



100 YEARS SENATOR 100 YEARS MADE IN GERMANY



Family-owned company Senator® stands for stability and a viable future as well as

long-term personal responsibility.

Tradition We build on our 100 years of experience and know-how for

long-term partnerships on an equal footing.

Values Our mutual interaction is characterized by respect and

fairness, documented in social standards certified according

to SMETA / SEDEX.

CO₂ neutrality The entire production process is climate-neutral with green

electricity from hydropower and an integrated energy

management system.

Location "Made in Germany" means complete added value from

our German factory (from design and injection moulding to

assembly, printing and logistics).

With regards to its ecological footprint, a product that is "Made in Germany" is clearly superior to imported articles.

BIOBASED PLASTICS AND RECYCLED PLASTICS

Biobased plastics (PLA)

Source Renewable raw material with a

biobasis

Material basis PLA

(lactic acid from sugar cane)

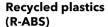
Core characteristics Pleasant feel and natural colours

 CO_2 footprint CO_2 reduced, as up to 85 % is

organic / renewable







Genuinely recycled plastic from durable articles

ABS

(Thermoplastic material)

High-quality smooth surfaces

Up to 75 % less CO₂ compared to new ABS plastic







Biobased plastics and recycled products "Made in Germany" contribute significantly to the conservation of finite resources and to ${\rm CO_2}$ reduction.



ALL SENATOR PLASTIC PENS





Any materials Highest quality and environmental standards (ISO 9001

and ISO 14001) and a leading CO₂ footprint in the industry

"per meter of writing length".

Reusability All new senator® writing instruments are reusable and

therefore sustainable.

Spare refills On request end consumers receive a replacement refill

free of charge sent to their home CO₂ neutrally by mail

(refills.senator.com)

Writing length Up to 5,000 m writing length with documentproof ink and

the unmatched "Magic Flow writing feel".

Disposal Ten year warranty on production defects; if you want

to part with it nevertheless, you can do so in household

waste.

Our products protect the environment as users will not want to give them away. A product is best if it is efficient to manufacture and has a long shelf life.



OUR MATERIALS STRATEGY

We at senator® push the use of alternative materials in order to continuously reduce our CO, footprint.

In addition to materials, as a manufacturing company we can influence many other factors, such as the overall increase in energy efficiency, social criteria in employee relations, fair dealings with suppliers or the overall certification according to ISO 9001 and 14001. That's a lot of work, but we're sure it's worth the effort.

All in all, the following applies to us: both bio-plastics and recycled materials reduce the CO_2 footprint. That's why we offer both options and give our customers the choice.

Bio-based or recycling - both are steps in the right direction!





DID YOU KNOW?

"Made in Germany" is superior to an imported ball pen in almost every respect

Transport 1 million imported ball pens have already generated several tons

of ${\rm CO_2}$ during their transport from the Far East to Europe – senator® is located in Germany. The design, injection moulding, assembly and printing of the products is therefore in the middle

of Europe and close to the end customer.

Energy efficiency Injection moulding is the part of production with the highest

energy consumption. Importers cannot influence the energy consumption of their products – senator® uses CO_2 neutral green electricity from renewable sources and updates two injection

moulding machines every year.

Biobased Normal plastic (including PET) requires the use of finite crude plastics oil to manufacture it - one kilogram of PLA, on the other hand,

that senator® uses is made from renewable raw materials and

produces just 0.5 kg of CO₂ during production.

Recycled The recycled materials can come from a wide variety of sources. senator® uses recycled materials from recycling specialists who

are 100 % REACH-compliant and located in Germany and Italy.