



SHEAFFER®



THE GIFT THAT MATTERS

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2015 COLLECTION

# THE GIFT THAT MATTERS

Style matters and mesmerises around the world. The effortless flow of an A-line skirt. The impossible sleekness of a Gehry skyscraper. Style beckons. Style entices. Style turns a curious onlooker into a passionate advocate.

The worldly style of a Sheaffer writing instrument is something not easily defined.

Collectors and first time buyers choose Sheaffer® Pens of incredible variety, in both classic and contemporary styles. Each, an expression of design and engineering that flows straight to the heart and head of the onlooker.

What's your Sheaffer style? From time-honoured classics to elaborate designs and premium finishes, a Sheaffer writing instrument easily transitions from office, to home, to whatever life brings next.

This year we invite you to explore your own style with the 2015 Sheaffer Collection. It is forever the Gift That Matters – the ever-evolving style that captivates and captures the personal style and life stories of so many loyal fans around the world.

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## 2015 SHEAFFER® COLLECTION



PRELUDE® COLLECTION

SHEAFFER® SAGARIS®



- Comfortable and balanced wide profile
- Traditional styling with modern functionality
- Presented in a Luxury gift box

Sheaffer Limited Lifetime Warranty

1. Brushed Chrome with Chrome Appointments	
E134051	Roller Ball (shown)
E234051	Ballpoint
2. Brushed Chrome with 22K Gold Plate Appointments	
E134251	Roller Ball
E234251	Ballpoint (shown)
3. Black Matte with 22K Gold Plate Appointments	
E134651	Roller Ball
E234651	Ballpoint (shown)
4. Fluted 22K Gold Plate with 22K Gold Plate Appointments	
E036853	Fountain Pen
E236851	Ballpoint (shown)
LS: Laser, DC: Deep Cut, CI: Custom Imprint	
Additional lines, locations or colours are available for an additional cost.	
Please see page 17 - 21 for branded product ordering information.	

- Classic, timeless style reminiscent of vintage Sheaffer® writing instruments. Elegant and sophisticated finishes
- Fountain Pen and Roller Ball feature a tapered cap and barrel and a polished black grip
- Ballpoint is lightweight and slim
- Presented in a Luxury gift box

Sheaffer Limited 3 Year Warranty

1. Gloss Black with Chrome Plate Appointments	
E0947053	Fountain Pen
2. Brushed Chrome with Chrome Plate Appointments	
E1947251	Roller Ball (shown)
E2947251	Ballpoint
3. Brushed Chrome with Gold Tone Appointments	
E1947351	Roller Ball
E2947351	Ballpoint (shown)
LS: Laser, DC: Deep Cut, CI: Custom Imprint	
Additional lines, locations or colours are available for an additional cost.	
Please see page 17 - 21 for branded product ordering information.	

SHEAFFER® INTENSITY®

SHEAFFER® 500



1

LS DC



2

DC CI



1

LS



2

CI



3

CI

- Sleek design offered in contemporary finishes
- An easy and impressive gift-giving choice
- Streamlined thin cylinder profile
- Presented in a Luxury gift box

Sheaffer Limited 3 Year Warranty

1. Carbon Fibre Barrel with Bright Chrome Cap and Chrome Plate Appointments  
E1923451 Roller Ball (shown)  
E2923451 Ballpoint

2. Onyx Barrel and Cap with Chrome Plate Appointments  
E1923551 Roller Ball  
E2923551 Ballpoint (shown)

LS: Laser, DC: Deep Cut, CI: Custom Imprint  
Additional lines, locations or colours are available for an additional cost.  
Please see page 17 - 21 for branded product ordering information.

- Sleek design
- Precision Ballpoint, finely balanced for a superior writing experience
- Presented in a Luxury gift box

Sheaffer Limited 1 Year Warranty

1. Bright Chrome Barrel and Cap with Chrome Plate Appointments  
E2933051 Ballpoint

2. Glossy Black Barrel and Cap with Chrome Plate Appointments  
E2933251 Ballpoint

3. Glossy Blue Barrel and Cap with Chrome Plate Appointments  
E2933351 Ballpoint

LS: Laser, CI: Custom Imprint  
Additional lines, locations or colours are available for an additional cost.  
Please see page 17 - 21 for branded product ordering information.

