





SHEAFFER
Pen & Art Supply Co.

RESPECT THE PAST. INVENT THE FUTURE

Since 1913 Sheaffer has enabled creative minds to pursue their artistic dreams. Over the 104 years of the brand's history, Sheaffer has always respected its past, while inventing its future in order to stay relevant in our ever-changing world.

With the 2017 relaunch of the Sheaffer Pen & Arts Supply Co., this tradition continues via a new offering of colourful and stylish new

tools for creative minds – like the Sheaffer Ion and the Sheaffer Pop – while honouring beloved classic fine writing instruments – like the Sagaris and Prelude. Each Sheaffer writing instrument easily transitions from school, to office to whatever life brings next.

May the new collection ignite your curiosity...

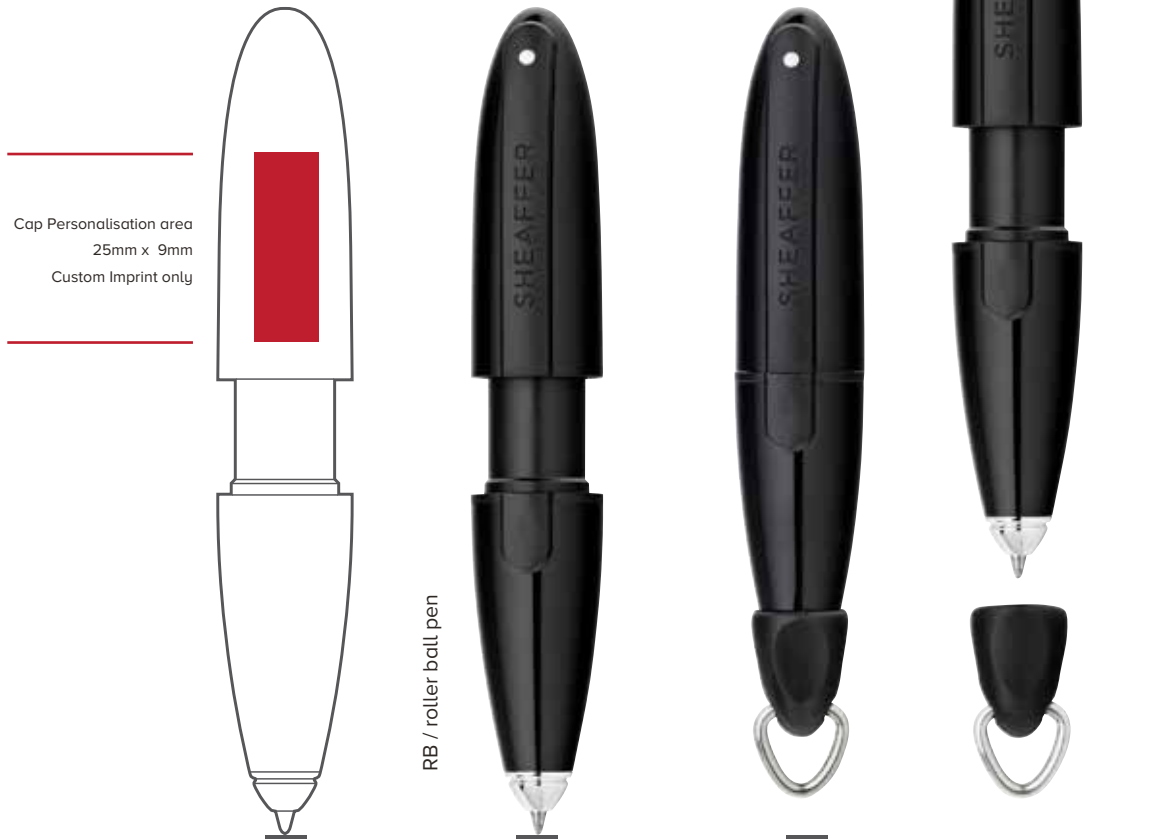


SHEAFFER® ION

★ NEW!

