



Sheaffer®
Centennial Limited Edition Collection



Sheaffer is proud to present a pen
symbolizing one hundred years of history, quality,
innovation and craftsmanship.
We have waited a century for this...



Congratulations on becoming the privileged owner of the Sheaffer® Centennial Limited Edition from Sheaffer. Limited worldwide to 45 18 Karat Solid Gold Fountain Pens representing Walter A. Sheaffer's age at the time he founded the company, and 516 Sterling Silver Fountain Pens representing the official date of incorporation, these beloved writing instruments honor the one hundred years of Sheaffer Pen since its inception in Fort Madison, Iowa in 1913. In addition this limited edition honors Walter A. Sheaffer, without whom, the world would never have known Sheaffer Pen and its contributions to the fine writing industry.

One Hundred Years of Sheaffer's History 1913 ~ 2013

The year 2013 represents a significant milestone for Sheaffer Pen: its one hundredth anniversary in the fine writing industry and its birth in Fort Madison, Iowa. On May 16, 1913 the W.A. Sheaffer Pen Company was incorporated in Fort Madison, Iowa for \$35,000.

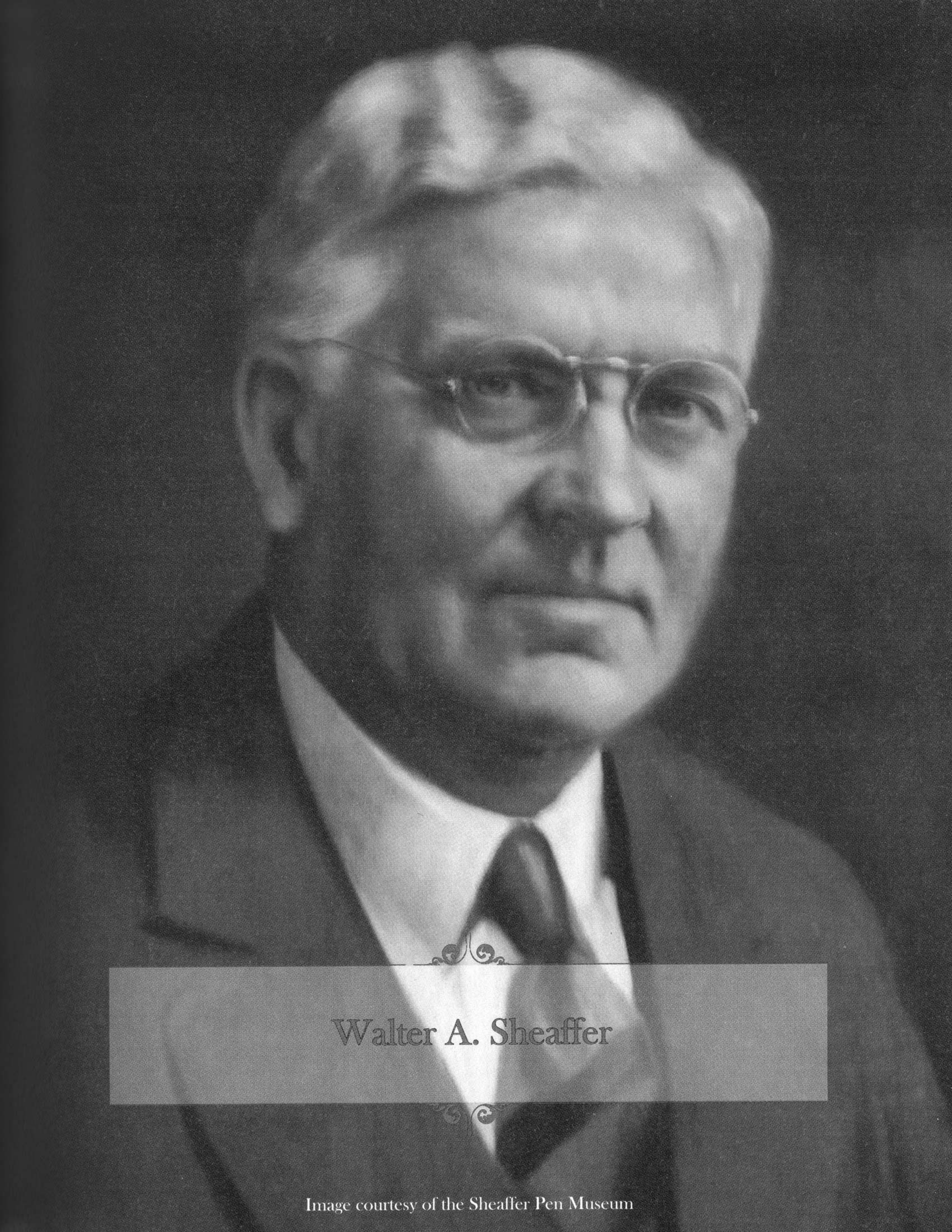
Its President was Walter A. Sheaffer, the humble gentleman who formed an idea, tested it, staked his life savings, and against all odds created one of the most highly respected and honored organizations around the world. It was the invention of the lever-fill fountain pen in 1907 that ignited a dream and gave the W.A. Sheaffer Pen Company its favored position in the industry. Little did Walter know, his namesake company would become a worldwide symbol of quality, craftsmanship, and innovation over the next 100 years.

