

LAMY

Design. Made in Germany.



Lamy Brand Manual

The best way to sell Lamy design writing instruments

Preface



This practical guide will help you in successfully selling Lamy writing instruments. The following pages will provide you with important guidelines, instructions and tips.

Design, Quality, Made in Germany:
These are Lamy's brand values and are of great importance for comprehensive brand representation.

Not only are these values an important component of each and every Lamy product, they are also vital for all communicative tools.



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A photograph of the LAMY building entrance. A large, intricate metal canopy structure made of interconnected rods and beams extends over the entrance. The canopy is supported by a central vertical pole and several diagonal cables. The word "LAMY" is prominently displayed in large, bold, black letters on the right side of the canopy. Below the canopy is a glass-fronted entrance with a circular glass door. The building is white with a green roof. The foreground is filled with lush green bushes and trees. The sky is blue with some light clouds.

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The Company

Our philosophy for every product and the entire company



“Lamy produces in Germany but thinks and acts internationally. This makes it both a reliable and popular brand ambassador – for international companies and customers all over the world.”

Bernhard M. Rösner

Every person’s handwriting is unique and an expression of his or her personality. That’s just one of the reasons why a handwritten message is an expression of personal appreciation towards its recipient.

And it is important to value one’s handwriting with a high-quality product. The Lamy portfolio has the perfect pen from every writing system and for every customer.

Our Milestones

1930

C. Josef Lamy founds “Orthos Füllfederhalter-Fabrik” in Heidelberg.

1966



The beginning of a new era: Bauhaus designer Gerd A. Müller designs the **LAMY 2000** – functional design, created in accordance with the “form

follows function” principle. Today the LAMY 2000 is a timeless classic among writing instruments.

1980

Lamy presents the **LAMY safari**. Its novel design and material is the result of comprehensive research in youth psychology. The LAMY safari quickly becomes *the* pen to have for young urban people.

1988



Lamy pens first win the prestigious iF design award (**LAMY cp 1**) and red dot award (**LAMY abc**). The company also gains increasing recognition internationally.

Lamy receives the newly created “European Design Prize 1988” award for its comprehensive commitment in all things design.

1998

The first customised writing instrument is released – the LAMY accent.

2001



LAMY pico, the innovative pocket pen, wins the Design Award of the Federal Republic of Germany.

2005

Lamy presents the **LAMY studio** – a piece of creative contemporary art. The twisted propeller-shaped clip is reminiscent of a modern sculpture.

2006

At the age of 70, Dr Manfred Lamy retires from his management duties at C. Josef Lamy GmbH. Bernhard M. Rösner takes over as a Managing Director of the company.

Our Milestones

2008

Dr Manfred Lamy is honoured for his valuable contributions to design and his integrated, future-oriented company and product culture. In 2008, former German Federal Minister of Economics and Technology Michael Glos presents him with the highest distinction in the field of design for his life's work: the Design Award of the Federal Republic of Germany in the category "Personality".

2009



The **LAMY dialog 3** is released. Franco Clivio designs a sophisticated twist fountain pen which is the first to feature both a retractable clip and nib.

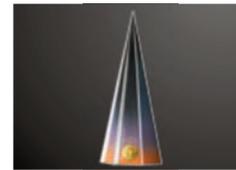
2011



The Lamy portfolio takes on yet another highlight with the introduction of the LAMY scala series. The elegant **LAMY scala** and its reduced form offers functional design as well as emotional detail.

2012

The **LAMY 2000** family gets a new member. This version of the timeless classic is completely metal and combines design history and technical precision at the very highest level.



2013

Lamy has been named Brand of the Century for the **LAMY 2000** fountain pen. This honour is awarded to companies which are unique in representing an entire product range.

2015



The **LAMY imporium** is one of the most prominent writing instruments in the premium segment. This writing instrument series consists of a fountain pen with newly designed gold nib, ballpoint pen, rollerball pen and mechanical pencil and features different finishes.

LAMY – Design. Made in Germany.



Design

The innovative form of all Lamy products continuously conveys a sense of modernism. Lamy products are traditionally designed according to the Bauhaus principle “form follows function”. This philosophy makes the Lamy brand one of lasting and unmistakable style – and their products true icons.

Quality

Lamy is always striving to find technical innovation which can even further raise the practical value of our pens. Without exception, Lamy accepts only the highest levels of quality in technology, manufacturing and materials – a passion also diligently practised by every employee every step of the way. It is for this reason that Lamy writing instruments make such a clear statement: unsurpassed design and quality.

Made in Germany

Lamy writing instruments have always embodied the best of German production virtues: creative ingenuity, fine German engineering and superior design. And to keep it this way, all Lamy writing instruments are manufactured directly on-site in Heidelberg.

Sustainability



Sustainability has been and always will be an important pillar of the company's philosophy at Lamy.

Starting as far back as 1962, all manufacturing processes as well as requirements for used materials are checked and reassessed for environmentally friendly and resource-saving approaches.

This also applies to the products. To date, Lamy has never produced any disposable pen; in fact, Lamy ensures that every model has suitable replacement refills available. In accordance to this philosophy, all Lamy products can of course be repaired.

Design Awards

Again and again Lamy has been recognised for their design and the high level of innovative technical quality of its products.

In fact, Lamy is the writing instrument brand which has received the most awards worldwide.



DESIGNPREIS
DER
BUNDESREPUBLIK
DEUTSCHLAND

Design Award of the Federal Republic of Germany

This award is regarded as the Oscar among the design awards in Germany. It is only awarded to products which have already received other renowned design awards.



Good Design Award

For almost 60 years now the Good Design Award has been presented annually in Chicago to particularly innovative and design-oriented products.



product
design
award



product
design
award

gold

iF product design award

The “iF design award” is among the biggest and most well-known design competitions in the world.



red dot

red dot award

The red dot award is the internationally renowned design competition of the NRW Design Centre. It is awarded to products with an outstanding design quality. The prizewinners are exhibited for at least one year in the red dot Design Museum in Essen.

Design Awards

Writing Instrument					
LAMY dialog 3	X		X	X	
LAMY dialog 2	X		X		
LAMY dialog 1	X				
LAMY 2000			X	X	
LAMY 2000 metal			X	X	X
LAMY studio	X		X		
LAMY accent	X		X	X	
LAMY 4pen			X	X	
LAMY scala	X		X	X	X
LAMY cp 1			X		
LAMY pico		X	X	X	
LAMY swift			X	X	
LAMY tri pen			X	X	
LAMY spirit			X	X	
LAMY scribble			X		
LAMY econ	X		X		
LAMY logo			X	X	
LAMY noto	X	X	X	X	
LAMY AL-star			X		
LAMY safari			X		
LAMY vista			X		
LAMY joy				X	
LAMY abc			X	X	

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Premium Writing

LAMY

Premium Writing



Lamy brand products from the Premium Writing segment feature innovative, technical solutions and high-quality materials.

They are manufactured with the highest levels of precision right down to the smallest of detail.

These products attain iconic character and radiate special quality due to their unique, multi-award-winning designs.

Premium Writing by Lamy – this represents a sophisticated writing experience of special quality.



Premium Customers

- Especially in the digital age, the customers wish to distinguish themselves from others by choosing a high-quality pen
- Premium customers pay special attention, above all, to the value of the product
- They “present” what they have with a lot of understatement
- They expect:
 - high quality,
 - a certain originality or uniqueness,
 - added value

When all of the above statements are met, then the price does not play a role for the customer when making a purchase.

LAMY 2000



LAMY 2000

- The writing instrument with cult status – a functional high-precision tool for writing by hand
- Piston-operated fountain pen with 14 ct. gold nib, platinum coated
- Ballpoint pen with push mechanism
- Mechanical pencil with two different refill sizes
- Rollerball pen with a cap
- Four-colour ballpoint pen with colour choice by view mechanism
- Partially hand-polished and matted

Materials and finishes:

- Stainless steel, matt brushed finish
- High-quality yew or grenadilla wood
- Fibreglass, stainless steel, matt brushed finish



Design: Gerd A. Müller



Traditional Bauhaus
design and lifestyle
icon since 1966

LAMY dialog 3



LAMY dialog 3

- Capless twist-action fountain pen with a retractable clip
- Fully retractable 14 carat gold nib, partially platinised
- Ball valve protects the retracted nib from dirt as well as from drying out
- High-quality materials

Materials and finishes:

- Palladium finish, clip polished chromium finish
- Matt black lacquer finish, clip palladium finish
- Shiny black lacquer finish, clip platinum coated
- Shiny white lacquer finish, clip platinum coated



Design: Franco Clivio



Clear, reduced form
with unique twist
mechanism

LAMY imporium



LAMY imporium

- Striking series of writing instruments with strong personality
- Guilloche body
- Contrasted, cylindrical, screw-off cap
- Made of PVD-coated and galvanised metal
- Exclusively designed gold nib
- Fountain pen with bicolour gold nib and screw-off cap
- Mechanical pencil
- Ballpoint pen with twist mechanism
- Rollerball pen with screw-off cap

Materials and finishes:

- Titanium matt (PVD) with platinum, polished
- Black matt (PVD) with black, polished
- Black matt (PVD) with gold, polished



Design: Mario Bellini



Characteristic design, exceptional workmanship and material quality

LAMY scala



LAMY scala

- Sophisticated, cylindrical form
- High-precision technical details
- Heavy weight

- Fountain pen with a cap
- Ballpoint pen with twist mechanism
- Rollerball pen with a cap
- Mechanical pencil with twist mechanism

Materials and finishes:

- Brushed stainless steel
- Matt black lacquer finish
- Titanium finish



Design: Sieger Design



Pleasant writing
experience with reserved
yet sophisticated design

LAMY studio



LAMY studio

- Winning combination of art and design
- Uniquely twisted propeller-shaped clip
- Fountain pen with a steel nib, polished
- Fountain pen with a 14 carat gold nib, partially platinised
- Ballpoint pen with twist mechanism
- Rollerball pen with a cap

Materials and finishes:

- Palladium finish
- Brushed stainless steel
- Matt black lacquer finish
- Matt dark blue lacquer finish



Design: Hannes Wettstein

Balanced form
rich with excep-
tional details.
Many finishes
available

LAMY accent



LAMY accent

- Interchangeable grip sections
- Compact, classic design
- Massive, spring-operated high-grade steel clip

- Fountain pen with screw-off cap
- Steel nib, polished or 14 carat gold nib, partially platinised
- Ballpoint pen with push mechanism
- Rollerball pen with screw-off cap
- Mechanical pencil
- 4pen multisystem pen

Materials and finishes:

- Aluminium colour with rubber or grey wood grip
- Brilliant lacquer with briar wood or diamond lacquer grip



Customisable
for different
occasions with
interchangeable
grips



reddot

Design: Phoenix Product Design

LAMY pico



LAMY pico

- Handy compact design comfortable to hold
- Refined push mechanism
- Transforms into a full-grown ballpoint pen with a simple push

- Pocket pen with push mechanism

Materials and finishes:

- Matt chromium finish
- Polished chromium finish
- Shiny white lacquer finish
- Matt red lacquer finish
- Matt black lacquer finish
- Matt dark blue lacquer finish



Design: Franco Clivio



Surprising technology – refined and comfortably handy. Fits in every bag and pocket

LAMY swift



LAMY swift

- Rollerball pen without a cap
- Patented push-clip mechanism
- The clip completely disappears into the pen for even more comfort when writing

Materials and finishes:

- Matt dark blue lacquer finish
- Matt anthracite lacquer finish
- Matt black lacquer finish
- Palladium finish



Design: Wolfgang Fabian



The best of two writing systems: the comfortable of a ballpoint pen and the beautiful typeface of a fountain pen

More Premium Products

LAMY dialog 1

- Ballpoint pen with triangular body

Material and finish:

- Matt titanium finish



Design: Richard Sapper

LAMY dialog 2

- Rollerball pen without a cap
- Twist mechanism

Material and finish:

- Palladium finish



Design: Knud Holscher



More Premium Products

LAMY twin pen / tri pen

- The multi-talents for the mobile office
- Twist mechanism changes between various writing modes

- twin pen: allpoint pen and mechanical pencil
- tri pen: 2 ballpoint pens and mechanical pencil or ballpoint pen, marker refill and mechanical pencil

Materials and finishes:

- Brushed stainless steel
- Matt stainless steel
- Matt black lacquer finish



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Modern Writing

Modern Writing



Daily writing becomes a real joy at home or in the office using an attractive and reliable pen.

The Modern Writing segment offers well-conceived pens for every occasion and budget. These products for daily usage feature a captivating design and fine details in workmanship.

And of course they possess the same high quality standards that all Lamy product series have.

LAMY logo



LAMY logo

- Fountain pen with steel nib, polished
- Ballpoint pen with push mechanism
- Rollerball pen with a cap
- Mechanical pencil
- Three-colour ballpoint pen with colour choice by view mechanism

Materials and finishes:

- Brushed stainless steel
- Matt stainless steel
- Plastic matt and shiny
- Various colours available



Design: Wolfgang Fabian

For daily use:
at home and
in the office

LAMY scribble



LAMY scribble

- A tool for creative people
- Short bulbous body facilitates easy hold in the middle and allows for ease of movement
- Clip screws off for even greater writing comfort

- Ballpoint pen with push mechanism
- Mechanical pencil 0.7 mm
- Mechanical pencil 3.15 mm with clutch mechanism

Materials and finishes:

- Plastic matt black
- Fittings: steel, palladium finish



Design: Hannes Wettstein

Especially designed for outlining ideas and concepts. For architects, engineers, draftsmen and all those interested in creativity

LAMY tipo



LAMY tipo

- Rollerball pen without a cap
- Comfortable writing with ink
- A valuable, sturdy companion in daily life

Materials and finishes:

- Aluminium graphite or naturally anodised with steel fittings
- Aluminium naturally, red or blue anodised with plastic fittings
- Plastic shiny in graphite, pink or orange



Design: Wolfgang Fabian

Practical and light
cap-free rollerball
pen available in
many colours

LAMY econ



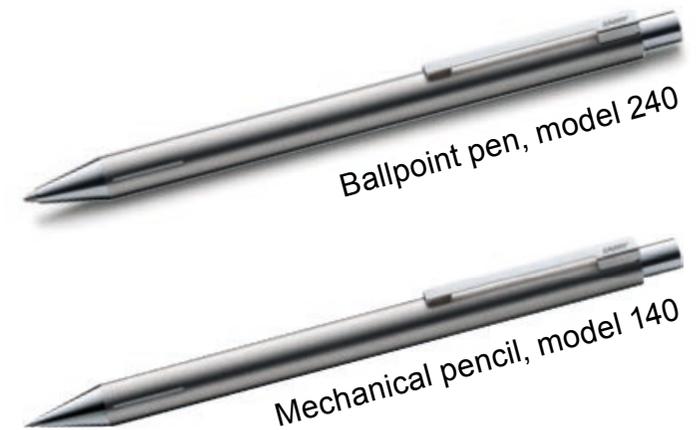
LAMY econ

- Clear modest form
- Distinctively curved and innovative grip
- Balanced ergonomics for effortless writing – page after page!

- Ballpoint pen with push mechanism
- Mechanical pencil

Materials and finishes:

- Stainless steel, matt sand finish



Design: EOOS



Modern clear design
and high level of
functional quality

LAMY noto



LAMY noto

- The perfect combination of style, quality, sustainability and cost-effectiveness
- Triangular body, comfortable to hold
- Integrated clip cut into the case
- Writes up to 6x longer than a conventional ballpoint pen
- With push mechanism

Materials and finishes:

- Plastic matt black
- Plastic matt black, blue or white, fittings: metallic lacquer finish



Design: Naoto Fukasawa



Maximum reduction.
The LAMY noto has
won numerous awards
and is simply
outstanding

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Young Writing

LAMY

Young Writing



Lamy's Young Writing collection has the perfect writing accessory for every outfit. Sure to make every writing occasion an elegant performance.

Timeless, award-winning design and a huge selection of colours, materials, nib sizes and writing systems – all features that turn a Lamy pen into a very personal accessory.

All products feature careful workmanship and long durability. During product development, special emphasis is put on the ergonomics of the grip. This facilitates an especially comfortable writing experience.

LAMY AL-star



LAMY AL-star

- The perfect writing accessory
- Timeless modern design with discreetly sophisticated character
- Made of high-quality aluminium
- Especially light and sturdy
- Ergonomically shaped grip zone
- Metal clip
- Steel nib, polished or black
- Ballpoint pen with push mechanism
- Rollerball pen with a cap
- Mechanical pencil

Materials and finishes:

- Aluminium metallic anodised in dark purple, dark blue, graphite or matt black



Design: Wolfgang Fabian

Timeless design, excellent quality, large variety. LAMY AL-star, the high-end writing accessory

LAMY safari



LAMY safari

- Modern, award-winning design in many styles
- Large, prominent ergonomically recessed grip for comfortable fatigue-free writing
- Especially light and sturdy
- Different nib sizes
- Ergonomically shaped grip zone
- Metal clip
- Steel nib, polished or black
- Ballpoint pen with push mechanism
- Rollerball pen with a cap
- Mechanical pencil

Materials and finishes:

- Sturdy plastic shiny black, white, yellow, red, blue or pink
- Sturdy plastic matt umber



Design: Wolfgang Fabian



Stylish writing accessory with trendsetting design. Various colours and models assure an individual and elegant appearance

LAMY joy



LAMY joy

- Fountain pen with calligraphy nib for artistic writing and drawing
- Calligraphy nib facilitates elegant writing on letters, invitations, place cards, etc.
- Ergonomic form sits comfortably in the hand

- Fountain pen with metal clip
- Calligraphy steel nib in following sizes: 1.1 mm, 1.5 mm or 1.9 mm
- Also as a calligraphy set with three interchangeable nib sizes

Materials and finishes:

- Sturdy plastic shiny black
- Sturdy plastic matt black with aluminium cap



Design: Wolfgang Fabian

This elegant fountain pen makes the perfect gift

LAMY abc
nexx



LAMY nexx

- School fountain pen
- Extremely sturdy and especially light
- Fatigue-free writing while working
- Robust high-grade steel nib
- Soft, anti-slip and ergonomically shaped grip section
- Aluminium body in triangular form

Materials and finishes:

- Aluminium naturally anodised, plastic cap in blue, green, red or pink

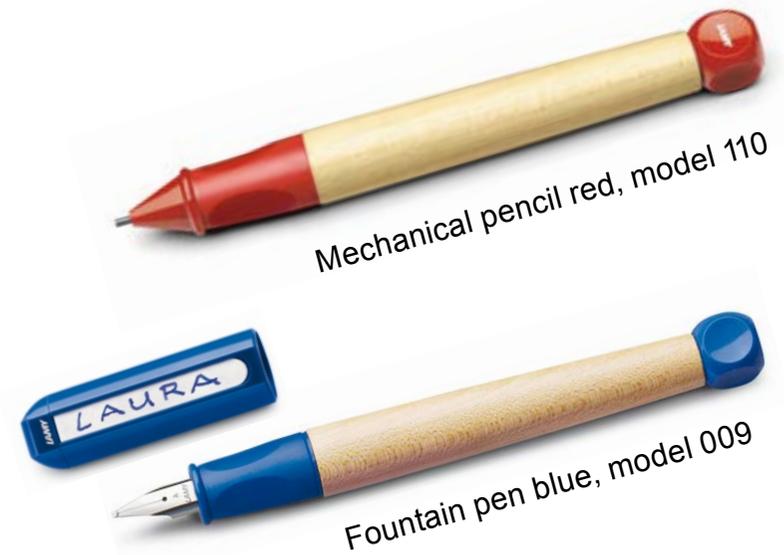


LAMY abc

- Beginner's pencil and beginner's fountain pen
- Designed especially for writing beginners
- Facilitates a relaxed and ergonomic writing posture
- Anti-roll top in dice form
- Soft, anti-slip and ergonomically shaped grip section
- Robust high-grade steel nib
- Cap with label

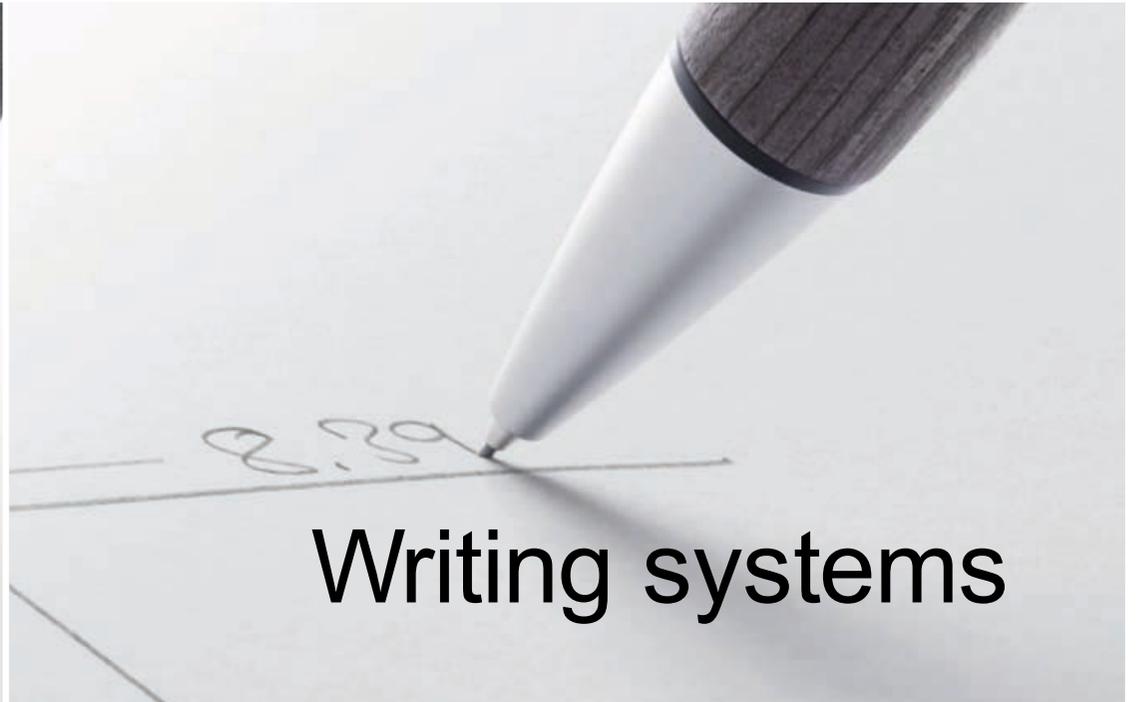
Materials and finishes:

- Body made of maple wood
- Plastic cap and grip in blue or red



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Writing systems



LAMY

Fountain pens



Fountain pens represent the peak of the writing instrument systems. They can be individually tailored to every writing style, write especially smoothly and can be exceptionally representative, depending on the model.

