

Fairway Manufacturing Company



The Original Floating Action Pens & Keytags



Branding in a living media - The way promotion should be!



1-800-325-0889

orders@fairwaymfg.com



The Original Floating Action Pen

Creativity with a smile . . .

Floating Action is a system in which a movable film is fitted inside a transparent plastic barrel. The film floats up and down when the product is tilted. This way we create the unique Floating Action effect.

The possibilities are unlimited and with Floating Action products a very high promotional effect is achieved, an effect, which is appreciated by people all over the world irrespective of age and gender.

An Original Floating Action Pen has a very high life span, as it is often kept by the receiver even after the ink runs dry. For this reason the costs considering the promotional effect and life span are unprecedented low.

All products are manufactured in Denmark in accordance with very strict quality guidelines and in accordance with both national and international environmental and safety guidelines.

A Floating Action design typically consists of three full colour elements - a floater, a background and a back panel. In addition a foreground can also be inserted to create special effects. The back panel is often used for customer logo and contact details.

There are several ways to create the designs for a Floating Action product. In the transparent barrel a film can be inserted but it is also possible to place glitter, stone, corn, micro chips or other miniature objects, which relate to a company's products or services.

Let us help you design
a fantastic Floaty Pen.
www.fairwaymfg.com



F14981



F14982



F14965 Shiny



F14965 Matte



F14985



F14964



F14533



F14534



Your business ...is our business!



F14532



F14504



F14983



F14944



1-800-325-0889

orders@fairwaymfg.com

F11603



F11604



F11634



F11644



Virtual samples ready in just 3 days!



F16244



F12754



F13774



F15833



1-800-325-0889

orders@fairwaymfg.com



Combination Orders

Mix & match within the product groups and combine into one order to get the lower pricing for the total quantity ordered.*

Long design barrel

The following products can be combined:

Pens: F14985, F14982, F14981, F14966, F14965, F14964, F14534, F14504

Keytags: F11604, F11634, F11644

Other products: F13774, F12754, F16244



*Minimum 500 pcs.
per product
with identical design.

Expand Your Brand

The Original Floating Action Pens & Key Tags, a great opportunity to brand your company.



The Original
Floating Action Pens
& Keytags



goes green

VIEW THE FULL PRODUCT RANGE
AND DOWNLOAD OUR CATALOGS ON
WWW.FAIRWAYMFG.COM/



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orders@fairwaymfg.com



Creativity with a smile



F26718

F12754



F26718

F14985



F14964

F21608



F25650

1-800-325-0889

orders@fairwaymfg.com



Acrylics

A world in acrylic

Fairway was one of the first companies in the USA to manufacture acrylic key tags with embedded designs. The key tags, which are impact and scratch resistant show designs and messages in clear, crisp colours.

Our acrylic assortment also includes can and bottle openers, refrigerator magnets and the effective orange peeler. In addition we manufacture acrylic key tags, in which the customer can insert his own design, which can be replaced as needed.

In line with our manufacturing of Floating Action products our full assortment of acrylic products is manufactured at our own factory in Denmark, a further assurance of fast delivery times and a high, consistent quality.

How to make acrylic designs

All acrylic products are custom made in accordance with our customers' requirements. Our modern production technology and consistent quality is your guarantee for a very high and uniform product quality.

Key tags can have different front and back sides, all in full colour. Imprint is available for orange peelers. Please inquire for additional information on models.

Molded acrylic shell



On-time delivery ...every time!



F21683



F21681



F21612



F24606



F21610



1-800-325-0889

orders@fairwaymfg.com

Acrylic Key Tags



F21629



F21617



F21623



F21608



F21625



F21611



F21619



Made in Denmark ...your quality assurance!



F25650



F25651



F26718



F23607



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Add QR Codes To Any Key Tag



Scan this QR Code to Download
this catalog and all of our other
catalogs at www.fairwaymfg.com

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Be inspired...



Automotive Key Tags

Custom key tags for auto dealers continue to be popular and a source of attention for both the actual car brand and the dealership.

Also suggest your customers to add the uniqueness of the Original Floating Action pens or key tags. They add a new dimension to branding and are as treasured by the customers as is the new or used car they just purchased.



1-800-325-0889

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Fairway Manufacturing Company
2424 Schuetz Road
Saint Louis, Missouri 63043
314-991-8776



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Create your designs online



Visit www.fairwaymfg.com



Feature highlights:

- Direct upload of artwork for online viewing or production
- Order history with PDF design view
- Online quotes with freight charges
- Easy reordering

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The Original Floating Action Pen
& High Quality Acrylics



Design Manual





Artwork Service Levels

QUICK SERVICE

Free of Charge

- Artwork submitted **digitally** according to the Fairway sketch sheets.

DIGITAL SERVICE

See present price list

- Artwork submitted **digitally**, but Fairway needs to **adapt** the artwork to fit the sizes of the sketch sheets.

ANALOGUE SERVICE

See present price list

- Artwork submitted **digitally** or **analogue** (photos, post cards or brochures), but Fairway **needs to put together** the single images to achieve the artwork required and **adapt** the artwork to fit the sizes of the sketch sheets.

OUTSIDE CATEGORY

See present price list

- Artwork submitted **digitally** or **analogue** with a **too low dpi (resolution)** or **bad imprint quality**, where Fairway **needs to re-create** the artwork.





Technical specifications

- For artwork made up in Illustrator or other vectorized programmes, it is essential to **outline** the font required.
- For artwork made up in Photoshop or other pixel-based programmes, the image resolution must be **300 dpi minimum**.
- If document/file includes imported image files, then these need to be sent separately in either **eps** or **tiff** format.
- To achieve optimum print quality, the logos and texts are to be submitted in **vectorized format**.
- When a special **pantone colour** is required, the pantone reference number needs to be mentioned in the artwork. Artwork must be submitted with correct pantone colour.
- Please stuff artwork files in **zip-it** or **stuff-it**.
- Artwork must be submitted **digitally** in the following sizes:

Floating Action:



Long model:

Back panel:	160,0	x 19,5 mm	1890	x 230 pixels
Floater:	55,0-100,0	x 21,0 mm	650-1181	x 248 pixels
Background:	160,0	x 23,3 mm	1890	x 275 pixels
Foreground:	160,0	x 19,5 mm	1890	x 230 pixels

Short model:

Back panel:	125,0	x 19,5 mm	1476	x 230 pixels
Floater:	55,0-100,0	x 21,0 mm	650-1181	x 248 pixels
Background:	125,0	x 23,3 mm	1476	x 275 pixels
Foreground:	125,0	x 19,5 mm	1476	x 230 pixels

For further information we refer to the detailed
Sketch Sheet for Floating Action.

Acrylics:



Requirements are depending on product's size and shape.
Artwork must be minimum double of imprint size.

For further information we refer to the detailed
Sketch Sheet for Acrylics.

