



**maxema®**

**The world is  
changing and  
we are changing  
with it.**



**MADE IN ITALY  
PREMIUM QUALITY**



**POST-CONSUMER  
RECYCLED PLASTIC**



**WE MAKE  
THE WORLD  
WE LIVE IN.**

**Why use plastic once  
when it can be turned  
into something new?**

For our recycled plastic pens we use materials of European origin that are 100% derived from post-consumer products. When appropriately treated, these guarantee high quality plastics, certified and compliant with RoHS and REACH regulations.



**CHOOSE  
BETTER  
MAKE IT  
LAST.**

**Who said good things  
don't last?**

Beautiful to look at and environmentally friendly: with our pens design embraces sustainability. Our new models are made from recycled plastic with eight new shades inspired by the colours of Nature.



## Icon Pure IC8-MATT-RE

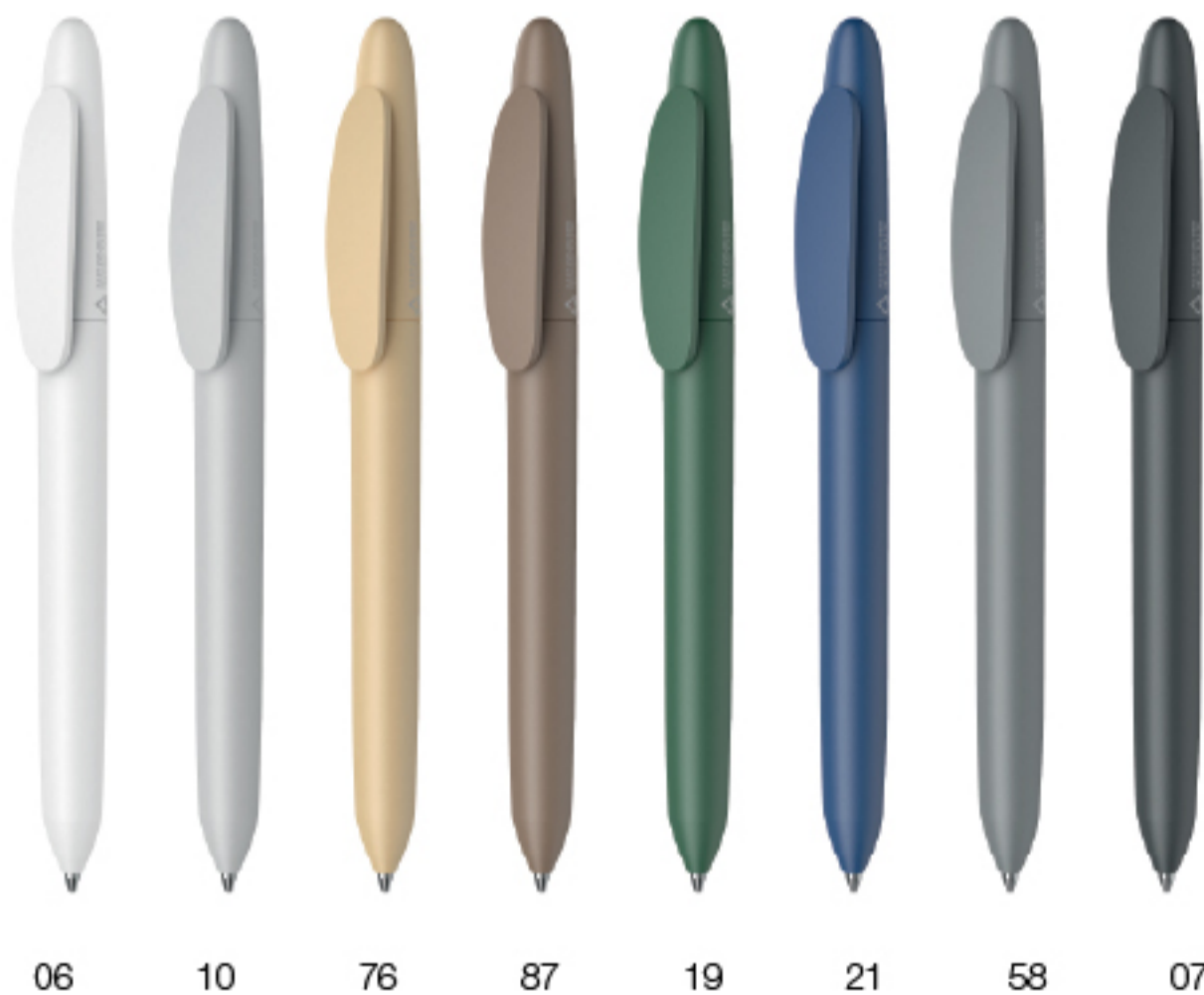
Recycled plastic : Solid colours with matt finish.



