

**TAO**

## THE FEEL-GOOD MUG WITH PERSONALITY.

Soft, natural lines form an unusual diameter and nestle gently into the user's hands. Supple and pleasant to touch.



## TAO MUG

Image scale 1:2

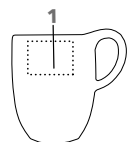


Transfer print



Transfer print

Transfer print



### ART. NO. 0905

**Elegant porcelain mug**  
harmonious asymmetrical shape,  
high-gloss white

**Height:** ~ 100 mm  
**Diameter:** ~ 75 mm  
**Capacity:** ~ 0.26 l

### SERVICES

**Single packing:** see page 63

### BRANDING / AREA

**Outside**    1    Transfer print    40 x 30 mm

## TAO CAFÉ

### FOR A DAY FULL OF HARMONY.

The soft shapes of the Tao coffee cup are harmoniously in the lines of the saucer. A real treat to hold in your hand for an enjoyable cup of coffee or tea.



## TAO CAFÉ

Image scale 1:2

Transfer print



Transfer print

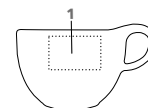
NEW



Transfer print



White



#### ART. NO. 0904

##### Elegant porcelain cup with saucer

harmonious asymmetrical shape,  
high-gloss white, suitable for coffee pod  
machines

**Height:** ~ 68 mm

**Diameter:** ~ 90 mm

**Capacity:** ~ 0.2 l

#### BRANDING / AREA

**Outside** 1 Transfer print 40 x 25 mm

# TAO ESPRESSO SET

Image scale 1:4

Transfer print



## ART. NO. 0903

### Espresso Set

Porcelain espresso cup and saucer, harmonious asymmetrical shape, glossy white, suitable for coffee pod machines

**Height:** ~ 63 mm  
**Diameter:** ~ 51 mm  
**Capacity:** ~ 0.06 l

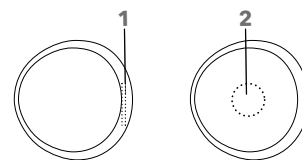
## BRANDING / AREA

|                |                         |            |
|----------------|-------------------------|------------|
| <b>Outside</b> | <b>1</b> Transfer print | 20 x 20 mm |
|----------------|-------------------------|------------|

# TAO PLATE

Image scale 1:2

Transfer print



## ART. NO. 0906

### Plate

porcelain, glossy white  
harmonious asymmetrical shape

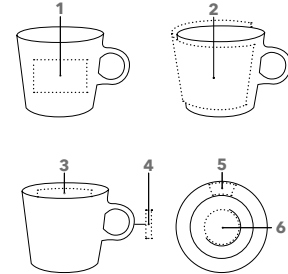
**Diameter:** ~ 218 mm

## BRANDING / AREA

|                |                         |            |
|----------------|-------------------------|------------|
| <b>Outside</b> | <b>1</b> Transfer print | 60 x 10 mm |
| <b>Inside</b>  | <b>2</b> Transfer print | Ø 60 mm    |

# FANCY ESPRESSO SET

Image scale 1:2



## ART. NO. 0964

### Espresso Set 0964

Porcelain espresso cup and saucer, glossy white, suitable for coffee pod machines

**Height:** ~ 57 mm  
**Diameter:** ~ 67 mm

**Capacity:** ~ 0.08 l

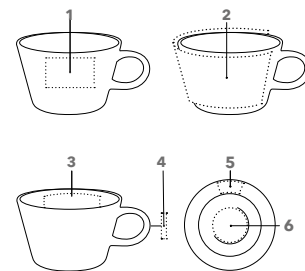
**Diameter saucer:** ~ 120 mm

## BRANDING / AREA

| <b>Outside</b> | 1 Engraving      | 40 x 15 mm  |
|----------------|------------------|-------------|
|                | 2 Transfer print | 150 x 45 mm |
| <b>Inside</b>  | 3 Transfer print | 40 x 5 mm   |
| <b>Handle</b>  | 4 Transfer print | 30 x 3 mm   |
| <b>Saucer</b>  | 5 Transfer print | 50 x 15 mm  |
|                | 6 Transfer print | Ø 45 mm     |

# FANCY CAFÉ + CAFÉ SET

Image scale 1:2



## ART. NO. 0965 / 0965-T

### Porcelain cup with saucer 0965

in classic design, high-gloss white, suitable for coffee pod machines

### Porcelain cup 0965-T

in classic design, high-gloss white, suitable for coffee pod machines

**Height:** ~ 70 mm  
**Diameter:** ~ 83 mm

**Capacity:** ~ 0.2 l

**Diameter saucer:** ~ 144 mm

## BRANDING / AREA

| <b>Outside</b> | 1 Engraving      | 40 x 30 mm  |
|----------------|------------------|-------------|
|                | 2 Transfer print | 175 x 50 mm |
| <b>Inside</b>  | 3 Transfer print | 50 x 20 mm  |
| <b>Handle</b>  | 4 Transfer print | 30 x 5 mm   |
| <b>Saucer</b>  | 5 Transfer print | 40 x 20 mm  |
|                | 6 Transfer print | Ø 55 mm     |

# FANCY PLATES

Image scale 1:4



## ART. NO. 0966 / 0993 / 0994

### Plate 0966

Porcelain, glossy white

### Dinner plate 0993

Porcelain, glossy white

### Soup plate 0994

Porcelain, glossy white

**Plate Ø:** ~ 213 mm

**Dinner plate Ø:** ~ 263 mm

**Soup plate Ø:** ~ 225 mm

## BRANDING / AREA

|             |          |                |             |
|-------------|----------|----------------|-------------|
| <b>0966</b> | <b>1</b> | Transfer print | 40 x 20 mm  |
|             | <b>2</b> | Transfer print | Ø 100 mm    |
| <b>0993</b> | <b>1</b> | Transfer print | 100 x 20 mm |
|             | <b>2</b> | Transfer print | Ø 100 mm    |
| <b>0994</b> | <b>1</b> | Transfer print | 80 x 20 mm  |
|             | <b>2</b> | Transfer print | Ø 100 mm    |