The correct nib

The correct choice of nib is dependent on personal handwriting and suitable nib size.

Every consultation should therefore always begin with a writing sample:

- Close writing – fine nib
- Large writing – broad nib

The writing posture and the customer's age also play an important role when making the best recommendations.

Offers several nib grades for the customer to test



Nibs 1

A-nib (LAMY abc, LAMY nexx)

- Round nib tip
- Ideal for beginners
- Robust nib

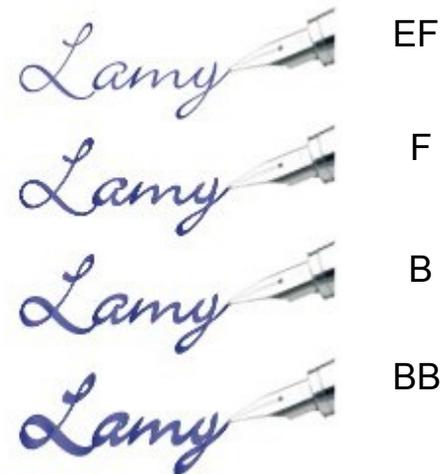
Round nibs: M and LH

- All-round nibs
- Completely rounded tips
- Improper tilting of pen not possible while writing
- LH nib is minimally bevelled (optimised for left-handers)



Straight nibs: EF, F, B, BB

- Promotes straight writing posture
- Without tilting or turning, so that the ink flow is uniform
- Straight-cut iridium ball



Round nibs are the nibs bought most often



Nibs 2

Oblique nibs: OM, OB, OBB

- For a slanted position
- One side of the nib is shortened/bevelled
- Constant ink flow



Gold nibs

- Gold nibs write particularly soft
- For a rounder and more harmonious typeface

Italic nibs

- Called calligraphy or lettering nib
- Typeface with different line widths suitable for calligraphy
- Without iridium ball



Italic or calligraphy nibs yield a particularly beautiful typeface



Filling systems: cartridge and converter

The cartridge fountain pen

- Cartridge (LAMY T10) is fit into the pen barrel
- Comfortable and clean refilling
- Attach the cartridge by screwing the fountain pen together



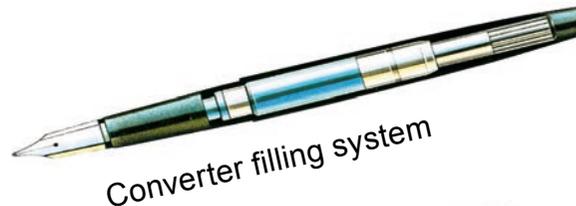
Cartridge filling system



LAMY T 10 ink cartridge

Converter

- A converter can be used instead of the cartridge
- Open selection of the ink
- Ink feed is cleaned during the refilling
- Environmentally friendly
- Look out for suitable converter while selecting the respective model



Converter filling system



LAMY Z 24 converters



LAMY Z 26 converters

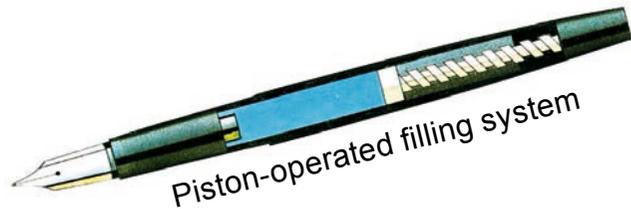
Only original LAMY T10 cartridges ensure the optimal functioning of the Lamy fountain pen and guarantee its proper performance



LAMY

Filling systems: piston-operated fountain pen

- Refill with style using the ink bottle
- Traditional usage of ink bottle is a special experience
- Ink feed is cleaned during refilling
- Environmentally friendly
- No extra parts



LAMY 2000 piston-operated fountain pen

Ink bottle T51 – 30 ml

- Ink residue reservoir
- No tilting of the glass is necessary to get the “last drops”
- Ink colours: blue (erasable), black, red

Ink bottle T52 – 50 ml

- Ink residue reservoir.
- No tilting of the glass is necessary to get the “last drops”
- Paper roll (blotting paper) integrated in the pedestal for the cleaning of the nib
- Ink colours: blue (erasable), black, red, turquoise, green, blue-black



Available in
many colours



LAMY

Ballpoint pens



Premium Writing, Modern Writing and Young Writing: Lamy ballpoint pens are available in many designs and models for every taste and need.

They are easy to handle and can be used everywhere.

Lamy ballpoint pens are:

- Carefully manufactured and completely reliable
- Made of extremely durable plastic or high-quality metals
- With push or twist mechanisms

Lamy ballpoint pen refills:

- Exchangeable
- Indelible
- Extraordinary long lifespan
- Available in different nib widths

Lamy ballpoint pens are the perfect writing accessories for everyday usage



LAMY

Ballpoint pens – mechanisms

Ballpoint pen with twist mechanism

- Elegant mode by twisting the body of the pen
- Interchangeable refill



Ballpoint pen with push mechanism

- Classic mode using the push button
- Interchangeable refill



Perfectly designed:
the elegant twist
mechanism and the
classic push
mechanism



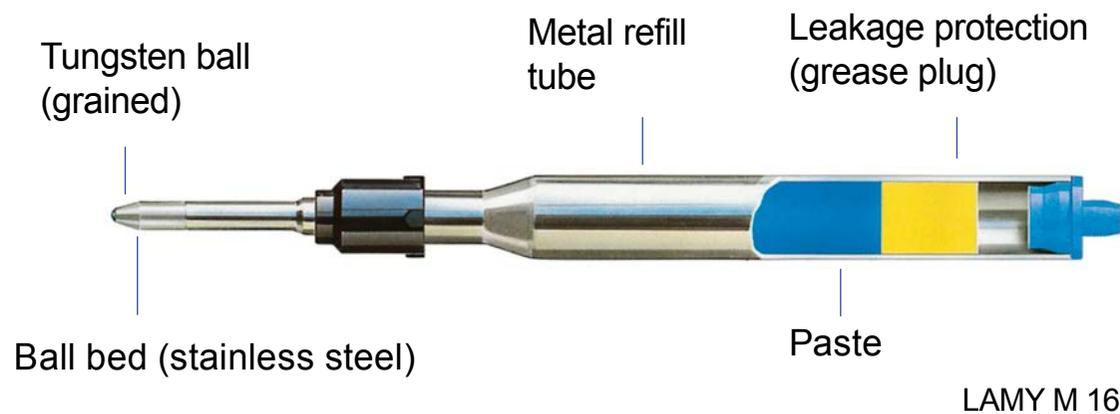
LAMY

Ballpoint pen refills

- High-quality ballpoint refills
- Always create uniform line
- Refills do not drip
- In compliance with ISO 12757, Lamy refills do not contain any toxic chemicals
- Very environmentally compatible
- Indelible ink
- For the signing of contracts, making receipts and carbon copies

How the refills work:

- Pressure combined with the movement during writing causes a ball at the tip of the refill to start moving on the paper
- The ball rotates in the interior of the refill, coming into contact with an ink paste
- The ball is coated and transports the ink onto the paper through its rolling movement



Only high-quality ballpoint refills can deliver clean and consistent writing



LAMY

Ballpoint pen refills

LAMY M 16 – giant refill

- Three ballpoint sizes:
F / M / B



LAMY M 21

- For all multisystem pens and LAMY spirit



LAMY M 22

- Compact mine for LAMY pico and scribble
- Three ballpoint sizes: F / M / B



Ballpoint sizes



F = Ø 0.8 mm

M = Ø 1.0 mm

B = Ø 1.4 mm



LAMY

Rollerball pens



Lamy rollerball pens combine the best from fountain pen and ballpoint pen:

They are as easy to use as ballpoint pens while offering a similarly beautiful typeface found with fountain pens.

They are the ideal writing tools for customers who do a lot of writing quickly yet still also value a high level of writing comfort.

Pleasant writing
experience ideal for
fast writers and those
who do a lot of writing



LAMY

Rollerball systems with or without cap

- Especially smooth
- High level of writing comfort
- Suitable refills for every system
- Erasable inks available
- Wide range of applications



LAMY 2000



LAMY swift

Rollerball refill LAMY M 63

- For rollerball pens with cap
- Available in ballpoint size M
- Erasable blue ink



Rollerball Refill LAMY M 66

- For rollerball pens without cap and LAMY imporium
- Available in the ballpoint sizes M and B
- Erasable M blue refills





LAMY

Mechanical pencils



Lamy mechanical pencils are as easy to use as ballpoint pens:

- Perfect for note-taking, outlining, drawing and drafting
- Consistent line thickness, fine or wide
- Always ready to use
- Never have to be sharpened
- With lead reservoir
- New lead emerges using push button or a simple twist



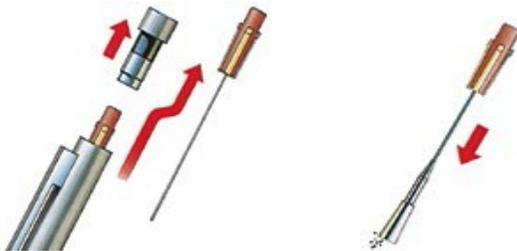
Pencil leads

LAMY M 40, M 41, M 43, M 44

- Leads in the line thicknesses and grades:
0.5 mm, HB / 0.7 mm, HB
1.4 mm, B (LAMY abc beginner's pencil)
3.15 mm, 4B (LAMY scribble)
- The fine refills can be retracted in the device
- All leads are made of graphite

Cleaning needle and eraser tip

- Almost all Lamy mechanical pencils have a fine cleaning needle with an integrated erasing tip
- Cleaning of pencil mechanical system



Line thicknesses



LAMY M 41
0.5 mm HB



LAMY M 40
0.7 mm HB



LAMY M 44
1.4 mm B



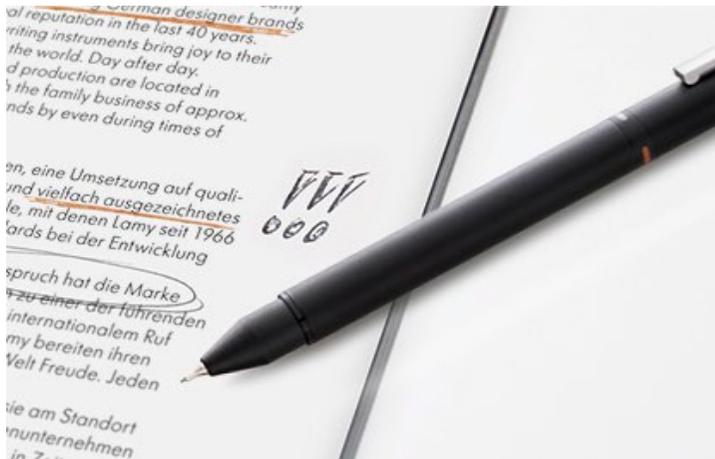
LAMY M 43
3.15 mm 4B

Line thicknesses:
0.5 mm, 0.7mm,
1.4mm, 3.15mm



LAMY

Multisystem pens



The Lamy multisystem pens unite several writing systems and are perfect business companions, for the mobile office, as an individual work instrument or as a survival kit for everyday usage!

LAMY twin pen

Ballpoint pen + mechanical pencil (some with eraser tip)

LAMY tri pen

Ballpoint pen + mechanical pencil with eraser tip + marker

LAMY tri pen 2+1

2 Ballpoint pens + mechanical pencil with eraser tip

LAMY 4pen

3 ballpoint pens + mechanical pencil with eraser tip

Minimum space,
maximum flexibility.
Perfect for the mobile
office



LAMY

Multisystem pen refills

LAMY M 21

- Can be used for all multifunctional writing instruments
- Colours: blue, red, black, green



LAMY M 55

- marker refill
- Can be used for all multifunctional pens
- Colour: orange



LAMY M 40 and/or M 41

- Mechanical pencil lead
- Can be used for all multifunctional pens with lead refills. (M 40: 4pen; M 41: tri pen, twin pen)





LAMY

Multisystem pen refills

Lamy 

Ballpoint pen M 21 blue

Lamy 

Ballpoint pen M 21 red

Lamy 

Ballpoint pen M 21 black

Lamy 

Ballpoint pen M 21 green

Lamy 

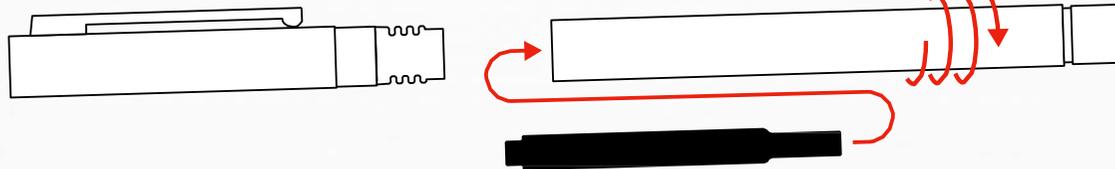
Mechanical pencil M 40 and/or M41

Lamy 

Marker refill M 55 orange

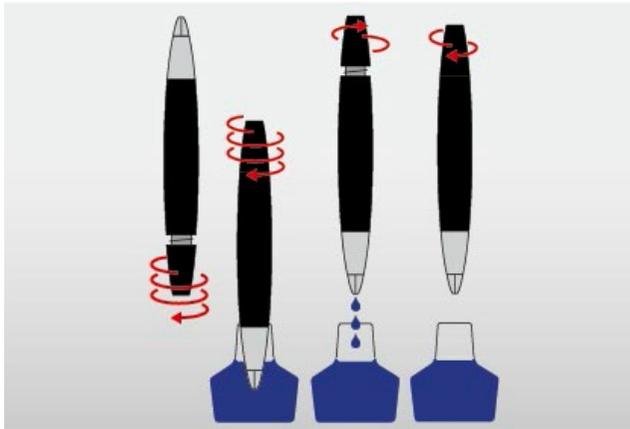
LAMY

Design. Made in Germany.



Instructions

Quick guide for all writing systems



Fountain pens

- Cartridge replacement
- Filling converters
- Piston-operated fountain pens
- Cleaning and care

Ballpoint pens

- Changing refills

Rollerball pens

- Changing refills

Mechanical pencils

- Changing refills
- Cleaning needle and eraser tip
- Cleaning of lead refill channel

Multisystem pens

- Changing refills
- Cleaning of lead refill channel
- Colour selection

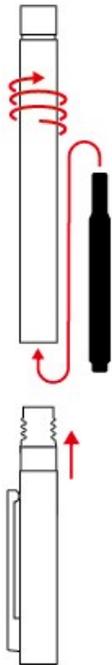
Engraving

Instructions videos
are available in
Lamy Mediabase/
Downloads/care
tips & instruction
manual



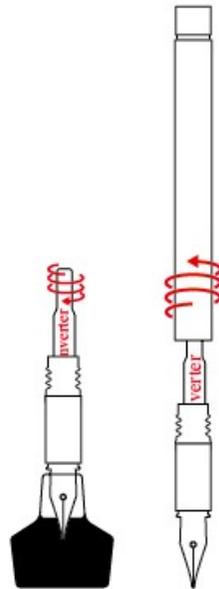
Instructions: filling systems

Cartridge replacement



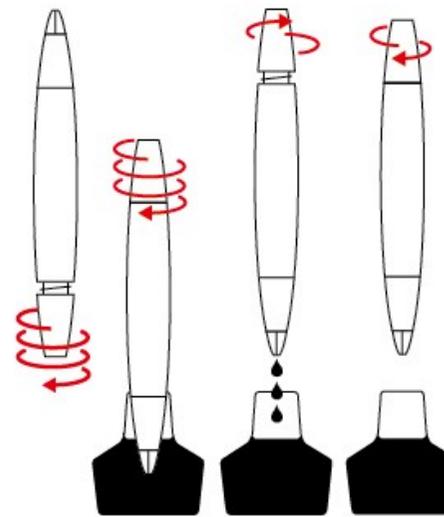
For all Lamy fountain pens except:
LAMY 2000, LAMY dialog 3

Filling converters



All Lamy fountain pens except LAMY dialog 3

Filling piston-operated fountain pens



LAMY 2000

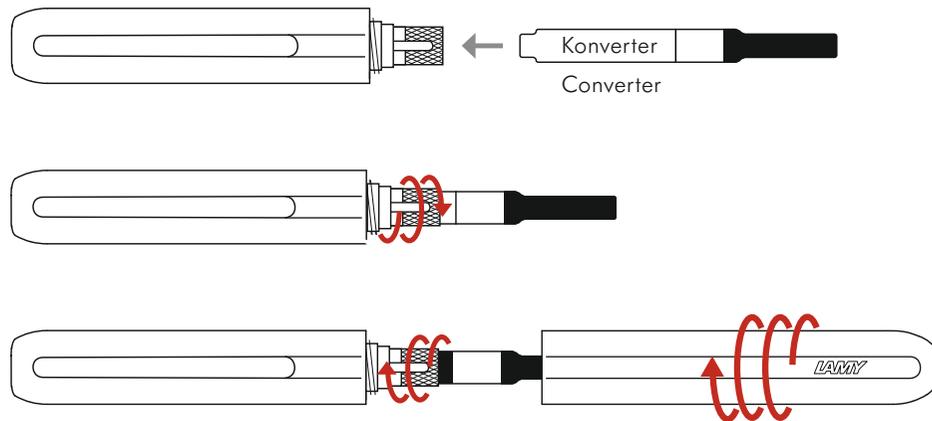
Instructions videos are available in Lamy Mediabase/ Downloads/care tips & instruction manual



LAMY

Instructions: filling systems

Cartridge replacement LAMY dialog 3 fountain pen



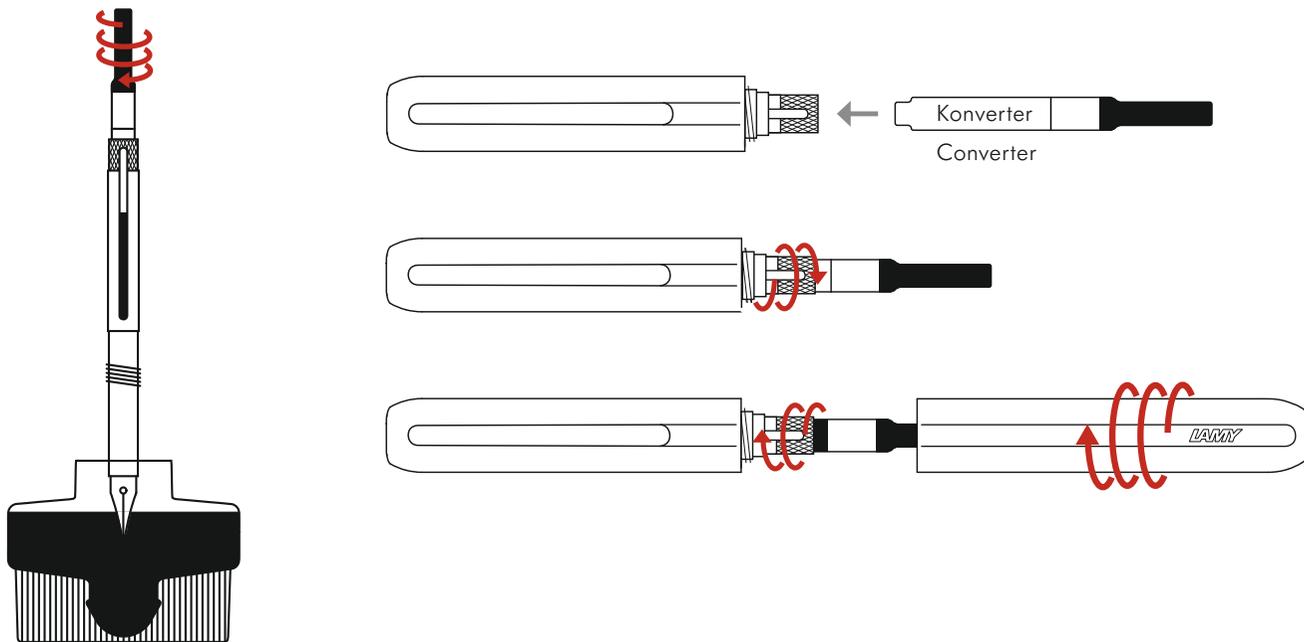
Instructions videos are available in Lamy Mediabase/ Downloads/care tips & instruction manual.