Acrylics

F21608



F21610



F21611



F21612



F21617



F21619



F21623



F21625



F21629



F21681



F21683



F25650



F25651



F23607



F26718



F24606



F24624

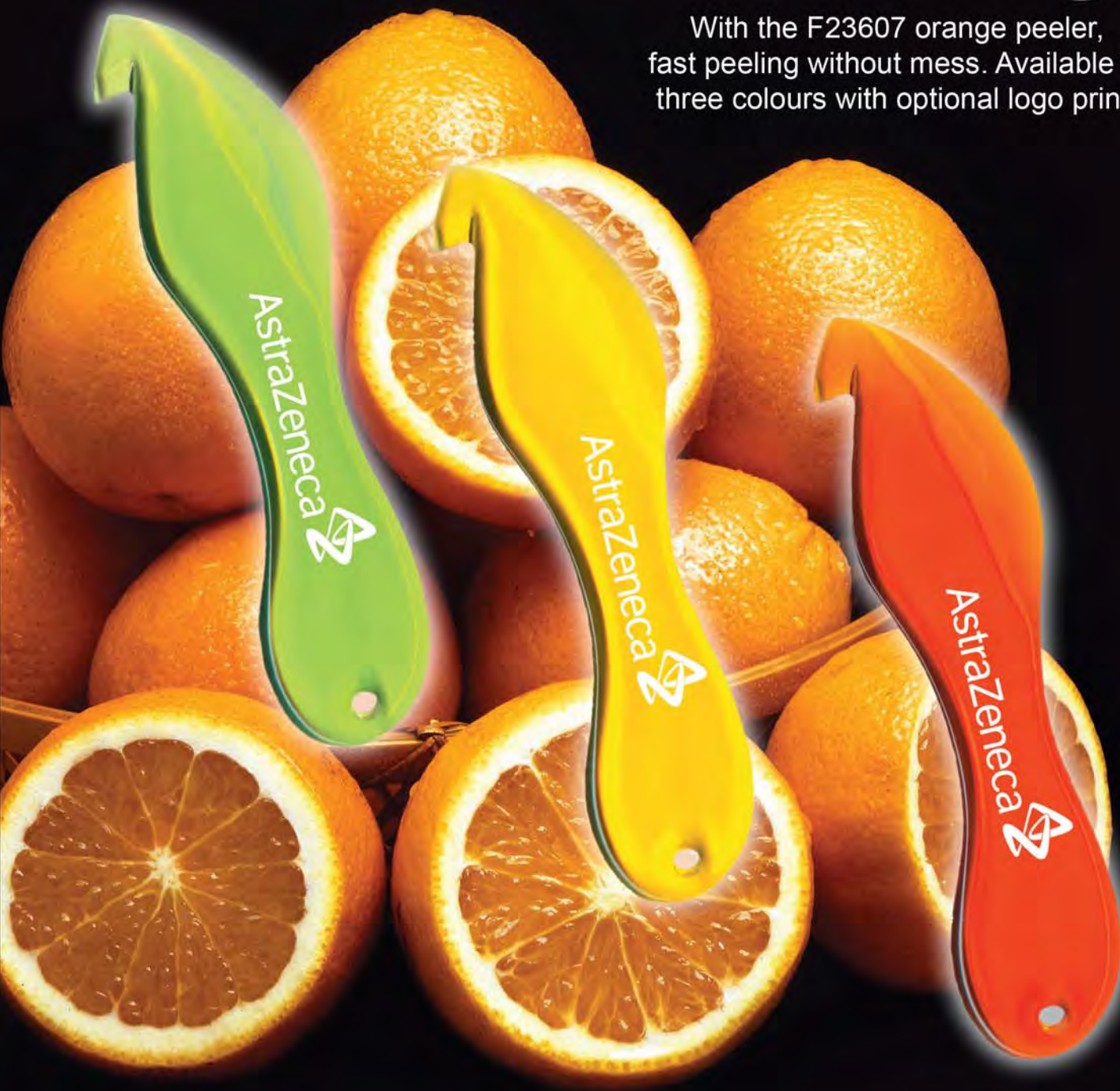


F23607 Orange peeler



Make it easy

With the F23607 orange peeler,
fast peeling without mess. Available in
three colours with optional logo print.



The Original Floating Action Pens & Key Tags



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Toll Free Fax ORDER Line: 800-325-0889



Always at hand

No more broken nails with the handy can opener.
MOQ is just 500 pcs. Full colour design on both sides.



More examples



The Original Floating Action Pens & Key Tags



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Expand your brand

The Original Floating Action Pen or Key Tags, a great opportunity to brand your company.

You can order customized key tags, but you can also order euro key tags with standard car logo on the front and car dealer details printed on the back.



The Original Floating Action Pens & Key Tags



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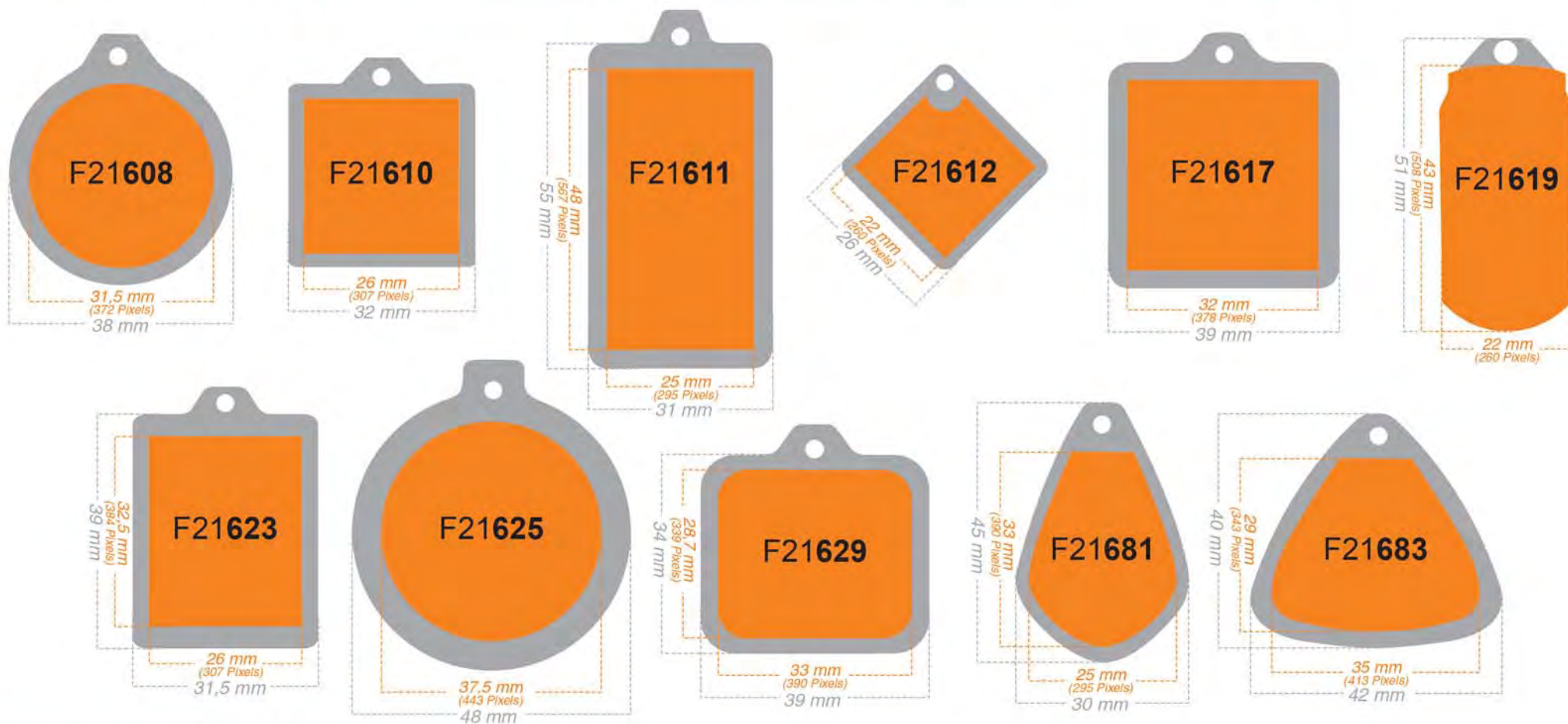


You are about to be inspired!

Acrylic

Keytag / Schlüsselanhänger / Porte-clés / Nøglevedhæng
Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk

F21



Dimension / Masse / Taille / Dimension

Print area / Druckfeld / Surface d'impression / Trykområde

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You are about to be inspired!

Acrylic

Keytag / Schlüsselanhänger / Porte-clés / Nøglevedhæng
Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk

F26



Acrylic

Magnet / Aimant
Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk

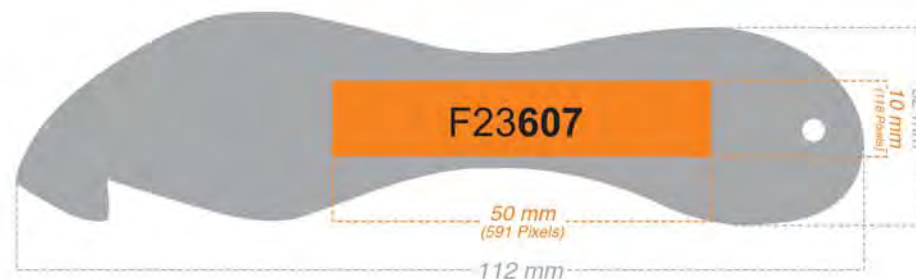
F25



Acrylic

Orange Peeler / Apfelsinen Schäler / Couteau D'Orange / Appelsin Skræller
Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk

F23



Dimension / Masse / Taille / Dimension

Print area / Druckfeld / Surface d'impression / Trykområde

www.fairwaymfg.com

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Expand Your Brand

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The Original Floating Action Pens & Key Tags



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Order Hotline: 800-325-0889
Fax: 800-325-0889

Expand your brand

The Original Floating Action Pens & Key Tags, a great opportunity to brand your company.

