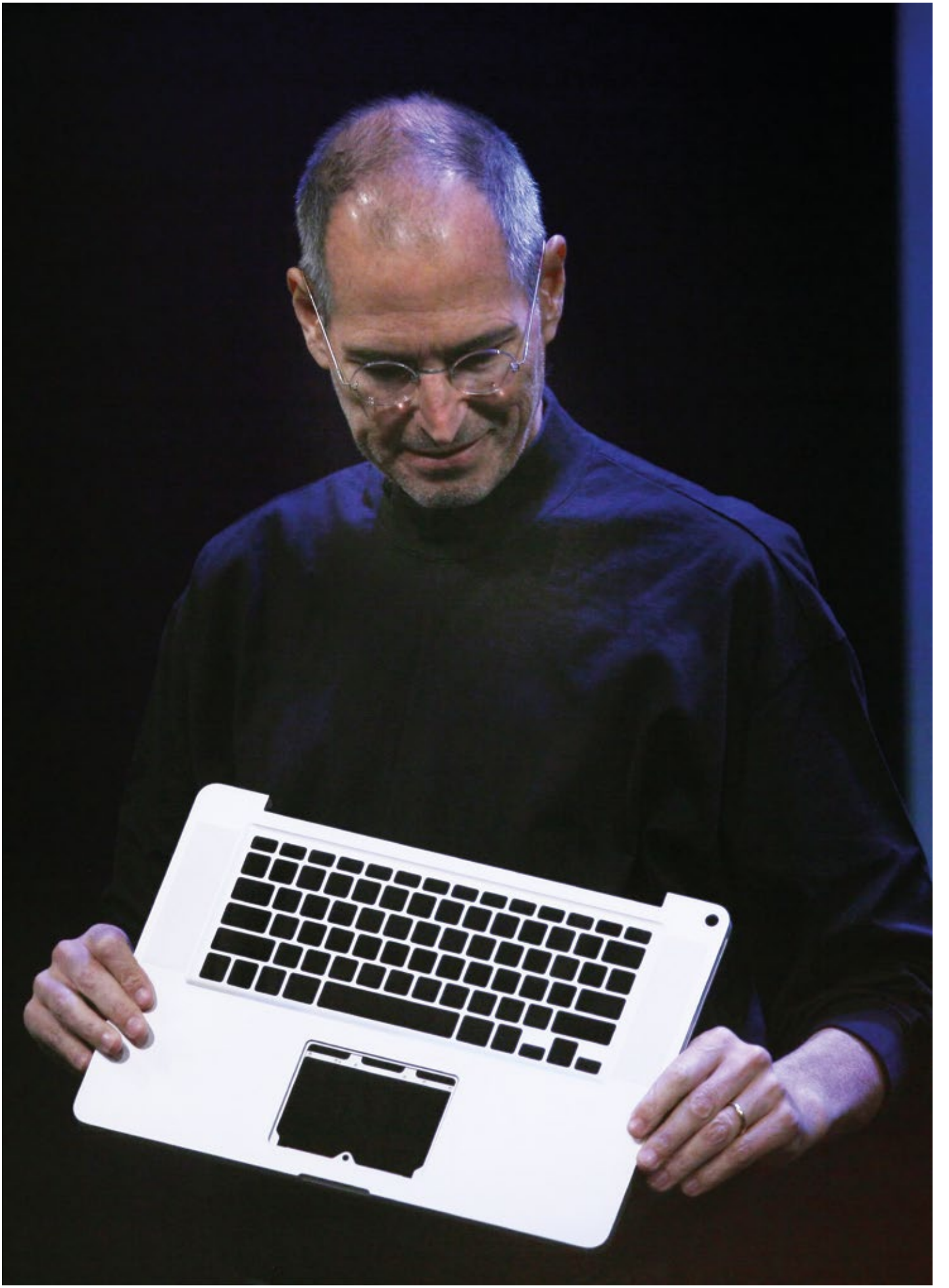
MATERIAL DIFFERENCE

Journal 2026



A logo is only as credible as what it's printed on, because what you're made of always shows. Materials give you choices: strong, light, recyclable, infinite. But material is more than matter. It's also the standards you set, the responsibility you take, the precision and experience you bring. That's what turns a product into a Swiss original, and a giveaway into a credible brand ambassador. Together, this is the material difference.

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As light as it is strong.

New MS8 metal pen

New for 2026, MS8 brings the precision of Swiss design to aluminium, a metal that has long featured in tour-winning bicycle frames and trans-oceanic airplane flights and is endlessly recyclable. MS8's cool, finely balanced anodized aluminium casing pairs with a satin finish metal clip and push button for a distinctive, enduring feel. Available in six colours – Silk, Silver, Black, Red Jasper, Cobalt Blue and Canyon Orange – MS8 turns lightness into strength and simplicity into elegance. Sleek, durable and unmistakably Prodir, it's a new design original to carry your brand the distance.