LAMY

Instructions: filling systems

Filling converter LAMY dialog 3 fountain pen



Instructions videos are available in Lamy Mediabase/ Downloads/care tips & instruction manual.



LAMY

Cleaning and care

Cartridge fountain pen

- Put entire front part of pen into clear water or rinse clean under warm flowing water
- Do not use detergent
- Dry thoroughly after cleaning front part of pen
- Dry inside thoroughly with an absorbent cloth

Fountain pens with converter

- Insert converter
- Fill with water
- Unscrew
- Repeat process until the cleaning water remains clear
- Do not use detergent

Piston-operated fountain pen

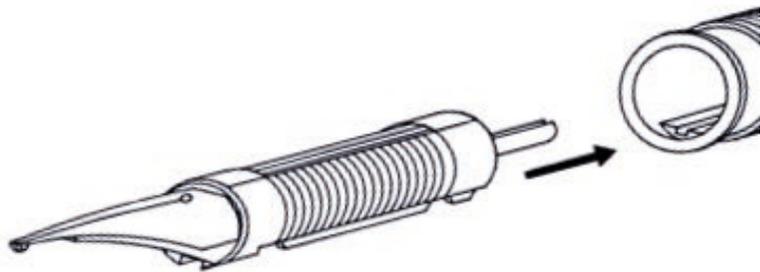
- There is no quick ink incrustation with the piston-operated fountain pens, since the ink supply channel cleans itself at every loading

If necessary:

- Fountain pen should be flushed repeatedly with clear water



Changing nibs

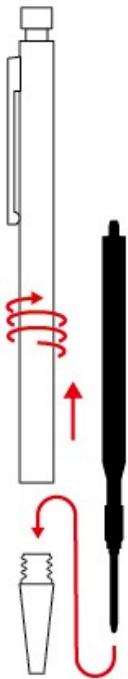


- Remove nib from ink supply channel with very fine pliers
- Alternatively: lay fountain pen with nib flat on table top, place pen cap (made of metal) on tip of nib and press lightly, carefully pull pen away while holding it level
- Should the ink feed also be pulled out while changing the nib, please be careful when reinserting
- There is only one position in which the ink supply channel correctly fits. See figure below.
Don't use force!

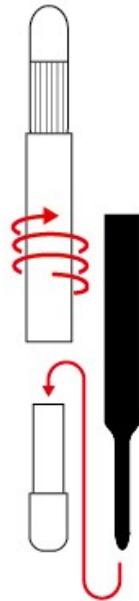


Instructions: ballpoint pens

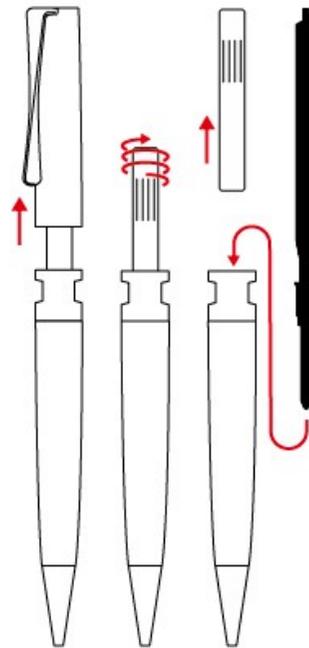
Changing refills ballpoint pens



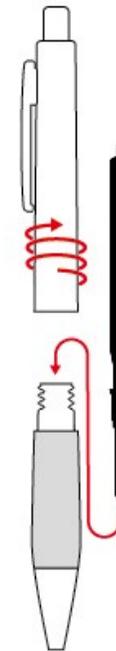
For most Lamy ballpoint pens



LAMY pico



LAMY studio
LAMY scala



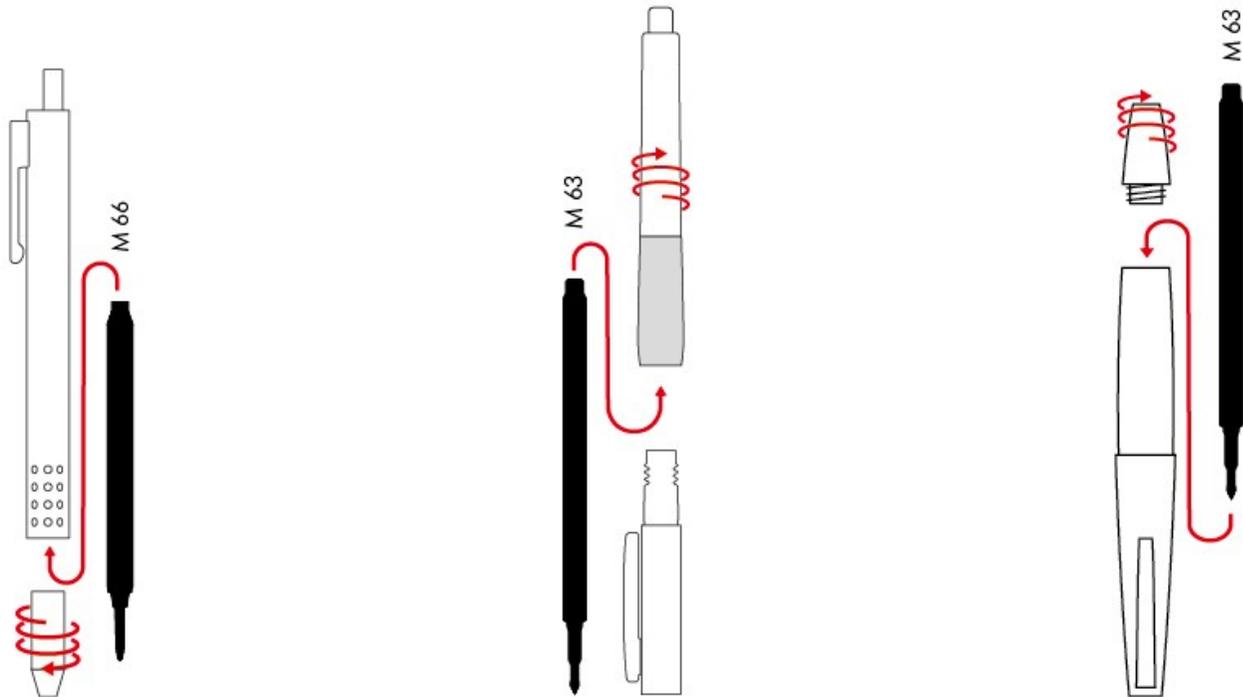
LAMY accent

Instructions videos are available in Lamy Mediabase/ Downloads/care tips & instruction manual


LAMY

Instructions: rollerball pens

Changing refills rollerball pens



For most Lamy rollerball pens
with no cap

For most Lamy rollerball pens
with cap

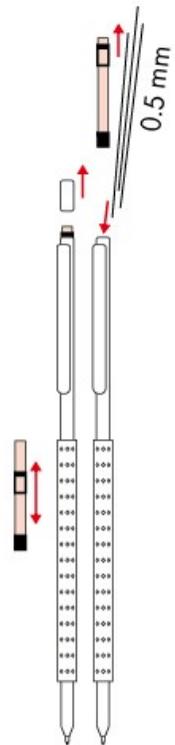
LAMY 2000

Instructions videos
are available in
Lamy Mediabase/
Downloads/care
tips & instruction
manual

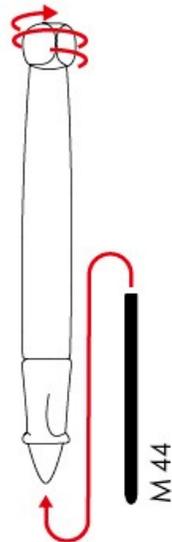


Instructions: mechanical pencils

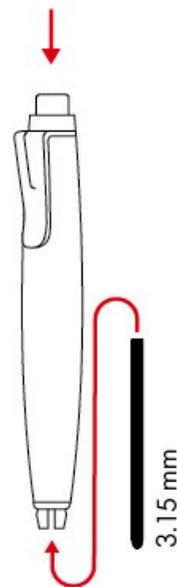
Changing refills push/twist mechanical pencils



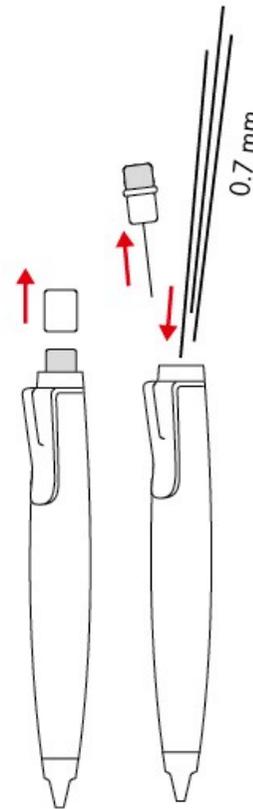
For most Lamy push/twist mechanical pencils



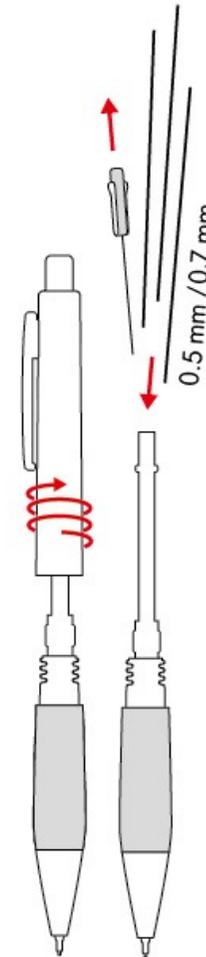
LAMY abc



LAMY scribble
3.15 mm



LAMY scribble
0.7 mm



LAMY accent
LAMY scala
LAMY logo

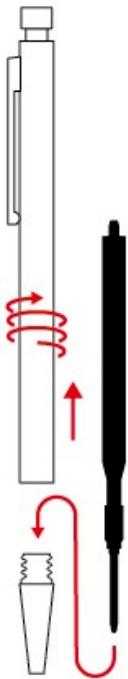
Instructions videos are available in Lamy Mediabase/ Downloads/care tips & instruction manual



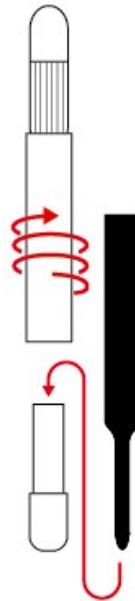
LAMY

Instructions: ballpoint pens

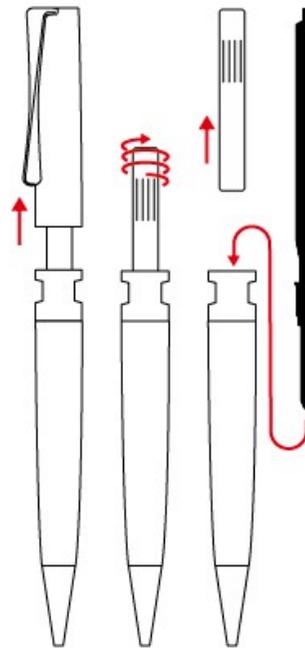
Changing refills ballpoint pens



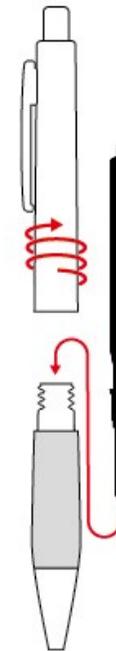
For most Lamy ballpoint pens



LAMY pico



LAMY studio
LAMY scala



LAMY accent

Instructions videos are available in Lamy Mediabase/ Downloads/care tips & instruction manual



Cleaning needle and eraser tip

- Cleaning of pencil mechanical system
- With integrated erasing tip
- For easy, chemical-free corrections

LAMY Z 10

- Erasing tip for mechanical pencils LAMY 2000, cp 1, econ and st



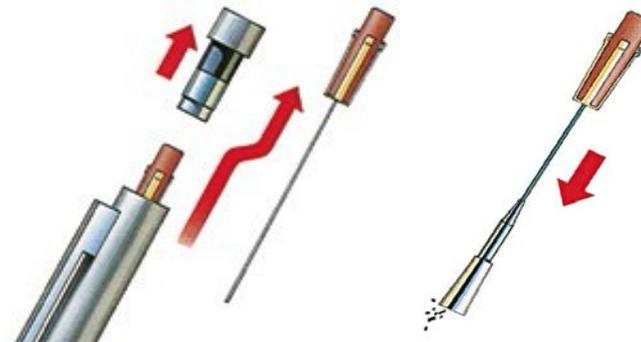
LAMY Z 11

- Erasing tip for mechanical pencil LAMY spirit



LAMY Z 15

- Erasing tip for multisystem pens LAMY twin pen, tri pen und 4pen



LAMY Z 18

- Erasing tip for mechanical pencils LAMY AL-star, safari and vista



LAMY Z 19

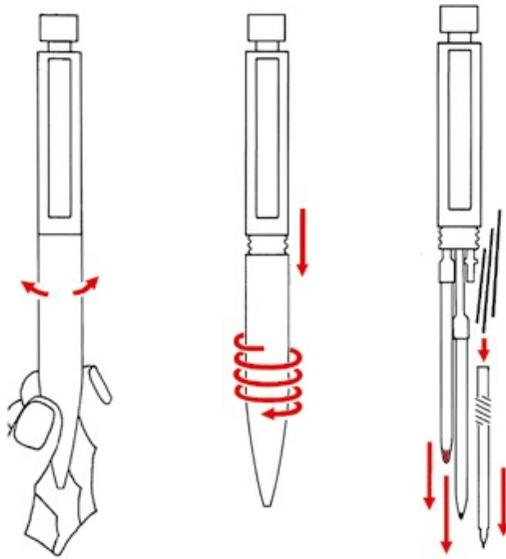
- Erasing tip for mechanical pencil LAMY scribble





Instructions: multisystem pens

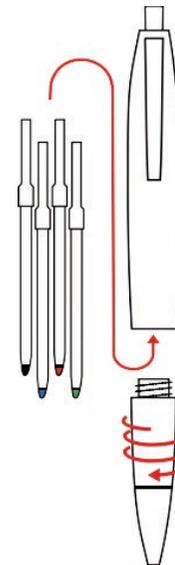
Changing refills multisystem pens



For all Lamy multisystem pens

- Change refills individually, one after the other
- Maximum three 0.5 mm lead refills can be inserted into the Z 60 and three 0.7 mm refills into the Z 61
- Multisystem pens do not have cleaning needles!

Changing refills multicolour ballpoint pens



LAMY 2000 4 colours

LAMY logo 3 colours

- Change refills individually, one after the other

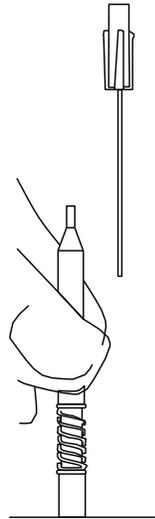
Use cleaning
needle of mech-
anical pencils for
cleaning



LAMY

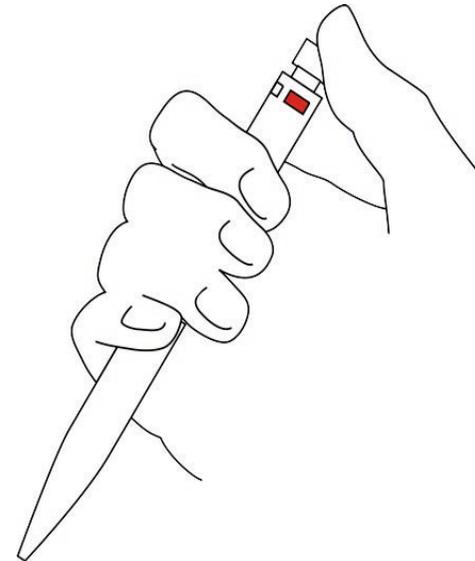
Instructions: multisystem pens

Cleaning of lead refill channel



- Using one hand, press spring together on solid surface
- With the other hand, insert the corresponding cleaning needle, available separately

Colour selection



LAMY 2000 4 colours

LAMY logo 3 colours

LAMY accent 4pen

- Pressing the push-button will activate the refill that corresponds to the colour shown in the indicator window facing upwards

Instructions: engraving

- Engraving on the surface can be carried out either by milling or by laser
- Depending on the device and material, the engraving can be done on the barrel or next to the clip

The following types of engraving are available:

- Capitals: MAX MUSTERMANN
- Initials: M. M. or MM
- Coloured design (milling cutter only)
- Engraving in the other direction for left-handed users
- Several lines engraved (depending on available space)

Typefaces

Block letters 1

Max Mustermann

Block letters 2

MAX MUSTERMANN

Italic

Max Mustermann

Script letters
(laser)

Max Mustermann

Engraving



Instructions: engraving



Standard engraving

Standard engraving with initials in the clip.

Full name: in prolongatio of the clip

Engraving on the clip.

Standard engraving for fountain pens.