The concept of the Conceal & Reveal design

With the Conceal & Reveal effect you are able to show your product in action. The glider will reveal the effect when it reaches the unmasked area.

Barrel

Film

Glider



Low minimums • Short delivery time • High product quality
Made in Denmark • Customized virtual samples in just 3 days



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You are about to be inspired!

Short Design Barrel
Kurzes Motivrohr
Tube de Motif Court
Kort Motivrør

FLOATING ACTION

F11603 F11633 F14503 F14533 F15833



Artwork requirements

Programs

Adobe Illustrator CS 5
 Adobe Photoshop CS 5
 Freehand 8
 Corel Draw GS X4

Resolution

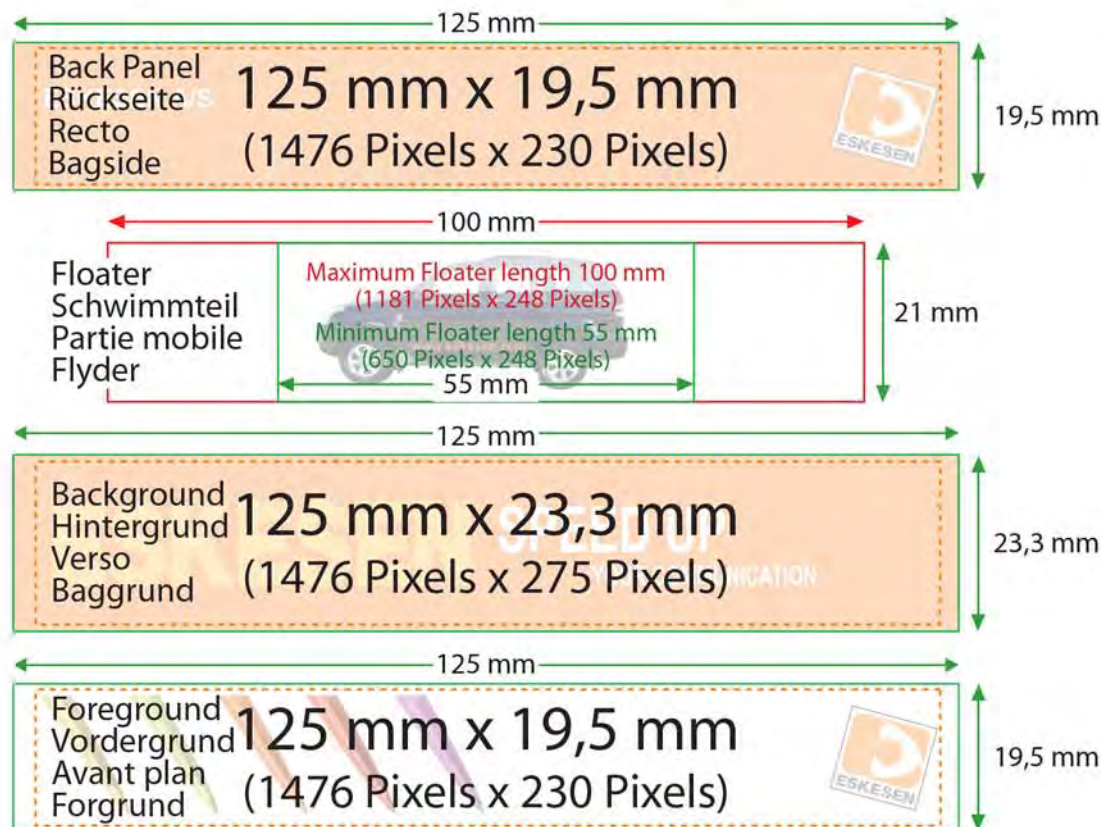
Min 300 dpi

Format

EPS
 TIFF
 PNG
 JPG
 PDF
 PSD
 AI

Media

E-mail
 CD-rom
 FTP upload



The parts of the illustrations bleeding outside the dotted lines are not seen in the completed product!
 Motive, die außerhalb der gestrichelten Linien sind, sind im fertigen Produkt nicht sichtbar!
 La partie en dehors des lignes ponctuées ne soit pas reproduite dans l'article définitif!
 Motivele udenfor de stiplede linier ses ikke i det færdige produkt! P.g. a rorets krumning.



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You are about to be inspired!

Long Design Barrel
Langes Motivrohr
Tube de Motif Long
Langt Motivrør

Artwork requirements

Programs

Adobe Illustrator CS 5
 Adobe Photoshop CS 5
 Freehand 8
 Corel Draw GS X4

Resolution

Min 300 dpi

Format

EPS
 TIFF
 PNG
 JPG
 PDF
 PSD
 AI

Media

E-mail
 CD-rom
 FTP upload

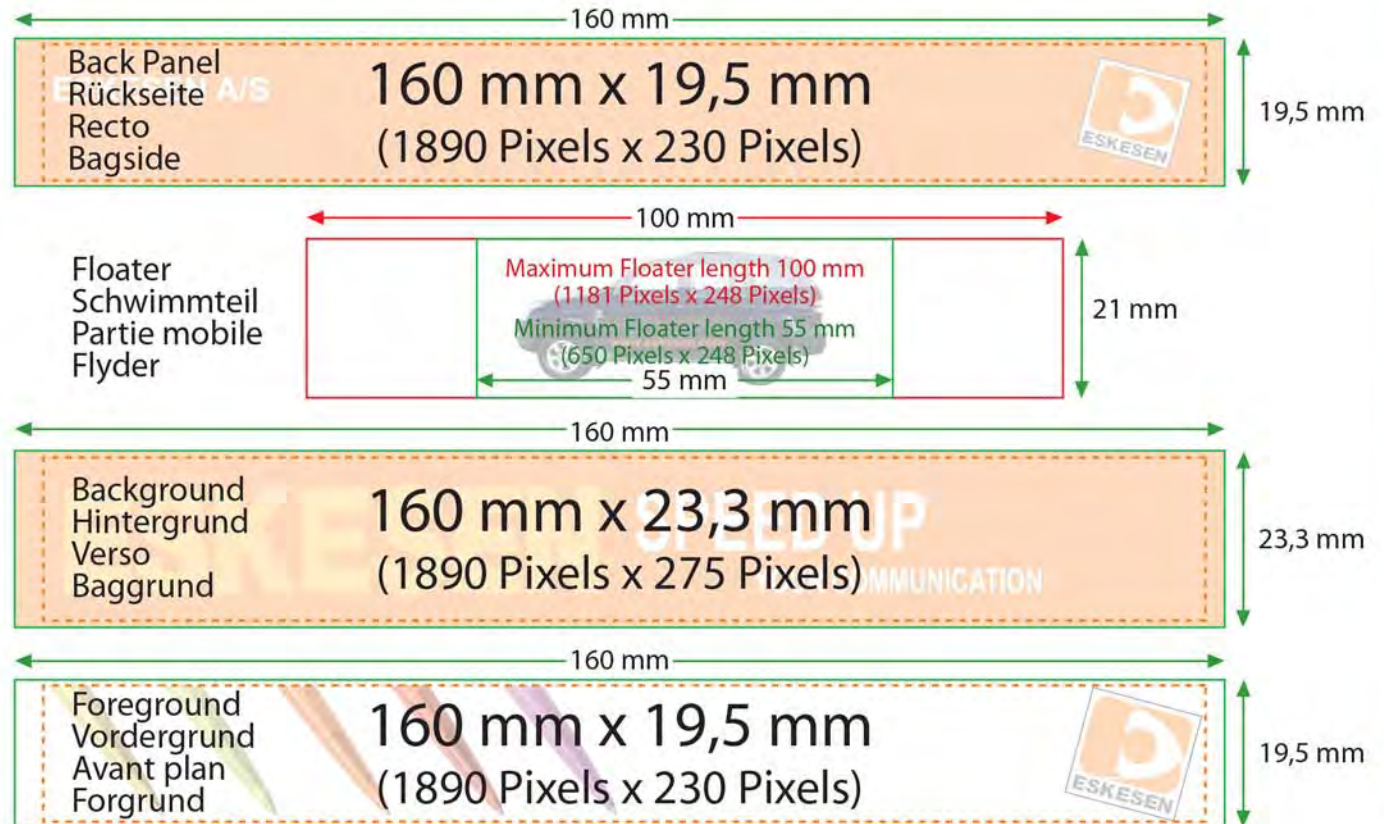


F11604 F11634 F11644

FLOATING ACTION

F12754 F13774 F14504

F14534 F14944 F14964 F14965 F14966 F14981 F14982 F14983 F14985 F14989 F16244



The parts of the illustrations bleeding outside the dotted lines are not seen in the completed product!
 Motive außerhalb der gestrichelten Linien sind im fertigen Produkt nicht sichtbar!
 La partie en dehors des lignes ponctuées ne soit pas reproduite dans l'article définitif!
 Motivele uderfor de stippled linier ses ikke i det færdige produkt! p.g.a. rørets krumning.