## Design embraces sustainability.



POST-CONSUMER  
RECYCLED PLASTIC



### BRANDING AREA



(1) 35 x 7 mm (clip) / (2) 45 x 5 mm (barrel)

### FEATURES

- Twist-action
- made of non-toxic, highly resistant ABS plastic
- Recycled plastic matte textured barrel
- Jumbo refill, Blue Ink



## Flow Pure F2P-MATT-CB-RE

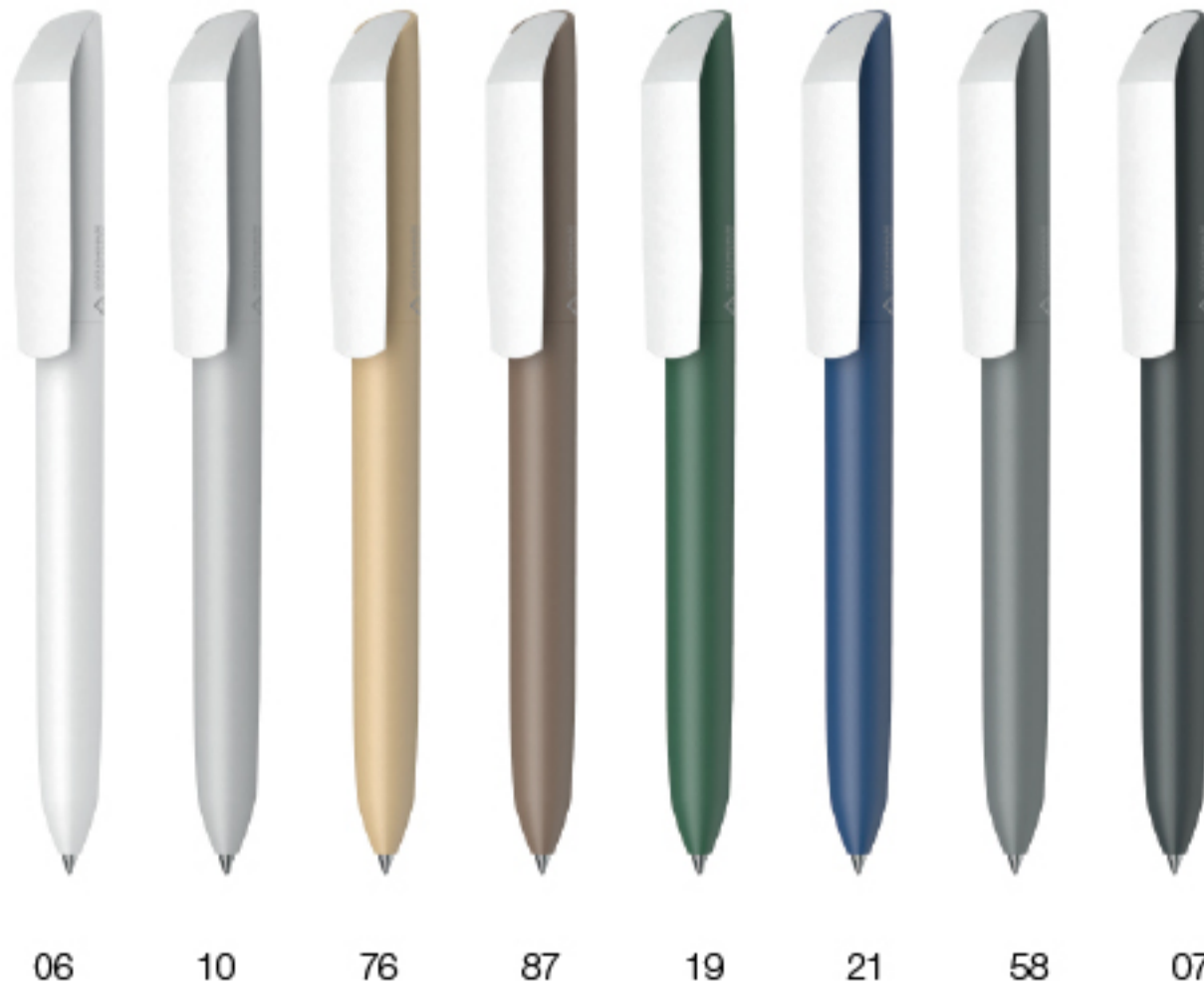
Recycled plastic : Solid colour barrel and cap,  
solid white colour clip, matt finish.



# For responsible consumption: more quality, less quantity.



POST-CONSUMER  
RECYCLED PLASTIC



06

10

76

87

19

21

58

07

### BRANDING AREA



(1) 40 x 9 mm (clip) / (2) 50 x 5 mm (barrel)

### FEATURES

- Twist-action
- made of non-toxic, highly resistant ABS plastic
- Recycled plastic matte textured barrel
- Jumbo refill, Blue Ink



## Dot D1-MATT-RE

Recycled plastic : Solid colours with matt finish,  
solid glossy colour little sphere.



# The beauty of sustainability: 8 colors inspired by nature.



POST-CONSUMER  
RECYCLED PLASTIC



### BRANDING AREA



(1) 40 x 9 mm (clip) / (2) 45 x 5 mm (barrel)

### FEATURES

- Retractable with return spring
- made of non-toxic, highly resistant ABS plastic
- Recycled plastic matte textured barrel
- Jumbo refill, Blue Ink