# FANCY BOWL

Image scale 1:2



## ART. NO. 0920

### Porcelain bowl

glossy white

**Height:** ~ 76 mm

**Diameter:** ~ 141 mm

**Capacity:** ~ 0.7 l

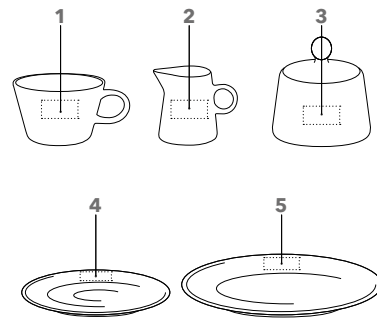
## BRANDING / AREA

|                |          |                |             |
|----------------|----------|----------------|-------------|
| <b>Outside</b> | <b>1</b> | Transfer print | 457 x 30 mm |
| <b>Inside</b>  | <b>3</b> | Transfer print | 50 x 30 mm  |

# FANCY START - UP BOX

Image scale 1:3

Transfer print



## ART. NO. 0951

### Porcelain set

74 pieces, white  
cups suitable for coffee pod machines:

24 cups and saucers,  
24 plates,  
1 milk jug,  
1 sugar bowl

**Height cup:** ~ 70 mm  
**Diameter cup:** ~ 83 mm  
**Capacity cup:** ~ 0.2 l  
**Diameter saucer:** ~ 144 mm  
**Diameter plate:** ~ 210 mm  
**Height milk jug:** ~ 78 mm  
**Height sugar bowl:** ~ 58 mm  
(with lid ~ 90 mm)

### BRANDING / AREA

|                   |          |                |            |
|-------------------|----------|----------------|------------|
| <b>Cup</b>        | <b>1</b> | Transfer print | 40 x 20 mm |
| <b>Milk jug</b>   | <b>2</b> | Transfer print | 40 x 20 mm |
| <b>Sugar bowl</b> | <b>3</b> | Transfer print | 40 x 20 mm |
| <b>Saucer</b>     | <b>4</b> | Transfer print | 40 x 20 mm |
| <b>Plate</b>      | <b>5</b> | Transfer print | 40 x 20 mm |

## ELITE INSIDE

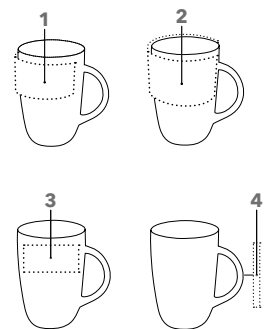
# A BRILLIANT APPEARANCE – BOTH OUTSIDE AND INSIDE.

Do you want to really shine? Then the Elite is the perfect choice. The top seller with format, in a timelessly elegant shape and with coloured inside – a model that inspires. Now in new colours.



## ELITE INSIDE

Image scale 1:2



### ART. NO. 0353

**Porcelain mug**  
in favoured design, high-gloss white with coloured interior glaze

**Height:** ~100 mm  
**Diameter:** ~80 mm  
**Capacity:** ~0.25 l

### SERVICES

**Single packaging:** see page 63

### BRANDING / AREA

| <b>Outside</b> | 1 Direct print   | 175 x 35 mm |
|----------------|------------------|-------------|
|                | 2 Transfer print | 205 x 45 mm |
|                | 3 Transfer print | 50 x 60 mm  |
|                | Engraving        | 60 x 30 mm  |
| <b>Handle</b>  | 4 Transfer print | 70 x 7 mm   |

# ELITE

Image scale 1:2



## ART. NO. 0912

### Porcelain mug

in favoured design, high-gloss white

**Height:** ~ 100 mm

**Diameter:** ~ 80 mm

**Capacity:** ~ 0.25 l

### SERVICES

**PMS Service (Colour 4U):** see page 67

**Single packaging:** see page 63

## BRANDING / AREA

|                |   |                |             |
|----------------|---|----------------|-------------|
| <b>Outside</b> | 1 | Direct print   | 175 x 35 mm |
|                | 2 | Transfer print | 205 x 45 mm |
|                | 3 | Engraving      | 60 x 30 mm  |
| <b>Inside</b>  | 4 | Transfer print | 50 x 20 mm  |
| <b>Handle</b>  | 5 | Transfer print | 70 x 7 mm   |

# ELITE MATT

Image scale 1:2



## ART. NO. 0343

### Porcelain mug

in modern design, matt colours

**Height:** ~ 100 mm

**Diameter:** ~ 80 mm

**Capacity:** ~ 0.25 l

### SERVICES

**Single packaging:** see page 63

## BRANDING / AREA

|                |   |                 |             |
|----------------|---|-----------------|-------------|
| <b>Outside</b> | 1 | Direct print    | 175 x 35 mm |
|                | 2 | Transfer print  | 205 x 45 mm |
|                | 3 | Laser engraving | 60 x 30 mm  |
| <b>Inside</b>  | 4 | Transfer print  | 50 x 20 mm  |
| <b>Handle</b>  | 5 | Transfer print  | 70 x 7 mm   |



## AMITY

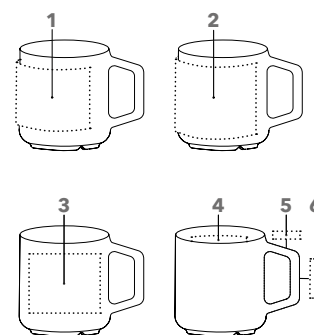
### SMALL SIZE – GREAT DESIGN.

A designer piece with a strong characteristic handle. With its size, it fits under all commercially available coffee pod machines and at the same time stands its ground with its large print areas.



## AMITY

Image scale 1:2



#### ART. NO. 0321

##### Small porcelain mug

glossy white, suitable for coffee pod machines

**Height:** ~ 80 mm

**Diameter:** ~ 80 mm

**Capacity:** ~ 0.25 l

##### SERVICES

**PMS Service (Colour 4U):** see page 67

**Single packaging:** see page 63

#### BRANDING / AREA

| <b>Outside</b> | 1 | Direct print 170 x 55 mm   |
|----------------|---|----------------------------|
|                | 2 | Transfer print 220 x 70 mm |
|                | 3 | Engraving 60 x 50 mm       |
| <b>Inside</b>  | 4 | Transfer print 50 x 20 mm  |
| <b>Handle</b>  | 5 | Transfer print 20 x 8 mm   |
|                | 6 | Transfer print 40 x 8 mm   |

**ELEGANT****MODERN DESIGN  
WITH SOFT CONTOURS.**

Beautiful, modern shape, large volume, pleasant weight and great advertising space: The Elegant combines everything that a modern promotional mug must be able to do.