Pocket sized and portable—cap attaches to key ring, lanyard or backpack
Retractable gel pen mechanism Presented in a standard gift box

Sheaffer Limited 1 Year Warranty



RB / roller ball pen

CI Custom Imprint



★ NEW!
Black Barrel

★ NEW!
Lilac Barrel

★ NEW!
Red Barrel

★ NEW!
White Barrel

★ NEW!
Blue Barrel

★ NEW!
Lime Green Barrel

E1925051 Rollerball Pen

E1924851 Rollerball Pen

E1925251 Rollerball Pen

E1925151 Rollerball Pen

E1924651 Rollerball Pen

E1924751 Rollerball Pen

CI

CI

CI

CI

CI

CI

Cap Personalisation area
38mm x 6.35mm



FP / fountain pen



RB / roller ball pen



FP & RB closed



BP / ballpoint pen



★ NEW! **SHEAFFER® POP**

Bold, modern profile is perfect for making a statement
Available in a variety of both classic and bright colours

Presented in a standard gift box

Sheaffer Limited 1 Year Warranty

CI Custom Imprint



★ NEW!
Blue Barrel

★ NEW!
Green Barrel

★ NEW!
Lilac Barrel

★ NEW!
Black Barrel

★ NEW!
Red Barrel

★ NEW!
White Barrel

E2920151 Ballpoint

E2920251 Ballpoint

E2920351 Ballpoint

E2920551 Ballpoint

E2920751 Ballpoint

E2920651 Ballpoint

E1920151 Roller Ball

E1920251 Roller Ball

E1920351 Roller Ball

E1920551 Roller Ball

E1920751 Roller Ball

E1920651 Roller Ball

E0920153 Fountain Pen