## Bay B500-MATT-RE

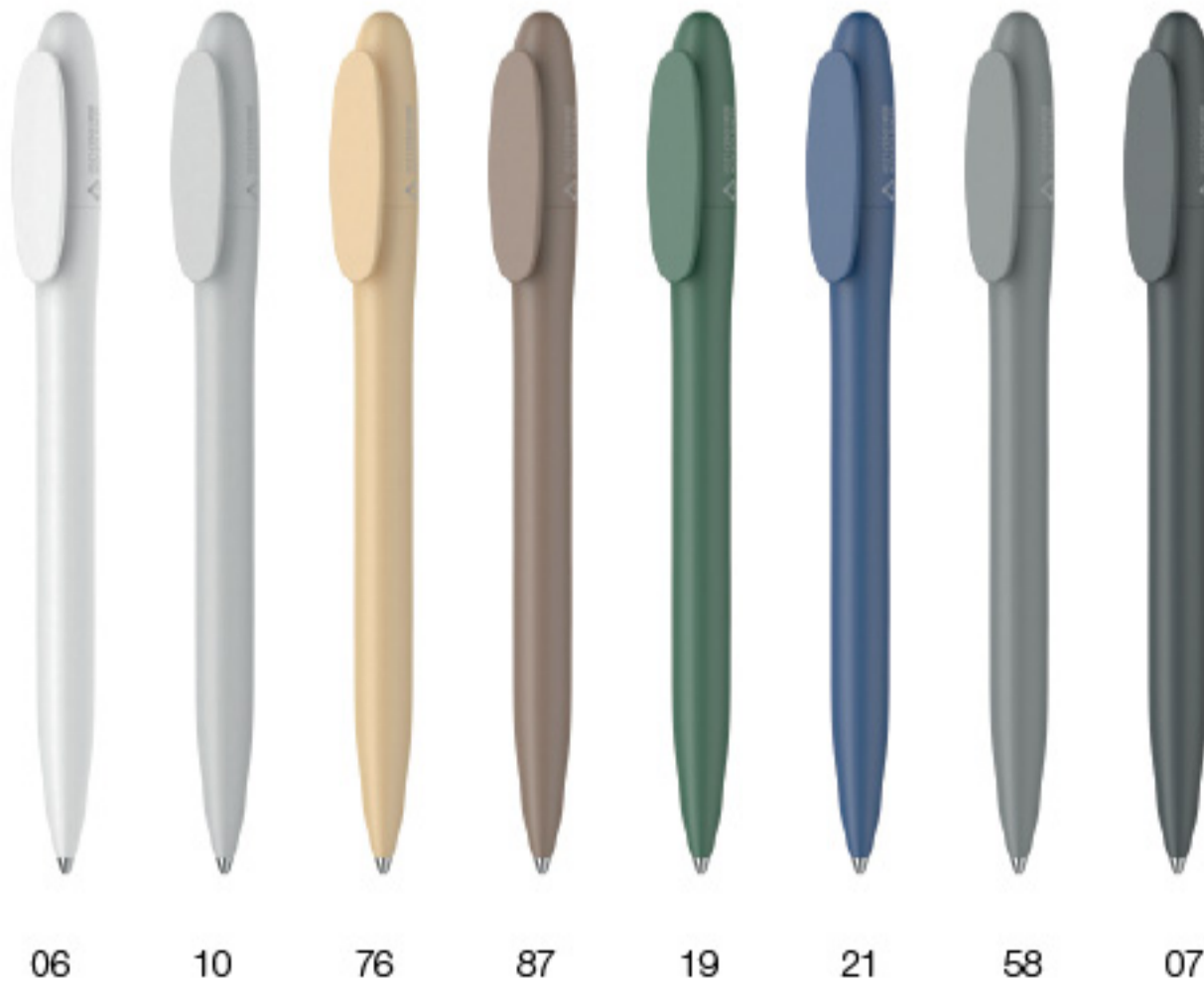
Recycled plastic : Solid colour barrel and cap.



# Change is a choice and it depends on each of us.



POST-CONSUMER  
RECYCLED PLASTIC



### BRANDING AREA



(1) 30 x 7 mm (clip) / (2) 50 x 5 mm (barrel)

### FEATURES

- Twist-action
- made of non-toxic, highly resistant ABS plastic
- Recycled plastic matte textured barrel
- X-20 refill, Blue Ink

# “A Significant step forward toward the use of safe plastic.”



## Antibacterial

It is made of **antibacterial plastic** containing a special additive which releases silver ions that prevent bacteria from colonising the surface of the pen.



## Really Safe

The plastics employed with **European and American FDA food contact regulations**.



## CLP compliant

It is rated as **non hazardous** the Regulation on Classification, Labelling and Packaging.



## Nature friendly

Made of **non-toxic plastics**, it has been **designed to have a long life** and to minimize the risk of harmful substances being released into the environment. **Using a pen for as long as possible helps to reduce pollution** and enables us to give full expression to the concept of promotion.



## Green Chemical

It does not contain dioxin, phthalates, bisphenol A, antimony, arsenic, barium, cadmium, chrome, mercury, lead, polybrominated biphenyls (PBBs), polybrominated diphenyl ethers (PBDEs) or deca-BDE, and **conforms to RoHS**



## Looking to the future

Looking to the future, Made of plastic suitable for toy manufacture (according to European standard EN 71-03 and U.S. FDA regulations).



# “Design that combines safety and environment friendliness.”

Antibacterial, non-toxic and sustainable.

A pen that lasts is a pen that loves nature.