Instructions: engraving

Engraving on Lamy writing instruments (F = milling, L = laser)

System/range <i>Systema/modelo</i>	Barrel <i>Depósito</i>	Cap <i>Capuchón</i>	Clip <i>Clip</i>	System/range <i>Systema/modelo</i>	Front section <i>Parte delant.</i>	Upper part <i>Parte sup.</i>	Clip <i>Clip</i>
Fountain pens / Estilográficas				Mechanical pencils / Portaminas			
LAMY 2000	F***	F***	L	LAMY 2000	-	F***	L
LAMY 2000 metal	L	L	L	LAMY 2000 metal	-	L	L
LAMY abc	-	-	-	LAMY abc	-	-	-
LAMY accent	-	-	L	LAMY accent	-	-	L
LAMY accent Al	L	L	L	LAMY accent Al	-	L	L
LAMY AL-star	L	L	-	LAMY AL-star	-	L	-
LAMY cp 1 black	L**	L**	L	LAMY cp 1 black	-	L**	L
LAMY cp 1 Pt	-	-	L	LAMY econ	-	L	-
LAMY dialog 3 black	-	-	L	LAMY logo	-	L	-
LAMY joy	-	F	-	LAMY safari	-	F	-
LAMY joy AL	-	L	-	LAMY scala	L	L	L
LAMY logo	L	L	-	LAMY scribble	-	-	L*
LAMY nexx	L	-	-	LAMY spirit	-	-	L
LAMY safari	F	F	-	LAMY st	-	L	L
LAMY scala	L	L	L	LAMY vista	-	F	-
LAMY st	L	L	L				
LAMY studio	L	L	L*				
LAMY vista	F	F	-				

Instructions: engraving

Engraving on Lamy writing instruments (F = milling, L = laser)

System/range <i>Systema/modelo</i>	Front section <i>Parte delant.</i>	Upper part <i>Parte sup.</i>	Clip <i>Clip</i>
Ballpoint pens/Bolígrafos			
LAMY 2000	-	F***	L
LAMY 2000 blackwood, taxus	-	-	L
LAMY 2000 metal	-	L	L
LAMY accent	-	-	L
LAMY accent Al	-	L	L
LAMY AL-star	-	L	-
LAMY cp 1	-	L	L
LAMY cp 1 black	-	L**	L
LAMY cp 1 Pt	-	-	L
LAMY dialog 1	-	L	L
LAMY econ	-	L	L
LAMY linea	-	-	L
LAMY logo brushed	-	L	-
LAMY logo matt	-	L	-
LAMY logo M/M+	-	F	-
LAMY noto	-	F	-

System/range <i>Systema/modelo</i>	Front section <i>Parte delant.</i>	Upper part <i>Parte sup.</i>	Clip <i>Clip</i>
LAMY pico	-	L	-
LAMY pico imperialblue, black	-	L**	-
LAMY pico red	-	-	-
LAMY safari	-	F	-
LAMY scala	L	L	L
LAMY scribble	-	-	L*
LAMY spirit	-	-	L
LAMY st	-	L	L
LAMY studio	L	L	L*
LAMY studio black, imperialblue	L	L	L*
LAMY studio palladium	L	L	L*
LAMY studio Pt	L	L	L*
LAMY vista	-	F	-

Instructions: engraving

Engraving on Lamy writing instruments (F = milling, L = laser)

System/range <i>Systema/modelo</i>	Barrel <i>Depósito</i>	Cap <i>Capuchón</i>	Clip <i>Clip</i>	System/range <i>Systema/modelo</i>	Front section <i>Parte delant.</i>	Upper part <i>Parte sup.</i>	Clip <i>Clip</i>
Rollerball pens/Roller				Multisystem pens/ <i>Multisistemas</i>			
LAMY 2000	F***	F***	L	LAMY 2000	-	F***	L
LAMY 2000 metal	L	L	L	LAMY accent Al 4pen	-	L	L
LAMY accent	-	-	L	LAMY accent 4pen black	-	L**	L
LAMY accent Al	L	L	L	LAMY cp 1 twin pen black	L**	L**	L
LAMY AL-star	L	L	-	LAMY cp 1 tri pen cp 1	L	L	L
LAMY balloon	F	F	-	LAMY logo	-	L	-
LAMY cp 1 Pt	-	-	L	LAMY logo twin pen	L	L	-
LAMY dialog 2	L	-	L	LAMY st twin pen	L	L	L
LAMY logo	L	L	-	LAMY st tri pen	L	L	L
LAMY safari	F	F	-	LAMY st tri pen black	L**	L**	L
LAMY scala	L	L	L				
LAMY studio	L	L	L*				
LAMY swift anthracite, imperialbl.	-	-	L				
LAMY swift black	L**	-	L				
LAMY swift palladium	L	-	L				
LAMY tipo Al	L	-	-				
LAMY tipo Al/K	L	-	-				
LAMY tipo K	-	-	-				
LAMY vista	F	F	-				



The perfect stage for
design writing instruments

The perfect stage for design writing instruments

LAMY

Presentation Systems



Lamy presentation systems:

- Were developed to achieve a maximum level of brand presence – using diverse innovative presentation solutions
- Offer available for almost every room layout and sales concept

Key characteristics of Presentation Systems:

- Visibility
- Space available
- Standardised display

The perfect stage for design writing instruments



Menu

- Lamy Shop-in-Shop Systems for local production:
 - Range of different combinations
 - Single elements for local production
- Lamy Presentation Boards for local production
- Technical Specifications and Corporate Identity (CI)
- Lamy Shop Displays to order from Lamy

The perfect stage for design writing instruments

LAMY

Shop-in-Shop Systems – Different Combinations



Lamy Shop in Shop Systems are designed to fit various shop sizes:
6 m²-15 m²

The following examples show how a shop can successfully represent the brand while, at the same time, reinforcing the customer purchasing decision.

Refer to the Lamy Mediabase for Shop-in-Shop examples – under “Downloads/Lamy Shops worldwide”.

Shop-in-Shop Systems



15 m² area – shop 3600



Premium Writing:

- 4 showcases in shop K001
- 2 floor cabinets K002
- 1 counter K004

Modern / Young Writing:

- 2 showcases in shop K001
- 1 counter K004

Shop-in-Shop Systems



15 m² area – corner shop 3000 / 2000



Premium Writing:

3 showcases in shop	K001
1 counter	K005

Modern Writing:

2 showcases in shop	K001
1 counter	K005

Young Writing:

2 open presentation walls	K007
---------------------------	------

Shop-in-Shop Systems



12 m² area – shop 2400



Premium Writing:

- 2 showcases in shop K001
- 1 floor cabinet K002
- ½ counter K005

Modern / Young Writing:

- 2 showcases in shop K001
- ½ counter K005



Shop-in-Shop Systems



12 m² area – shop 2400



Premium Writing:

- 1 showcases in shop K001
- 1 counter K005

Modern Writing:

- 1 showcase in shop K001
- 1 counter K005

Young Writing:

- 1 open presentation wall K007

Shop-in-Shop Systems



12 m² area – shop 2400



Premium Writing:

1 showcases in shop K001
½ counter K005

Modern Writing:

1 showcase in shop K001
½ counter K005

Young Writing:

1 open presentation wall K007

Shop-in-Shop Systems



12 m² area – shop 2400



Premium Writing:

- 1 showcases in shop K001
- 1 counter K005

Modern Writing:

- 1 showcase in shop K001
- 1 counter K005

Young Writing:

- 1 open presentation wall K007

Shop-in-Shop Systems



9 m² area – shop 1800



Premium Writing:

2 showcases in shop	K001
1 floor cabinet	K002
½ counter	K005

Modern / Young Writing:

1 showcase in shop	K001
½ counter	K005

Shop-in-Shop Systems



6 m² area – shop 1200



Premium Writing:

2 showcases in shop

K001

1 consultation table

K006

6 m² area – shop 1200



Premium Writing:

1 showcase in shop	K001
2/3 counter	K004

Modern / Young Writing:

1 showcase in shop	K001
1/3 counter	K004

Shop-in-Shop Systems

LAMY

Column 2 sides



Premium Writing:
1 showcase

Modern / Young Writing:
1 showcase

Shop-in-Shop Systems

LAMY

Column 4 sides



Premium Writing:

2 showcases

1 visual

Modern / Young Writing:

1 showcase

1 visual

Shop-in-Shop Systems



Column 4 sides



Premium Writing:
2 showcases
1 visual

Modern Writing:
2 showcases

Young Writing:
1 open presentation wall

The perfect stage for design writing instruments

LAMY

Shop-in-Shop Systems – single elements for local production



Lamy Shop consists of various individual elements that can be combined with each other according to the shop size or product range.

All Shop-in-Shop systems should be produced in any country based on the specifications and by using an **experienced local shopfitter**.

Just follow Lamy regulations and design process and keep us informed about your shop plans.

Refer to the Lamy Mediabase for technical specifications – under “Downloads/Lamy Shops worldwide”.

Shop-in-Shop Systems – for local production



Shop K001 – 1,200



Premium Writing displays to order from Lamy:



- 5x W306/307 pen trays silver/white



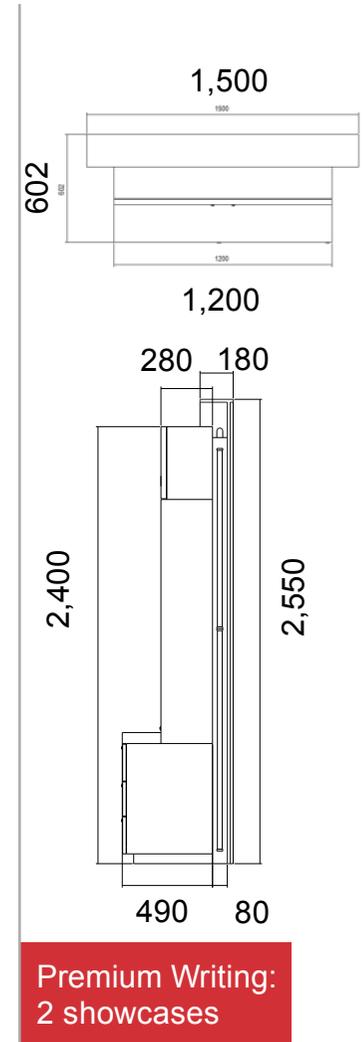
- 2x W421 acryl Band sign



- 1x P655 product cards



- 1x brand display / cardboard set



Shop-in-Shop Systems – for local production

Shop K001 – 1,800



Premium Writing displays to order from Lamy:



- 8x W306/307 pen trays silver/white



- 2x W421 acryl band sign

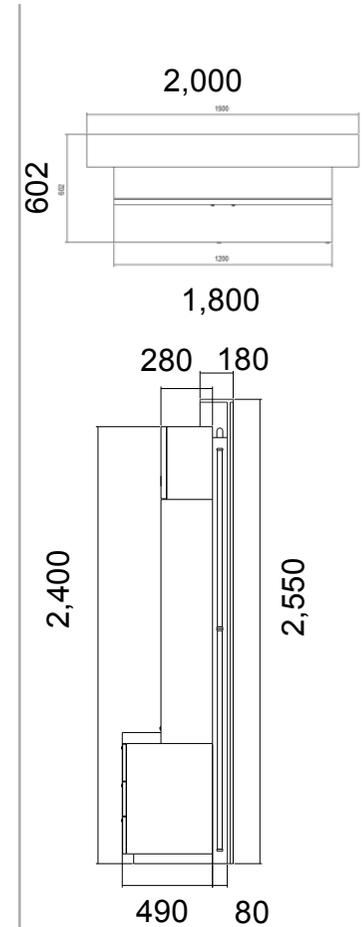


- 1x P655 product cards



- 1x brand display / cardboard set

LAMY



Premium Writing:
3 showcases

Shop-in-Shop Systems – for local production

Shop K001 – 1,200



Premium Writing displays to order from Lamy:



- 3x W306/307 pen trays silver/white



- 1x W421 acryl band sign

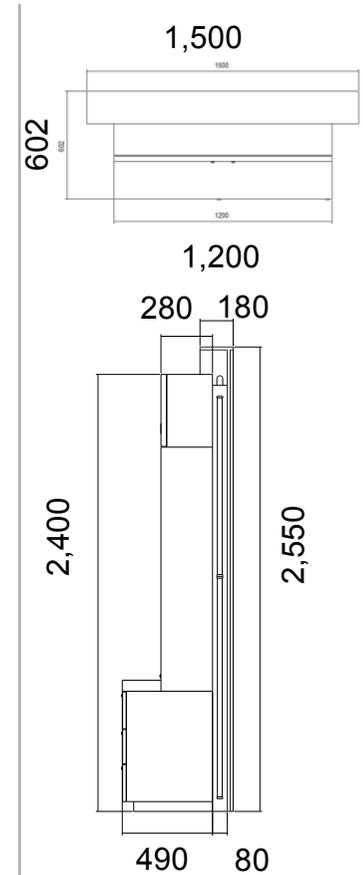


- 1x P655 product cards



- 1x brand display / cardboard set

LAMY



Premium Writing:
1 showcase
Modern Writing:
1 showcase

Shop-in-Shop Systems – for local production

Shop K001 – 1,800



Premium Writing displays to order from Lamy:



- 5x W306/307 pen trays silver/white



- 2x W421 acryl band sign

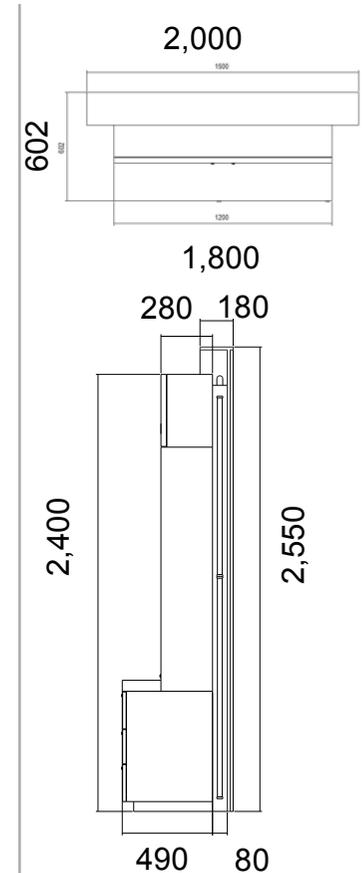


- 1x P655 product cards



- 1x brand display / cardboard set

LAMY



Premium Writing:
2 showcases
Modern Writing:
1 showcase

Shop-in-Shop Systems – for local production

Shop K001 – 2,400

LAMY



Premium Writing displays to order from Lamy:



- 5x W306/307 pen trays silver/white



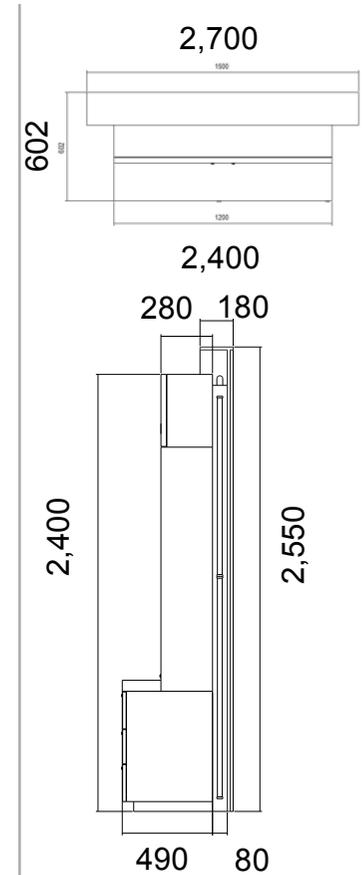
- 2x W421 acryl band sign



- 1x P655 product cards



- 1x brand display / cardboard set



Premium Writing:
2 showcases
Modern Writing:
2 showcases

Shop-in-Shop Systems – for local production

Shop K001 – 2,400



Displays to order from Lamy:



- 5x W306/307 pen trays silver/white



- 2x W421 acryl Band sign



- 1x P655 product cards

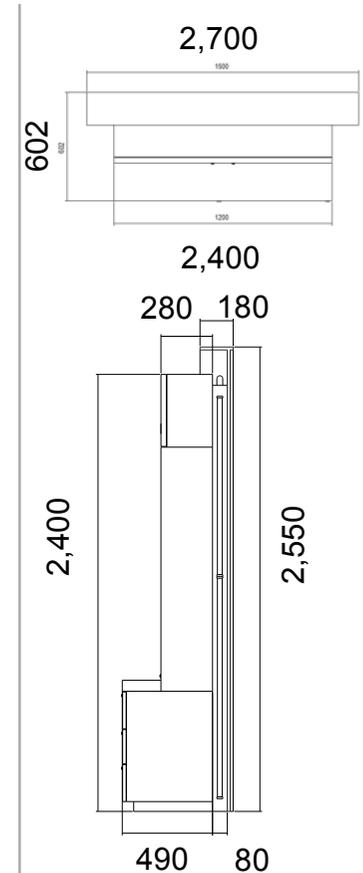


- 1x brand display / cardboard set



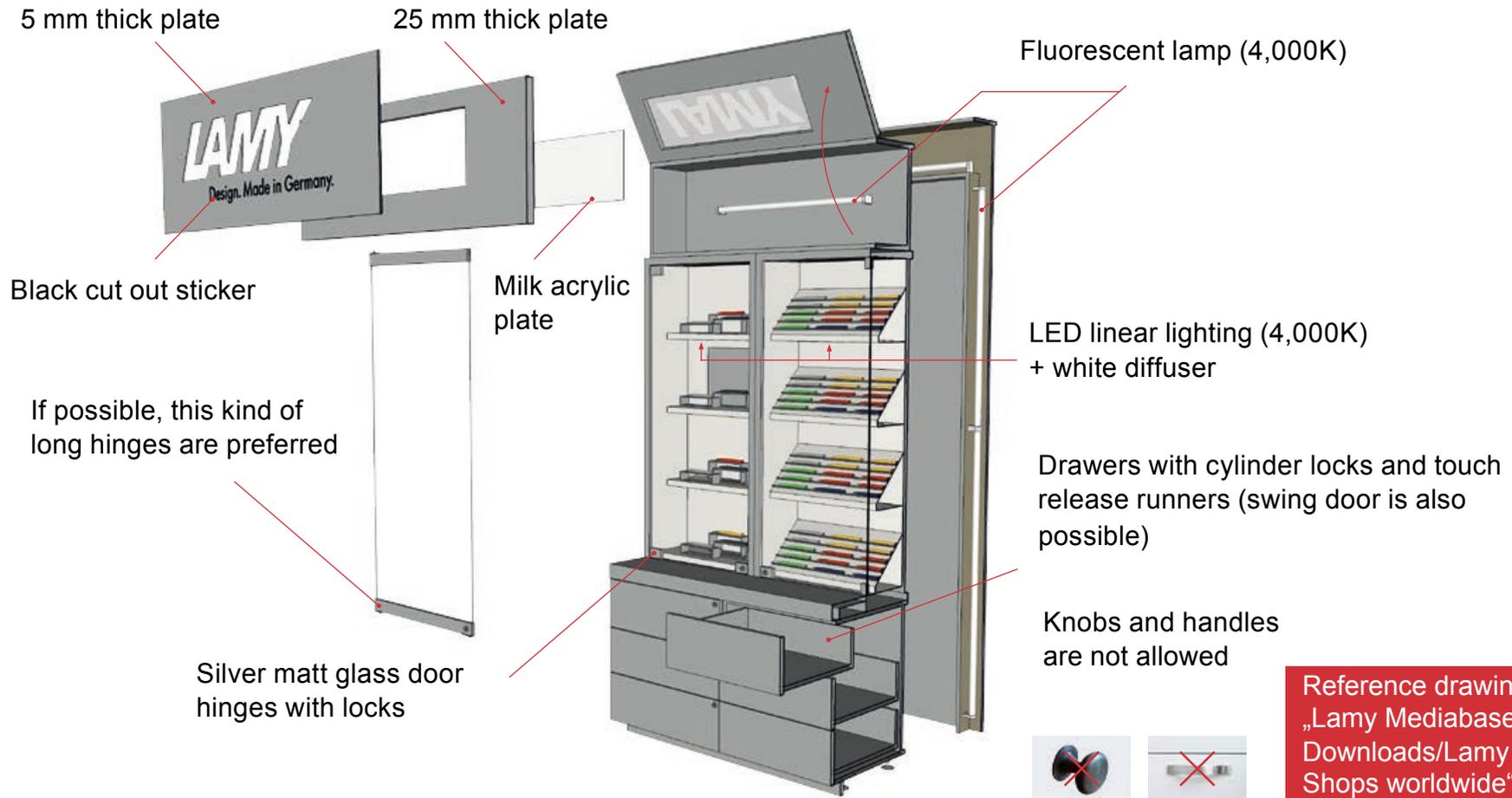
- triangle pen trays

LAMY

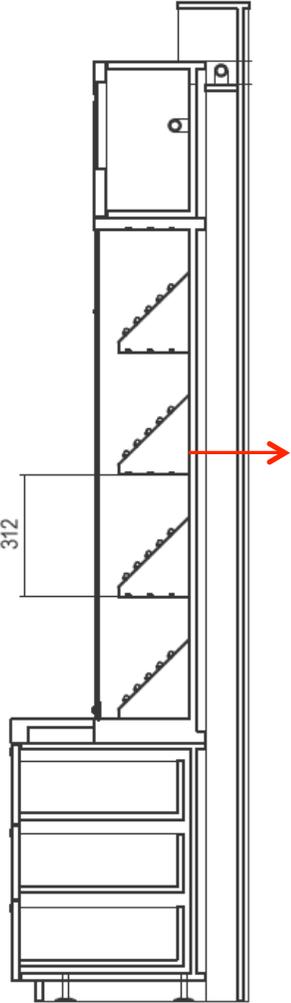


Premium Writing:
2 showcases
Modern Writing:
2 showcases

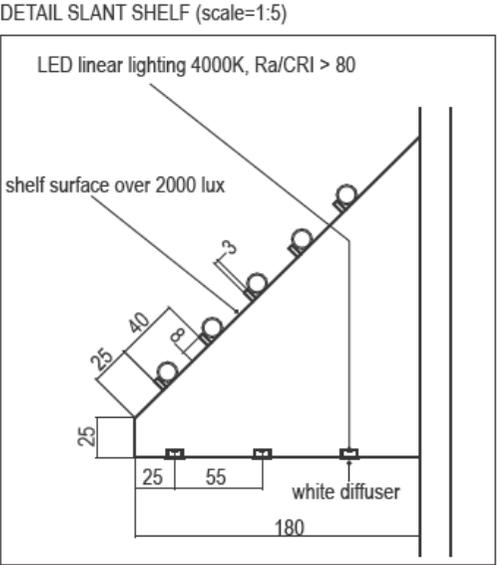
Shop specifications – K001



Shop specifications – K001



Inner stair for shelf: RAL 9010 pure white

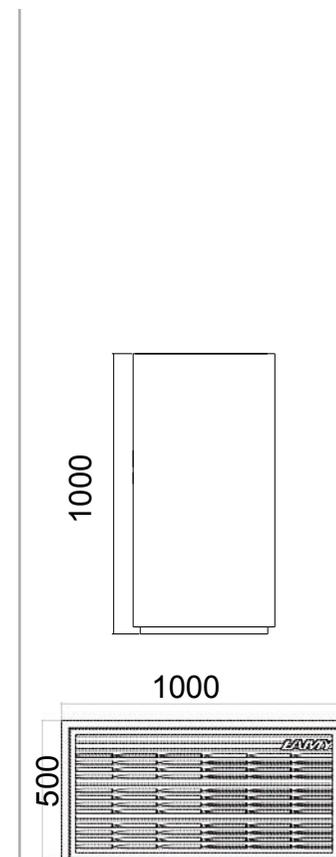


Reference drawing in Lamy Mediabase/ Downloads/Lamy Shops worldwide“

Shop-in-Shop Systems – for local production

LAMY

Counter K004 – 1000



Modern Writing
Young Writing

Shop-in-Shop Systems – for local production

LAMY

Counter K004 – 1000

Displays to order from Lamy:

- 1x W525 set of 17 decoration trays with product specifications for

LAMY dialog 3

LAMY imporium

LAMY studio

LAMY accent

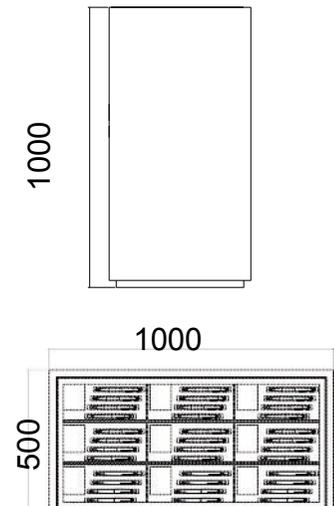
LAMY 2000

LAMY scala

LAMY swift

LAMY pico

Lamy multisystem pens



Premium Writing

Shop-in-Shop Systems – for local production

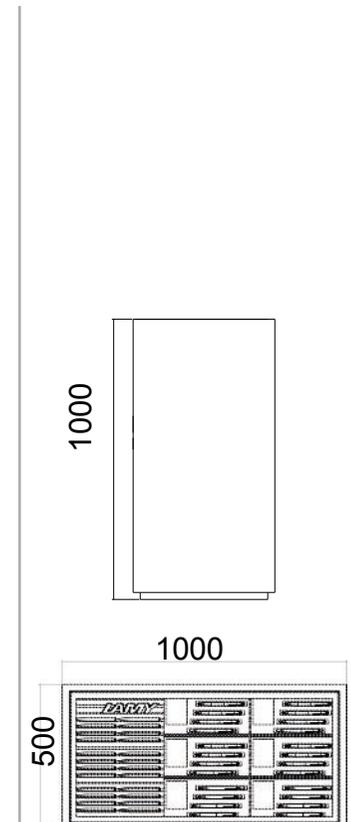
LAMY

Counter K004 – 1000

Displays to order from Lamy:

- 1x W525 set of 17 decoration trays with product specifications for

LAMY dialog 3
LAMY imporium
LAMY studio
LAMY accent
LAMY 2000
LAMY scala
LAMY swift
LAMY pico
Lamy multisystem pens



Premium Writing
Modern Writing
Young Writing

Shop-in-Shop Systems – for local production

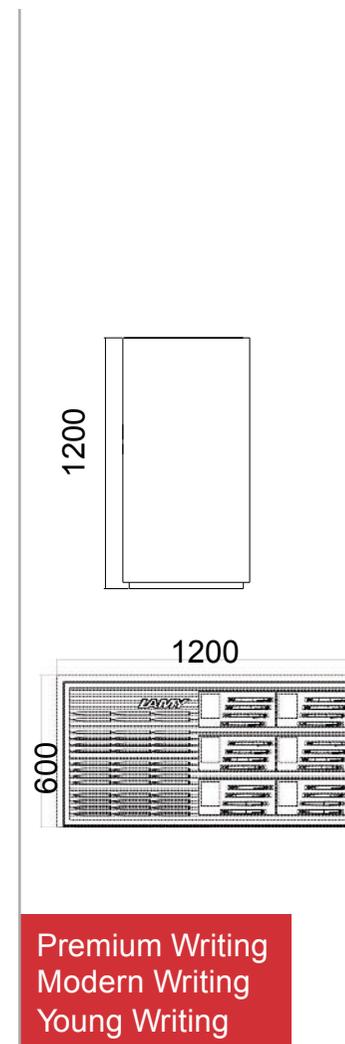


Counter K005 – 1200

Displays to order from Lamy:

- 1x W525 set of 17 decoration trays with product specifications for

LAMY dialog 3
LAMY imporium
LAMY studio
LAMY accent
LAMY 2000
LAMY scala
LAMY swift
LAMY pico
Lamy multisystem pens

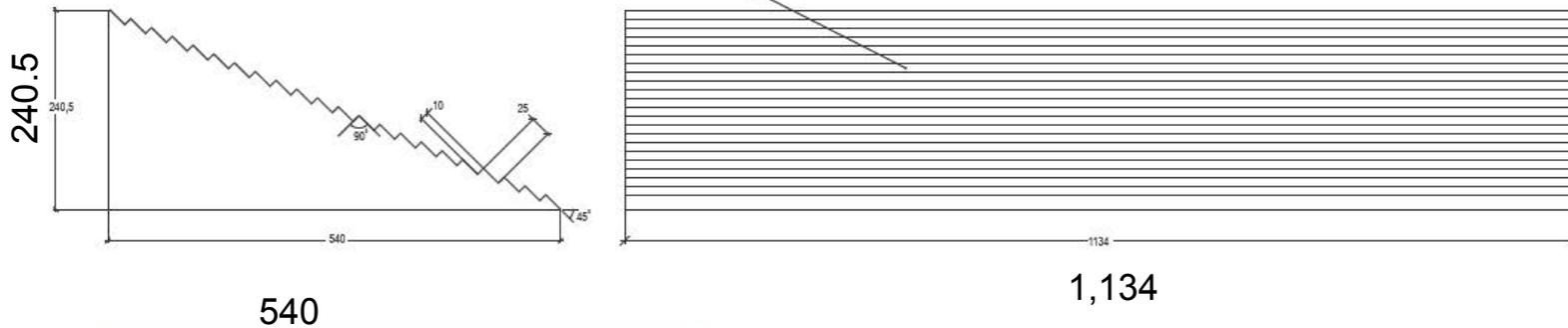


Shop-in-Shop Systems – for local production



Counter specifications K005 – 1200

RAL 9010 pure white



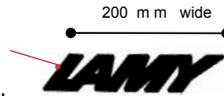
Premium Writing
Modern Writing
Young Writing

Reference drawing in
Lamy Mediabase/
Downloads/Lamy
Shops worldwide

Counter specifications – K005 / K004

Logo plate for steps base 5 mm thick black acrylic plate

*Not fixed to the steps base. The position will be changed depending on the display layout.



LED linear lighting (4 sides) with white diffuser and aluminium profile

Trays for storage
W611 / W518

Drawers with cylinder locks
and touch release runners

Knobs and handles are not allowed



Black cut-out sticker

5mm thick black acrylic plate
or black cut-out sticker

Premium Writing
Modern Writing
Young Writing

Reference drawing in
Lamy Mediabase/
Downloads/Lamy
Shops worldwide

Shop-in-Shop Systems – for local production



Consultation table K006

Displays to order from Lamy:



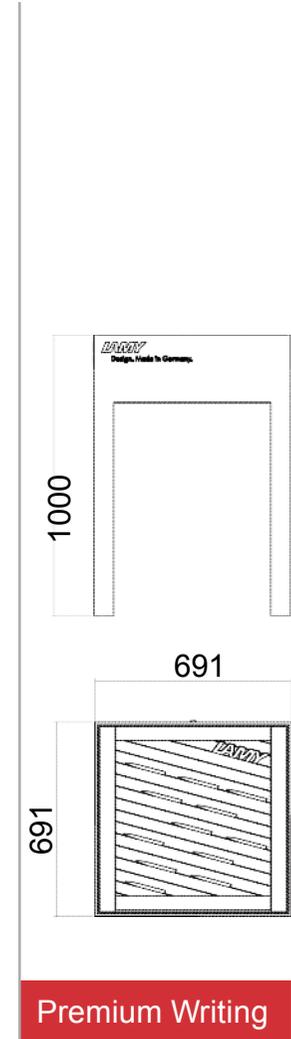
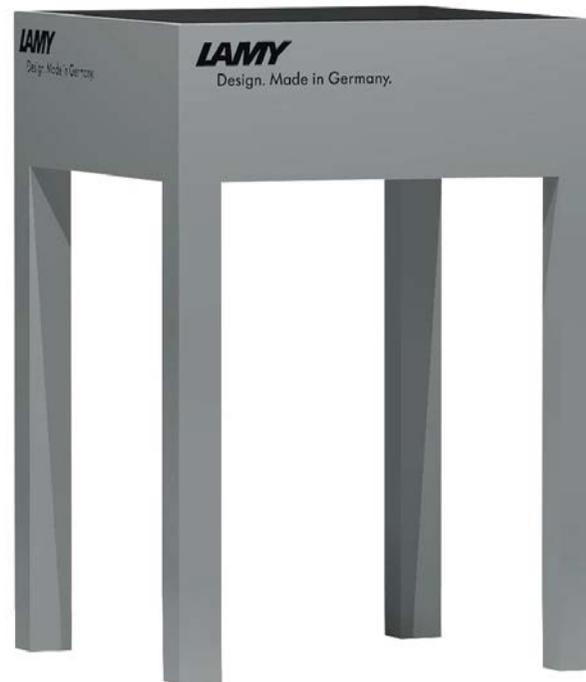
- 6x W518 trays for 8 pens, for storage in the drawer



- 1x W327 ink station



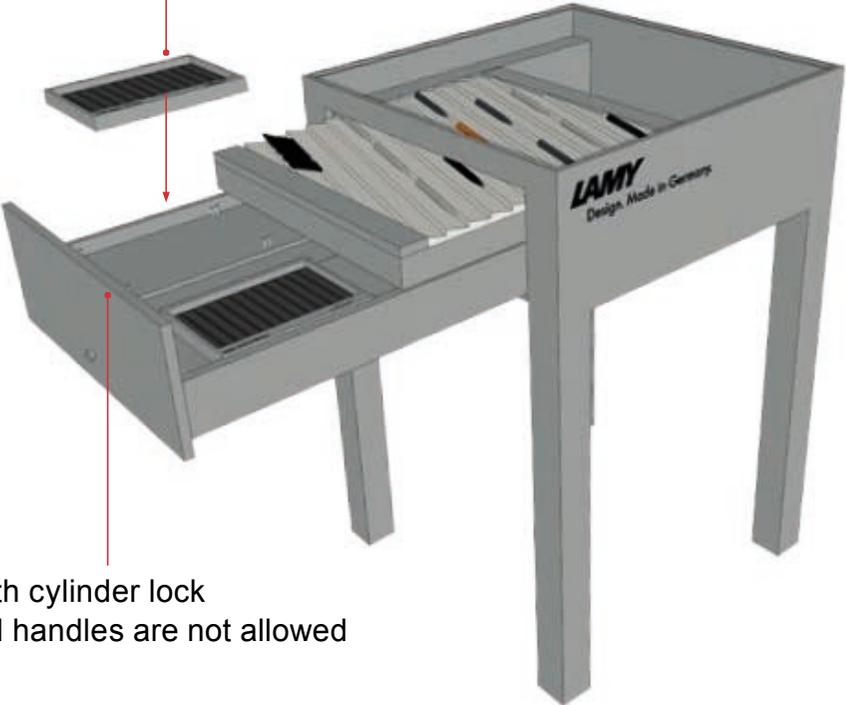
- 1x W224 presentation tray





Consultation table specifications

trays for storage
W611 / W518



Drawer with cylinder lock
Knobs and handles are not allowed

Premium Writing
Reference drawing in
Lamy Mediabase/
Downloads/Lamy
Shops worldwide

Shop-in-Shop Systems – for local production



Floor cabinet K002

Displays to order from Lamy:



- 3x W306/307 pen trays silver/white



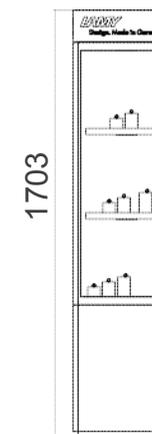
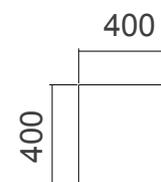
- 1x W421 acryl brand sign



- 1x P655 product cards

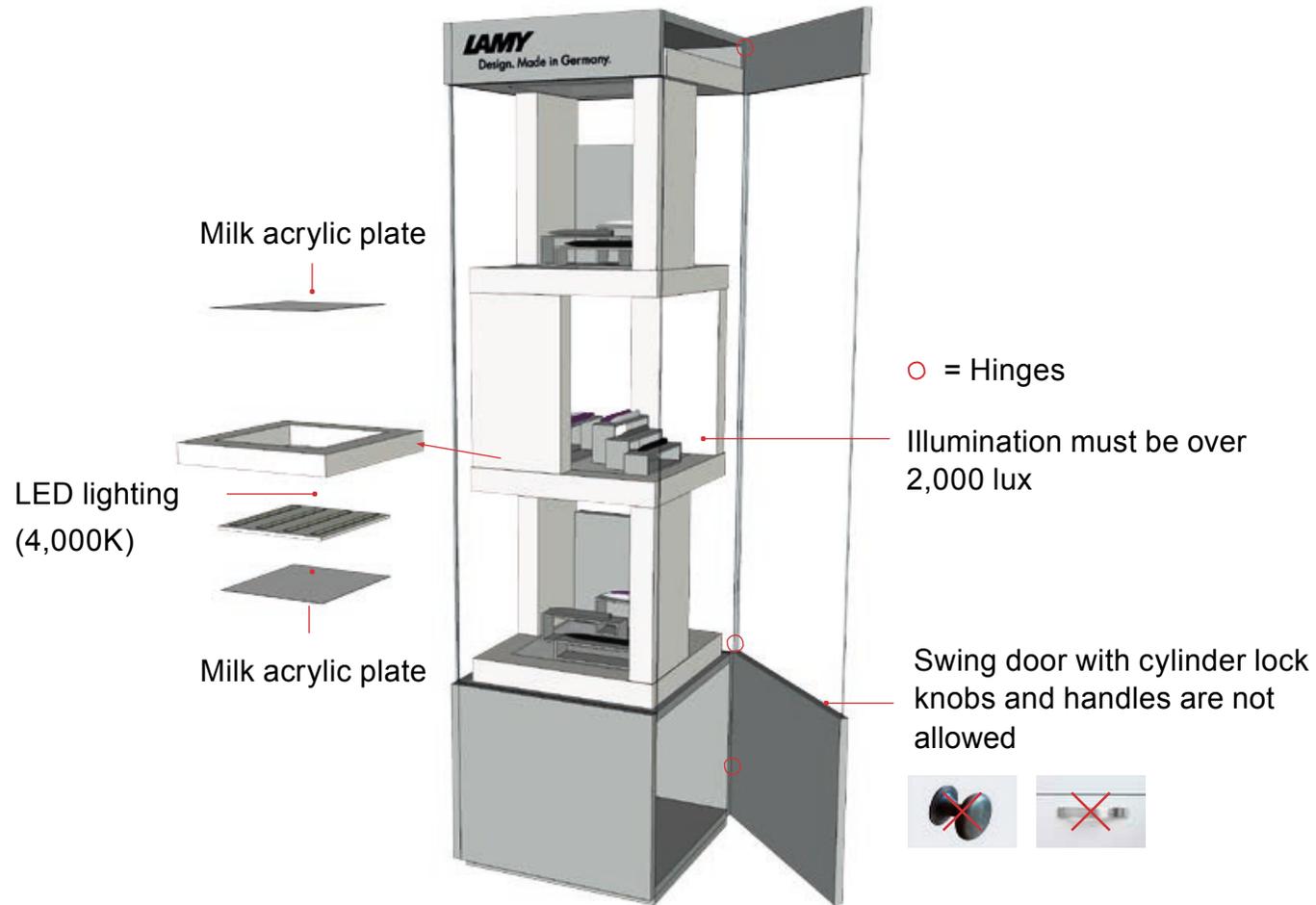


- 1x Brand display / cardboard set



Premium Writing

Floor cabinet specifications – K002



Premium Writing
Modern Writing
Young Writing

Reference drawing in
Lamy Mediabase/
Downloads/Lamy
Shops worldwide

Presentation boards – for local production

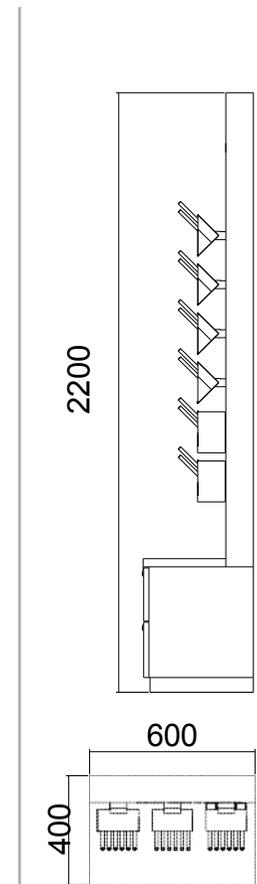
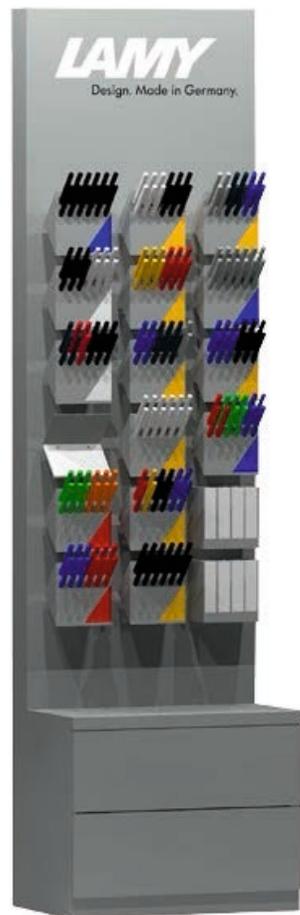


A lot of Lamy in little space.