E0920253 Fountain Pen

E0920353 Fountain Pen

E0920553 Fountain Pen

E0920753 Fountain Pen

E0920653 Fountain Pen

CI

CI

CI

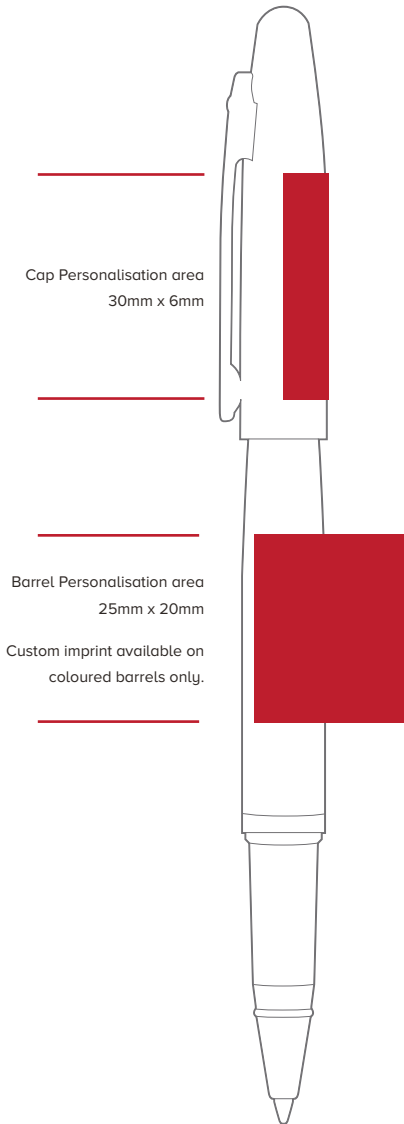
CI

CI

SHEAFFER® VFM

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

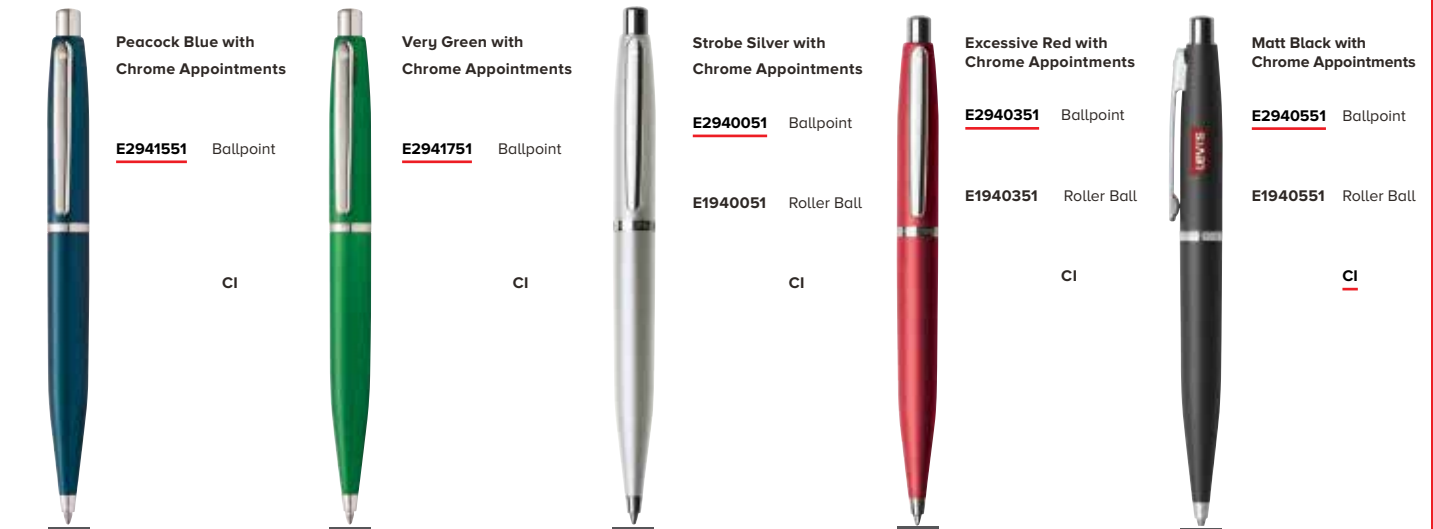
Sheaffer Limited 1 Year Warranty.



Neon Blue with Chrome Appointments

- E2940151** Ballpoint Pen
- E1940151** Roller Ball Pen
- CI

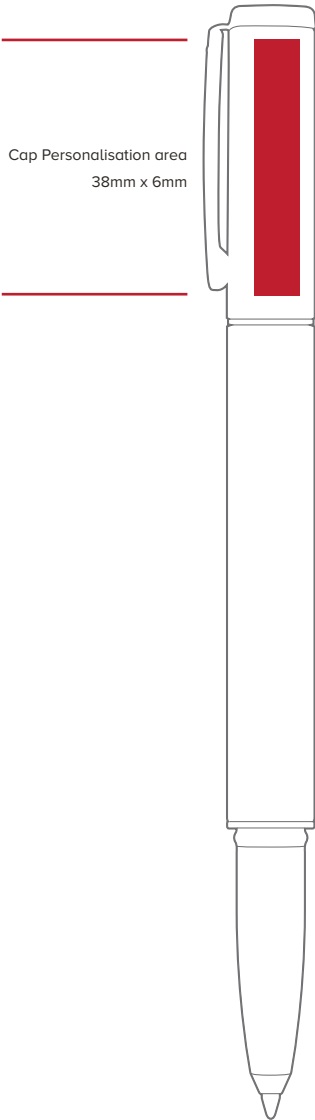
CI Custom Imprint



SHEAFFER AWARD

Contemporary design. Ballpoint pen features rubberised front section. Presented in a Standard gift box.

Sheaffer Limited 1 Year Warranty.



LS Laser Engraved

DC Deep Cut Engrave

CI Custom Imprint



Brushed Chrome with Chrome Plate Trim

- E2919051** Ballpoint Pen
- E1919051** Roller Ball Pen
- LS DC**



Matte Black with Chrome Plate Trim

- E2919251** Ballpoint Pen
- E1919251** Roller Ball Pen
- DC CI**



Matte Red with Chrome Plate Trim

- E2919151** Ballpoint Pen
- E1919151** Roller Ball Pen
- DC CI**

SHEAFFER® SENTINEL

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

Sheaffer Limited 1 Year Warranty.

Cap Personalisation area 37mm x 7mm
Laser Engraving only

Barrel Personalisation area 35mm x 20mm
Custom imprint available on coloured barrels only.