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August 2013

PLEASE NOTE THAT THE PMS-REFERENCES ARE ONLY GUIDELINES! COLOUR VARIATIONS MAY APPEAR IN MANUFACTURED BARRELS.

Fairway Manufacturing Regular Floaty Pen



○ Solid White

Pantone colours are produced as 4 colour print (CMYK)

Back panel



CMYK

Floater = transparent



CMYK

Background



CMYK

Foreground



CMYK

Article No.	Order No.	Design No.	IM/AH	Date
F14982 D	726615	M307280 T-Mobile_3		05.08.09



The Original Floating Action Pen

WWW: www.fairwaymfg.com

E-Mail: orders@fairwaymfg.com

Barrel Colours

F14982 D

S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



Fairway Manufacturing Floating Pen



● Pastel Pink

● Pastel Blue



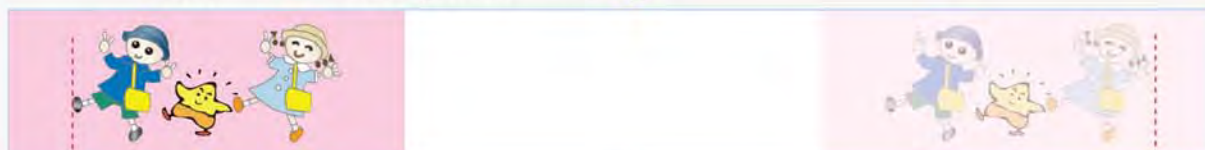
Pantone colours are produced as 4 colour print (CMYK)

Back panel



Floater

■ = transparent



Floater Stop Background



Floater Stop



Foreground



■ = transparent



The Original Floating Action Pen

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E-Mail: orders@fairwaymfg.com

Barrel Colours

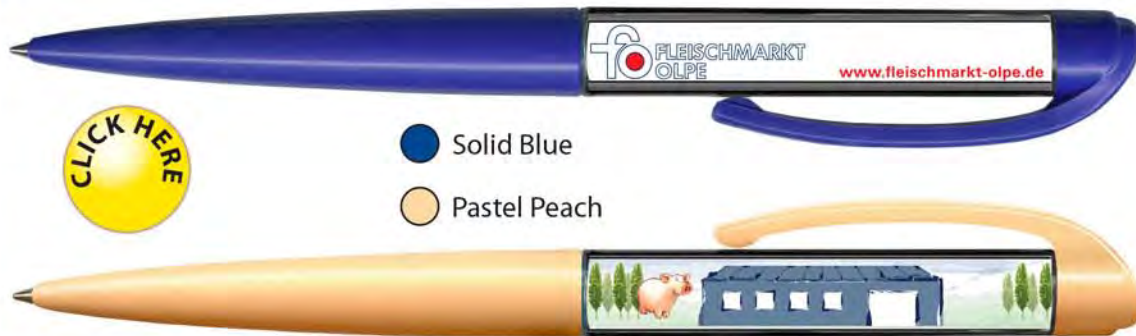
F14534 D

S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



Article No.	Order No.	Design No.	IM/AH	Date
F14534 D	727180	M307434 Meisei Kindergarden		15.09.09

Fairway Manufacturing Double Floater Pen



- Solid Blue
- Pastel Peach

Pantone colours are produced as 4 colour print (CMYK)

Back panel

CMYK



www.fleischmarkt-olpe.de

Floater = transparent

Floater Stop

CMYK



Background

CMYK



Foreground = transparent

CMYK



Article No.	Order No.	Design No.	CE/AH	Date
F14985 D	722592	M306211 Fleischmarkt Olpe_2		11.08.08



The Original Floating Action Pen

WWW: www.fairwaymfg.com

E-Mail: orders@fairwaymfg.com

Barrel Colours

F14985 D

- S** SOLID
- T** TRANSLUCENT
- P** PASTEL
- M** CHROMIUM



Fairway Manufacturing Glitter Pen



● Trans Blue

● Trans Dark Blue



Pantone colours are produced as 4 colour print (CMYK)

Back panel

CMYK

MAMMA MIA!
THE MOVIE

Floater = transparent

CMYK

Floater Gold Glitter

Background

CMYK



Foreground

CMYK



Article No.	Order No.	Design No.	AH	Date
F14985 D	723276	M306380 Mamma Mia		10.10.08



The Original Floating Action Pen

WWW: www.fairwaymfg.com

E-Mail: orders@fairwaymfg.com

Barrel Colours F14985 D

S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



C-Model



The Original Floating Action Pen

WWW: www.fairwaymfg.com

E-Mail: orders@fairwaymfg.com

Pantone colours are produced as 4 colour print (CMYK)

Design 250%

CMYK



Cut-out Mask



Mask

Barrel Colours



Fairway Manufacturing Hide and Reveal Pen

Article No.	Order No.	Design No.	IM	Date
F14964 C	725326	M306957 Corona Ekstra		20.03.09

Promotional Packaging



Single Packaging

1 pc. Clamshell with display card



Custom Souvenir Packaging



Retail Packaging

1 pc. Clamshell with display card





Custom Promotional Boxes

Display Boxes



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Expand Your Brand

The Original Floating Action Pens & Key Tags, a great opportunity to brand your company.

**Perfect Promotional Gifts for Banking and Financial,
Events and Campaigns**



**Low minimums • Short delivery time • High product quality
Made in Denmark • Customized virtual samples in just 3 days**



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Perfect team merchandise and promotional gifts

You can show a player move to second base, a baseball moving across the field, a base hit or the team logo floating behind the baseball across a background of players. Whether it is intended for little, minor or major league The Original Floating Action Pen always ensures a perfect home run.



F14944
Available with baseball bat shaped
lower barrel in several colours.

F14965

F21619

F21608

F25651

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Call Fairway Today at 1-800-325-0889

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Achieve your goals

People love sport. Brand your club, team or league with The Original Floating Action Pens & Key Tags from Fairway



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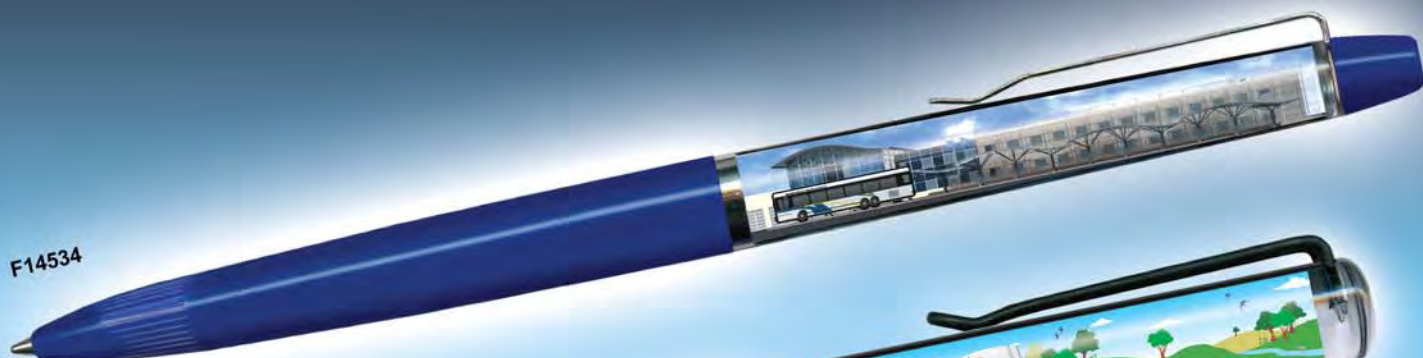


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Brand your destinations

Travellers love souvenirs. Brand your airline or destinations with The Original Floating Action Pens & Key Tags from Fairway



The Original Floating Action Pens & Key Tags



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No glamour without branding

People love fashion, Brand your shop or collection
with The Original Floating Action Pens and
Key Tags.