- Make the most of available space (no matter how small or large)
- Offer available where self-service is high on the agenda
- Ideal for open presentation of fast moving items (e.g. Lamy Modern / Young Writing collection)
- Lockable drawers with ample storage space
- Optional with theft-proof product presentation

Presentation Boards – for local production

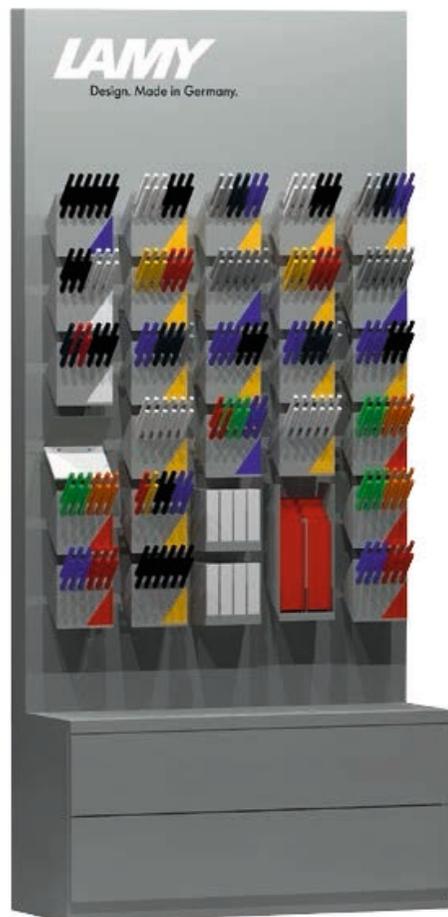
K007 – 600 mm



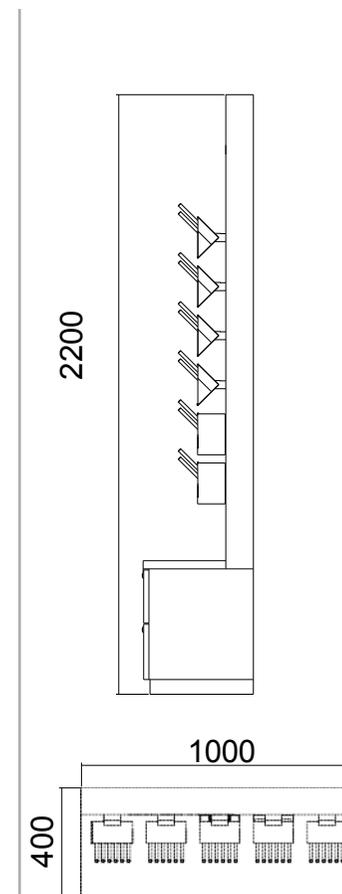
Modern Writing
Young Writing

Presentation Boards – for local production

K007 – 1,000 mm



LAMY



Modern Writing
Young Writing

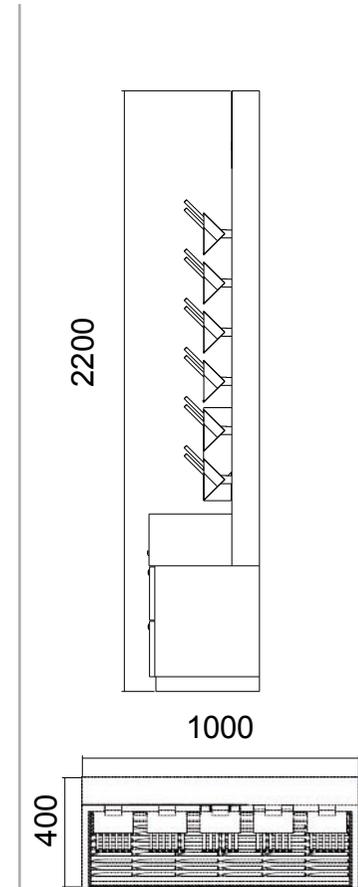
Presentation Boards – for local production

K007 – 1,000 mm



Optional with showcase on the drawer

Showcase to be produced locally



Modern Writing
Young Writing

Presentation Boards – for local production

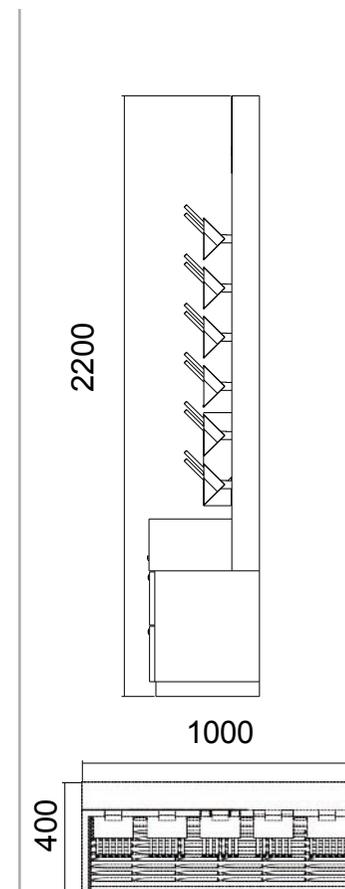
K007 – 1,000 mm



Optional with showcase
on the wall

Showcase to order from
Lamy

LAMY



Modern Writing
Young Writing

Presentation board specifications – K007

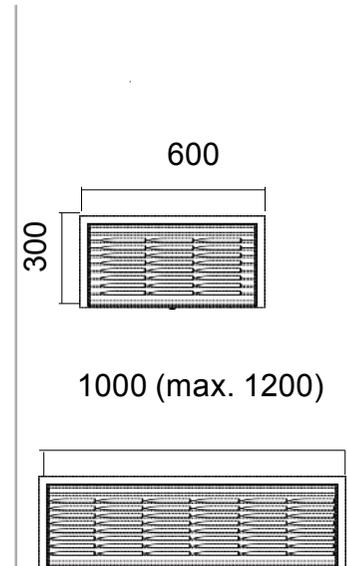
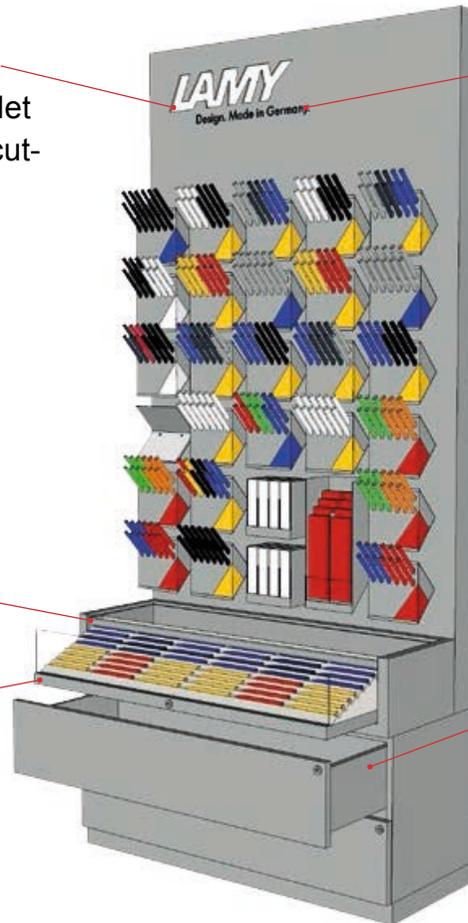
Milk acrylic logo with backlit (or if power outlet is not available black cut-out sticker)

Black cut-out sticker

LED linear lighting with white diffuser and aluminium profile (optional)

Mini showcase for open presentation (optional)

Drawers with cylinder locks and touch release runners (swing door is also possible)
Knobs and handles are not allowed

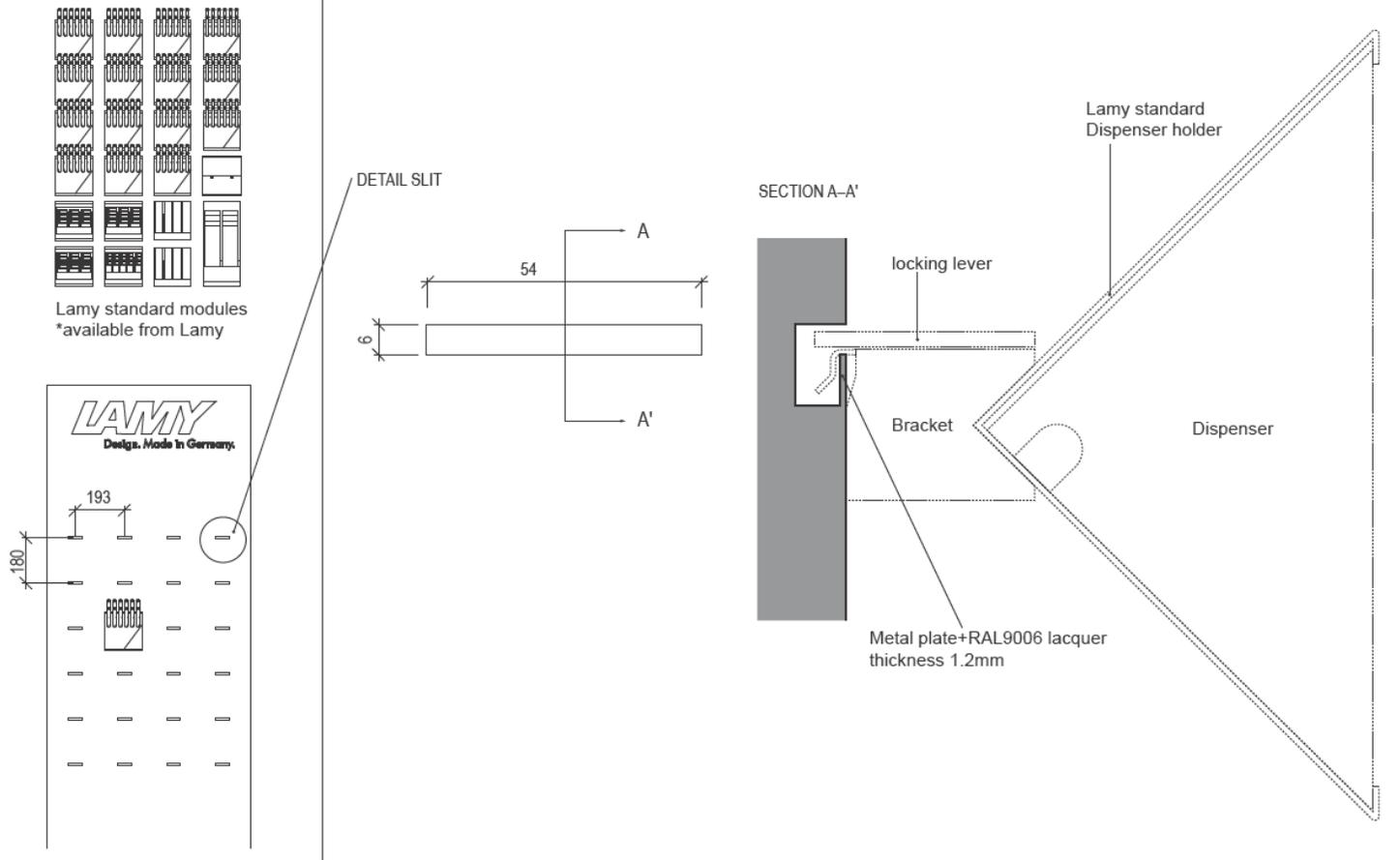


Modern Writing
Young Writing

Reference
drawing in Lamy
Mediabase/
Downloads/Lamy
Shops worldwide



Presentation board specifications – K007



Modern Writing
Young Writing

Reference drawing in
Lamy Mediabase/
Downloads/Lamy
Shops worldwide

Elements for Lamy Presentation Boards

To order from Lamy



Easily replaceable Lamy sales units for fast moving pens



Dispenser for Lamy sets or LAMY joy fountain pens



Holder for test pad for simple testing



Dispenser for LAMY abc beginner's fountain pens and beginner's pencils



Dispenser for ink cartridges LAMY T10 and roller cartridges LAMY T11



Showcase for hanging in the wall

Technical specifications and Corporate Identity rules for local production



Increased competition among customers increases need for brand differentiation

Corporate design gives a brand an unmistakable and unique visual identity

Visual appearance is of fundamental importance

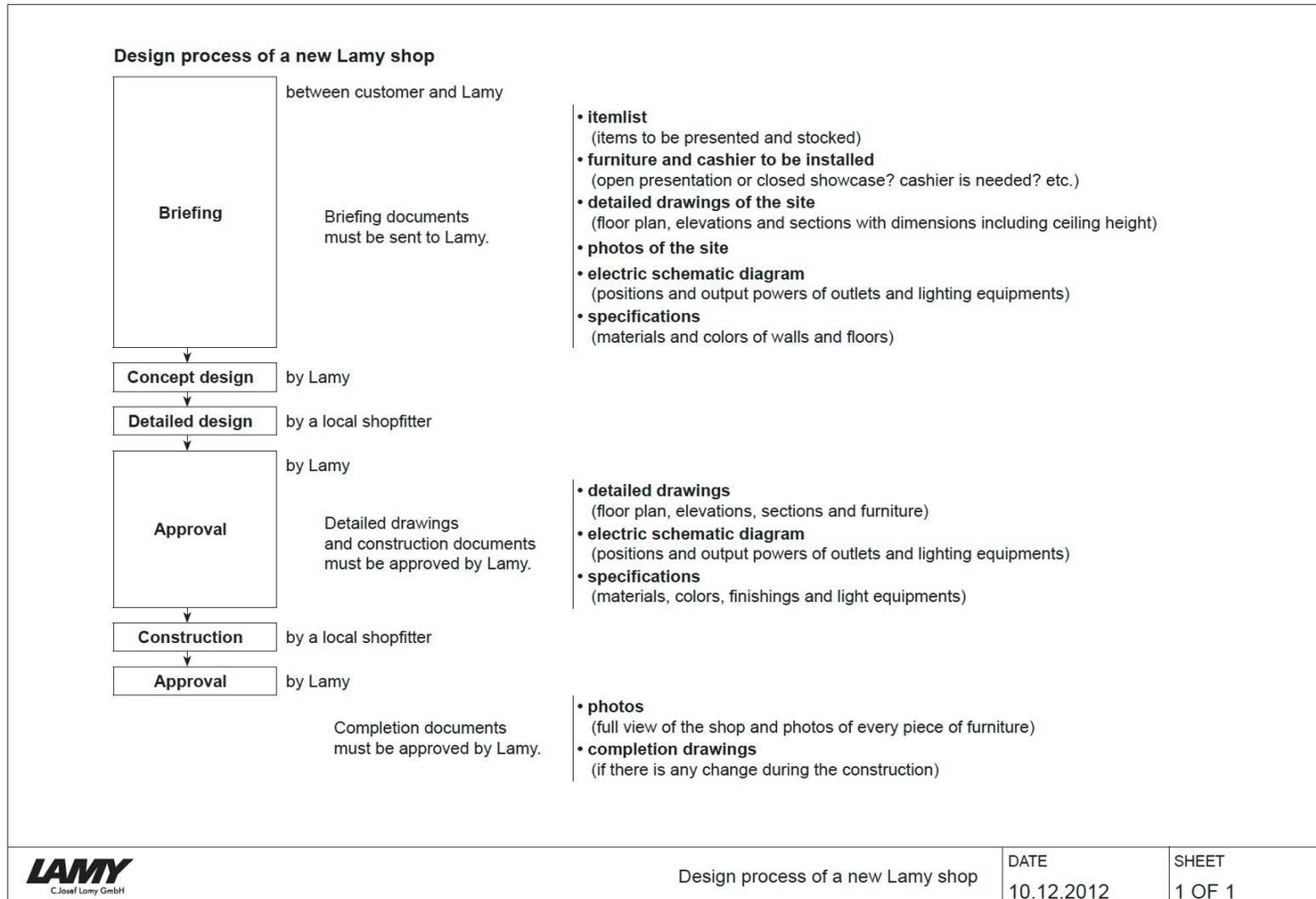
Lamy design guidelines, editable templates and open data for all printed materials are available in Lamy Mediabase



Menu

- Design process for local production
- Checklist for local production
- Lamy logo and claim
- Colours
- Chamfer for edges
- Lighting

Technical specifications and corporate identity rules for local production



Design process available in Lamy Mediabase



Checklist for a new Lamy shop				
<p>Site Please describe the site where a new Lamy shop will be installed. <i>*About type of shop, target customer, surroundings etc.</i></p> <div style="border: 1px solid black; height: 40px; margin-bottom: 10px;"></div> <p>How large is the site? <i>*e.g. width x height x depth = 3m x 3m x 5m</i></p> <div style="border: 1px solid black; height: 25px; margin-bottom: 10px;"></div> <p>Do you need a cash register at the site? Yes / No</p> <p>Please write down any special equipments at the site. <i>*e.g. Engraving machine, TFT monitor etc.</i></p> <div style="border: 1px solid black; height: 25px; margin-bottom: 10px;"></div> <p>Do you have power outlets at the site? Yes / No</p> <p>Please write down any regulations at the site. <i>*e.g. Height limitation for furniture under 2m etc.</i></p> <div style="border: 1px solid black; height: 25px; margin-bottom: 10px;"></div> <p>Please send us the following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> floor plan <input type="checkbox"/> elevations and sections <input type="checkbox"/> photos of the site <input type="checkbox"/> electric schematic diagram (positions of power outlets and lighting equipments) <input type="checkbox"/> specifications (materials and colors of existing walls and floors) 	<p>Items Model Please list models to be presented and stocked <i>*e.g. safari, Al-star, noto, logo, etc.</i></p> <div style="border: 1px solid black; height: 25px; margin-bottom: 10px;"></div> <p>Quantity of items _____ pieces for open presentation _____ pieces for showcase (closed) presentation _____ pieces as stock in the shop</p> <p>Lamy standard furniture Please list our standard furniture which you want to place at the site. <i>*Please refer to our catalog <i>Presentation Systems</i></i> <i>*e.g. Module 1800/W309, Consultation table for W309 etc.</i></p> <div style="border: 1px solid black; height: 25px; margin-bottom: 10px;"></div> <p>Other preferences Please describe your preferences, wants and needs.</p> <div style="border: 1px solid black; height: 150px; margin-bottom: 10px;"></div>			
<p style="font-size: 8px; margin: 0;">Josef Lamy GmbH</p>	Checklist for a new Lamy shop	YOUR NAME	SITE	DATE
			SHEET 1 OF 1	

Shop checklist
available in
Lamy
Mediabase



Original data of logo and claim

Standard logo for print and cut out stickers, etc.

Original file:
LAMY_logo_print.pdf



Logo for CAM or 3D logo sign

Original file:
LAMY_Logo_data_for_shopsystem.pdf



CAM (Computer Aided Manufacturing)

This data may only be used if our standard logo form is unworkable on your machine.