BP / ballpoint pen

P / pencil

Blue Barrel and Brushed Chrome Cap with Chrome Appointments

E23217351 Ballpoint

E93217351 Ballpoint Pen and 0.7mm Pencil Set

LS CI

AVAILABLE AS PEN AND PENCIL SET

LS Laser Engraved **CI** Custom Imprint

Burgundy Barrel and Brushed Chrome Cap with Chrome Appointments

E23217251 Ballpoint Pen

LS CI

Black Barrel and Brushed Chrome Cap with Chrome Appointments

E23211151 Ballpoint Pen

E93211151 Ballpoint Pen and 0.7mm Pencil Set

LS CI

Brushed Chrome with Chrome Appointments

E232351 Ballpoint Pen

LS CI

White Barrel and Brushed Chrome Cap with Chrome Appointments

E23210751 Ballpoint Pen

E93210751 Ballpoint Pen and 0.7mm Pencil Set

LS CI

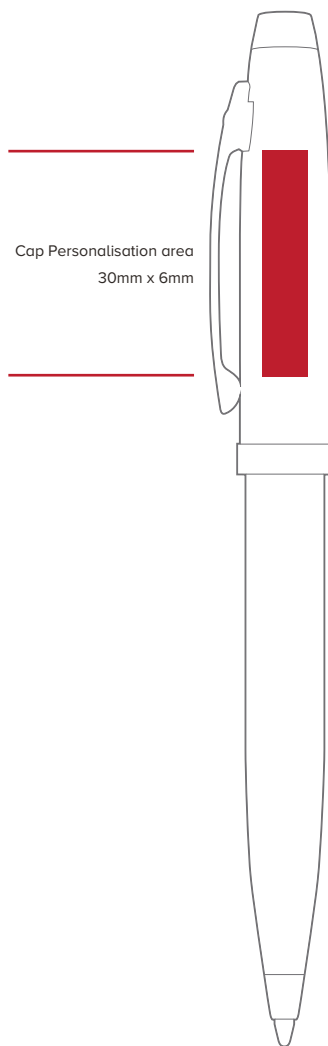
AVAILABLE AS BALLPOINT PEN AND PENCIL SET

AVAILABLE AS BALLPOINT PEN AND PENCIL SET

SHEAFFER® 100

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.



SHEAFFER® 100



Blue Translucent Barrel and Brushed Chrome Cap with Chrome Appointments

E2930851-30 Ballpoint Pen
LS DC



Glossy Black Barrel and Brushed Chrome Cap with Chrome Appointments

E2931351-30 Ballpoint Pen
LS DC



Brushed Chrome with Chrome Appointments

E2930651-30 Ballpoint Pen
LS DC



Elegant White Lacquer Barrel and Brushed Chrome Cap with Chrome Appointments

E2932451-30 Ballpoint Pen
LS DC

☆ NEW!