SHEAFFER® 300



1

CI



2

LS



3

CI



4

LS DC



5

CI

- Modern design and elegant finishes personify elegance
- Twist-action Ballpoint
- Presented in a Luxury gift box

Sheaffer Limited 1 Year Warranty

1. Glossy Black with Chrome Plate Appointments  
E2931251 Ballpoint

2. Glossy Black Barrel with Bright Chrome Cap with Chrome Plate Appointments  
E2931451 Ballpoint

3. Glossy Black with Gold Tone Appointments  
E2932551 Ballpoint

LS: Laser, CI: Custom Imprint, DC: Deep Cut  
Additional lines, locations or colours are available for an additional cost.  
Please see page 17 - 21 for branded product ordering information.

4. Brushed Chrome Barrel and Cap with Gold Tone Appointments  
E2932751 Ballpoint

5. Gloss Blue Cap and Barrel with Chrome Plate Appointments  
E2932851 Ballpoint

LS: Laser, CI: Custom Imprint, DC: Deep Cut  
Additional lines, locations or colours are available for an additional cost.  
Please see page 17 - 21 for branded product ordering information.

SHEAFFER® 100



1

LS DC



2

LS DC



3

LS DC



4

LS DC



5

CI



6

CI

- The perfect gift for anyone, anytime!
- Contemporary design in a range of attractive finishes
- Presented in a Luxury gift box

Sheaffer Limited 1 Year Warranty

1. Brushed Chrome with Chrome Appointments  
E2930651-30 Ballpoint
2. Red Translucent Barrel and Brushed Chrome Cap with Chrome Appointments  
E2930751-30 Ballpoint
3. Blue Translucent Barrel and Brushed Chrome Cap with Chrome Appointments  
E2930851-30 Ballpoint

LS: Laser, DC: Deep Cut, CI: Custom Imprint  
Additional lines, locations or colours are available for an additional cost.  
Please see page 17 - 21 for branded product ordering information.

4. Glossy Black Barrel and Brushed Chrome Cap with Chrome Appointments  
E2931351-30 Ballpoint
5. Matte Black Cap and Barrel with Chrome Appointments  
E2931751-30 Ballpoint
6. Glossy Black with Gold Tone Appointments  
E2932251-30 Ballpoint

LS: Laser, DC: Deep Cut, CI: Custom Imprint  
Additional lines, locations or colours are available for an additional cost.  
Please see page 17 - 21 for branded product ordering information.

SHEAFFER® SENTINEL®

SHEAFFER® VFM



- Slim profile, classic styling, with convenient push button mechanism
- Reliable precision writing instrument
- Presented in a Standard gift box

Sheaffer Limited 1 Year Warranty

1. Black Barrel and Brushed Chrome Cap with Chrome Appointments

E23211151     Ballpoint

E93211151     Ballpoint Pen and 0.7mm Pencil Set
2. Green Barrel and Brushed Chrome Cap with Chrome Appointments

E23215151     Ballpoint
3. Burgundy Barrel and Brushed Chrome Cap with Chrome Appointments

E23217251     Ballpoint
4. Blue Barrel and Brushed Chrome Cap with Chrome Appointments

E23217351     Ballpoint

E93217351     Ballpoint Pen and 0.7mm Pencil Set
5. Brushed Chrome with Chrome Appointments

E232351     Ballpoint
6. Brushed Chrome with Gold Tone Appointments

E232551     Ballpoint
7. White Barrel and Brushed Chrome Cap with Chrome Appointments

E23210751     Ballpoint

LS: Laser, CI: Custom Imprint  
Additional lines, locations or colours are available for an additional cost.  
Please see page 17 - 21 for branded product ordering information.

- Vibrant, fun, modern
- Contemporary finishes and modern look for mass audience appeal
- Presented in a Standard gift box

Sheaffer Limited 1 Year Warranty

CI: Custom Imprint  
Additional lines, locations or colours are available for an additional cost.  
Please see page 17 - 21 for branded product ordering information.