**ELEGANT**

Image scale 1:2

**ART. NO. 0381****Porcelain mug**

Slightly conical shape, high gloss white

**Height:** ~ 92 mm**Diameter:** ~ 86 mm**Capacity:** ~ 0.3 l**SERVICES****PMS Service (Colour 4U):** see page 67**Single packaging:** see page 63**BRANDING / AREA**

|                |                         |             |
|----------------|-------------------------|-------------|
| <b>Outside</b> | <b>1</b> Direct print   | 190 x 40 mm |
|                | <b>2</b> Transfer print | 240 x 50 mm |
| <b>Inside</b>  | <b>3</b> Transfer print | 50 x 15 mm  |
| <b>Handle</b>  | <b>4</b> Transfer print | 70 x 8 mm   |

# CHARISMA

Image scale 1:2



## ART. NO. 0915

**High porcelain mug**  
with small handle, high-gloss white

**Height:** ~ 100 mm

**Diameter:** ~ 82 mm

**Capacity:** ~ 0.25 l

### SERVICES

**PMS Service (Colour 4U):** see page 67

**Single packaging:** see page 63

### BRANDING / AREA

|                |   |                |             |
|----------------|---|----------------|-------------|
| <b>Outside</b> | 1 | Engraving      | 60 x 30 mm  |
|                | 2 | Transfer print | 233 x 96 mm |
| <b>Inside</b>  | 3 | Transfer print | 50 x 20 mm  |
| <b>Handle</b>  | 4 | Transfer print | 50 x 12 mm  |

# MAXI MUG

Image scale 1:2



## ART. NO. 0344

**Large porcelain mug**  
in classic design, high-gloss white

**Height:** ~ 96 mm

**Diameter:** ~ 82 mm

**Capacity:** ~ 0.3 l

### SERVICES

**PMS Service (Colour 4U):** see page 67

**Single packaging:** see page 63

### BRANDING / AREA

|                |   |                |             |
|----------------|---|----------------|-------------|
| <b>Outside</b> | 1 | Direct print   | 180 x 70 mm |
|                | 2 | Transfer print | 225 x 87 mm |
|                | 3 | Engraving      | 60 x 60 mm  |
| <b>Inside</b>  | 4 | Transfer print | 50 x 20 mm  |
| <b>Handle</b>  | 5 | Transfer print | 45 x 6 mm   |

**APPEAL****BIG MUG WITH  
EVEN BIGGER CHARISMA.**

The feel-good mug for more attention. The distinctly sympathetic shape harmonises perfectly with the large big volume.

**APPEAL**

Image scale 1:2

**ART. NO. 0928**

**Large porcelain mug**  
in rounded shape, high-gloss white

**Height:** ~ 95 mm  
**Diameter:** ~ 100 mm  
**Capacity:** ~ 0.4 l

**SERVICES**

**PMS Service (Colour 4U):** see page 67  
**Single packaging:** see page 63

**BRANDING / AREA**

|                |                         |             |
|----------------|-------------------------|-------------|
| <b>Outside</b> | <b>1</b> Engraving      | 60 x 40 mm  |
|                | <b>2</b> Transfer print | 270 x 45 mm |
| <b>Inside</b>  | <b>3</b> Transfer print | 50 x 20 mm  |
| <b>Handle</b>  | <b>4</b> Transfer print | 50 x 5 mm   |

## COSMOS

# GREAT PERFORMANCE FOR GREAT DRINKING PLEASURE.

There's more in it for you: large filling volume and large advertising space. If you have a lot to say, this mug is just right for you.



## COSMOS

Image scale 1:2



### ART. NO. 0926

**Large porcelain mug**  
in modern, conical shape, high-gloss white

**Height:** ~ 106 mm  
**Diameter:** ~ 94 mm  
**Capacity:** ~ 0.35 l

#### SERVICES

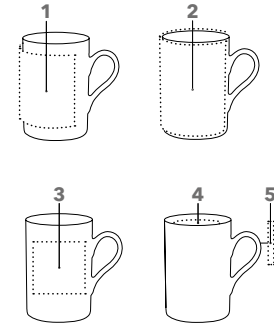
**PMS Service (Colour 4U):** see page 67  
**Single packaging:** see page 63

### BRANDING / AREA

|                |                         |              |
|----------------|-------------------------|--------------|
| <b>Outside</b> | <b>1</b> Engraving      | 60 x 40 mm   |
|                | <b>2</b> Transfer print | 270 x 103 mm |
| <b>Inside</b>  | <b>3</b> Transfer print | 50 x 20 mm   |
| <b>Handle</b>  | <b>4</b> Transfer print | 60 x 8 mm    |

# PRIME

Image scale 1:2



## ART. NO. 0341

**Slim porcelain mug**  
in classic shape, high-gloss white

**Height:** ~ 105 mm  
**Diameter:** ~ 73 mm  
**Capacity:** ~ 0.27 l

### SERVICES

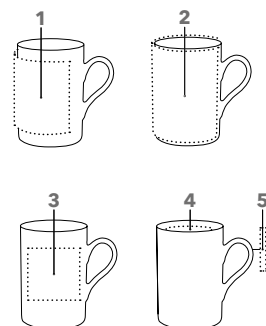
**PMS Service (Colour 4U):** see page 67  
**Single packaging:** see page 63

### BRANDING / AREA

|                |                  |              |
|----------------|------------------|--------------|
| <b>Outside</b> | 1 Direct print   | 145 x 70 mm  |
|                | 2 Transfer print | 226 x 100 mm |
|                | 3 Engraving      | 60 x 60 mm   |
| <b>Inside</b>  | 4 Transfer print | 50 x 20 mm   |
| <b>Handle</b>  | 5 Transfer print | 50 x 5 mm    |

# PRIME COLOUR

Image scale 1:2



## ART. NO. 0351

**Slim porcelain mug**  
in classic shape, high-gloss coloured

**Height:** ~ 105 mm  
**Diameter:** ~ 73 mm  
**Capacity:** ~ 0.27 l

### SERVICES

**Single packaging:** see page 63

### BRANDING / AREA

|                |                   |   |
|----------------|-------------------|---|
| <b>Outside</b> | 1 Direct print    | 145 x 70 mm   |
|                | 2 Transfer print  | 226 x 100 mm  |
|                | 3 Laser engraving | 12 cm <sup>2</sup><br>(60 x 20 mm<br>or 40 x 30 mm) |
| <b>Inside</b>  | 4 Transfer print  | 50 x 20 mm  |
| <b>Handle</b>  | 5 Transfer print  | 50 x 5 mm   |