SHEAFFER® QUATTRO



Metallic Black with Chrome
Plate Appointments

E8937154 Multi-function Pen

LS DC



Metallic Blue with Chrome
Plate Appointments

E8937354 Multi-function Pen

LS DC



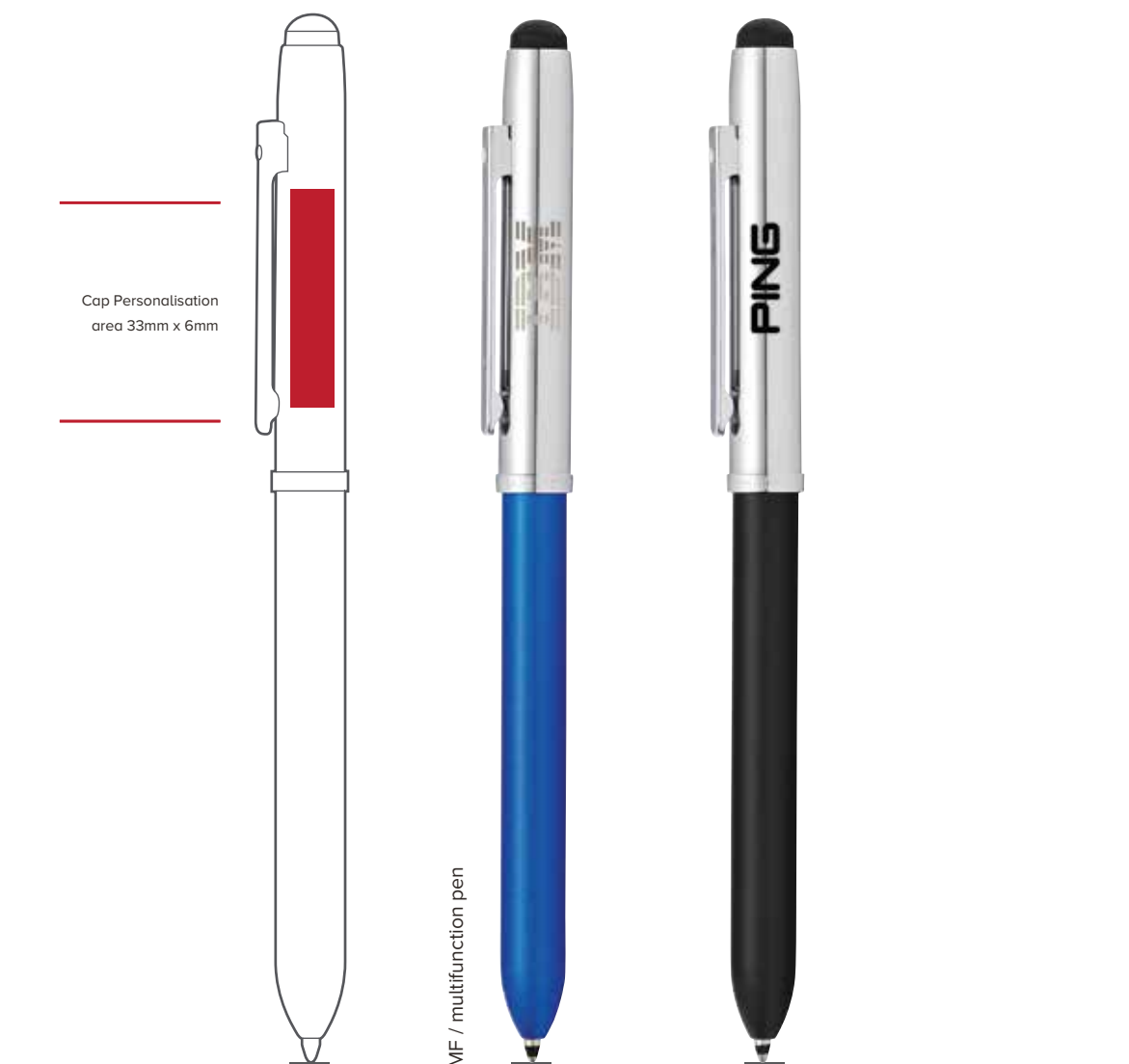
Metallic Red with Chrome
Plate Appointments

E8937254 Multi-function Pen

LS DC

SHEAFFER® QUATTRO

Bold, modern profile is perfect for making a statement
Available in a variety of both classic and bright colours
Presented in a standard gift box
Sheaffer Limited 1 Year Warranty