## Icon green MAX-IG2C

solid white with glossy finish



## Tag green MAX-TA2B

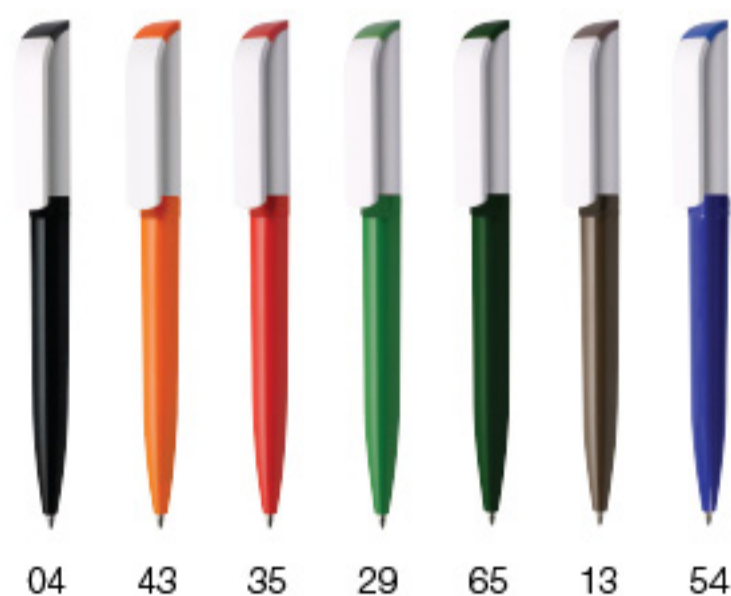
solid white colour barrel and clip with glossy finishes



## Tag green MAX-TA2B

solid colours barrel and upper plug, solid white clip, glossy finishes

- Twist-action
- Made of non-toxic, highly resistant ABS plastic
- Glossy textured barrel
- X-20 refill, Blue Ink ( Black Optional )





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# IN THE MOOD FOR METAL

QUALITY NOT  
QUANTITY



**Design with a metal touch.  
Luxury is a state of mind.**

▶ The personality of metal.

Tip, barrel and cap in metal with a diamond mirror finish.  
For a pen that likes to be noticed.

▶ An exclusive pen.

Produced with the highest quality craftsmanship,  
Mood Metal is the most precious pen in our collection.

▶ Details are not details.

- Give Mood Metal even more character:  
Choose from different barrel metal colours.
-

## Mood Metal

### MD1-MM1

Chrome finish metal barrel, tip and push-button,  
solid white or black clip with glossy finish

QUALITY NOT  
QUANTITY



#### BRANDING AREA



(1) 40 x 9 mm (clip) / (2) 30 x 5 mm (barrel)

#### FEATURES

- retractable with return spring
- metal push-button, barrel and tip, individually processed with diamond mirror face finish
- clip made of non-toxic, highly resistant ABS plastic
- "Parker type" refill, blue ink

## Mood Metal

### MD1-MM2

Gold finish metal barrel, tip and push-button,  
solid black colour clip with glossy finish

QUALITY NOT  
QUANTITY.



#### BRANDING AREA



(1) 40 x 9 mm (clip) / (2) 30 x 5 mm (barrel)

#### FEATURES

- retractable with return spring
- metal push-button, barrel and tip, individually processed with diamond mirror face finish
- clip made of non-toxic, highly resistant ABS plastic
- "Parker type" refill, blue ink

## Mood Metal

### MD1-MM4

Titanium grey finish metal barrel, tip and push-button,  
solid black colour clip with glossy finish

QUALITY NOT  
QUANTITY.



04

#### BRANDING AREA



(1) 40 x 9 mm (clip) / (2) 30 x 5 mm (barrel)

#### FEATURES

- retractable with return spring
- metal push-button, barrel and tip, individually processed with diamond mirror face finish
- clip made of non-toxic, highly resistant ABS plastic
- "Parker type" refill, blue ink

## Mood MD1-CM2

solid colours with glossy finish,  
gold finish metal tip and push-button



## Mood MD1-CM3

solid colours with glossy finish,  
rose gold finish metal tip and push-button



### BRANDING AREA



(1) 40 x 9 mm (clip) / (2) 30 x 5 mm (barrel)

### FEATURES

- retractable with return spring
- metal push-button, barrel and tip, individually processed with diamond mirror face finish
- made of non-toxic, highly resistant ABS plastic
- Jumbo refill, Blue Ink ( Black optional )

## Dot MAX-D1-BCR

solid white colour barrel and clip with glossy finish,  
solid glossy colour little sphere, chromed push-button



01

## Dot MAX-D1-CGOLD

solid colour barrel and clip with glossy finish,  
solid glossy colour little sphere, gold plated push-button