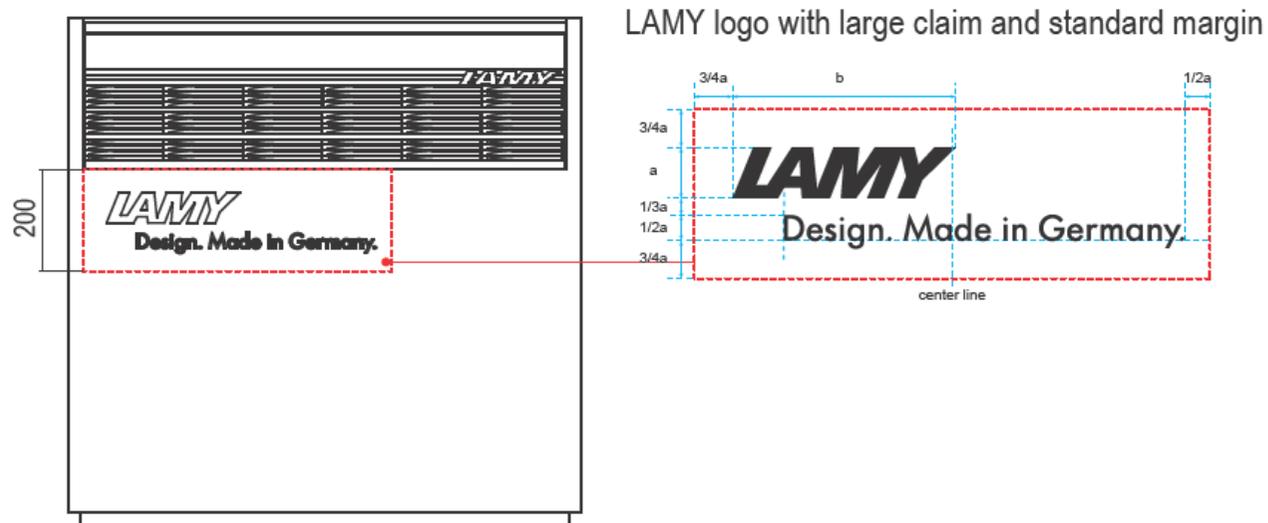
Always use the reference file from Lamy Mediabase



How to position the LAMY logo

1. check which type of logo is indicated

*in this case LAMY logo with large claim and standard margin as an example



Reference file in
the Lamy –
Mediabase/ Shop
Guidelines

How to position the LAMY logo

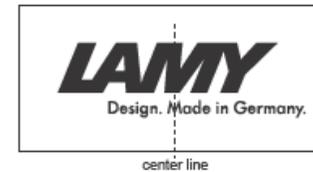
2. chose the logo from the file,
“LAMY_Logo_data_for_shopsystem.pdf/eps”.

Standard margins

with large claim
Basically this version must be used if there is enough space.



with small claim
This version may only be used for furniture and presentation systems.



Minimum margins

with large claim
This version may only be used if there is little space in the vertical direction.



with small claim
This version may only be used for furniture and presentation systems
and if there is little space in the vertical direction.



Reference file in
the Lamy –
Mediabase/ Shop
Guidelines

How to position the LAMY logo

3. Scale the logo with margin line in Adobe Illustrator (or other graphics software)

*in this case the height of the margin rectangle must be 200mm



4. Cut acrylic plate or sticker with this size

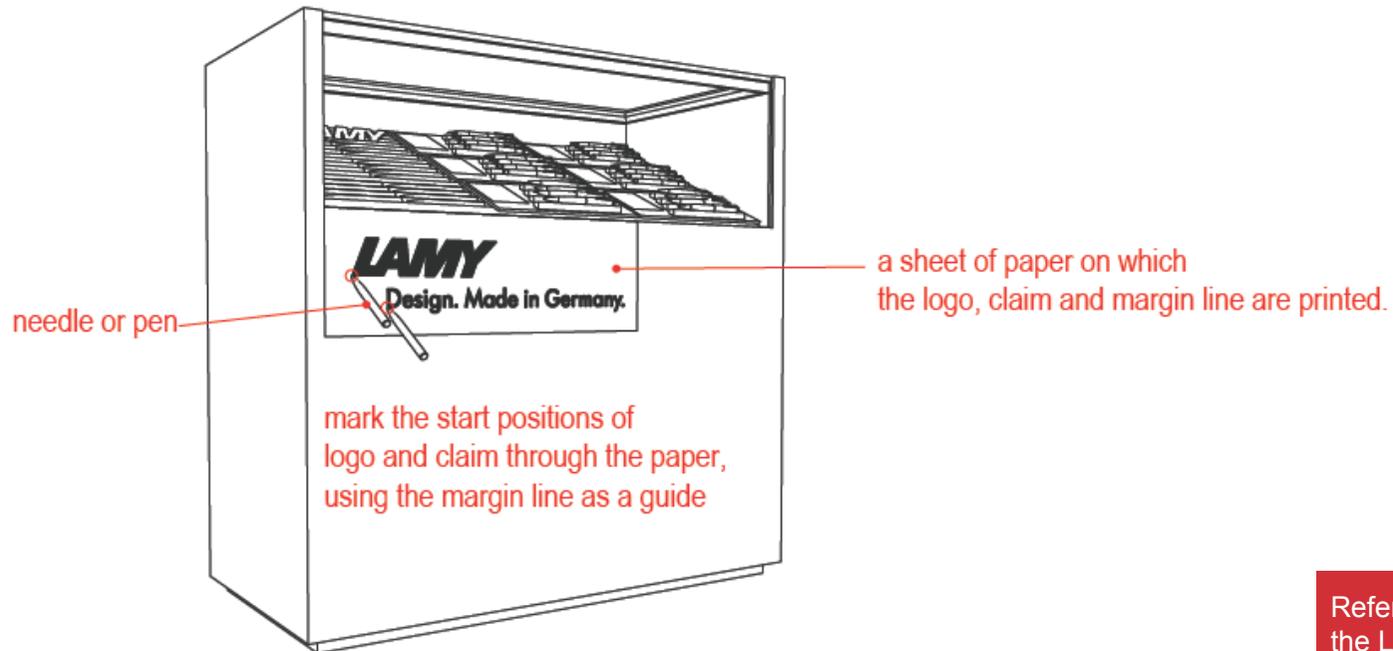
- *LAMY part can be acrylic plate, thickness 3 or 5mm (if logo width over 300mm)
- *LAMY part can be also cut out sticker (please follow the instruction in the drawing)
- *claim "Design. Made in Germany." part must be cut out sticker



Reference file in
the Lamy –
Mediabase/ Shop
Guidelines

How to position the LAMY logo

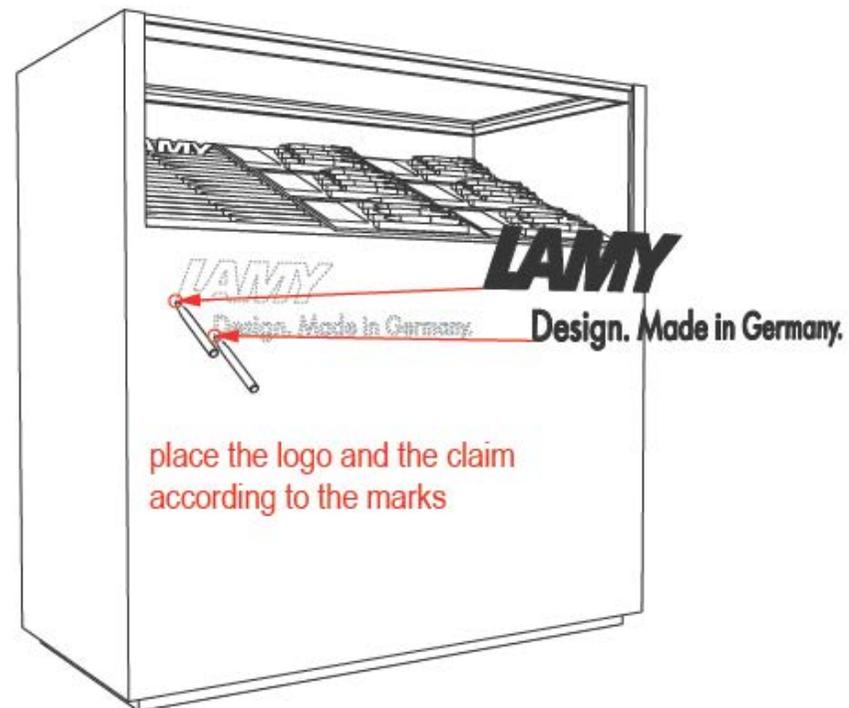
5. Print out the logo with margin line and mark the start positions of logo and claim



Reference file in
the Lamy –
Mediabase/ Shop
Guidelines

How to position the LAMY logo

6. Place the Logo plate and claim sticker according to the marks



Reference file in
the Lamy –
Mediabase/ Shop
Guidelines

Original data of logo and claim

Logo with large claim

Original file:

LAMY_Logo_Claim_print.pdf

(from Lamy Mediabase)

Logo with small claim

Only for furniture and presentation systems

Original file: *LAMY_Logo_data_for_shopsystem.pdf*

(from Lamy Mediabase)



Design. Made in Germany.



Design. Made in Germany.

Important:

There is always a full-stop behind 'Design' and 'Made in Germany' in the claim.

Always use the
reference file
from Lamy
Mediabase

Original data of logo and claim

Exception rule:

Lamy logo with claim on a first line behind the logo – this version may only be used if the height of the furniture is too small.



Important:

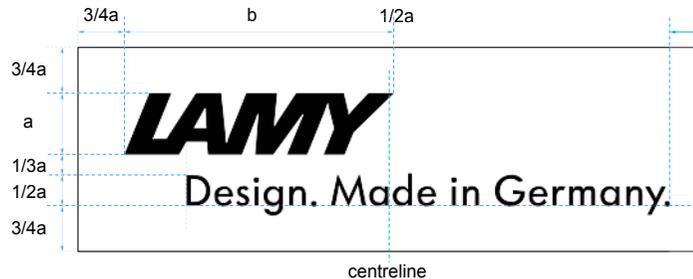
There is always a full-stop behind 'Design' and 'Made in Germany' in the claim.

Always use the
reference file
from Lamy
Mediabase

Margins of logo and claim

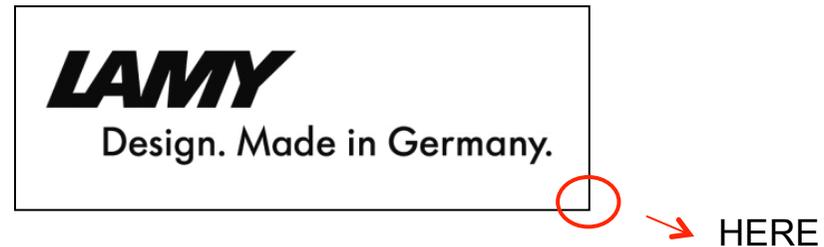
Standard margins

With large claim – basically this version must be used if there is enough space.

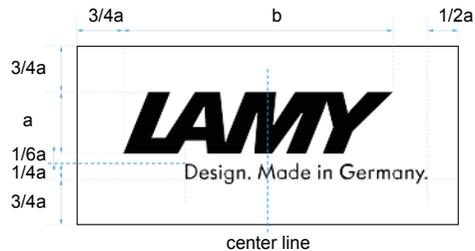


How to extend the logo and claim:

The original file has a margin line. Extend the logo by dragging the corner of the margin line, never drag on the sides.



With small claim – this version may only be used for furniture and presentation systems.



Colours of logo, claim and background



Logo: black
Claim: black
Background: RAL9006



Logo and slogan for backlit signage

Logo: white (opaque white acrylic plate)
Claim: Black
Background: RAL9006



Logo: black
Claim: black
Background: white

Lamy logo / brand

The following is not permitted:

- Any changes to the logo
- The use of frame around logo
- Dividing Lamy lettering into vertical grids
- Use of other colours (apart from the ones in previous slide)
- Change to proportion and size of lettering
- Use of logo on existing surfaces or pictures



Shop-in-Shop Systems: Colours

Lacquer finish

Base colour: RAL 9006 silver aluminium
(matt finish)

Colour for inside of the cabinet, display
bases: RAL9010 pure white (matt finish)

Colours for inside of the light frame:
RAL9010 or RAL7034 or PANTONE632
(all colours with matt finish)

Laminate

Best approximation to RAL9006,
e.g. decor F509, Aluminium

Best approximation to RAL9010,
e.g. decor W911, white

RAL 9006
silver aluminium
(matt finish)



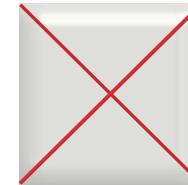
Glossy finish
is not allowed



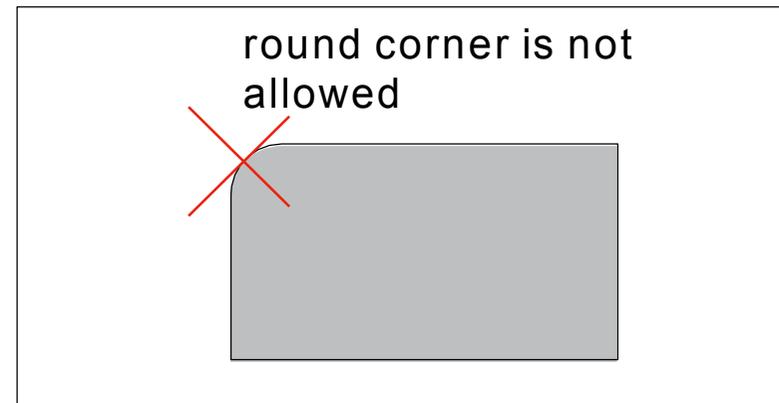
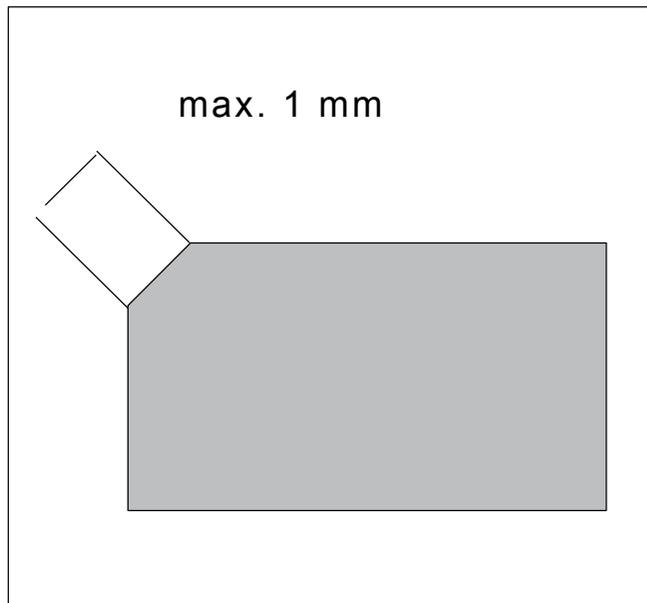
RAL 9010
pure white
(matt finish)



Glossy finish
is not allowed



Shop-in-Shop Systems: Chamfer for edges



Technical specifications and corporate identity rules for local production

Shop-in-Shop Systems: Lighting

Colour temperature:
4,000 K (kelvin) for all lighting

Colour rendering index (CRI or Ra):
over 80 for all lighting

Illumination: (Lux = illuminance)
Inside of the showcase cabinet
> 2,000 lx



over 2,000 lx

Inside of the showcase
> 2,000 lx



over 2,000 lx

Inside of the tower showcase
> 2,000 lx



over 2,000 lx

Lighting

Colour temperature:
4,000 K (kelvin) for all lighting

Colour rendering index (CRI or Ra):
over 80 for all lighting

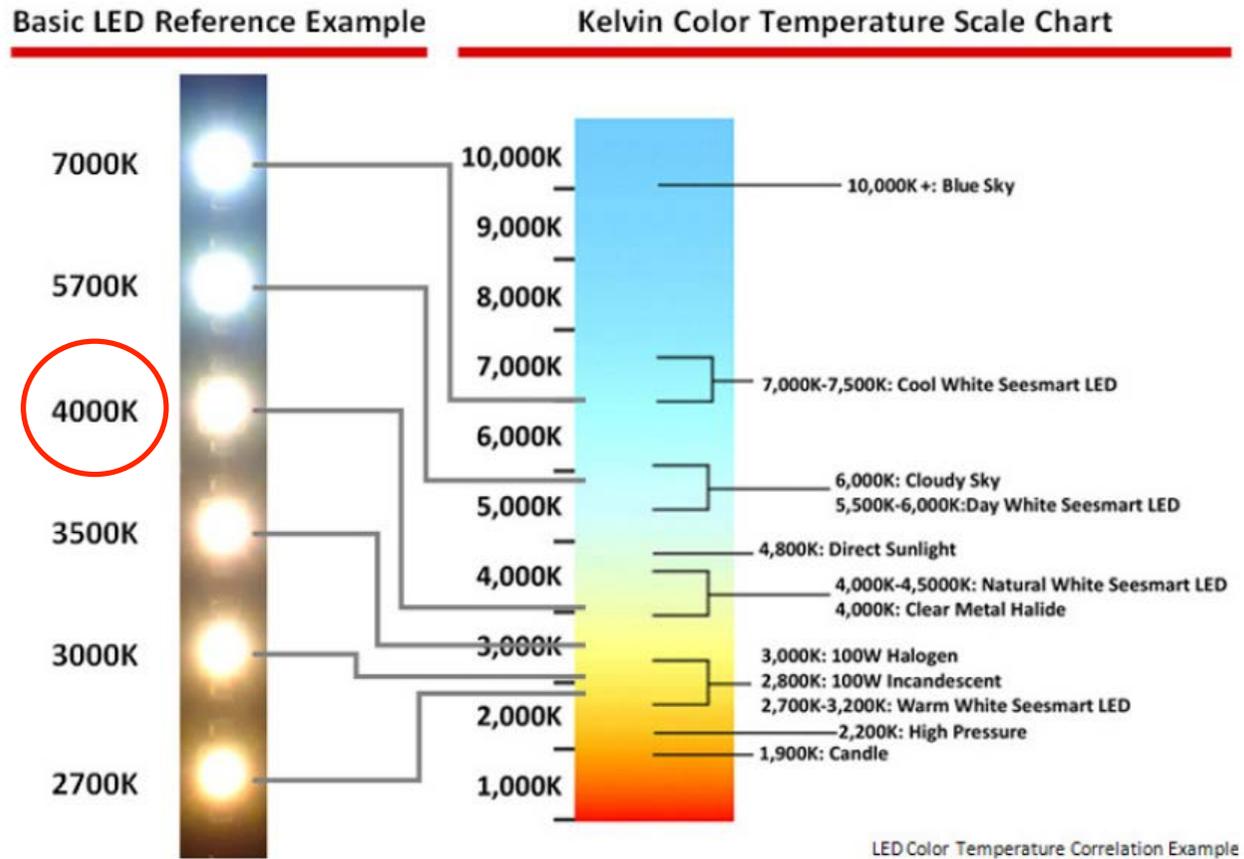
Illumination: (Lux = illuminance)
Behind the LAMY logo
Open presentation > 750 lx



over 750 lx

Lighting

Kelvin = colour temperature, colour of light

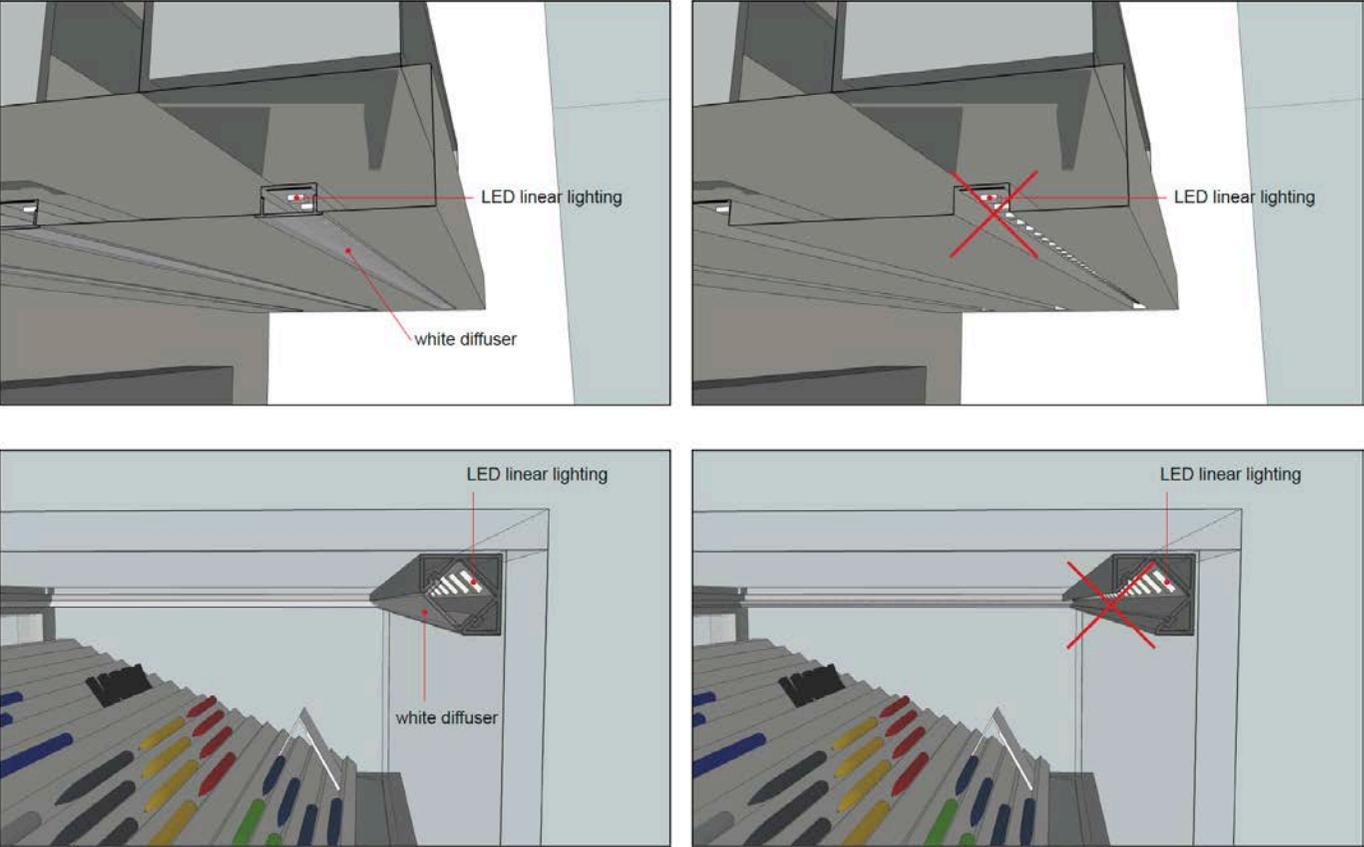


LED Color Temperature Correlation Example

Lighting

Diffuser

LED linear lighting must be used with white diffuser.