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**Perfect Promotional Gifts for Trade Shows,
Events and Campaigns**



**Low minimums • Short delivery time • High product quality
Made in Denmark • Customized virtual samples in just 3 days**

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F21608



F21629



F21617



F21623



The Original Floating Action Pens & Key Tags



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Perfect promotional gifts for the medical industry

We are online. Are you? Pull quotes and order online to benefit from additional savings.

Contact our sales department today to learn more.



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F14534

F14964

F14985

F14982

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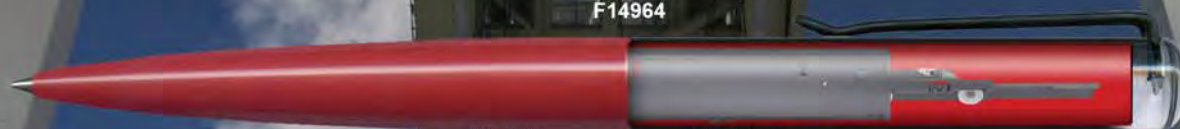
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The Original Floating Action Pen



TIP & STRIP



FAIRWAY MANUFACTURING COMPANY TIP & STRIP PEN

All over the world many people, young and old, have either seen or heard about the pen "with a girl who drops her clothes, when tipping the pen". However, not that many people know that Fairway also produces the same concept with male models.

We have now developed a complete new range of both female and male designs, 6 of each. Not only the images have been updated and modernized, but also the actual pen style has been changed.

The new range of the Fairway Tip & Strip pens is now produced in the popular C-top pen style.

The pens are available from stock in a standard assortment of either 6 females or 6 males assembled with assorted barrel colours and blue ink.

We also offer the option to choose just one of the standard designs and have it assembled with a barrel colour of your own choice, perhaps adding a one-colour imprint on the barrel.

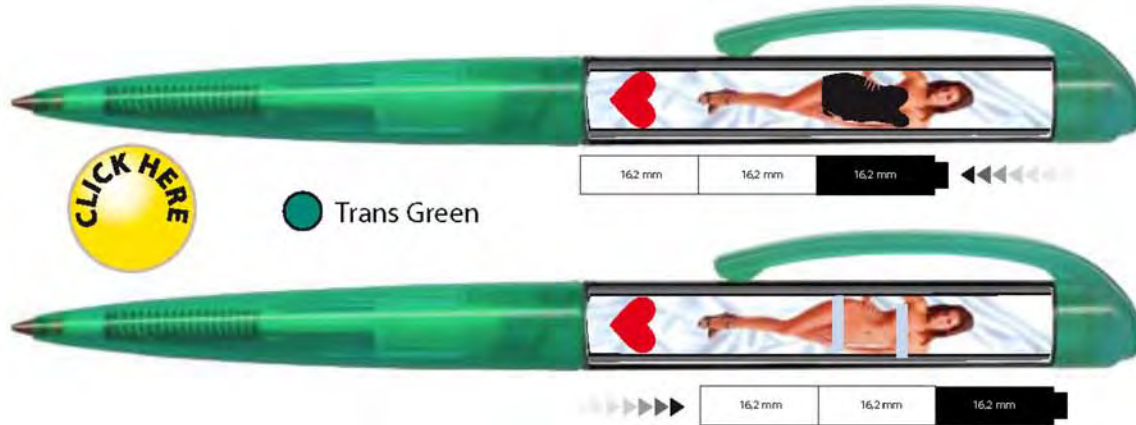
Enjoy it!

Male barrel colours

Female barrel colours

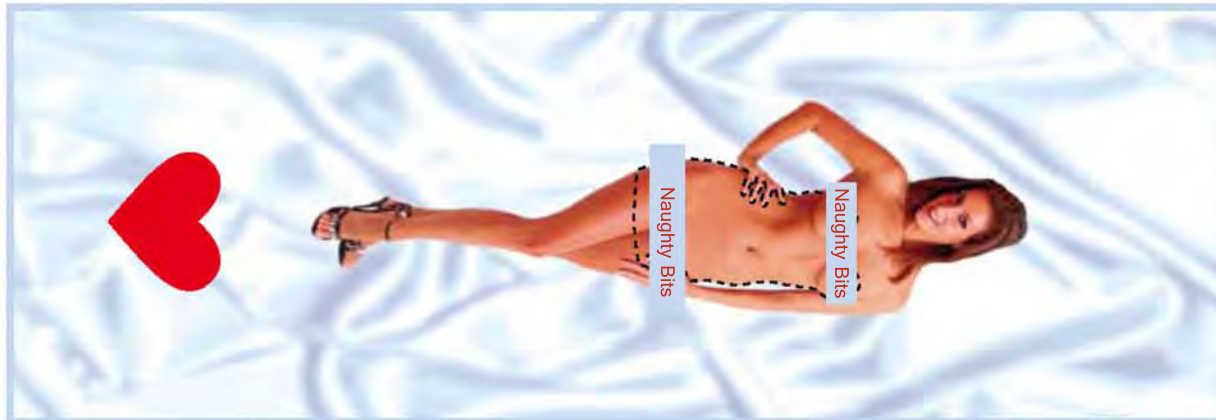


Fairway Manufacturing Womens Strip Pen



Floating Action Pen Builder

Motif



Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M304980 Sarah front		23.06.08



Mask

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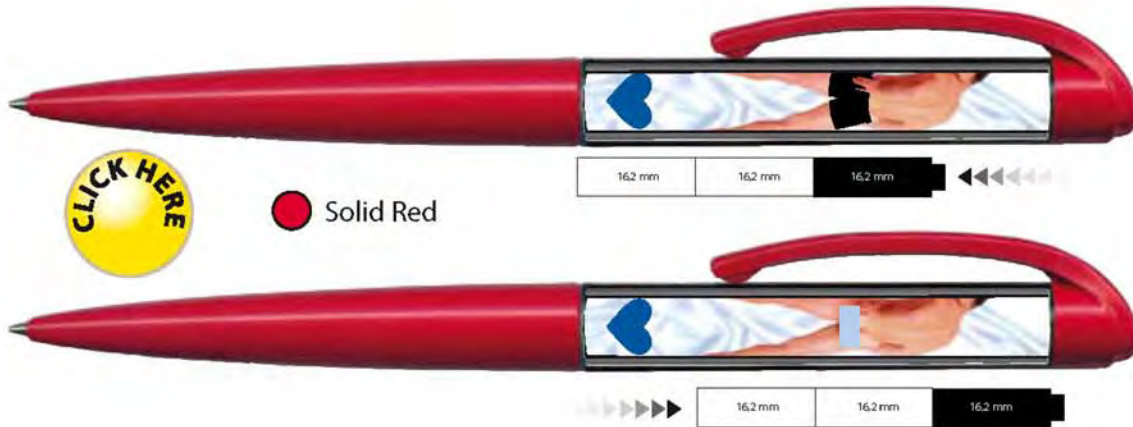
Barrel Colours

F14969 C

S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



Fairway Manufacturing Mens Strip Pen



Floating Action Pen Builder

Motif



Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M305046 Daniel back		23.06.08