01

04



BRANDING AREA

### FEATURES

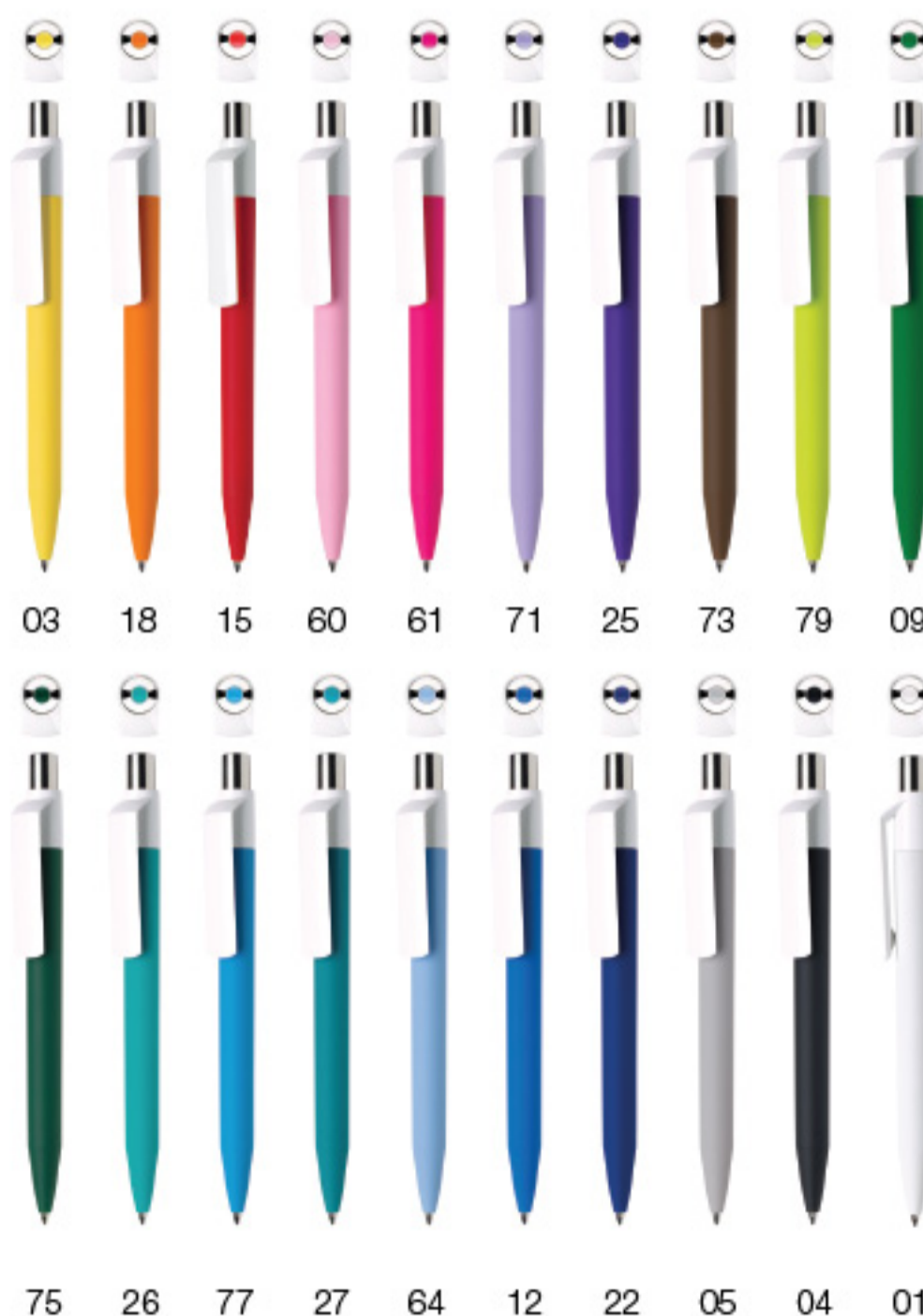
- Retractable with return spring
- made of non-toxic, highly resistant ABS plastic
- galvanic process used to chrome ABS push-button
- Jumbo refill, Blue Ink ( Black optional )

## Dot D1-GOM CB CR

solid colour barrel with rubber finish, white clip  
solid glossy colour sphere, chromed push-button



A pen that reveals  
its **originality in its details.**



BRANDING AREA

### FEATURES

- Retractable with return spring
- made of non-toxic, highly resistant ABS plastic
- galvanic process used to chrome ABS push-button
- Jumbo refill, Blue Ink ( Black optional )

## Dot D1-GOM 30

solid colour barrel with rubber finish, white clip  
solid glossy colour sphere, chromed push-button

**The clip is of highly refined appearance to highlight the strength and personality of each brand.**



BRANDING AREA

### FEATURES

- Retractable with return spring
- made of non-toxic, highly resistant ABS plastic
- galvanic process used to chrome ABS push-button
- Jumbo refill, Blue Ink ( Black optional )



## Flow Texture MAX-F1-GOM

solid colour barrel with rubber finish, solid glossy white colour clip,  
textured solid colour cap with matt finish, chromed tip

**Textured with small hexagonal cells that recall a honeycomb: a dynamic design of visual and tactile elegance.**



03 18 15 74 60 61 71 25 73 79



09 75 26 27 64 77 12 22 05 04



BRANDING AREA

### FEATURES

- Twist-action
- made of non-toxic, highly resistant ABS plastic
- galvanic process used to chrome tip
- Jumbo refill, Blue Ink

## View MAX-V1-CCR

solid colours with glossy finish,  
metal chrome finish clip, chromed tip

**The sleek design of the cap adds elegance and balances the large clip.**



### FEATURES

- Retractable with return spring
- made of non-toxic, highly resistant ABS plastic
- galvanic process used to chrome ABS push-button
- Jumbo refill, Blue Ink ( Black optional )