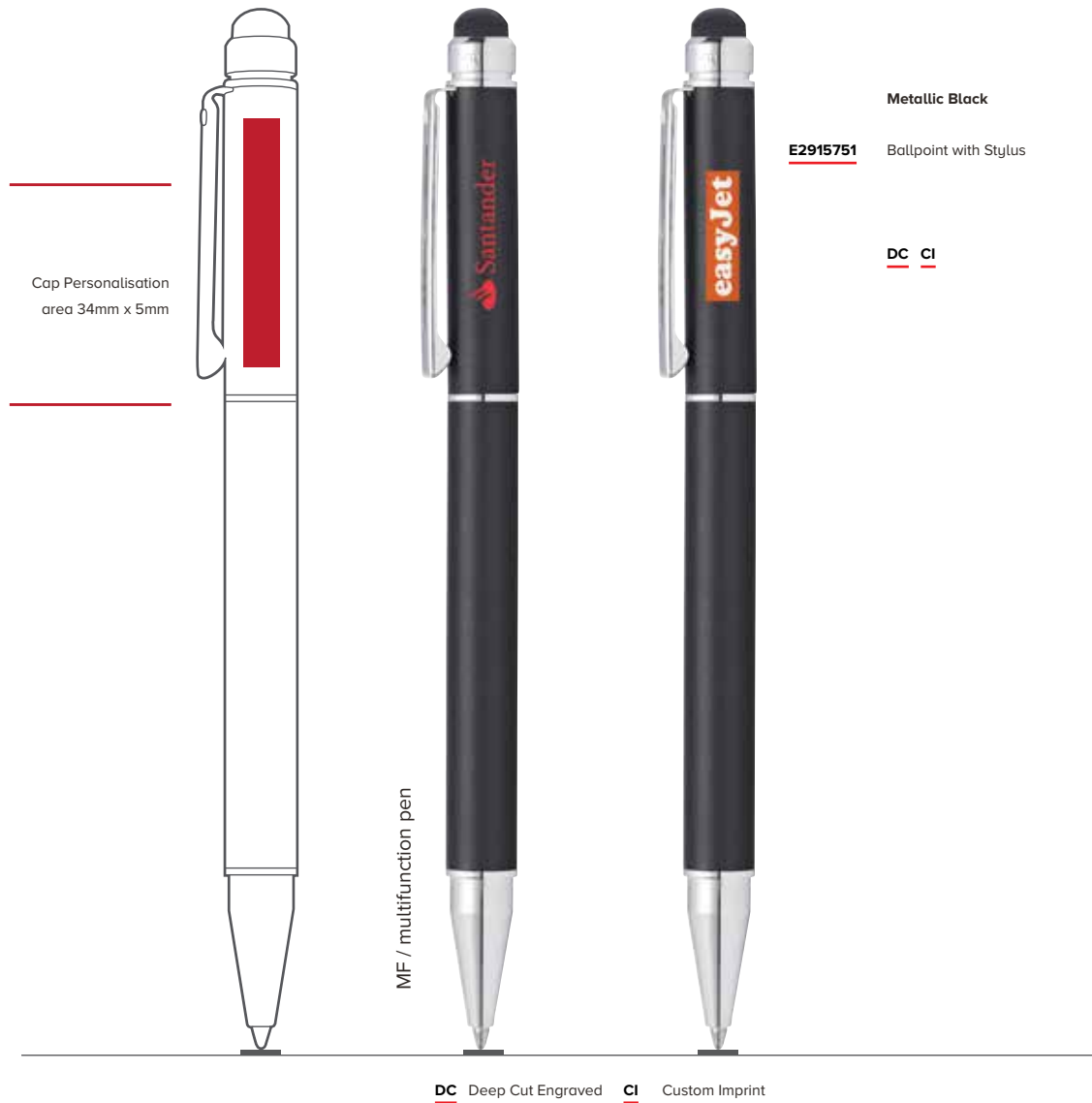
LS Laser Engraved

DC Deep Cut Engraved

SHEAFFER® SWITCH

Introducing Sheaffer's first Ballpoint Pen with attached stylus, for conveniently switching from paper to touch-screen with a simple flip of the wrist.