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Barrel Colours

F14969 C

S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



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Floating Action Pen Builder

Motif



CMYK



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Barrel Colours

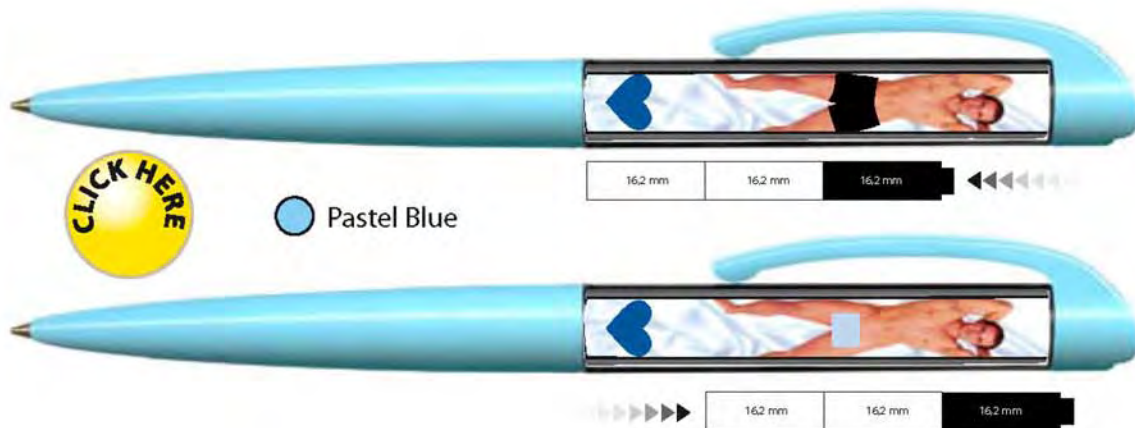
F14969 C

S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



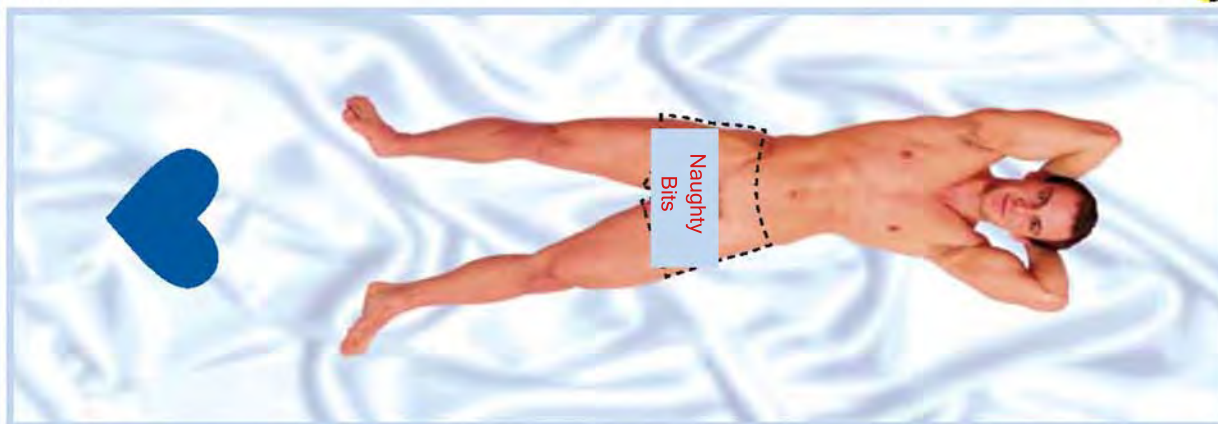
Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M304987 Justin front		23.06.08

Fairway Manufacturing Mens Strip Pen



Floating Action Pen Builder

Motif



CMYK



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Barrel Colours

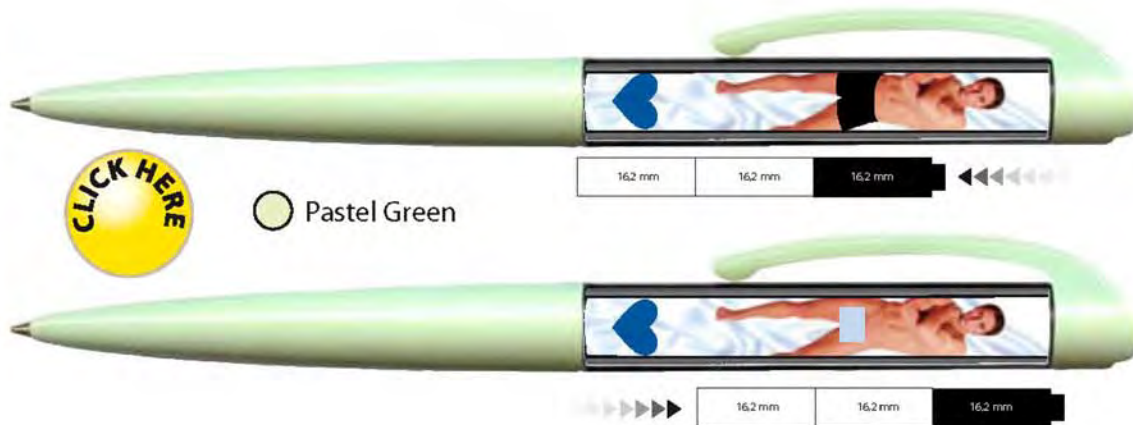
F14969 C

S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M304984 Michael front		23.06.08

Fairway Manufacturing Mens Strip Pen



Floating Action Pen Builder

Motif



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Barrel Colours

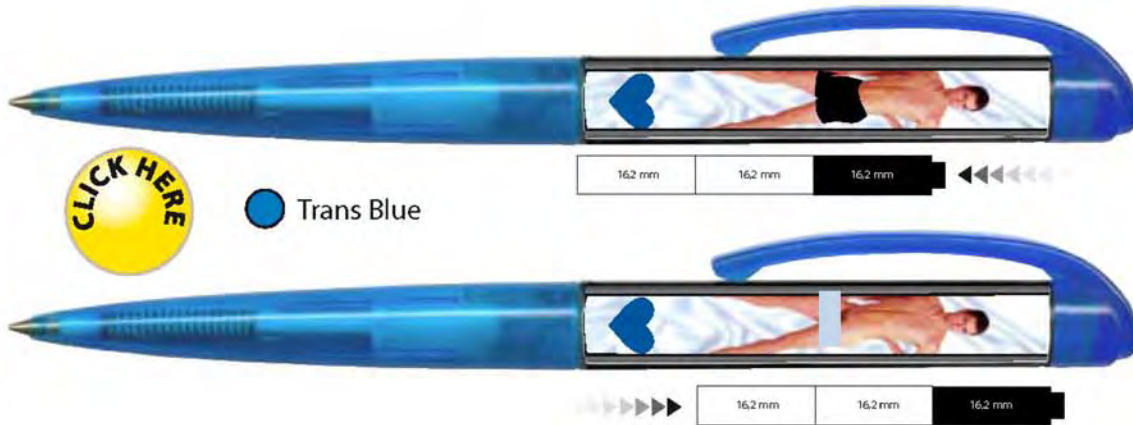
F14969 C

S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



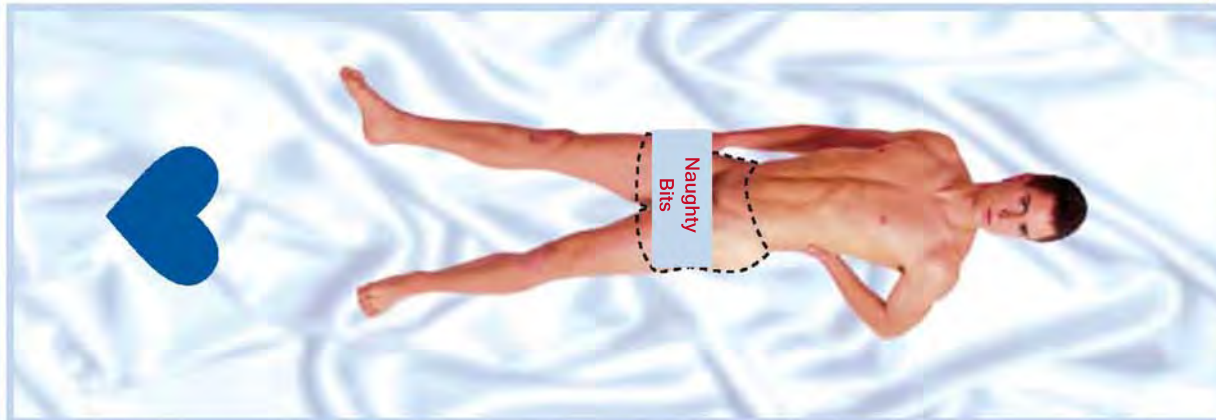
Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M304985 Nicholas front		23.06.08