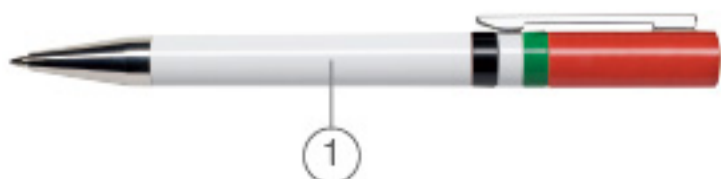
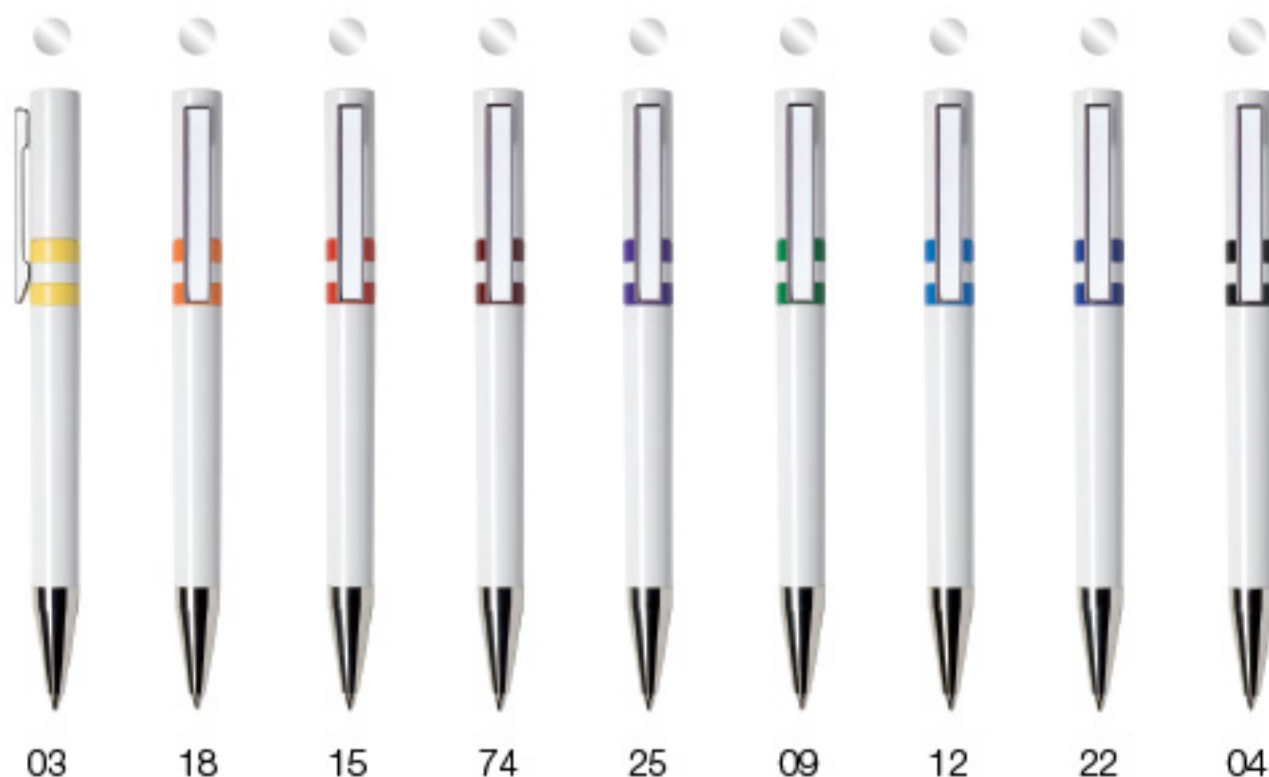
## Ethic MAX-ET-FLAG

solid colours with glossy finish, metal chrome finish clip, chromed tip



## Ethic MAX-ET-B

solid colours with glossy finish, metal chrome finish clip, chromed tip



BRANDING AREA

### FEATURES

- Twist-action
- made of non-toxic, highly resistant ABS plastic
- Glossy textured barrel
- Jumbo refill, Blue Ink

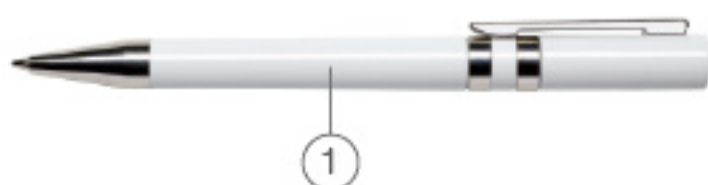
## Ethic MAX-ET-BC

solid colours with glossy finish, metal chrome finish clip, white top, chromed tip and two rings



## Ethic MAX-ET-CCR

solid colours with glossy finish, metal chrome finish clip, chromed tip, top and two rings



BRANDING AREA

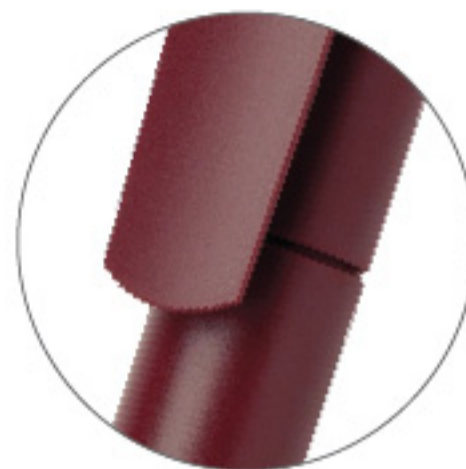
### FEATURES

- Twist-action
- made of non-toxic, highly resistant ABS plastic
- Glossy textured barrel
- Jumbo refill, Blue Ink