With an inspired team of hardworking and dedicated employees, the W.A. Sheaffer Pen Company focused on delivering unique and innovative products of the highest quality. Each writing instrument radiated true craftsmanship and delicate attention to detail; genuine representations of the passion that Walter and his employees had in creating and offering products that would be a staple in American history.

During its first year of business, the company captured 3% of the United States writing instrument market with sales of \$100,000 and a profit of \$17,500, or 50% of Walter's initial investment. As the W.A. Sheaffer Pen Company continued to succeed, the company expanded its facilities and the number of employees steadily grew.

In its early years, the W.A. Sheaffer Pen Company captured the interest of America and other countries around the world. After the invention of the lever-fill fountain pen, the company introduced several advancements and improvements, fulfilling its desire to offer inventive writing instruments. Some of these included Sheaffer® Skrip® ink in 1922 (still used today), FEATHERTOUCH™ two-way point in 1931, TOP-WELL ink bottle in 1933, the Touchdown filling mechanism in 1949 and the famous Inlaid Nib in 1959 - Sheaffer's unique writing unit still used and respected by fine writing instrument experts today. These advancements defined the W.A. Sheaffer Pen Company.

By the time it celebrated its 50th anniversary, the Sheaffer® brand was distributed, recognized, and highly respected around the globe.



Walter A. Sheaffer

Image courtesy of the Sheaffer Pen Museum

The company excelled in developing innovative products that paralleled the growing and changing consumer fashions and tastes. It built a reputation for producing classic and timeless designs, the finest finishes, highly sought-after special editions, and the highest-quality inks and writing units. This was promoted by the introduction of the “White Dot®” icon in 1924. Today the “White Dot®” is presented on every writing instrument produced by Sheaffer and is respected worldwide as a symbol of quality and excellence.

Over the years, significant milestone products included Balance® in 1929, TRIUMPH® in 1942 which incorporated a new sheath type nib, SNORKEL® in 1952 and LADY SHEAFFER® in 1958 which was available in high-fashion, feminine finishes and highly popular among women. The late 20th century saw Sheaffer re-introduce some of its classic, well respected designs. These included the Sheaffer Legacy® collection based on its 1950s line, PFM, and the Balance® Collection which used modern materials and design technology to evoke the original Balance® pen range of the late 1920s. Sheaffer also created fresh new products that were instantly embraced by consumers. These included Targa by Sheaffer® Collection in 1976, Connaisseur® Collection in 1985 and the Prelude® Collection in 1996.