# CLASSIC

Image scale 1:2



## ART. NO. 0973

**Porcelain mug in classic design**  
high-gloss white

**Height:** ~ 105 mm  
**Diameter:** ~ 79 mm  
**Capacity:** ~ 0.25 l

### SERVICES

**PMS Service (Colour 4U):** see page 67  
**Single packaging:** see page 63

### BRANDING / AREA

|                |                         |             |
|----------------|-------------------------|-------------|
| <b>Outside</b> | <b>1</b> Direct print   | 165 x 70 mm |
|                | <b>2</b> Transfer print | 210 x 90 mm |
|                | <b>3</b> Engraving      | 60 x 60 mm  |
| <b>Inside</b>  | <b>4</b> Transfer print | 50 x 20 mm  |
| <b>Handle</b>  | <b>5</b> Transfer print | 50 x 5 mm   |

# CULT

Image scale 1:2



## ART. NO. 0911

**Slim porcelain mug**  
in linear design, high-gloss white

**Height:** ~ 104 mm  
**Diameter:** ~ 73 mm  
**Capacity:** ~ 0.28 l

### SERVICES

**PMS Service (Colour 4U):** see page 67  
**Single packaging:** see page 63

### BRANDING / AREA

|                |                         |              |
|----------------|-------------------------|--------------|
| <b>Outside</b> | <b>1</b> Direct print   | 165 x 70 mm  |
|                | <b>2</b> Transfer print | 203 x 100 mm |
|                | <b>3</b> Engraving      | 60 x 60 mm   |
| <b>Inside</b>  | <b>4</b> Transfer print | 50 x 20 mm   |



## CAREFULLY PACKED. SAFE ON THE ROAD.

Senator® mugs are packed in boxes of 36. On request, we will be pleased to pack your mugs in individual cartons for individual distribution to your customers.



### ART. NO. P1A / P1A XL

**Cardboard box P1A  
white, for 1 mug**  
Dimensions: 125 × 90 × 120 mm

**Cardboard box P1A XL  
white, for 1 large mug**  
Dimensions: 130 × 110 × 120 mm

### ART. NO. P36

**Cardboard box  
brown, for 36 mugs**  
Dimensions: 540 × 360 × 390 mm



# BRANDING METHODS ON PENS

## DIGITAL PRINT



### DIGITAL PRINT

Our digital print is the perfect solution to apply multicoloured prints on the clips or barrels of our ball pens. With this method we also place logos very effectively onto the cap of our Liberty models.

#### Technology:

The digital print uses the CMYK colour printing process to mix all colours from the basic four. For prints on coloured backgrounds we apply an extra layer of white underneath the print.

#### Strengths:

- Print to the edge of the clip
- Realisation of colour gradients
- Also suitable for photo-realistic themes

### DIGITAL PRINT WITH 3D EFFECT

On many white barrels of our writing instruments, large-area digital prints can be supplemented with a haptic effect. Give your brand presentation noticeably more structure and shine.

#### Technology:

The digital print uses the CMYK colour printing process to mix all colours from the basic four. An additional lacquer layer is added on top of the print for a high-gloss raised feel effect.  
Minimum quantity: 1,000 pieces

#### Strengths:

- Incomparable 3D effect
- Realisation of complex colour gradients
- Reproduction of countless colours

## STANDARD PRINT



### STANDARD PRINT

Whenever it comes to branding our ball pen barrels, screen print is the branding method of our choice. For the curved clips, on the other hand, we use tampo printing. Both processes ensure optimal implementation of your brand message.

#### Technology:

Screen print is a direct print process whereby ink is pressed through a mesh onto the ball pen. Tampo print is an indirect print method whereby ink is transferred from the cliché via a silicone pad onto the surface to be printed.

#### Strengths:

- Particularly sharp-edged prints
- Accurate full colour prints possible
- Multicolour prints possible

### STANDARD PRINT WITH 3D EFFECT

The large 360° print area of our ball pen pens can be transformed into a tactile 3D surface with an additional gloss effect using an additional layer of lacquer.

#### Technology:

The lacquer layer substitutes one colour of the Barrel Print 360° and can be combined with prints of up to 4 colours.  
Minimum quantity: 1,000 pcs.

#### Strengths:

- Raised 3D surface
- Accentuation of selected elements
- Accurate full colour prints possible

# BRANDING METHODS ON MUGS

## DIRECT PRINT



### DIRECT PRINT

The direct printing process saves time and money. We print without raster and thus achieve rich, vibrant colours. Many of our mug models can be printed using this cost-effective process.

#### Technology:

The direct printing process does not require an intermediate step via a carrier material. The ink is applied directly to the cup without any detours.

#### Strengths:

- Short delivery times
- Cost-effective branding method
- Strong with line prints

## TRANSFER PRINT



### TRANSFER PRINT

With transfer printing, our mugs can be printed in many different positions. Besides the classic printing position on the mug body, handle or inside printing are also very popular.

#### Technology:

Transfer Print is a branding method by which we first print the design on a label to be applied onto the mug in a second step. During the firing process the colour combines with the mug surface, the label dissolves up to a small edge around the print design.

#### Strengths:

- Endless variety
- Strong with half-tone prints
- Nearly perfect with colour gradients

## ENGRAVING



### ENGRAVING

Engraving offers a high-quality and particularly durable finish. The motif is worked into the porcelain and creates a striking contrast between the outer glaze layer and the porcelain underneath.

#### Technique:

A computer-controlled laser engraves a logo or imprint into the item ensuring absolute definition and longlasting branding.

For coloured cups, large engravings can be impressively highlighted by means of sandblasting.

#### Strengths:

- Striking tactile results
- Understated quality
- Precise reproduction of logos and lettering

## COLOUR 4U



### COLOUR 4U

For those who want to use the colour of their corporate design in an even more eye-catching way, we are happy to turn our high-gloss white cups into colourful eye-catchers.

#### Technique:

Name your requested colour and we dye the outside of your mug to your requirements. This is possible for all white porcelain and stoneware mugs in our senator® range except for our tableware sets.

