



SHEAFFER®

Scuderia Ferrari Collection by Sheaffer 2016

Ferrari

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Ferrari

2016



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Strategy/Objectives

- Provide Ferrari fans with modern and high-quality fine writing instruments

Target

- Ferrari enthusiasts
- Gift buyers
- Professionals
- Luxury goods consumers
- Collectors
- Formula 1 enthusiasts

Target Distribution Channel(s):

- Ferrari Stores
- Ferrari Dealerships
- Fine Pen Specialists
- Gift Shops
- Jewelry Shops
- Gift Catalogue
- Internet
- Department Stores
- Cigar Shops
- *May not be available in all markets.* High end sports shops

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About *Scuderia Ferrari*:

- Team was founded in 1929 initially to race cars
- In 1947 Ferrari began building their own cars
- Formula One World Championship established in 1950
- Formula One racing team with world championships that has competed in every season
- *Scuderia* is Italian for a stable reserved for racing horses
- *Prancing Horse* is symbol of “sportsmanship, gallantry and boldness”

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Ferrari VFM



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Product Attributes:

- *Scuderia Ferrari* engraved on band
- Silk Screened Ferrari emblem on cap
- Rounded profile fits snugly into the hand, providing a comfortable writing experience
- Ballpoint offers a convenient push-button mechanism to retract its point, which is easily operated with one hand
- Contemporary gloss finish and modern look
- Instruments carry Sheaffer's White Dot® symbol of quality and prestige.
- Aimed at those who enjoy a fast-paced lifestyle
- Starts writing when you do!
- Smooth easy writing experience with Sheaffer® "K" ballpoint refills
- Crisp, clean line every time
- Sheaffer Limited 1 Year Warranty

Finish:

- F9500 Rosso Corsa Featuring Chrome Plate Trim
- F9505 Gloss Black Featuring Chrome Plate Trim
- F9510 Gloss Yellow Featuring Chrome Plate Trim
- F9511 Gloss White Featuring Chrome Plate Trim



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Ferrari 100



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Product Attributes:

- *Scuderia Ferrari* engraved on band
- Ferrari Prancing Horse emblem on cap ornament
- Comfortable thin cigar profile and contemporary polished chrome grip
- Instruments carry the renowned Sheaffer® White Dot® symbol of quality and prestige.
- The fountain pen gives you effortless and elegant writing
- Roller ball glides across the page with ease
- Ballpoint features a smooth twist action mechanism that securely locks in position during use
- Refillable product which gives you the ability to use the product over and over again with Sheaffer® refills
- Available in fountain pen, roller ball, and ballpoint. Available in Luxury Gift Box.
- Sheaffer Limited 1 Year Warranty

Finish:

- F9501 Rosso Corsa Featuring Chrome Plate Trim
- F9506 Tire Tread Pattern Featuring Chrome Plate Trim



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Ferrari 300



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Product Attributes:

- *Scuderia Ferrari* engraved on band
- Ferrari Prancing Horse emblem on clip
- Sleek design
- Instruments carry the renowned Sheaffer® White Dot® symbol of quality and prestige.
- The fountain pen gives you effortless and elegant writing
- Roller ball glides across the page with ease
- Ballpoint features a smooth twist action mechanism that securely locks in position during use
- Refillable product which gives you the ability to use the product over and over again with Sheaffer® refills
- Available in fountain pen, roller ball, and ballpoint. Available in Luxury Gift Box.
- Sheaffer Limited 1 Year Warranty

Finish:

- F9503 Rosso Corsa Featuring Chrome Plate Trim
- F9518 Checkered Flag Engraving w/ Gloss Black Featuring Chrome Plate Tr...



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Ferrari Intensity



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Product Attributes:

- *Scuderia Ferrari* engraved on band
- Ferrari Prancing Horse emblem on clip
- Available in three iconic, satin finishes: Rosso Corsa, Black and Yellow
- Sleek design with a contemporary polished chrome grip
- Clip features Sheaffer's White Dot® symbol of quality and prestige
- Available as a fountain pen, roller baller and ballpoint
- Fountain pen available in 3 point grades (Fine, Medium, Broad) with blue and black ink, and includes a piston convertor. Refillable with Sheaffer Skrip® Ink, available in bottle or cartridge
- Features new, premium screw-on cap design
- An easy gift-giving choice for Formula One fans and Ferrari enthusiasts
- Available in Luxury Gift Box ONLY
- Sheaffer Limited 1 Year Warranty

Finish:

- F9520 Satin Rosso Corsa Featuring Chrome Plate Trim
- F9521 Satin Black Featuring Chrome Plate Trim
- F9522 Satin Yellow Featuring Chrome Plate Trim



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Ferrari Taranis



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Product Attributes:

- Patented grip where coolness of steel is inlaid into the warmth of resin and then engraved with *Scuderia Ferrari*
- Ferrari Prancing Horse emblem on clip
- Designed by internationally-renowned U.S. architect Charles Debbas, this collection embodies aerodynamic power and sleek style
- Clip features Sheaffer's White Dot® symbol of quality and prestige
- Available as a fountain pen, roller baller and ballpoint
- Fountain pen available in 3 point grades (Fine, Medium, Broad) with blue and black ink, and includes a piston convertor. Refillable with Sheaffer Skrip® Ink, available in bottle or cartridge
- Balanced and comfortable profile and Rosso Corsa finish
- An easy gift-giving choice for Formula One fans and Ferrari enthusiasts
- Available in Luxury Gift Box ONLY
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Finish:

- F9519 Rosso Corsa Featuring Chrome Plate Trim



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SKU	Description	RRP (€)
FE2950051	Ferrari VFM Rosso Corsa NPT BP	22.00
FE2951051	SHEAFFER FERRARI VFM GLOSS YELLOW CAP AND BARREL NT BP	22.00
FE2951151	SHEAFFER FERRARI VFM GLOSS WHITE CAP AND BARREL NT BP	22.00
FE2950551	Ferrari VFM GLOSS BLACK	22.00
FE0950153	Ferrari 100 Rosso Corsa NPT FP	50.00
FE0950143	Ferrari 100 Rosso Corsa NPT FP	50.00
FE1950151	Ferrari 100 Rosso Corsa NPT RB	40.00
FE2950151	Ferrari 100 Rosso Corsa NPT BP	30.00
FE0950643	Ferrari 100 TIRE TREAD PATTERN WITH NICKEL PLATE TRIM	55.00
FE0950653	Ferrari 100 TIRE TREAD PATTERN WITH NICKEL PLATE TRIM	55.00
FE1950651	Ferrari 100 TIRE TREAD PATTERN WITH NICKEL PLATE TRIM	50.00
FE2950651	Ferrari 100 TIRE TREAD PATTERN WITH NICKEL PLATE TRIM	35.00
FE0950353	Ferrari 300 Rosso Corsa Barrel and Cap, Black Ornament CPT FP	70.00
FE0950343	Ferrari 300 Rosso Corsa Barrel and Cap, Black Ornament CPT FP	70.00
FE1950351	Ferrari 300 Rosso Corsa Barrel and Cap, Black Ornament CPT RB	70.00
FE1950350	Ferrari 300 Rosso Corsa Barrel and Cap, Black Ornament CPT RB	50.00
FE2950351	Ferrari 300 Rosso Corsa Barrel and Cap, Black Ornament CPT BP	45.00
FE0951843	Ferrari 300 Fountain Pen CHECKERED FLAG ENGRAVING - BLACK FWW30	75.00
FE0951853	Ferrari 300 Fountain Pen CHECKERED FLAG ENGRAVING - BLACK FWW30	75.00
FE1951851	Ferrari 300 Roller Ball CHECKERED FLAG ENGRAVING - BLACK FWW30	55.00
FE2951851	Ferrari 300 Ball Point CHECKERED FLAG ENGRAVING - BLACK FWW30	50.00
FE0951943	Ferrari Taranis Fountain Pen ROSSO CORSA BARREL / CAP CT FWW30	125.00
FE0951953	Ferrari Taranis Fountain Pen ROSSO CORSA BARREL / CAP CT FWW30	125.00
FE0951963	Ferrari Taranis Fountain Pen ROSSO CORSA BARREL / CAP CT FWW30	125.00
FE1951951	Ferrari Taranis Roller Ball ROSSO CORSA BARREL / CAP CT FWW30	105.00
FE2951951	Ferrari Taranis Ball Point ROSSO CORSA BARREL / CAP CT FWW30	95.00
FE2952051	Ferrari Intensity Satin Red Ballpoint Pen	70.00
FE0952043	Ferrari Intensity Satin Red Fountain Pen (Fine)	90.00
FE0952053	Ferrari Intensity Satin Red Fountain Pen (Medium)	90.00
FE0952063	Ferrari Intensity Satin Red Fountain Pen (Broad)	90.00
FE2952151	Ferrari Intensity Satin Black Ballpoint Pen	70.00
FE0952143	Ferrari Intensity Satin Black Fountain Pen (Fine)	90.00
FE0952153	Ferrari Intensity Satin Black Fountain Pen (Medium)	90.00
FE0952163	Ferrari Intensity Satin Black Fountain Pen (Broad)	90.00
FE2952251	Ferrari Intensity Satin Yellow Ballpoint Pen	70.00
FE0952243	Ferrari Intensity Satin Yellow Fountain Pen (Fine)	90.00
FE0952253	Ferrari Intensity Satin Yellow Fountain Pen (Medium)	90.00
FE0952263	Ferrari Intensity Satin Yellow Fountain Pen (Broad)	90.00

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