# Flow Pure MAX-F2P-MATT

solid colours with matt finish

**All the expressive force of colour  
in a monochrome version.**

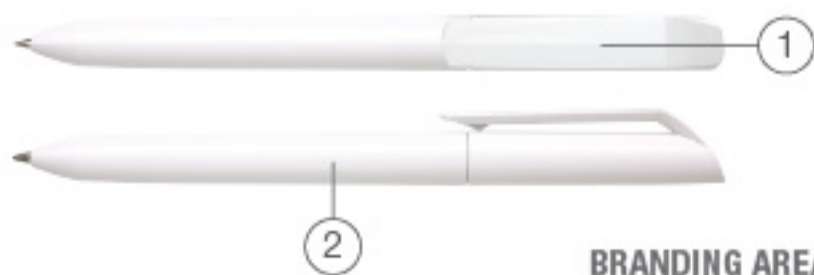


70 03 18 15 74 60 61 72 73 71 25



79 09 75 26 27 64 77 12 22 05 04

01



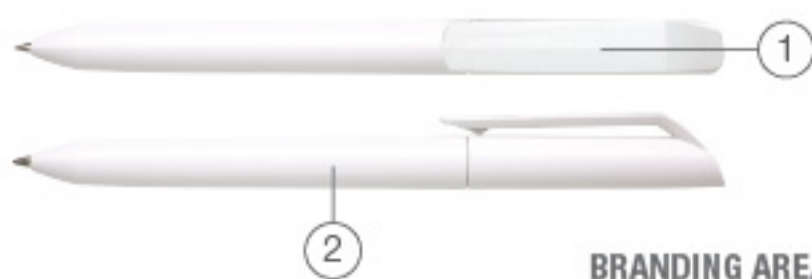
## FEATURES

- Twist-action
- made of non-toxic, highly resistant ABS plastic
- Matte textured barrel
- Jumbo refill, Blue Ink

## Flow Pure MAX-F2P-MATT-CB

solid colour barrel and cap, solid white colour clip, matt finishes

**Matt finish and white clip for maximum freedom of personalisation.**



BRANDING AREA

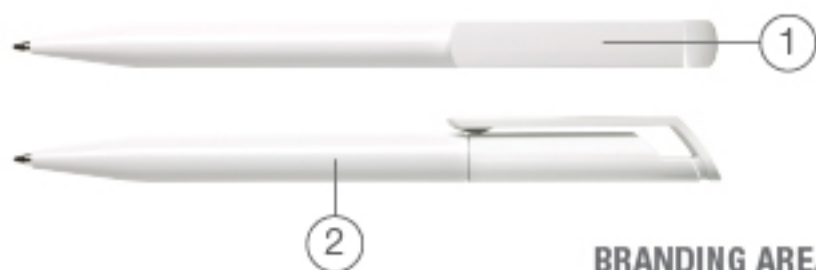
### FEATURES

- Twist-action
- made of non-toxic, highly resistant ABS plastic
- Matte textured barrel
- Jumbo refill, Blue Ink