#### Strengths:

- Supremely customisable
- Colour matching on request
- Striking in combination with engraving

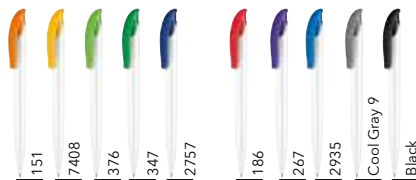
# SENATOR WORLD OF COLOURS

## STOCK COLOURS

With senator® your corporate colour is in safe hands. The colours available for senator® ball pens offer a broad choice of surfaces and models. This gives more flexibility when selecting the best promotional ball pen to perfectly fulfil your needs.

### 10 BASIC COLOURS

Our basic models offer a combination of white with various colour accents. These basic models are available in our top 10 colours.



### 15 STANDARD COLOURS

In order to ensure you have the biggest possible choice and comparison, most of our plastic ball pens are available in our 15 standard colours per surface.



### LONG-TERM COLOUR GUARANTEE

We guarantee that our 15 standard colours will be available unchanged in the years ahead. You can depend on being able to make follow-up orders in the future for many years from the senator® range for your original colour tone choice.



## MIX & MATCH SERVICE

Customise our pens to fit your corporate design using the senator® Mix & Match Service. Many senator® products can be mixed in colour and surface. Contact us. We will be happy to assist you.

### COLOUR

Mix all available colours for each component of your chosen model to compliment your brand.



### MATERIAL

Choose from the available surfaces for each component and complete with an optional metal tip/clip.



### SERVICE

We will happily create a visual for your individual pen if required.



# SENATOR WORLD OF COLOURS

## PMS SERVICE MUGS

### COLOUR 4U

For those who want to use the colour of their corporate design in an even more eye-catching way, we are happy to turn our high-gloss white cups into colourful eye-catchers.

Tell us your desired colour and we will dye the exterior of your chosen mug to create the perfect eye-catcher. This service is available on all senator® white porcelain mug ranges, except for sets. We will be happy to assist you with the selection of your colour.

Our Colour 4U can achieve an incredibly broad colour range. These colours only tolerate lower burning temperatures effecting the durability. Even though these colours are suitable for use in standard dishwashers, we recommend hand washing



INTRODUCTION

PENS

## PMS SERVICE PENS

You can't find your preferred colour in our catalogue products? Then check our PMS service, which will definitely offer you the right option. Simply tell us the PANTONE® number of your preferred colour and we will produce either the pen in its entirety or only specific parts with your preferred tone.

This service does require certain minimum quantities. For details, please refer to the respective product. In order to give your approval to the PMS service, we send you a sample piece produced with your preferred colour. To achieve an even higher degree of colour security (for example for the clear or frosted surfaces) we can also on request produce a pre-production sample in advance.

We can also supply our metal pens in different colours. We will be happy to advise you on colours and minimum quantities. Contact us.

Our colour references always refer to the PANTONE® Matching System, however we must point out that the product itself - because of different surfaces, lighting and materials - can differ from the colour tone printed on paper. This is why we cannot accept complaints for such deviations.



MUGS

SERVICES

# OUR FAST DELIVERY SERVICES

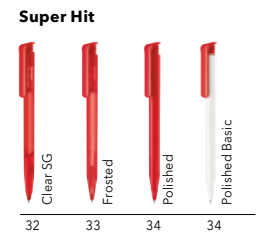
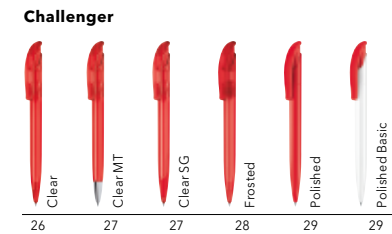
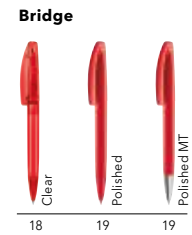
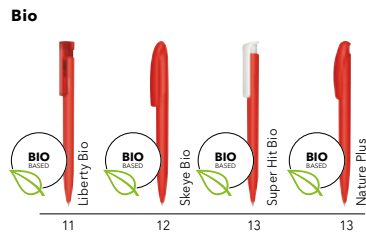
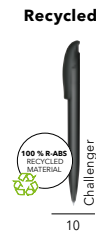
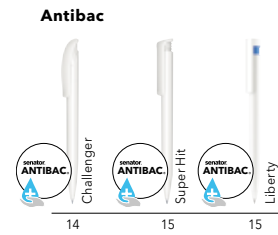
## Express Service (Online Portal)

You can also simply place your orders online at any time. Including print approval. Fast and uncomplicated.

With the integrated configurator, you can create the finished print data at the same time. This saves further coordination processes and leaves you time to take care of your customers.

- We produce all articles within **5 working days**
- Plastic pens from 50 pieces
- **Free printed samples** also available

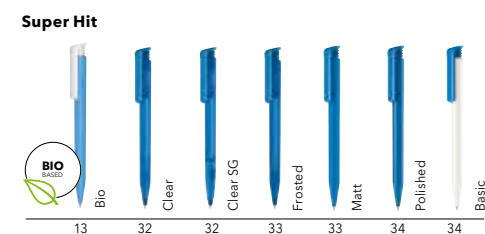
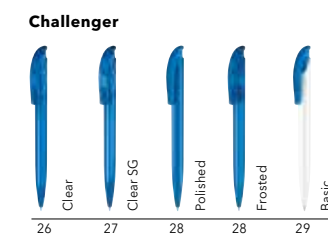
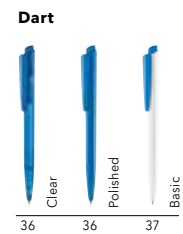
[my.senator.com](https://www.my.senator.com)



## 5,000 PENS IN 5 DAYS

You, too, can benefit from the advantages of the unique senator® "5000 in 5" services. All of your orders for volumes of up to 5,000 pieces will be produced within 5 days, including up to 5-colour printing, packaging and ready for dispatch.