Fairway Manufacturing Mens Strip Pen



Floating Action Pen Builder

Motif



Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M304986 Daniel front		23.06.08



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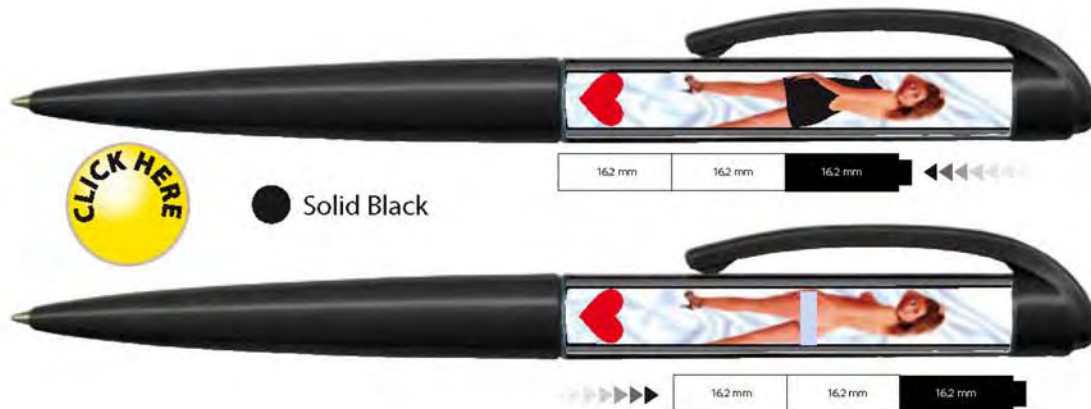
Barrel Colours

F14969C

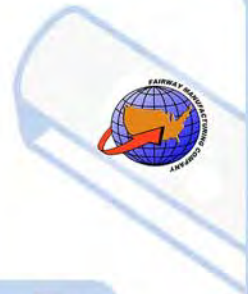
S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



Fairway Manufacturing Womens Strip Pen



Mask



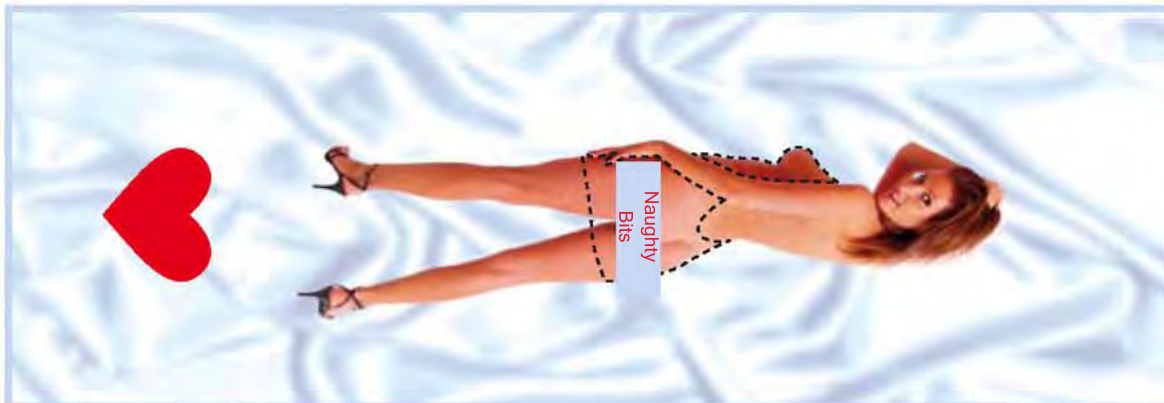
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Floating Action Pen Builder

Motif

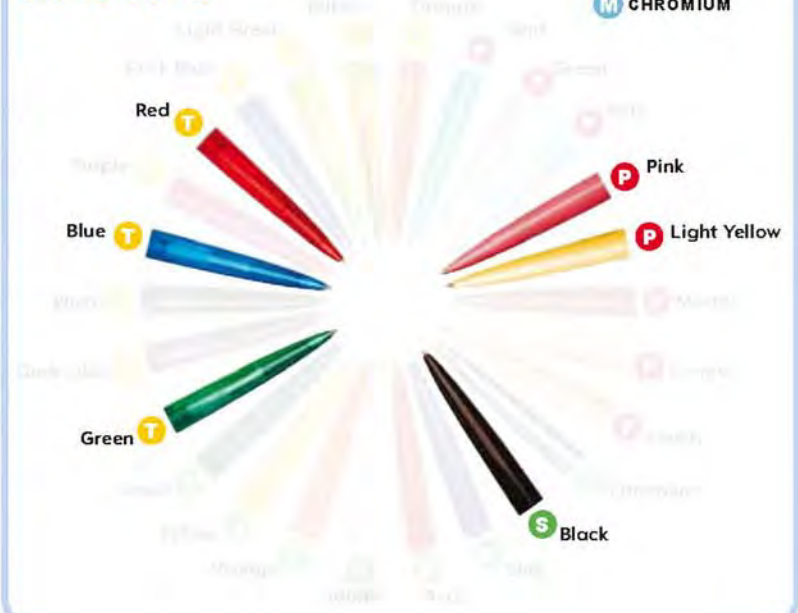


CMYK

Barrel Colours

F14969 C

S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M305017 Sarah back		23.06.08

Fairway Manufacturing Womens Strip Pen



Floating Action Pen Builder

Motif

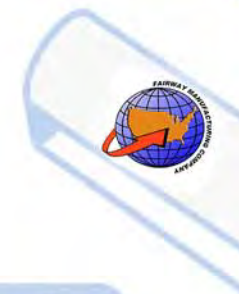


CMYK

Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M305016 Rachel Back		23.06.08



Mask



The Original Floating Action Pen

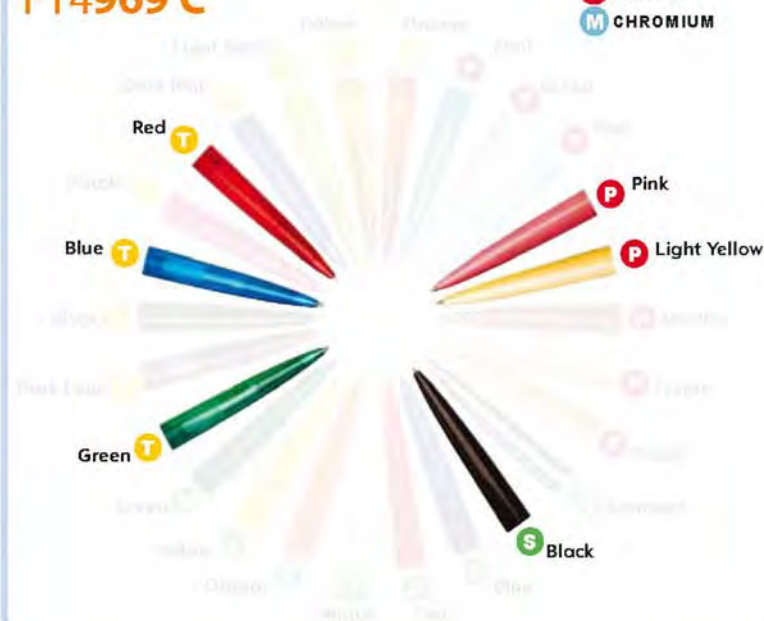
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Barrel Colours

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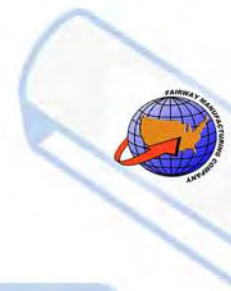
S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