Lighting

Diffuser

LED linear lighting must be used with white diffuser.

DO



DON'T



Lamy Shop Displays



Displays to order from Lamy:

- Lamy existing displays provide maximum level of brand presence
- Offer suitable presentation system for any room or sales concept
- Ideal for a small store or second placement
- Create an attractive display with modern Lamy design
- Promotional products are up to date

Menu

- Swivel Counter Display Cabinet W399
- Swivel Floor Display Cabinet W398
- Galaxy Display W441
- Pivotal Tower Displays W422 / W966
- Pivotal Tower Displays W464 / W462

Swivel Counter Display Cabinet W 399

Closed presentation

- Full anti-theft protection
- 4-sided with 14 slots
- Allows presentation of up to 56 pens



Cover for up to 12 LAMY pico ballpoint pens



Swivels 360°



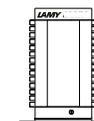
A pin spanner unlocks the door at the side which opens when pressed lightly



When the cabinet is opened, the pens can be taken out at the sides



320 mm
400 mm



450 mm

Baseplate



400 x 400 mm

Modern Writing
Young Writing

Swivel Floor Display Cabinet W 398

Closed presentation

- Full anti-theft protection
- 4-sided with 38 slots.
- Allows presentation of up to 152 pens



Cover for up to 12 LAMY pico ballpoint pens



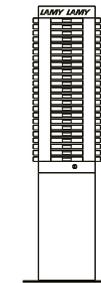
Swivels 360°



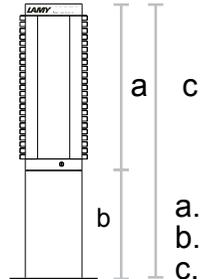
A pin spanner unlocks the door at the side which opens when pressed lightly



When the cabinet is opened, the pens can be taken out at the sides



320 mm
400 mm



a. 1010 mm
b. 586 mm
c. 1600 mm

Base Plate



400 x 400 mm

Modern Writing
Young Writing

Galaxy Display W 441

Closed presentation

This rotating display makes pens look as though they are floating freely in the room. They are also protected against theft.



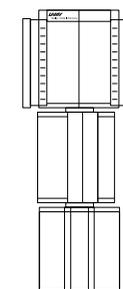
Rotates 360 degrees



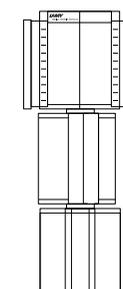
Anti-theft



For 120 writing instruments



490 mm



1600 mm



Ø 490 mm

Modern Writing
Young Writing

Pivotal Tower Display W 422 / W 966

for Lamy sales units

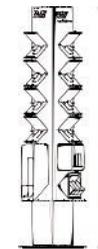
Open presentation

Individual assembly according to the sales focus.

	W 422	W 966
 Test pad A6	1	1
 Dispenser for Lamy sales units	11	17
 Dispenser for T10 and T11 cartridges	2	2
 Dispenser for LAMY sets or LAMY joy	1	1
 Dispenser for LAMY abc	1	1

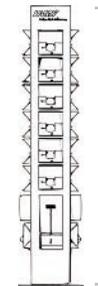


W 422



1,400 mm

W 966



1,700 mm

W 422 / W 966



Ø 400 mm

237 mm

Modern Writing
Young Writing

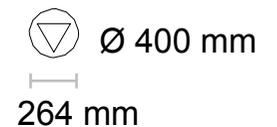
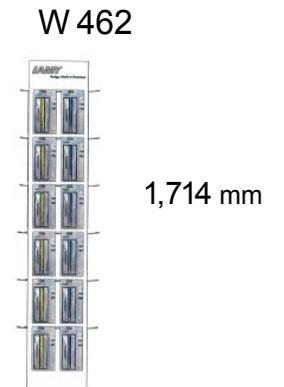
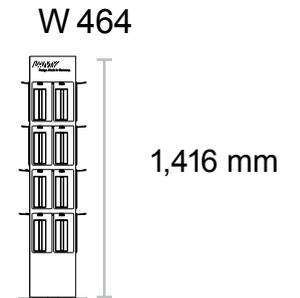
Pivotal Tower Display W 464 / W 462

for Lamy blister packs

Self-service presentation

Individual assembly according to the sales focus

	W 464	W 462
 Rotating base		
 Rack for Lamy pens in blister pack	20	30
 Rack for Lamy refills in blister pack	6	9



Modern Writing
Young Writing



Visual
Merchandising

Visual Merchandising



Merchandising means the presentation of the LAMY brand as well as the pens in specialised dealership stores.

Many customers enjoy going shopping. It is possible to benefit from this positive mood by observing the rules of merchandising:

- Present products in an attractive way
- Offer customers hands-on experience of Lamy products

Menu

- Environment
- Effective Lamy decorations
- Lamy displays for Premium Writing
- Lamy displays for Modern Writing
- Lamy displays for Young Writing
- Introduce new products
- Basic rules for decoration

Environment



The first impression counts!

Create a unique and comfortable shopping environment for customers by ensuring:

- Displays are clean and tidy at all times
- Lighting is fully functional at all times
- Products are refilled and intact
- Test pad is ready for use
- Promotional products are up to date

Effective Lamy decorations

The discreet aesthetics of Lamy's pens is supported by providing a suitable decorative environment:

- The “less is more” motto should be observed
- Concentrate the decoration on the most important elements of the product range
- High-end design products need a clean and clear environment
- Premium Writing products are presented spatially and optically separated from one another
- Different decoration levels and eye-catchers create tension and grab attention
- The decorative elements should give information on the family or system of pens
- Accessories must be thematically suited to the pen and must support the character which the pen presents

Premium Writing

Lamy presentation displays to order from Lamy



W306 / W307

- Displays set of 5 pcs
- In silver or white
- For floor cabinets K002 and shop K001



- Lamy brand display / cardboard set
- For floor cabinets K002 and shop K001



W421

- Lamy acryl brand sign
- For floor cabinets K002 and shop K001



W482

- Cabinet display for customer's shop window
- With interchangeable motives



P655

- Product cards
- For floor cabinets K002 and shop K001

Premium Writing

Lamy presentation displays to order from Lamy



W518

- Storage – tablet for 8 pens
- For drawer of consultation table K006 and shop K001



W327

- Ink station for testing the fountain pens
- To put on the consultation table K006 or counter K004/K005



W224

- Presentation tray with paper block
- For testing on the consultation table K006 or counter K004/K005

Premium Writing

Lamy presentation displays to order from Lamy, for the white step into the counter.

W525 Set of 17 decoration trays with product specifications, for:

LAMY imporium

LAMY dialog 3

LAMY 2000

LAMY scala

LAMY studio

LAMY accent

LAMY swift

LAMY pico

LAMY multisystem pens



Premium Writing

W 525 display – LAMY imporium

Decoration Tray in dark grey for the range LAMY imporium

- Display pens by collection, then by material
- Fountain pen on the top, than ballpoint pen, rollerball pen and mechanical pencil
- Ballpoint pen: lead visible / fountain pen: cap off / rollerball pen: cap on
- Display the pens to the client: tip on the left, pen cap on the right (logo visible)
- Keep pens' tags out of sight!



Premium Writing

Premium Writing

W 525 display – LAMY dialog 3

Decoration Tray in dark grey for the range LAMY dialog 3

- Always show 1 fountain pen open and 1 closed
- Show all finishes
- Display the pens to the client:
tip on the left, pen cap on the right (logo visible)
- Keep pens' tags out of sight!



Premium Writing

W 525 display – LAMY 2000

Decoration Tray in light grey for the range LAMY 2000

- Display pens by collection, then by material
- Ballpoint pen: lead visible / fountain pen: cap off / rollerball pen: cap on
- Display the pens to the client: tip on the left, pen cap on the right (logo visible)
- Keep pens' tags out of sight!



Premium Writing

Premium Writing

W 525 display – LAMY scala

Decoration Tray in middle grey for the range LAMY scala

- Display pens by material / finishes
- Ballpoint pen: lead visible / fountain pen: cap off / rollerball pen: cap on
- Display the pens to the client: tip on the left, pen cap on the right (logo visible)
- Keep pens' tags out of sight!



Premium Writing

Premium Writing

W 525 display – LAMY studio

Decoration Tray in middle grey for the range LAMY studio

- Display pens by material / finishes or display the colours black and oceanblue
- Ballpoint pen: lead visible / fountain pen: cap off / rollerball pen: cap on
- Display the pens to the client: tip on the left, pen cap on the right (logo visible)
- Keep pens' tags out of sight!



Premium Writing

Premium Writing

W 525 display – LAMY accent

Decoration Tray in middle grey for the range LAMY accent

- Display pens by material
- Show the variety of grips
- Ballpoint pen: lead visible / fountain pen: cap off / rollerball pen: cap on
- Display the pens to the client: tip on the left, pen cap on the right (logo visible)
- Keep pens' tags out of sight!



Premium Writing

W 525 display – LAMY swift / LAMY pico

Decoration Tray in middle grey for the ranges LAMY pico and LAMY swift

- Display pens by collection
- LAMY swift rollerball pens: lead NOT visible
- Display the pens to the client: tip on the left logo must be visible
- Always show one LAMY pico open and on closed
- Keep pens' tags out of sight!



Modern Writing / Young Writing

Lamy presentation displays to order from Lamy

For Lamy presentation systems or customer's showcase



W421

- Lamy acryl brand sign
- For floor cabinets K003 or customer's showcase



W420

- Set of 4 trays
- For cabinet and/or window presentation



P655

- Product cards
- For floor cabinets K003



W611

- Tray for storage of 12 pens

Young Writing

Lamy presentation displays to order from Lamy



W333/W334

- Testers for LAMY AL-star/safari fountain pen



W435

- Counter display LAMY AL-star/safari
- For 36 pens
- With tester

Young Writing / Modern Writing

Decoration on the stair into the counter

- Display product range (all colours and writing systems) together – in one block
- Display all writing systems of 1 product colour in 1 row, next to each other
- Remove spacer rings and ink cartridges from the fountain pens
- Display clips should point in the same direction
- Do not overload displays: alternate between densification and starification



Modern Writing
Young Writing

Basic rules for decoration



Apart from decorating the display cabinets in a manner true to the brand, it is also important to correctly exhibit the individual pens as well.

Rules to be observed when decorating Lamy pens:

- The lead/nib/cartridge tip of the pen has to be visible (not rollerball pens)
- The lead/nib/cartridge tip should always be pointing to the left
- If the pen is presented lying, always place it on a product display
- The Lamy logo must be visible at all times

Basic rules for decoration



- Stainless steel or shiny surfaces:
always touch the pen with gloves only
- Only display packaging in combination with the corresponding pen
- Always decorate in accordance with programmes and series
- Fountain pens:
 - Show nib of the fountain pen
 - Either attach cap to the back of the pen or place it beside it or in front of it
 - No ink cartridges in fountain pens
- LAMY pico:
Always display two pens: one in pocket format and one ready for writing

Basic rules for open presentation



- Ensure displays are full
- Use protective sleeves on cardboard holders
- Change regularly the cardboards if scribbled
- Refill test write pads at all times
- Don't display too many colours in one sales unit

Basic rules for testing area



- Refill test write pads at all times
- Make sure the test write pen is working
- Replace damaged test write pen
- Use the ink station W327 for let testing Premium Writing fountain pens
- Use presentation tray W224 for let testing Premium Writing fountain pens
- Show a selection of different nib widths for fountain pens

Checklist store

1. Pay attention to detail
2. Carry cardboard triangles, refills, spare nibs, test pads
3. Don't display too many products of the same type
4. Make sure the test write pen is working and there are back-up test write pads
5. Keep Premium Writing and Modern / Young Writing separate
6. Replace damaged stock
7. Ensure displays are full
8. Show wrapped gift boxes
9. Polish and clean all pens to remove finger marks
10. Never leave the store without doing everything you can to optimise the display

Introduce new products in exciting ways



New products should be presented in a special way

From the moment of the initial announcement to the product presentation itself

For example:

- The new product should be presented like a piece of art, using effective lighting and as much space as possible
- Promoter with shirts in special colour
- Put out decals and posters announcing the new colour





How to sell

Menu

- Promoter's appearance
- Promoter's attitude
- Greeting
- Body language
- Introducing our products
- Selling rules
- Recommending additional products
- Completing the sales process

Promoter's appearance



- Lamy badge: Lamy consultant
- Black or white shirt
- Black trousers or skirt
- Black leather closed shoes/heels

LAMY Consultant
Samantha

Promoter's attitude



A good attitude and a proper body language can improve professionalism and enable customers to trust us:

- Always maintain a positive attitude.
“Positive body language allows you to radiate self-confidence, openness and competence.”
- Always remain energetic
- Always maintain an active and friendly attitude, and treat every customer equally without discrimination
- Speak clearly with a moderate tone and speed
- Pay careful attention to the situations in the store while working

Greeting



- Smile
„Smiling is not only an expression of happiness, it is the most successful start to every conversation.“
- Be sincere, enthusiastic and natural
- Make friendly and steady eye contact
- Carefully observe customer’s responses and actions to analyse what the customer wants
- Take the initiative and ask what the customer wants
- Listen to the customer carefully
- Be willing to serve the customer
- Be proactive

Body language

The body language is part of communication



Body language

The customer

- Hears what we communicate through **speech** (Knowledge, rhetoric and pronunciation)
- Takes our **voice** into consideration (How loudly or quietly we speak)

Your Mood / Voice

38% of your voice counts during the first few seconds during your interaction with a customer

= with your voice you transport your own emotions in the first moments

Our voice never lies!

How to sell

LAMY

Body language

Use open gestures



Body language

What shall we do with our hands?

At which height we hold our hands will decide what impact we will have on our customers:

- Under the waist = negative
- On the waist = neutral, positive
- Above the waist = seldom positive
- Hiding your hands, in your pockets or behind your back = always negative impression

= show your hands and use open gestures

(Always point the palms of your hands outwards, especially when greeting a customer.)

How to sell

LAMY

Body language

Pointing a finger



Body language

Pointing a finger

If we point our index finger in the direction of a cabinet, a colleague or a product, it means that we wish to help.

How this is subconsciously perceived by customers:

- You are implying that they should do something for you
- You are signalling that you are not prepared to give
- It appears dictatorial

Better would be if you point to things with an **open hand gesture**.

Only then can you take or give something.

Body language

Selling with emotions

- Set the scene for comfortable and relaxed selling atmosphere
- Communicate to your customers that they can trust you as a genuine professional
- Show the customers emotions through compliments, light-hearted comments and above all, the winning smile

These are all points the customers will not find in an online world.

Body language

Lamy 10 tips for 1,000 customers

1. Value your customers
2. Smile. Practice actively smiling!
3. Pay attention to children and youngsters!
4. Be visible. Use open hand gestures!
5. Stay in a good mood. The customer can sense it!
6. Knowledge is power. Ask!
7. Stay concentrated. Observe your customers!
8. Love Lamy. (That is easy.)
9. Create demand. Think of additional selling!
10. Last impression counts. From today no excuses!

Introducing our brand and products



LAMY brand products make sales consultation especially easy, as the positive qualities of the writing instruments speak for themselves.

You'll see – the more you know about the LAMY brand, the more fascinating the products become.



Introducing LAMY

Provide your expertise to highlight our brand

- Lamy writing instruments are 100% manufactured in Germany
- Lamy is the market leader in Germany
- Lamy is the writing instrument brand which has received the most international design awards
- The Lamy design is always oriented towards using the products
- For 50 years, Lamy has been investing in the language structure of its products and has been putting function and aesthetics at the centre of design

Introducing LAMY

Design as a sales argument

What is a good design – a design product?

- Perfect in function and ergonomics
- Timeless creation
- Easy to use
- Innovative
- Long-lasting and durable thanks to high process quality
- Best value for money
- Design proves competence and standing
- Design creates significance

Introducing our products

- The shape of the writing instruments follow the elementary approach of Bauhaus design: “form follows function”
- They perfectly unite innovative design with function and ergonomics

Introduce the features, advantages and benefits of our products.

Example:

“This LAMY safari pen is provided with a larger clip. You can clamp it freely to bags, belts, jeans, T-shirt sleeves, etc. so that you can experience free and convenient, portable fashion, allowing you to feel young.”

Introduce the unique selling points of our products.

Example:

“This is our LAMY safari series, the world’s best-selling series. It was developed in 1980 and won the Hanover IF Design Award in 1994. It is a product that is highly promoted by all the fashion magazines and the media.”

Introducing our products

Actively show our products

- Show your customers the special variety of forms, functions and colours of the Lamy ballpoint pens
- Present the Lamy rollerball pen as an alternative to the fountain pens and the ballpoint pen
- Also introduce the extraordinary details of the cap-free rollerball pen
- Lamy multisystem pens are extremely practical and great space-savers as well
- Offer this writing system as a special surprise for customers who are looking for gift ideas

Selling rules for Premium Writing pens

- Wear white gloves, when presenting Premium Writing ranges
- Present no more than two ranges at one time
- Use of presentation scrolls and only Lamy test paper
- Actively invite customers to try our products – to test
- Show your customers a selection of different nib widths for fountain pens

Recommending additional products



- Introduce promotional productions
- Introduce new products
- Introduce ancillary products and services, accessories, engraving, etc.
- Always ask the customers whether they also need ink cartridges or refills for their pen. Make sure you also tell them about the many available refill colours
- Recommend the engraving service

Completing the sales process



- Hand common packages
- Hand gift packages
- Offer free-of-charge wrapping and packaging
- Tell customers of our aftersales services/ maintenance methods
- Ask customers to leave their contact information (if applicable)
- Thank the customer and say goodbye:
„Thank you very much. I look forward to seeing you again – and enjoy your new Lamy!“

The perfect stage for design writing instruments



Best practise

LAMY



LAMY



LAMY



LAMY



LAMY