1. Strobe Silver with Chrome Appointments

E1940051     Roller Ball (shown)

E2940051     Ballpoint
2. Neon Blue with Chrome Appointments

E1940151     Roller Ball (shown)

E2940151     Ballpoint
3. Excessive Red with Chrome Appointments

E1940351     Roller Ball

E2940351     Ballpoint (shown)
4. Matte Black with Chrome Appointments

E1940551     Roller Ball

E2940551     Ballpoint (shown)
5. Sunlit Yellow with Chrome Appointments

E2941251     Ballpoint





## REFERENCE

PACKAGING SOLUTIONS

Standard gift box for Sheaffer® VFM and Sentinel®  
Luxury gift box for Prelude®, Sheaffer® Intensity®, Sheaffer® 100, Sheaffer® 300, Sheaffer® 500



Standard Gift Box

Luxury Gift Box

SHEAFFER® REFILLS

Ballpoint and Rollerball pens ship with a medium black refill.  
Fountain pens ship with one black and one blue ink cartridge.

	Ballpoint Refill *K* Style Blue or Black Ink Medium or Fine Point Grade	Ballpoint Refill *T* Style Blue or Black Ink Medium or Fine Point Grade	Classic Roller Ball Refill Blue or Black Ink Medium Point Grade	Slim Roller Ball Refill Blue or Black Ink Medium Point Grade	Sheaffer® Sskip® Ink Bottle	Sheaffer® Sskip® Ink Cartridges	Sheaffer® Sskip® Universal Ink Cartridges	Sheaffer® Piston Converter (Used with Sheaffer® Sskip® Ink Bottle)	Sheaffer® Erasers
Sheaffer® Prelude® Collection	●		●		●	●		●	
Sheaffer® Sagaris®		●		●	●	●		●	
Sheaffer® Intensity®	●			●	●	●		●	
Sheaffer® 500	●								
Sheaffer® 300	●			●	●	●		●	
Sheaffer® 100	●			●	●	●		●	
Sheaffer® Sentinel®	●								*D*
Sheaffer® VFM	●			●			●		

ENGRAVING SERVICES

STANDARD ENGRAVING

Engraving methods include deep-cut without colour, deep-cut enamel filled and laser. For deep-cut, enamel-filled engraving, type styles include block, script and Times Regular. Colour-fill options vary by product. Lacquer finishes with gold plated appointments are colour-filled with gold tone. Lacquer and satin finishes with chrome appointments are filled with silver tone. Laser-style engraving does not accept colour-fill.

For standard name engraving, production lead time is five working days.

TEMPLATE ENGRAVING

Template engraving is a custom process that duplicates simplified logos or stylised print. It is available on the engraving panel of most writing instruments. Depending on the product being customised, template engraving options may include deep-cut without colour, deep-cut colour-filled or laser engraving. A complete list of options is noted in the standard engraving section above. Laser engraving on all chrome writing instruments appears as tone-on-tone. Production lead time is five working days (after proof approval). High quantity orders require additional lead time.

Block



Template, Drag Style



Deep-Filled Times Regular



Template, Laser Style



Script



Template, Deep-Filled Style



Template, Laser Style



# ENGRAVING SERVICES

## ENGRAVING OPTIONS PER FINISH

DESCRIPTION	DEEP CUT, BLOCK, SCRIPT, OR TIMES REGULAR	LASER, BLOCK, SCRIPT,OR TIMES REGULAR	DRAG, BLOCK, OR SCRIPT
Number of characters and spaces available	22	22	28
Chrome, Brushed Chrome	✓	✓	✓
Gold Tone	✓	—	✓
Satin finishes	✓	—	—
Lacquer	✓	—	—

## ENGRAVING/PRINT LOCATIONS\*

Name and logo engravings will be centered in each of the locations shown below:

	
Sheaffer® Prelude®, 30mm x 6mm	Sheaffer® 500, 20mm x 6mm
	
Sheaffer® Sagaris®, 45mm x 5mm	Sheaffer® 300, 30mm x 6mm
	
Sheaffer® Intensity®, 30mm x 6mm	Sheaffer® 100, 30mm x 6mm
	
Sheaffer® Sentinel® , 35mm x 20mm	35mm x 7mm
	
Sheaffer® VFM, 25mm x 20mm	30mm x 6mm

\*Refer to collection pages for specific decoration options.

# PRINTING SERVICE

- Using a print image reproduction process, Sheaffer will recreate your company trademark or symbol on applicable writing instruments in one or multiple colours of your choice. Extremely accurate design and colour reproduction is possible. Standard print colours are listed below. A PMS colour-match fee will be charged for other requested colours.