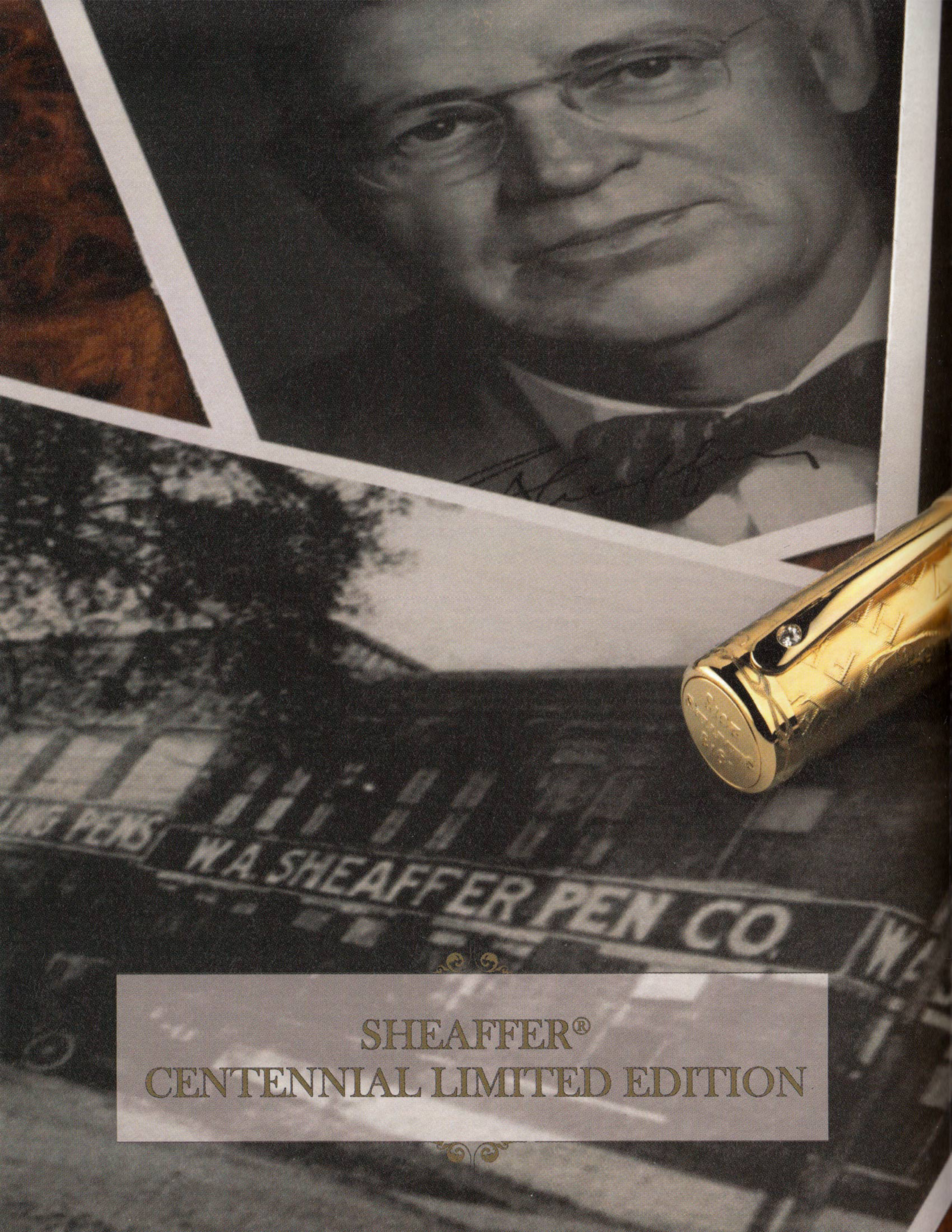
In its most recent years Sheaffer has introduced a variety of new collections to capture the interest of all personalities, styles, ages and genders, while still holding true to the company’s founding values and ideals.

Introduced in 2010 with its sleek design and streamlined thin profile, Sheaffer® Intensity®, is featured in a variety of contemporary finishes. The precious metal, meticulous finishes, and flawless design of Sheaffer® Prelude® Signature Collection, introduced in 2012, is the result of American creativity and engineering. Consisting of four contemporary collections, Ferrari® by Sheaffer® premium writing instruments, introduced in 2012, embody values and characteristics synonymous with that of Scuderia Ferrari, while upholding the high level of quality and excellence associated with the Sheaffer® brand. Introduced in 2012 Sheaffer® Sagaris™, inspired by long-time favorite Sheaffer® Triumph®, embodies the classic, timeless style of vintage Sheaffer writing instruments. Sheaffer® Taranis™ pen, designed by a renowned U.S. architect, introduced in 2013 was named after the Celtic God of Thunder and embodies aerodynamic power and sleek style.