Sheaffer Limited 1 Year Warranty



SHEAFFER® SWITCH



Metallic Blue

E2915851 Ballpoint with Stylus

DC CI

Metallic Red

E2916051 Ballpoint with Stylus

DC CI

Satin Chrome

E2915951 Ballpoint with Stylus

DC CI



Glossy Black Barrel with Bright Chrome Cap with Chrome Plate Appointments

E2931451 Ballpoint

E1931451 Roller Ball

E0931453 Fountain Pen

LS

Glossy Black with Gold Tone Appointments

E2932551 Ballpoint

E1932551 Roller Ball

E0932553 Fountain Pen

CI

Glossy Black with Chrome Plate Appointments

E2931251 Ballpoint

E1931251 Roller Ball

E0931253 Fountain Pen

CI

SHEAFFER® 300

Modern design and elegant finishes personify elegance

Twist-action Ballpoint

Presented in a Luxury gift box

Sheaffer Limited 1 Year Warranty



LS Laser Engraved

CI Custom Imprint



**Onyx Barrel and Cap
with Chrome Plate Appointments**

E2923551 Ballpoint Pen

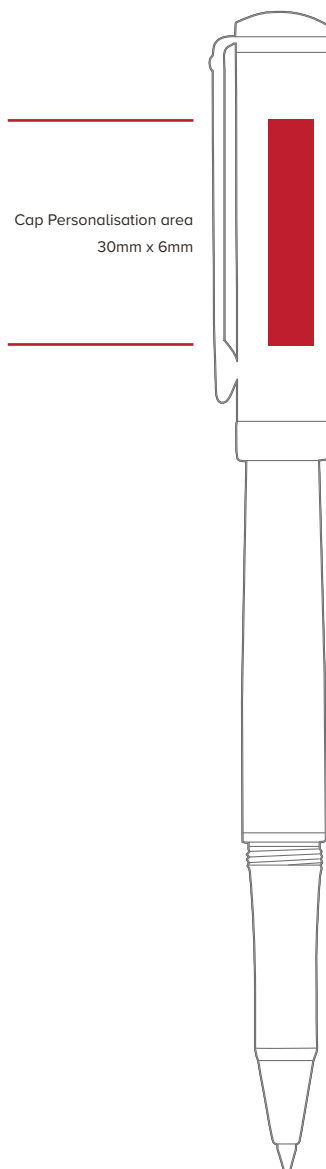
E1923551 Roller Ball Pen

DC CI

SHEAFFER® INTENSITY

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.



Carbon Fibre Barrel with Bright Chrome Cap and Chrome Plate Appointments

E2923451 Ballpoint Pen

E1923451 Roller Ball Pen

LS DC

LS Laser Engraved

DC Deep Cut Engrave



**Black Lacquer Barrel
with Chrome Cap and Gold Tone Trim**

- E2947551** Ballpoint Pen
- E1947551** Roller Ball Pen
- LS DC**

Fluted Gold Tone

- E2947451** Ballpoint Pen
- E1947451** Roller Ball Pen
- LS DC**

Gloss Black with Gold Tone Trim

- E2947151** Ballpoint Pen
- E1947151** Roller Ball Pen
- DC CI**

SHEAFFER® SAGARIS®

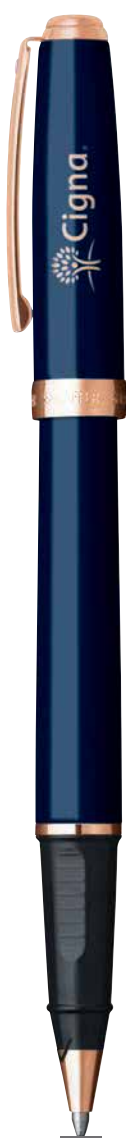
Classic, timeless style reminiscent of vintage Sheaffer® writing instruments. Elegant and sophisticated finishes. Fountain Pen and Roller Ball feature a tapered cap and barrel and a polished black grip. Ballpoint is lightweight and slim. Presented in a Luxury gift box.

Sheaffer Limited 3 Year Warranty.

Please see page 64-65 for branded product ordering information.