Fairway Manufacturing Womens Stip Pen



Mask



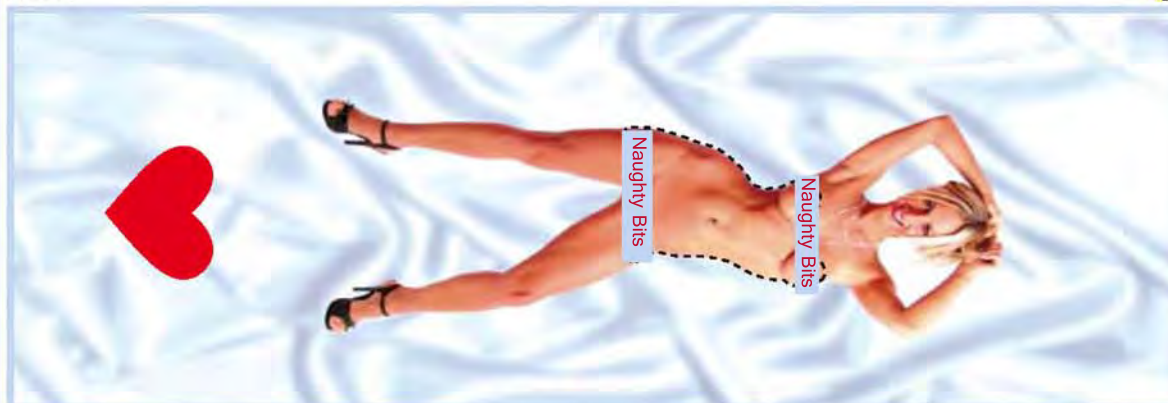
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Floating Action Pen Builder

Motif

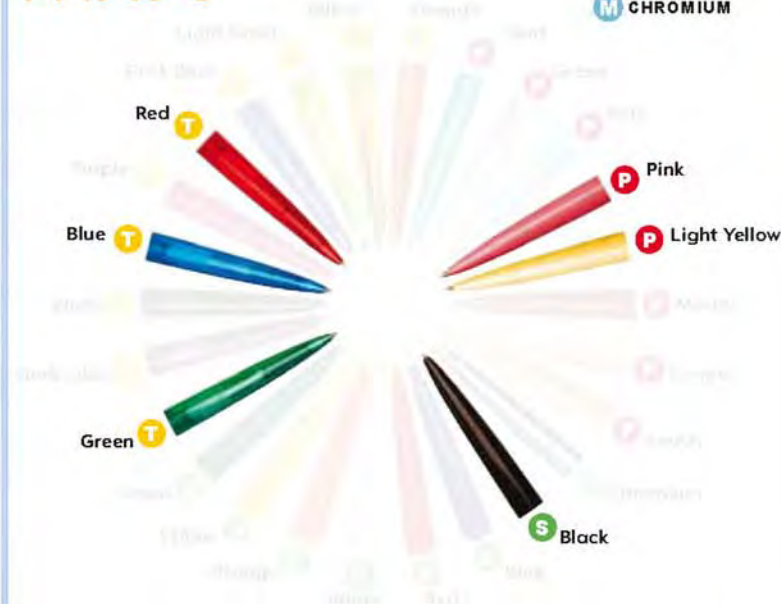


CMYK

Barrel Colours

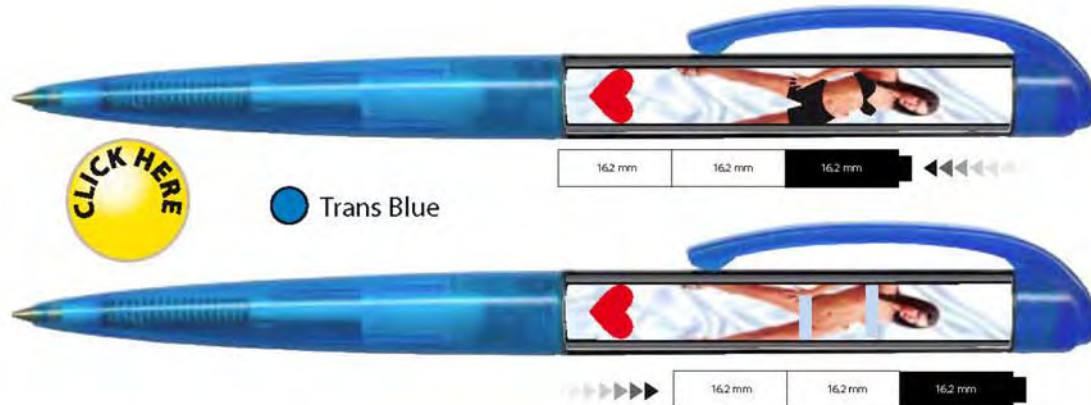
F14969 C

S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M304983 Claudia front		23.06.07

Fairway Manufacturing Womens Strip Pen



Floating Action Pen Builder

Motif



Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M304981 Jennifer front		23.06.08



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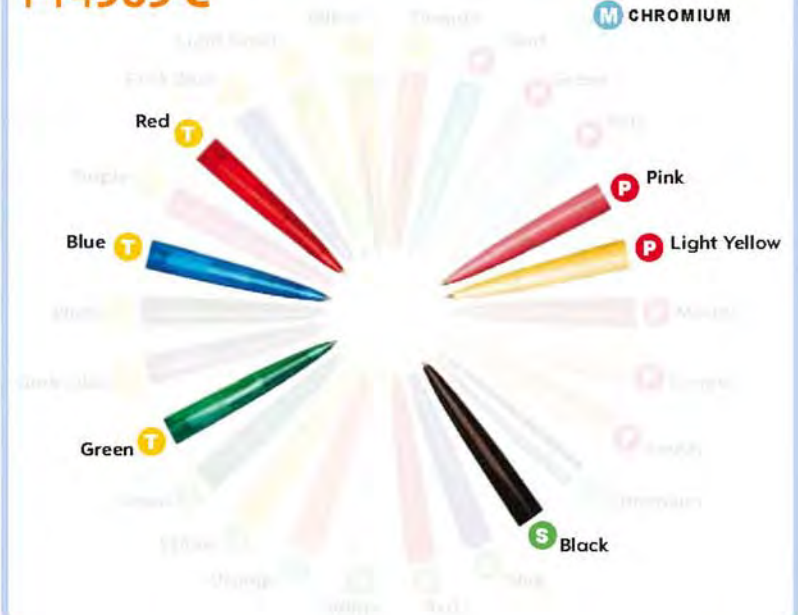
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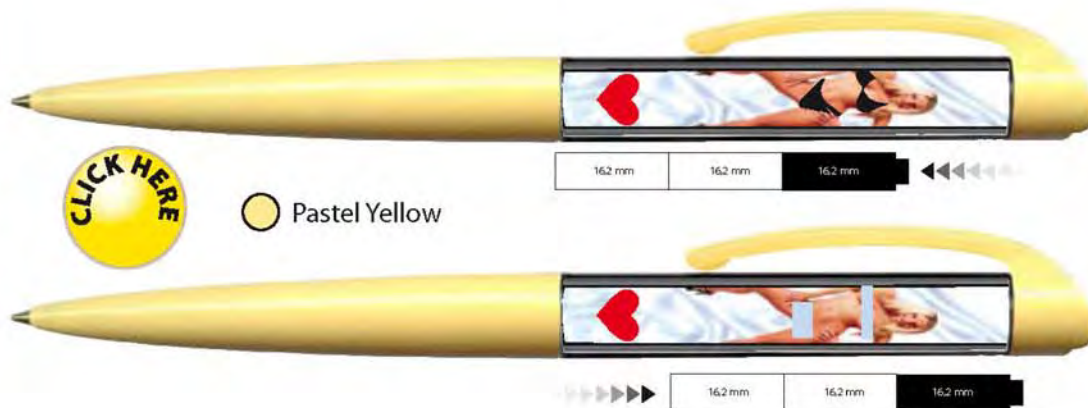
Barrel Colours

F14969 C

S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



Fairway Manufacturing Womens Strip Pen



● Pastel Yellow

Floating Action Pen Builder

Motif

CMYK



Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M304982 Rachel front		23.06.08



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Barrel Colours

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Motif



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Barrel Colours

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S SOLID
T TRANSLUCENT
P PASTEL
M CHROMIUM



Article No.	Order No.	Motif No.	RJ	Date
F14969 C		M305047 Nicholas back		23.06.08

- ★ Your order is shipped in attractive display boxes
- ★ The box is pre-packed with 48 pens
- ★ Easy preparation for on-the-counter display
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Enjoy it!

Male barrel colours

Female barrel colours

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