- **5 days production period** from approval of the position sketch
- **up to 5,000 ball pens**
- up to 5-colour printing (1 print position)
- valid for all colours of the respective model
- blue ink



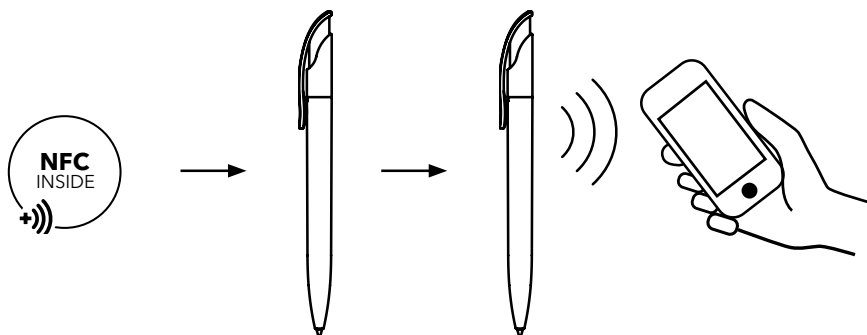
# DIGITAL SOLUTIONS

Use senator® ball pens now with an integrated NFC tag and transmit additional digital information.

As soon as you hold an NFC-enabled smartphone to the pre-programmed NFC tag, you will see the additional information linked to the chip – individually tailored to your wishes.

## THE SENATOR® CONNECTED PEN PACKAGE

- We equip your ball pen with a clever NFC tag.
- When placing your order, you send us the link of your choice to which the chip should refer.
- The ball pen is thus already coded on delivery and immediately ready for use.
- The printed NFC scan logo informs the user of the digital function.



## EXAMPLE APPLICATIONS:



### BUSINESS CARDS

With all important contact information including a call function



### SPECIAL OFFERS

With special discount code to redeem with the ball pen



### VIDEOS

To your product and service range



### SALES DOCUMENTS

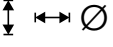

Price lists, catalogues, flyers always available



PROMOTIONAL GIFT  
AWARD 2021

# ARTICLE DATA


## PENS

| Article       | Model                  | Art. No. | Material              | Ink colour   | Refill magic flow 1.0 mm |  in mm |  in g | PU pieces | RSP in € | Page |
|---------------|------------------------|----------|-----------------------|--------------|--------------------------|---|--|-----------|----------|------|
| EVOXX         | Polished Recycled      | 3273     | Recycled plastic      | Blue / Black | G2                       | 149 x 12 x 15   | 10.49  | 500       | 0.40     | 8    |
| TRENTO        | Matt Recycled          | 3305     |                       | Blue / Black | G2                       | 149 x 12 x 15   | 9.8  | 500       | 0.38     | 9    |
| CHALLENGER    | Matt Recycled          | 3402     |                       | Blue / Black | G2                       | 149 x 12 x 15   | 9.8  | 500       | 0.51     | 10   |
| LIBERTY BIO   | Matt                   | 3310     | Biobased plastic      | Blue / Black | G2                       | 145 x 15 x 11   | 9.34   | 1000      | 0.47     | 11   |
| SKEYE BIO     | Matt                   | 3290     |                       | Blue / Black | G2                       | 150 x 15 x 12   | 13.1   | 500       | 0.65     | 12   |
| NATURE PLUS   | Matt                   | 2796     |                       | Blue / Black | G2                       | 150 x 15 x 12   | 12.7   | 500       | 0.65     | 13   |
| SUPER HIT BIO | Matt                   | 3300     |                       | Blue / Black | X20                      | 141 x 11 x 15   | 8.5  | 1000      | 0.31     | 13   |
| CHALLENGER    | Polished Antibac       | 3401     | Antibacterial plastic | Blue / Black | G2                       | 149 x 12 x 15   | 9.8  | 500       | 0.50     | 14   |
| SUPER HIT     | Polished Antibac       | 3306     |                       | Black        | X20                      | 141 x 11 x 15   | 7.3  | 1000      | 0.34     | 15   |
| LIBERTY       | Polished Basic Antibac | 3407     |                       | Black        | G2                       | 145 x 15 x 11   | 8.7  | 1000      | 0.45     | 15   |
| HEADLINER     | Softtouch              | 3285     | Plastic               | Blue / Black | G2                       | 141 x 11 x 15   | 10.5   | 500       | 1.14     | 16   |
| HEADLINER     | Polished Basic         | 3280     | Plastic               | Blue / Black | G2                       | 141 x 11 x 15   | 10.5   | 500       | 0.64     | 17   |
| HEADLINER     | Clear Basic            | 3281     | Plastic               | Blue / Black | G2                       | 141 x 11 x 15   | 10.5   | 500       | 0.66     | 17   |
| BRIDGE        | Clear                  | 3251     | Plastic               | Blue / Black | G2                       | 141 x 17 x 11   | 10.3   | 500       | 0.56     | 18   |
| BRIDGE        | Clear MT               | 3253     | Plastic               | Blue / Black | G2                       | 141 x 17 x 11   | 13.8   | 500       | 0.80     | 18   |
| BRIDGE        | Polished               | 3250     | Plastic               | Blue / Black | G2                       | 141 x 17 x 11   | 10.3   | 500       | 0.54     | 19   |
| BRIDGE        | Polished MT            | 3252     | Plastic               | Blue / Black | G2                       | 141 x 17 x 11   | 13.8   | 500       | 0.77     | 19   |
| BRIDGE        | Soft Touch             | 3257     | Plastic               | Blue / Black | G2                       | 141 x 17 x 11   | 10.4   | 500       | 1.12     | 20   |
| LIBERTY       | Clear                  | 2983     | Plastic               | Blue / Black | G2                       | 145 x 15 x 11   | 8.7  | 1000      | 0.36     | 21   |
| LIBERTY       | Polished               | 2915     | Plastic               | Blue / Black | G2                       | 145 x 15 x 11   | 8.7  | 1000      | 0.34     | 22   |
| LIBERTY       | Polished Basic         | 2993     | Plastic               | Blue / Black | G2                       | 145 x 15 x 11   | 8.7  | 1000      | 0.34     | 22   |
| LIBERTY       | Soft Touch             | 2015     | Plastic               | Blue / Black | G2                       | 145 x 15 x 11   | 9.1  | 1000      | 0.87     | 23   |
| LIBERTY       | Soft Touch MC          | 2942     | Plastic               | Blue / Black | G2                       | 145 x 15 x 11   | 10.4   | 1000      | 1.10     | 24   |
| CHALLENGER    | Clear                  | 2192     | Plastic               | Blue / Black | G2                       | 149 x 12 x 15   | 9.8  | 500       | 0.41     | 26   |
| CHALLENGER    | Clear SG               | 2597     | Plastic               | Blue / Black | G2                       | 149 x 12 x 15   | 10.8   | 500       | 0.50     | 27   |
| CHALLENGER    | Clear MT               | 2925     | Plastic               | Blue / Black | G2                       | 149 x 12 x 15   | 13.5   | 500       | 0.78     | 27   |
| CHALLENGER    | Polished               | 2416     | Plastic               | Blue / Black | G2                       | 149 x 12 x 15   | 9.8  | 500       | 0.39     | 28   |
| CHALLENGER    | Frosted                | 2418     | Plastic               | Blue / Black | G2                       | 149 x 12 x 15   | 9.8  | 500       | 0.45     | 28   |
| CHALLENGER    | Polished Basic         | 2957     | Plastic               | Blue / Black | G2                       | 149 x 12 x 15   | 9.8  | 500       | 0.39     | 29   |
| CHALLENGER    | Polished MT            | 2926     | Plastic               | Blue / Black | G2                       | 149 x 12 x 15   | 13.5   | 500       | 0.76     | 30   |
| CHALLENGER    | Polished Basic SG      | 2958     | Plastic               | Blue / Black | G2                       | 145 x 11 x 15   | 10.8   | 500       | 0.48     | 30   |
| CHALLENGER    | Soft Touch             | 2737     | Plastic               | Blue / Black | G2                       | 149 x 12 x 15   | 10.1   | 500       | 1.00     | 31   |
| SUPER HIT     | Clear SG               | 2234     | Plastic               | Blue / Black | X20                      | 145 x 11 x 15   | 8.1  | 1000      | 0.34     | 32   |
| SUPER HIT     | Clear                  | 2756     | Plastic               | Blue / Black | X20                      | 145 x 11 x 15   | 7.3  | 1000      | 0.25     | 32   |
| SUPER HIT     | Frosted                | 2244     | Plastic               | Blue / Black | X20                      | 145 x 11 x 15   | 7.5  | 1000      | 0.25     | 33   |
| SUPER HIT     | Matt                   | 2904     | Plastic               | Blue / Black | X20                      | 145 x 11 x 15   | 7.5  | 1000      | 0.23     | 33   |
| SUPER HIT     | Polished               | 2883     | Plastic               | Blue / Black | X20                      | 145 x 11 x 15   | 7.3  | 1000      | 0.23     | 34   |
| SUPER HIT     | Polished Basic         | 2955     | Plastic               | Blue / Black | X20                      | 145 x 11 x 15   | 7.3  | 1000      | 0.23     | 34   |
| SUPER HIT     | Polished Basic SG      | 2956     | Plastic               | Blue / Black | X20                      | 145 x 11 x 15   | 8.1  | 1000      | 0.32     | 35   |
| DART          | Polished               | 2600     | Plastic               | Blue / Black | X20                      | 143 x 10 x 14   | 6.9  | 1000      | 0.19     | 36   |
| DART          | Clear                  | 2602     | Plastic               | Blue / Black | X20                      | 143 x 10 x 14   | 6.9  | 1000      | 0.21     | 36   |