Colours and surfaces

Body, nose cone and metal clip	S70	S03	S15	S16	S63	S80	
Button	S70	S03	S15	S16	S63	S80	C70
Clip holder	M02	M77	M04	M15	M21	M64	M75

Scan to discover more

MATERIAL DIFFERENCE

William J. O Sullivan with 30 inch aluminium subsatellite,
12 foot aluminium subsatellite, and aluminium corner reflector, 1950.

Not for the Matterhorn. Perfect for every day.

New MC01 metal Connector

Keep what matters close. New Connector is a carabiner in anodized aluminium – light, durable, and strong enough to help you keep everything together. Available in six colours – Silk, Silver, Black, Red Jasper, Cobalt Blue and Canyon Orange – Connector has a generous print area for your brand message. Designed with the same precision and surface quality as our pens and notebooks, Connector shares a natural link with the Prodir family of everyday tools. Attach your keys, badge or anything worth keeping at hand, and make every connection a reminder of everything that makes your brand unique.

Colours and surfaces

Connector

S70 S03 S15 S16 S63 S80

Safety dot

M02 M77 M04 M15 M21 M64 M75

Ring

X70 X75 X80

Scan to discover more

Connect what belongs together.
MC01 Connector

procliv.

PLUS

The notebook that’s grown with you.

New MM01 Plus notebook

Revised and reissued for 2026, the new, slightly larger 130×210 mm format gives your ideas more room to grow. MM01 Plus keeps the spirit of the original – a compact travel companion crafted to store your ideas and stow easily in your carry-on. The singer-sewn binding and sturdy Favini Burano softcover, available in seven colours, lets you open it flat on your train table, café table, or on your lap when you’re on the move. And the high-quality paper (90 g/m²) is made to hold the ink of your favourite pen.

This notebook from the ‘mishmash × prodir’ collection is produced in Italy. MM01 Plus is for those who have never stopped travelling, even when the trip became a little bigger.

Cover: colours and finishes

100 - Canary Yellow

110 - Fire Red

130 - Prussian Blue

140 - Cobalt Blue

120 - English Green

150 - Stone Grey

160 - Vulcan Grey

White coated paper printed in four-colour process and matt laminated

Scan to discover more

MM01
Plus
Crafted
to store your
ideas.
mishmash × prodir.

Keystone
Custom Wheels

KEYSTONE
CUSTOM
WHEELS
Keystone
Custom Wheels
Keystone
Custom Wheels
Keystone
Custom Wheels

What we're made of.

Every material tells a story. Some begin in fields or laboratories, others deep in the earth. What matters is how they're used – and how honestly they speak through design.

Each one carries its own logic, its own way of lasting, returning or being remade. These are the materials that our writing instruments are made of, and why that makes a difference.

N.

01

PRODUCT IN USE

- New MS8
- New Metal Connector MC01

MATERIAL

ALUMINIUM

Aluminium is a lightweight metal known for its strength, durability and resistance to corrosion. Refined from bauxite, it combines low density with high mechanical stability, which makes it ideal for precise, long-lasting design, whether in airplane parts, bicycle frames – or Swiss icons, like the Landi Chair.

Called a "permanent material", aluminium can be recycled indefinitely without loss of quality, and doing so requires about 5% of the energy needed to produce it from ore. Around 75% of all aluminium ever produced – nearly a billion tonnes – is still in use today.

Aluminium is the material behind our two featured innovations for 2026, the MS8 and the Connector.

Its precision and surface quality make it the natural choice for products that value balance, detail and touch.

N.

02

PRODUCT IN USE

- QS40 True Biotic
- DS8 True Biotic

MATERIAL

PHA

(polyhydroxyalkanoate)

PHA is a new generation of biopolymers created when microorganisms convert sugars or lipids into energy reserves inside their own cells. The result is a non-toxic and biocompatible polyester that can be processed much like conventional plastic, but without fossil-based ingredients.

This renewability of the raw materials in this innovative biopolymer is certified "OK biobased" by TÜV Austria, an independent international testing and certification body.

PHA is the material behind the QS40 True Biotic and DS8 True Biotic, firsts of their kind among writing instruments.

At Prodir, we were the first to bring to market a pen whose external components are made with PHA. This was made possible through our partnership with Torino-based MAIP, a pioneer in the field of innovative bioplastics, whose PHA-based I'm Nature® biopolymer received the Global Bioplastics Award in 2017.

True Biotic

N.

