



SENATOR PLASTIC PENS

**100 % MADE IN GERMANY.
100 % SUSTAINABILITY.
100 % SUCCESS.**

senator® writing instruments have been produced in the heart of Germany for 100 years. Longevity, sustainability and reliability are our driving forces. For your advertising success.

senator[®]
Made in Germany. Since 1920.



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.
CO ₂ 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



Recycled plastics (R-ABS)

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 CO₂ 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 CO₂ 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 CO₂ 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 CO₂ 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 CO₂ neutral green electricity from renewable sources and updates two injection moulding machines every year.

Biobased plastics

Normal plastic (including PET) requires the use of finite crude 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.