# ARTICLE DATA

## PENS

| Article      | Model                | Art. No. | Material | Ink colour   | Refill magic flow 1.0 mm |  in mm |  in g | PU pieces | RSP in € | Page |
|--------------|----------------------|----------|----------|--------------|--------------------------|---|--|-----------|----------|------|
| DART         | Polished Basic       | 2959     | Plastic  | Blue / Black | X20                      | 143 x 10 x 14   | 6.9  | 1000      | 0.19     | 37   |
| POINT        | Point Polished       | 3217     | Plastic  | Blue / Black | X20                      | 137 x 9 x 17  | 7.9  | 1000      | 0.32     | 37   |
| HATTRIX      | Clear SG             | 2339     | Plastic  | Blue / Black | G2                       | 148 x 13 x 17   | 11.8   | 500       | 0.48     | 38   |
| HATTRIX      | Clear SG MC          | 2419     | Plastic  | Blue / Black | G2                       | 148 x 13 x 17   | 6.71   | 500       | 0.58     | 38   |
| HATTRIX      | Polished basic SG    | 3200     | Plastic  | Blue / Black | G2                       | 148 x 13 x 17   | 11.8   | 500       | 0.46     | 39   |
| HATTRIX      | Polished basic SG MC | 3201     | Plastic  | Blue / Black | G2                       | 148 x 13 x 17   | 12.8   | 500       | 0.56     | 39   |
| NEW SPRING   | Polished MC          | 2310     | Plastic  | Blue / Black | G2                       | 147 x 12 x 17   | 12.6   | 500       | 0.91     | 41   |
| NEW SPRING   | Clear MC             | 2410     | Plastic  | Blue / Black | G2                       | 147 x 12 x 17   | 12.5   | 500       | 0.93     | 40   |
| SOFT SPRING  | Polished             | 2067     | Plastic  | Blue / Black | G2                       | 146 x 13 x 11   | 11.1   | 500       | 1.11     | 41   |
| POLAR        | Polar                | 3260     | Metal    | Blue / Black | G2                       | 143 x 13 x 11   | 17.5   | 100       | 1.93     | 42   |
| SIGNER LINER | Mix & Match          | 2709     | Metal    | Blue         | G2                       | 140 x 15 x 13   | 18.9   | 50        | 5.11     | 43   |