## Zink MAX-Z1-C

solid colours with glossy finish

**Solid, sturdy architecture**  
**for a profile of geometric precision.**



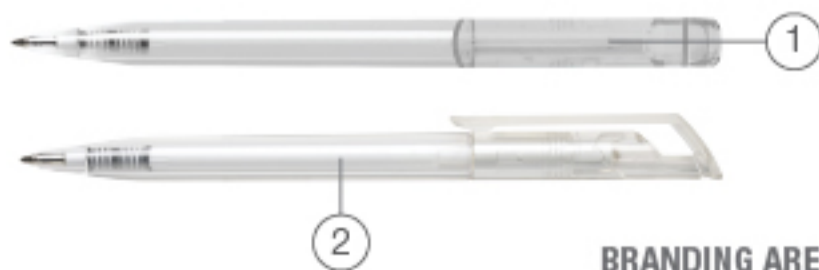
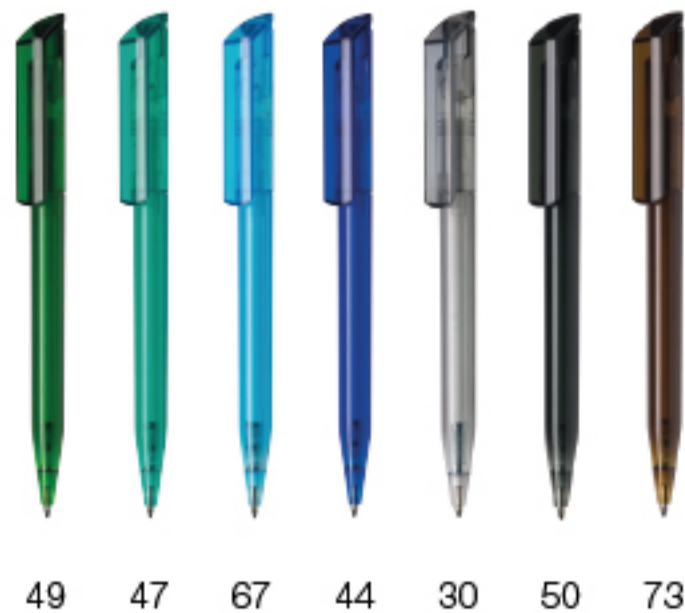
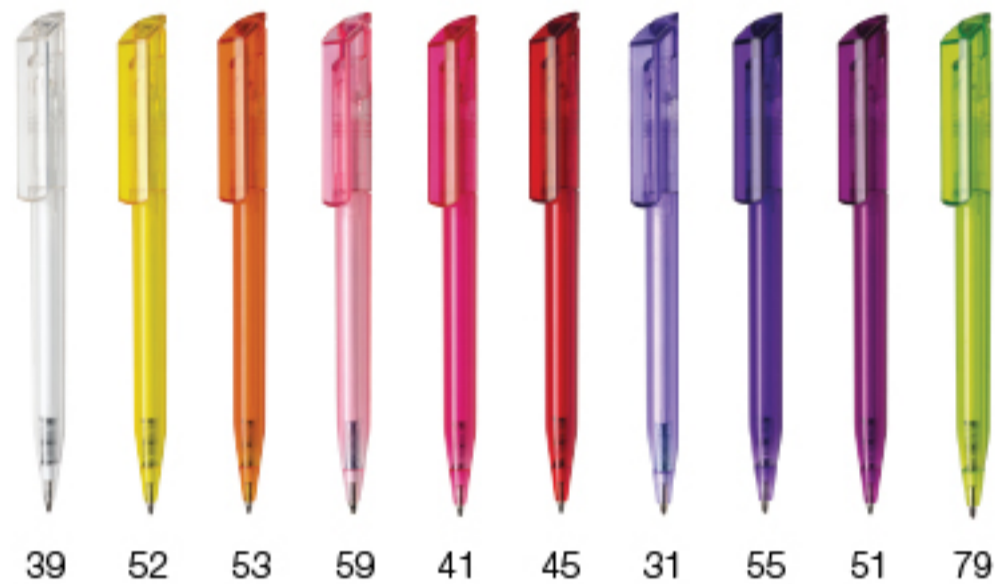
### FEATURES

- Twist-action
- made of non-toxic, highly resistant ABS plastic
- Glossy textured barrel
- Jumbo refill, Blue Ink

# Zink MAX-Z1-30

transparent colours with glossy finish

**Its sturdy structure is offset by the slim, streamlined barrel.**



## FEATURES

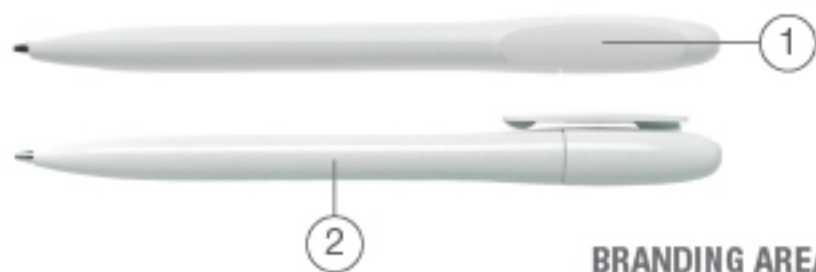
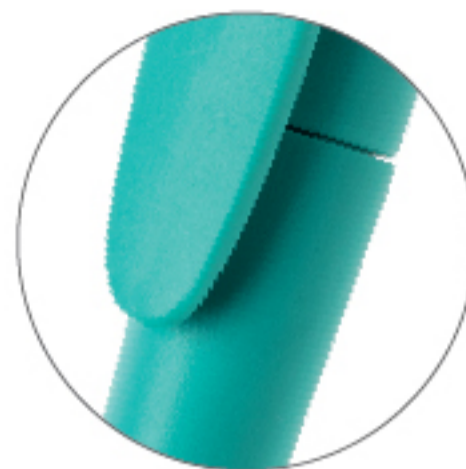
- Twist-action
- made of non-toxic, highly resistant ABS plastic
- Transparent barrel
- Jumbo refill, Blue Ink



# Bay MAX-BM

solid colours with matt finish

Delicately refined  
matte finish in **22 colours.**



### FEATURES

- Twist-action
- made of non-toxic, highly resistant ABS plastic
- Matte textured barrel
- X-20 refill, Blue Ink

## Packaging

# FREE Cardboard Packing

Universal single pen case in Natural Color or Full Black  
Size : 168 x 43 mm



## Colour Palette

Our colour chart is shown below with the Pantone codes closest to those of our Palette. Matches are approximate.

01 white white	70 cream pantone 7499	03 yellow pantone 120	18 orange pantone 1505	15 red pantone 187	74 burgundy pantone 195
60 pink pantone 1905	61 magenta pantone 213	71 light violet pantone 270	25 dark violet pantone violet	37 leather pantone 7571	73 brown pantone 7582
79 lime pantone 381	09 green pantone 348	75 dark green pantone 3435	26 aquamarine pantone 3262	27 octan green pantone 321	64 pastel blue pantone 283
77 cyan pantone 2995	12 light blue pantone 285	22 blue pantone 287	05 grey cool grey 6	04 black cool black 6	