SHEAFFER® PRELUDE®



Gloss Black Lacquer
with Gunmetal Tone Trim

- E2914451** Ballpoint Pen
- E1914451** Roller Ball Pen
- DC CI

Cobalt Blue Lacquer
with Rose Gold Tone Trim

- E2914351** Ballpoint Pen
- E1914351** Roller Ball Pen
- DC CI

Black Matte with Gold Plate Trim

- E234651** Ballpoint Pen
- E134651** Roller Ball Pen
- DC CI

Black Onyx Lacquer Barrel with Palladium
Plate Cap and 22CT Gold Plate Trim

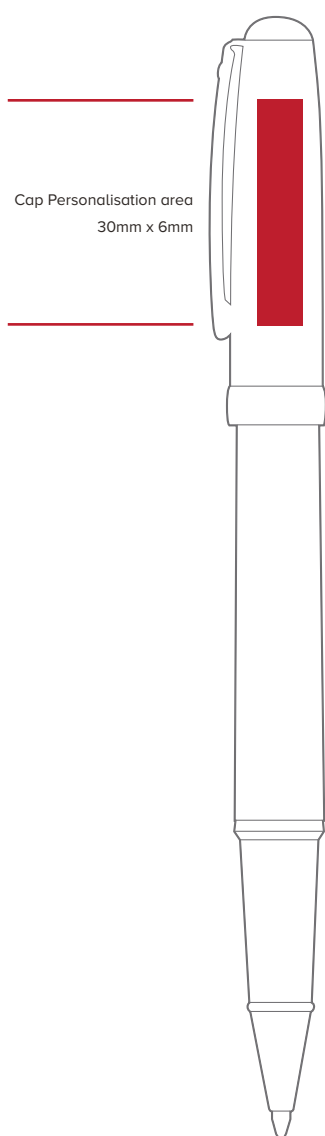
- E233751** Ballpoint Pen
- E133751** Roller Ball Pen
- DC CI

SHEAFFER® PRELUDE®

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

Sheaffer Limited Lifetime Warranty.

Please see page 64-65 for branded product ordering information.



RB / roller ball



LS Laser Engraved



DC Deep Cut Engrave

BP / ballpoint



CI Custom Imprint

GIFT BOXES



Standard Gift Box

Standard gift box for Sheaffer® VFM, Sentinel®, Pop, Ion and Award

Luxury Gift Box

Luxury gift box for Prelude®, Sheaffer® Intensity®, Sheaffer® 100, Sheaffer® 300, Quattro and Switch

SHEAFFER® REFILL REFERENCE GUIDE

	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 Rollerball Refill Blue or Black Ink Medium Point Grade	Slim Rollerball Refill Blue or Black Ink Medium Point Grade	Sheaffer® Skrip® Ink Bottle	Sheaffer® Skrip® Classic Ink Cartridges	Sheaffer® Skrip® Universal Ink Cartridges	Sheaffer® Piston Converter (Used with Sheaffer® Skrip® Ink Bottle)	Sheaffer® Standard Ballpoint Refill	Sheaffer® Standard Gel Rolling Ball Refill	Sheaffer® Standard Mini Ballpoint Refill	Sheaffer® Ion Refill
Sheaffer Prelude	●		●		●	●		●				
Sheaffer Sagaris		●		●	●	●		●				
Sheaffer Intensity	●			●	●	●		●				
Sheaffer 300	●			●	●	●		●				
Sheaffer 100	●			●	●	●		●				
Sheaffer Sentinel	●											
Sheaffer VFM	●			●			●					
Sheaffer Award								●	●			
Sheaffer Ion												●
Sheaffer Pop								●	●			
Sheaffer Quattro											●	

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.



Block



Deep-Filled Times Regular



Script

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.



Drag Style



Laser Style



Deep Filled Style

IMPRINTING SERVICES

Imprint Example

Using a print image reproduction process, Sheaffer will recreate your company logo or message on applicable writing instruments in one or multiple colours of your choice. Extremely accurate design and colour reproduction is possible.



Imprint

Engraving Options Per Finish			
Description	Deep Cut, Block, Script, or Times Regular	Laser, Block, Script, or Times Regular	Drag, Block, Script, or Double-line Gothic
Number of characters and spaces available	22	22	22
Chrome, Brushed Chrome	✓	✓	✓
Gold Tone	✓	-	✓
Satin finishes	✓	✓	-
Satin finishes or smooth touch with chrome plated appointments	✓	-	-
Lacquer	✓	-	-

GENERAL INFORMATION - SHEAFFER®

PACKAGING

Ballpoint Pens are fitted with a medium black refill.
All selectips 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 128.

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, please enquire for pricing.

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 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. 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.
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 will 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 authorised in writing from A.T. Cross and will be subject to a 15% restocking charge. All authorised 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 - SHEAFFER®

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 receipt. 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 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.