From the truly avant-garde to the time-honored classics, Sheaffer continuously offers a writing instrument to satisfy every taste and suit any occasion. Currently available in over 100 countries throughout the world, Sheaffer continues to uphold its commitment to delivering premium-quality products and services that meet the needs of today’s and tomorrow’s consumers.



Image courtesy of the Sheaffer Pen Museum



SHEAFFER®
CENTENNIAL LIMITED EDITION



Sheaffer® Centennial Limited Edition

The detailed images engraved on the Sheaffer® Centennial Limited Edition writing instruments pay tribute to significant aspects of Sheaffer's history over the last one hundred years.



The Cap

The cap of the Sheaffer® Centennial Limited Edition features images of Walter A. Sheaffer and his son Craig R. Sheaffer, as well as the signatures of the two iconic Sheaffer men.

Born in Bloomfield, Iowa on July 27, 1867, company founder Walter A. Sheaffer was no ordinary businessman. He had a strong understanding of the process that was essential for merchandising and marketing high-quality products and a sound sense of hard work, discipline, and dedication that could ultimately achieve success as the result of the many obstacles and hurdles he faced early in life.

As financial issues arose when he was a child, he was forced to begin work at the young age of 11, thus dropping out of school. After various sales jobs throughout his younger years Walter returned to his hometown to aid his father with his struggling jewelry business. With an eye for merchandising, strong perseverance, and natural ingenuity Walter was able to develop new product lines and implement strategically planned promotions to drive sales, gradually bringing the Sheaffer Jewelry Store out of the red. Eventually Sheaffer acquired his own jewelry store in Fort Madison, Iowa which operated successfully due to his instinctive knowledge, determination, and keen sense of marketing philosophy.

It was at this time, in Fort Madison, Iowa that an idea was born that would change the direction of Walter's life and subsequently bring to life the W.A. Sheaffer Pen Company and transform the pen industry. Walter's devoted sense of workmanship brought the invention of the revolutionary lever-fill fountain pen in 1907. Walter stumbled across an advertisement for a Conklin pen which had an unsightly hump on the side of its barrel and required the writer to tediously use an eyedropper to fill the pen with ink or press a coin through a slot in the side of the barrel. Walter's ever-ingenuous mind knew there was a way to fill a pen without the mess of an eyedropper, the clumsiness of a coin or the unattractive appearance of a hump on the side of the barrel. Walter's solution to this laborious method of filling a fountain pen was to put a rubber ink sac in the pen barrel and use a lever and pressure bar that fit smoothly into a shallow recess in the pen barrel to deflate the sac, thus eliminating the need for an eyedropper, coin slot, or hump. On August 25, 1908, the U.S.A. Patent No. 8,96861 was issued for his new method of filling fountain pens. This not only changed the pen industry, but also the writing habits of America, as this new system made it possible to fill a fountain pen directly from the ink bottle with ease and no mess.

An engraved image of Patent No. 8,96861 is seen on the cap above Walter's face and below Craig's face.

Over the course of the following years Walter devoted his time still to his jewelry store, but also to perfecting his lever-fill pen. In 1912, four years after the implementation of the lever-fill pen, Walter further improved his own original design (Patent No. 1,046,660 issued December 10, 1912). Sensing that this was indeed a revolutionary product, Walter gave samples of his newly perfected lever-fill fountain pens to a few of his friends to test and they, like Walter, were pleased with the results. Although Walter was confident that his writing instrument offered much potential, he was aware that retiring his jewelry business, which was his livelihood and had brought him a respectable amount of success and financial security, would be the ultimate risk for a man of his age.

The pen industry was already saturated with well-established companies and success was not guaranteed. What would happen if he abandoned his jewelry business? Did his pen company stand a chance against competitors? His close friends strongly advised against such an uncertain route. For Walter, it was a risk he was willing to take and that he did. In the spring of 1912 he wagered his life savings and transformed the workshop of his jewelry store to a pen factory.