## IMPRINT EXAMPLE



## IMPRINT LOCATIONS

Please refer to page 18 for all writing instrument engraving and imprinting locations.

## STANDARD IMPRINT COLOURS

	Red
	Blue
	Yellow
	Green
	Black
	White
	Gold Tone
	Silver Tone

## STANDARD PRINT TYPE STYLES

(MAXIMUM 3 LINES)

Avante Garde

Bookman

*Brush Script*

Helvetica

*Murray*

Old English

# GENERAL INFORMATION

## PACKAGING

- Most Ballpoint Pens are fitted with a medium black refill.
- All rolling ball pens are fitted with a black rolling ball refill.
- Fountain pens ship with one black and one blue ink cartridge.
- All writing instruments ship in a gift box. Please reference page 16.

## TYPESETTING

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

## TEMPLATE ENGRAVING

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

## PRINTS

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

## PROOFING OPTIONS

- Colour proof
- Black and white proof
- Pre-production sample

## ARTWORK/E-MAIL

A.T. Cross prefers to receive artwork prepared to sm@rt code specifications. Artwork for colourless laser and drag engraving should be prepared to sm@rt code designation 1X. Artwork for deep-cut colour-filled engraving should be prepared based on sm@rt code 1S. Visit [www.mycrossbiz.com](http://www.mycrossbiz.com) to access the link for the sm@rt code website. We will also accept digital vector artwork in Adobe Illustrator, Corel Draw 9.0 or earlier, and Freehand 9.0 or earlier. Please convert all fonts to paths; do not send actual fonts. Email files to [artwork@cross.com](mailto:artwork@cross.com), referencing your P.O. number and distributor name in the subject line. You may also provide artwork on a disk formatted for PC. While we will accept artwork that is non-vector-based, kindly note that a fee will be incurred.

## ORIGINATION

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

## LOGOS AND TRADEMARKS

All branded product with corporate logos or registered trademarks are shown only to illustrate logo reproduction capabilities. Merchandise bearing logos can be purchased only by the organisation to which the logo or trademark belongs and only through authorised Sheaffer distributors.

## ENGRAVING

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

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

## CANCELLATIONS/CHANGES TO ORDERS

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

## INCREASED ORDERS

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

## SPLIT SHIPMENTS/DROP SHIPMENTS

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

## RETURNS

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

## LOSS/DAMAGE CLAIMS

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

Prices subject to change without notice.

# WARRANTIES

## LIMITED 1-YEAR WARRANTY

For a period of one year from the date of purchase, Sheaffer will repair or replace, at its option, this writing instrument, free of charge, if it has a mechanical failure due to defect in material or workmanship. This warranty does not cover loss, accidental damage, reasonable wear and tear, misuse, or abuse such as improper use and care. This warranty gives you specific legal rights. You may also have other rights that may vary from state to state or country to country.

## LIMITED 3-YEAR WARRANTY

These Sheaffer® writing instruments are warranted against mechanical failure due to defects in material or workmanship for a period of three (3) years from the date of purchase from an authorized Sheaffer Retailer. Should such mechanical failure occur, please return the complete writing instrument with proof of original purchase to an authorised Sheaffer Service Center and Sheaffer will repair the writing instrument. If a repair is not possible in a reasonable period of time, Sheaffer will exchange the writing instrument for one of comparable value. This three (3) year warranty is only valid with proof of original purchase and does not cover loss, accidental damage, misuse, reasonable wear and tear, or abuse such as improper use and care. This warranty may be transferred. Sheaffer is not responsible for lost or misdirected mail. This warranty gives you specific legal rights. You may have other rights which may vary from state to state, province to province, or country to country.

## LIMITED LIFETIME WARRANTY

These Sheaffer® writing instruments are guaranteed against mechanical failure due to original factory defects in materials and workmanship, for the lifetime of its first owner. Should such failure occur, please return the complete instrument to the nearest authorized Sheaffer Service Retailer with proof of first ownership. It will be repaired or exchanged for one of comparable value, free of charge. This warranty does not cover loss, accidental damage, misuse or abuse. This warranty gives you specific legal rights. You may also have other rights, which vary from state to state or country to country.



**SHEAFFER®**

[CrossCorporateGifts.com](http://CrossCorporateGifts.com)

For further information, please contact us.

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