make Good Cents!



- Pentel has produced the world's best-loved mechanical pencils for over 70 years
- Pentel pencils are REFILLABLE to give more advertising life and impressions.
- More lead without the need to sharpen
- Long lasting advertising without filling the landfill
- Pentel partners with Arbor Day Foundation to plant trees
- Pentel's High Quality Standards allow advertisers to benefit from its popular longevity for a much greater value

The Advantages of Advertising on Pentel Mechanical Pencils!

Mechanical Pencils	VS	Wood Case Pencils
No Trees are Harmed Making Pentel Pencils		80,000 Trees Cut Down Each Year
Refillable Lead and Erasers		Disposable, Thrown Away
0.5mm, 0.7mm, 0.9mm Line Width is Consistent		Line Width is NOT Consistent
Super Hi-Polymer® Lead Produces Clean, Precise Lines and Never Needs Sharpening		Requires Constant Sharpening
Barrel Designed for Balance, Comfort and Accuracy		Plain Barrel Design
Pocket Clip for Convenience		No Clip
Life-Time Warranty		Disposable



What's in a lead...

- Pentel Super Hi-Polymer® lead provides less breakage, smooth even lines and width consistency as opposed to wood pencils with ordinary lead that are made of graphite & clay
- The term “lead” is used as a name & not from the mineral
- Pentel Mechanical pencils are pre-loaded with HB grade lead which is equivalent to a No. 2 pencil darkness & can be used to scan

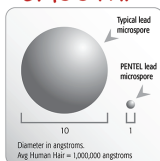
WHY IS PENTEL THE **#1-SELLING** LEAD BRAND IN THE WORLD?

BECAUSE IT'S
STRONG.



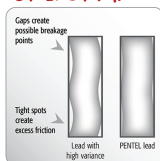
Breaking Point (g): Pressure applied to lead until breakage.

BECAUSE IT'S
SMOOTH.



The smaller the microspore size, the easier the graphite adheres to the surface of the paper for smoother writing!

BECAUSE IT'S
UNIFORM.



Lower variance = more consistent lines.

BECAUSE IT LASTS
LONGER.



Writing distance of 617 feet per inch of lead.

Which **Pentel** Lead is Right for You?

DARKER IMPRINT —————→ HARDNESS —————→ LIGHTER IMPRINT

4B	3B	2B	B	HB	F	H	2H	3H	4H
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For the Professionals



ENERGIZE™

**GRAPHGEAR™
300**

Sharp™



PL77NC1



PG305BI



P207ZI

- Pentel Imprint's top tier mechanical pencils
- EnerGize™ offers a sliding sleeve technology to protect lead during usage and fully retracts
- GraphGear™ offers a weight forward metal grip for comfort, 4mm fixed sleeve for use with templates and rulers
- Sharp™, our classic mechanical pencil marks the standard of drafting pencils, metal clutch for precision lead advancement, 4mm fixed sleeve for use with templates and rulers
- Cap conceals and protects latex free eraser. Pre-loaded with Pentel Super Hi-Polymer® HB lead



**0.5
mm
Fine**

**0.7
mm
Med**

**0.9
mm
Thick**

**HB Lead
SAME AS
#2
PENCIL**



Economical Mechanical Pencils

Quick Click™
MECHANICAL PENCIL



PD217NI



PRIME™



AX7GI

CHAMP®



AL17CI

- Pentel quality in an economical mechanical pencil
- Quick-Click™ offers a side lead advance button, writes smoother darker lines and the side-slide feature extends and retracts the eraser
- Prime™ offers an affordable advertising vehicle with molded grooved grip for writing comfort and is pre-loaded with two Hi-Polymer® HB leads - same as No. 2
- Champ™ offers a comfortable slender design with a unique extra-soft latex-free grip and is pre-loaded with two Hi-Polymer® HB leads - same as No. 2



Twist-Erase Mechanical Pencils

Twist-Erase[®] III



QE517AI

*Twist-Erase[®]
EXPRESS*



QE417DI

- The Pentel Twist-Erase[®] features a comfortable extra soft latex free grip for less writing fatigue
- The protective tip design stabilizes lead to reduce breakage to keep you writing longer
- A larger-than-ordinary and long-lasting twist-up eraser cleanly erases any mistakes – no smudges, no paper tears and no ghosts
- Pre-loaded with Pentel Super Hi-Polymer[®] HB lead that never needs sharpening and produces clear, dark lines

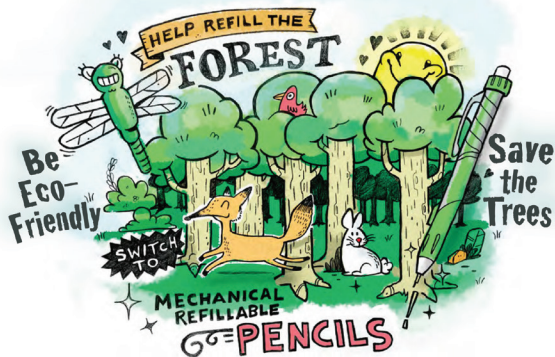
0.5
mm
Fine

0.7
mm
Med



HB Lead
SAME AS
#2
PENCIL





Pentel Partnering with the Arbor Day Foundation®

Pentel of America has partnered with the Arbor Day Foundation to help refill the forest. Purchases of Pentel pencils will help contribute to this worthy organization & help keep this planet greener for future generations.

Helping Making a Difference



Pentel *Imprint*

MAKING A *lasting* IMPRESSION

pentelimprint.com

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