With the help of just seven employees he enthusiastically and whole-heartedly began hand-making the very first Sheaffer pens. Under the direction of Walter, the W.A. Sheaffer Pen Company's market share grew from 3% in 1913 to 25% in 1925. With rapidly increasing sales, the company's facilities expanded to accommodate increased production, Sheaffer was listed on the New York Stock Exchange, and manufacturing operations took place in both Fort Madison and Kansas City. Sales and repair offices were established in cities all over America and overseas.

Walter was president of the company for 25 years in 1938 when he became Chairman of the Board and in that year his presidency was passed down to his son, Craig. Walter passed away in 1946.

Born December 25th, 1897, Craig R. Sheaffer was one of the seven original employees that handcrafted the very first Sheaffer pens in the back of Walter's jewelry store. He had grown up actively working in the business, and it made sense that he would succeed Walter.

Craig was keenly aware of the growing pains and depression years the company had gone through in the 30s.





Limited Edition Pen: The Cap

He distinctly remembered the company melting down many of the gold fountain pen nibs in order to keep the company afloat. He also had a strong sense of the company's people, customers, and challenges. He shared with his father the very same belief and confidence that the growth potential for the company was tremendous.

Production of Sheaffer writing instruments came to a virtual standstill in 1942, as America entered World War II. The war had a major impact on Sheaffer operations as the company focused its expertise and attention on the production of several high-precision items needed for the war effort. However, Craig had important reasons for Sheaffer's involvement in the war.

The first was obvious duty to America; the second was maintaining full employment in Fort Madison. Layoffs would have been inevitable had Craig not made the decision to assist in the war efforts. This new undertaking prevented the people of Fort Madison from losing the jobs that they so greatly relied upon. They carried out their efforts in producing war items with the same passion they had for manufacturing Sheaffer's beloved writing instruments. In 1944 the coveted Army/Navy "E" Award was presented to Sheaffer for its excellence and outstanding accomplishments in its production of war equipment.

After the war, Craig transitioned the company back to writing instrument production. To make up for lost time, new products were launched, plant facilities established and equipment was brought in, while new merchandising and sales programs went into effect. As consumer demand skyrocketed, Sheaffer regained its position of leadership in the writing instruments industry. Under his direction, markets continued expanding worldwide, employment and benefits increased, and sales and profits climbed steadily.

In 1953, Craig left the company to accept the appointment as Assistant Secretary of Commerce under newly elected President General Dwight D. Eisenhower. He returned to Fort Madison in 1954 and was elected Chairman of the Board of the Company, the position he held until his death on July 9, 1961.

The Barrel

The main engraving on the barrel of Sheaffer® Centennial Limited Edition is the first Sheaffer factory, perhaps one of the most significant aspects of Sheaffer history, situated along railroad tracks and the great Mississippi River.

The former Sheaffer U.S. Headquarters on Avenue H in Fort Madison was purchased in 1917 by the W.A. Sheaffer Pen Company and functioned previously as the Morrison Plow Works. Originally built on the Mississippi River in 1874 by the Morrison family, it was purchased in 1908 by J.A. Samuels, and finally purchased by the W.A. Sheaffer Pen Company after outgrowing its first factory in Fort Madison, a former creamery building located on Front Street overlooking the Mississippi River. Sheaffer remodeled the old Plow Works building to fit the growing operating needs of the company and to create a more modern look and feel. That year the number of employees grew to 100 and a staggering 100,000 pens were produced.

Between 1917 and the late 1930s, development and production of all Sheaffer products took place in the facility on Avenue H.

This facility allowed the W.A. Sheaffer Pen Company to manufacture its own gold nibs in what was called the “Gold Nib Department.” Prior to 1917 the company had to ship in the nibs from other parts of the country. A great deal of iconic Sheaffer writing instruments and products were developed and introduced at this new facility, such as the Sheaffer® Lifetime® Fountain Pen in 1920 which was priced at \$8.75, three times the price of most competitive products.



The 14 karat gold point of the pen was guaranteed for the life of the first owner.