03

PRODUCT IN USE

• DS3 Biotic

MATERIAL

PLA

(polylactic acid)

PLA is a bioplastic of plant origin, made from renewable raw materials such as corn starch and sugarcane grown in areas not used for food production. Microorganisms ferment these plant sugars into lactic acid, which is then polymerized into PLA granulate and extruded into casings and components for writing instruments among many other applications.

First conceived in the early 20th century, PLA is one of our earliest and most established bioplastics, and is certified "OK biobased" by TÜV Austria, an independent international testing and certification body.

→ PLA is the material behind the DS3 Biotic, the refresh of our best-selling classic.

Like all our writing instruments, DS3 Biotic can be refilled as often as you like.

Biotic

N.

04

PRODUCT IN USE

- DS1
- DS2
- DS3
- DS4
- DS5
- DS6 S
- DS8
- DS11
- QS00
- QS01
- QS03
- QS20
- QS40 Air
- QS50

MATERIAL

ABS

(acrylonitrile butadiene styrene)

ABS is a durable, formable plastic used in countless modern applications – from laptop cases and children's building bricks to motorcycle helmets – for its versatility, strength, stability and recyclability.

→ All DS and QS writing instruments are available in an ABS version.

At Prodir, we minimize material loss by integrating ABS plastic regenerated from our own production waste wherever appropriate. Coloured casings include a high proportion of regenerated ABS, while black and white casings can be produced entirely with it. This approach maintains durability and precision while keeping internal material in circulation within our own process.

Certain models extend this focus on efficient material use. The casing on the DS6 S Mini is made entirely from ABS recyclate by our supplier reducing the emissions of Co2 that delivers the same performance characteristics as standard ABS. QS40 Air reduces material use by up to 60% compared to full-body ABS versions of comparable QS models, thanks to its open, honeycomb design.

ABS

N.

05

PRODUCT IN USE

- QS01
- QS20
- QS50

MATERIAL

STONE

Stone, or rock, is one of the most abundant materials on Earth, composed of minerals formed over time through cooling, compression or transformation deep within the planet. Shaped and used by humans for millennia, it remains a symbol of permanence and craft.

To create the material used for the casing in our Stone pens, finely ground mineral dust from natural sources is combined with ABS plastic. The resulting compound, made of 60% mineral filler, is precisely moulded to meet our standards of quality, durability and design integrity.

→ Stone is a material option available for the QS01, QS20 and QS50 models.

The added mineral content gives each pen a distinctive weight and a cool, stone-like feel that rests more solidly in the hand than a comparable ABS-only casing.

N.

06

PRODUCT IN USE

• DS5 Metal Clip

MATERIAL

SEASHELLS

Made primarily of calcium carbonate, seashells are created by marine organisms like oysters and clams as a hard, protective outer layer and are found in abundance along the world's coastlines. Collected, traded and valued for their strength and natural beauty, humans have used seashells as currency, adornment and tools.

The material used for the casing in our Shell pens is made by combining lime derived from seashells with ABS plastic. The resulting composite is 30% seashell in origin.

→ **Shell is a material option available for DS5 Metal Clip.**

The seashell content gives the pen a smooth surface with a subtly natural tone that recalls its origins by the sea.

N.

07

PRODUCT IN USE

- All notebooks
- PS packaging

MATERIAL

PAPER

Paper is where every idea begins. Its surface carries texture, weight and warmth. The way it takes ink – precisely, smoothly, with just enough resistance – makes it the natural partner for handwriting.

In our "mishmash × prodir" notebooks and packaging, paper takes on different forms and origins – from FSC®-certified fibres to innovative materials like algae – yet always with the same attention to touch and quality. Whether as pages or wrapping, it offers a clean, tactile surface that complements our pens and turns writing into a lasting impression.

N.

08

PRODUCT IN USE

• All pens

MATERIAL

LEAD (FREE) STEEL AND INK

At the core of every Prodir pen is a refill built from carefully selected materials. The writing tip is made of lead-free stainless steel. Inside, the ink – developed through a process of continuous refinement by our research and development team – is formulated to exclude substances classified by REACH as Substances of Very High Concern (SVHC).

Together, these materials ensure a long and reliable writing life. Should you write about two metres every day, you can write notes for several years with a refill before you have to replace it – which each pen is explicitly designed for. Prodir is the first manufacturer in the promotional market that offers only refillable writing instruments, supporting the long life of every pen.

Floating Ball®

N.

09

PRODUCT IN USE

• All products

MATERIAL

ELECTRICITY

All Prodir manufacturing facilities in Canton Ticino, Switzerland are supplied with 100% renewable electricity generated by certified European hydroelectric plants.

QS

MS8

DS

The Complete Prodir's Collections of Pens, Notebooks and connector

MC01

MM

What you're made of matters.

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