



whitepapers



THE GROWING POPULARITY OF HYBRID INK PENS



We design writing instruments for your life and our range of products are made for all the places you will go. We want to make sure that the high quality pens you choose match your lifestyle with both looks and functionality. That's why we're excited about the explosive growth and popularity of hybrid ink technology.

WHAT IS HYBRID INK?

This high performance ink is the ultimate blend of the best qualities of ballpoint and gel inks. Your pen will glide effortlessly across the paper because of the higher ink flow and premium tip design. It won't skip or glob up and the ink dries quickly. Hybrid ink is perfect for left handed people, as it's less likely to smudge under their hands as they write. Our ink also withstands low temperatures and outperforms standard ballpoint ink.

HYBRID INK BENEFITS

- Quick drying
- Resists smudging
- No clumping
- No leaking
- Won't bleed through paper
- Exceptionally smooth writing
- Withstands low temperatures*

CONSTANT RESEARCH AND DEVELOPMENT TAKES PLACE TO MEET YOUR DEMANDS FOR INNOVATION

WHY IS IT SO POPULAR?

Hybrid ink is in high demand because it provides smoothness and quick drying time. You won't be dragging your pen across the paper, which means your writing may actually be legible. Forget about scratching circles in the corner of the page in order to start the ink flow too. A pen with hybrid ink will always write the first time!



**Note: Any liquid, including ink, will freeze if exposed to extreme temperatures for an extended period of time.*

Pens shown left to right: 679 Ombre™, 425 Frolico™



EXCLUSIVE

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Writing instruments are very popular and continue to be part of our daily lives. As a marketing tool they are inexpensive and have a high reorder and impression rate. If you spend a lot of time outside in the cold weather than MaxGlide® hybrid ink is perfect for you!

MAXGLIDE® HYBRID INK

Our patented MaxGlide® hybrid ink recipe cannot be duplicated. In addition to sharing the regular characteristics of hybrid ink, this high performance ink also withstands low temperatures* and outperforms standard ballpoint ink every time.

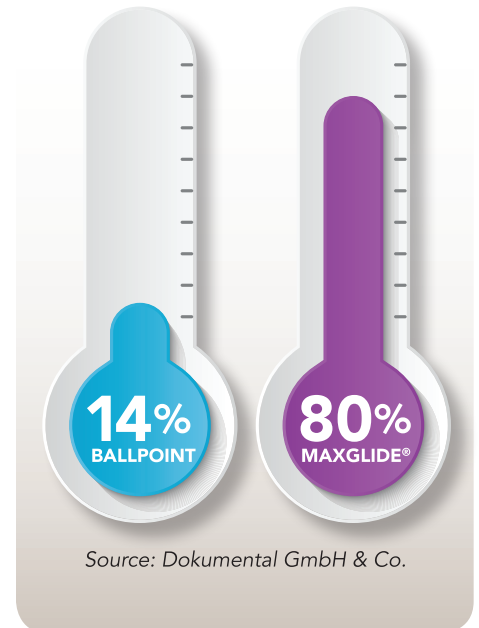
**70% OF ORGANIZATIONS REPORTED
BEING EXPOSED TO CHECK FRAUD***

IT FITS YOUR LIFESTYLE

Our writing instruments come in a wide variety of colors and styles to fit your lifestyle. We offer hybrid ink pens in plastic and metal, as well as stylus versions for your touchscreen devices. They can be personalized with your company logo, your name, or a message for your target audience.

More hybrid ink pen styles are available.

**MAXGLIDE® HYBRID INK
FLOW AT FREEZING***



*Note: Any liquid, including ink, will freeze if exposed to extreme temperatures for an extended period of time.

Pens shown left to right: 335 MaxGlide Stick®, 587 MaxGlide Click® Corporate, 588 MaxGlide Click® Tropical (Patents: D713,878; D709,950)