## MUGS

| Article        | Model                    | Art. No. | Material  |  in ltr. |  in mm |  in mm |  in g | PU pieces | RSP in € | Page |
|----------------|--------------------------|----------|-----------|---|--|---|---|-----------|----------|------|
| TAO            | Mug                      | 0905     | Porcelain | 0.26 l  | 100  | 75  | 315   | 36        | 3.71     | 48   |
| TAO            | Coffee cup with saucer   | 0904     | Porcelain | 0.20 l  | 68   | 90  | 420   | 12        | 5.19     | 49   |
| TAO            | Espresso cup with saucer | 0903     | Porcelain | 0.06 l  | 63   | 51  | 251   | 12        | 4.77     | 50   |
| TAO            | Plate                    | 0906     | Porcelain | –   | 32   | 218   | 470   | 12        | 4.13     | 50   |
| FANCY          | Espresso cup with saucer | 0964     | Porcelain | 0.09 l  | 65   | 83  | 197   | 12        | 3.82     | 51   |
| FANCY CAFÉ     | Coffee cup               | 0965T    | Porcelain | 0.2 l   | 57   | 67  | 179   | 36        | 2.14     | 51   |
| FANCY CAFÉ SET | Coffee cup with saucer   | 0965     | Porcelain | 0.2 l   | 65   | 83  | 328   | 12        | 4.23     | 51   |
| FANCY          | Plate                    | 0966     | Porcelain | –   | 19   | 213   | 326   | 12        | 3.15     | 52   |
| FANCY          | Soup plate               | 0994     | Porcelain | –   | 35   | 225   | 394   | 12        | 3.48     | 52   |
| FANCY          | Dinner plate             | 0993     | Porcelain | –   | 19   | 260   | 477   | 12        | 3.54     | 52   |
| FANCY MÜSLI    | Bowl                     | 0920     | Porcelain | 0.7 l   | 79   | 141   | 434   | 36        | 3.54     | 52   |
| FANCY          | Start-Up Box, 74 pieces  | 0951     | Porcelain | –   | –  | –   | 18500   | 1         | 229.17   | 53   |
| ELITE INSIDE   | Mug                      | 0353     | Porcelain | 0.25 l  | 100  | 80  | 298   | 36        | 2.89     | 54   |
| ELITE          | Mug                      | 0912     | Porcelain | 0.25 l  | 100  | 80  | 261   | 36        | 2.36     | 55   |
| ELITE MATT     | Mug                      | 0343     | Porcelain | 0.25 l  | 100  | 80  | 261   | 36        | 3.42     | 55   |
| AMITY          | Coffee cup               | 0321     | Porcelain | 0.25 l  | 85   | 80  | 268   | 36        | 2.27     | 56   |
| ELEGANT        | Mug                      | 0381     | Porcelain | 0.30 l  | 92   | 86  | 287   | 36        | 2.47     | 57   |
| CHARISMA       | Mug                      | 0915     | Porcelain | 0.25 l  | 100  | 82  | 266   | 36        | 2.55     | 58   |
| MAXI MUG       | Mug                      | 0344     | Porcelain | 0.25 l  | 100  | 82  | 391   | 36        | 2.47     | 58   |
| APPEAL         | Mug                      | 0928     | Porcelain | 0.40 l  | 95   | 100   | 314   | 36        | 3.35     | 59   |
| COSMOS         | Mug                      | 0926     | Porcelain | 0.33 l  | 106  | 94  | 330   | 36        | 3.35     | 58   |
| PRIME          | Mug                      | 0341     | Porcelain | 0.25 l  | 106  | 73  | 302   | 36        | 2.08     | 61   |
| PRIME COLOUR   | Mug                      | 0351     | Porcelain | 0.25 l  | 106  | 73  | 307   | 36        | 2.93     | 61   |
| CLASSIC        | Mug                      | 0973     | Porcelain | 0.25 l  | 104  | 78  | 298   | 36        | 2.08     | 62   |
| CULT           | Mug                      | 0911     | Porcelain | 0.25 l  | 104  | 73  | 288   | 36        | 2.17     | 62   |



# ARTWORK

## GENERAL INFORMATION

Please send us your artwork in the below mention file types or send text in on of our standard typefaces.

Please also provide a print sample or proof if possible.

Please send logos and text as vectorised files or as TIF-files with 1200 dpi, in case of photos we require a resolution of 600 dpi.

Vectorised logos can be scaled without any loss in quality and are to be preferred against pixel files.

Below mentioned minimum font sizes and minimum line widths are guidelines only. Depending on the motive, branding method or product surface smaller letters and finer lines might be possible or larger letters or bigger lines might be necessary.

### Proof samples

To make sure you get the best possible result we recommend the production of a sample for approval. (For production reasons slight colour deviations between a print on paper and a print on other materials are unavoidable).

### File formats

Adobe Photoshop CC 2020

Adobe Illustrator CC 2020

Adobe Indesign CC 2020

Corel Draw X8

(Please convert all texts into curves)

## PENS

### Print colours

With the available colour shade mixing range, all Pantone C and HBP K shades can be mixed. Slight colour shade deviations between paper flags and print are unavoidable on white underground. Major colour shade deviations on an underground of a different colour shade or on a dark-shaded underground must be tolerated.

### Digital print

All colours are mixed in CMYK, so it is not possible to print real PMS colours. In nearly every case the colours will be close to. Very large, uni coloured surfaces cannot be realised. Minimum size: 8 pt, minimum line width: 0.15 mm

### Laser engraving

Minimum line width: 0.15 mm, Minimum front size: 6 pt

### Personalisation (list of names)

Many of our products can be customised with the personal name. Please send us the names in an excel file.

### Raster

Screen print: Raster of 40, colour intensity 15 - 85%.

360° barrel print: Raster of 48, colour intensity 15 - 85%

### Standard Typefaces

Arial, AvantGarde, Courier, Futura, Present, Serifa, Helvetica, Times New Roman, Univers each regular, bold, italic, bold italic, BrushScript, English script type each italic and bold italic. Other typefaces possible (only PC), please send font as True Type-face (\*.ttf).

Other or similar typefaces on request.

## MUGS

### Direct Print

On white mugs

Without trapping in the design:

Minimum size 10 pt, minimum line width 0.2 mm, no raster

With trapping in the design:

Minimum size 10 pt, minimum line width 0.5 mm, no raster

On coloured mugs a white layer will always have to be layed underneath:

Minimum size 24 pt, minimum line width 0.8 mm, no raster

Printing colours: black, white, matt silver and matt gold

### Transfer print

Minimum size 8 pt, minimum line width 0.2 mm, printable colour intensity 15 - 85 %

### Transfer print on coloured mugs

Minimum size 12 pt, minimum line width 0.35 mm, printable

colour intensity 15 - 85 %.

### Laser engraving on coloured mugs

Minimum size 12 pt, minimum line width 0.4 mm

### Personalisation (list of names)

A great variety of our mugs can be customised with the personal name. Please send us the names in an excel file. Please note that this very special way of customisation is always possible when the name stands for itself and is not part of the remaining design.

### Sandblasting

Minimum size 24 pt, minimum line width 1 mm, no raster



# SENATOR MADE IN GERMANY.