This was essentially unheard of among companies in the fine writing industry, and its success in the marketplace was due to Walter's acute marketing skills. Sheaffer® Skrip® ink was developed and launched in 1922 after many months of research. Colored pens manufactured with a Pyroxylin type of plastic Sheaffer called Radite were introduced to the public in 1924. These pens were virtually unbreakable and the first of their kind in the marketplace. Some of the first finishes created using Radite included Jade Green, Jet Black, and Cherry Red. The first desk sets were introduced in 1925 and the Balance® line of pens were introduced in 1929.

In 1937, additional office space and laboratory facilities were built as operations continuously increased. The manufacturing facility remained mostly north and west of the then newly built three story office building. In 1952 a new 4 story office building and a 3 story 230,000 square foot manufacturing facility were erected next to the old office building to meet the growing needs of the company. All manufacturing moved from the old Plow Works building to the newly built facilities and was subsequently torn down for parking.



About the writing instrument

Each Sheaffer® Centennial Limited Edition writing instrument is crafted in either solid Gold or solid Sterling Silver. Intricate relief engraved images of significant parts of Sheaffer history elegantly decorate each fountain pen. Engraved in Italy, this collection is limited to 45 18 - Karat Solid Gold and 516 Sterling Silver pieces worldwide. Available in fountain pen, each writing instrument features Sheaffer's exclusive Inlaid Nib in either 18 karat gold or palladium-plated 18 karat gold. "Sheaffer's" is delicately engraved on the band of each instrument, an engraved chain of Inlaid Nibs decorates the top of the cap, and the cap ornament displays the centennial logo in high relief engraving on each solid Gold and Sterling Silver instrument. A 2mm diamond replaces the "White Dot®" on the solid Gold instrument and the Sterling Silver instrument bears the White Dot® symbol of quality and excellence, recognized worldwide. An engraved serial number is presented on the end of the barrel of the Sheaffer® Centennial Limited Edition. Each writing instrument bears internationally-respected hallmark from the Goldsmith's Company at the Assay Office of London.

The Goldsmith's Company has been testing and marking jewelry and silverware since 1300 to guarantee the fineness and purity of precious metal content, making its hallmark one of the oldest forms of consumer protection.





Craig R. Sheaffer

Image courtesy of the Sheaffer Pen Museum

About the packaging

Sheaffer® Centennial Limited Edition is presented in a luxurious wood gift box with a lacquered black finish and features either silver or gold accents. A black leatherette interior will safely protect your newly treasured Sheaffer® Centennial Limited Edition Fountain Pen.

To complete the ensemble, the gift box includes a protective sleeve, a black leather pen pouch, two shelf packs of black and blue ink cartridges, a piston convertor and one bottle of Sheaffer® Skrip® ink in black. A certificate of authenticity and this commemorative booklet featuring the history of Sheaffer are also included with each Sheaffer® Centennial Limited Edition. A gold key and pouch are also included with the solid gold writing instrument.

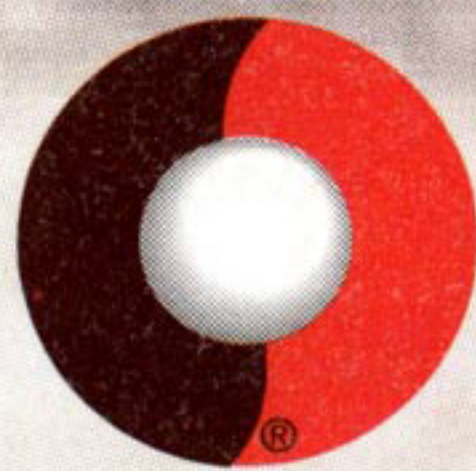




All Sheaffer® Centennial Limited Edition writing instruments bear the Sheaffer Limited 3 Year Warranty.

About Sheaffer's

Since its 1913 incorporation in Fort Madison, Iowa, USA, Sheaffer has been a leading worldwide provider of quality fine writing instruments. Today, Sheaffer forges ahead with the same commitment to excellence, quality and craftsmanship that put the brand on the map 100 years ago. Sheaffer Pen is proud to present the Sheaffer® Centennial Limited Edition.



SHEAFFER®



