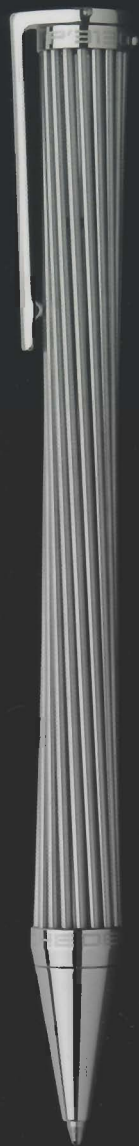
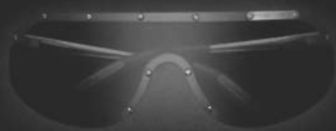


PORSCHE DESIGN
WRITING TOOLS
P'3100





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P'3110

When you first hold a Porsche Design writing implement in your hand, you immediately notice the unusual material that the barrel is made of. There is a good reason behind it, as a short excursion into the field of motor racing will show.



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THE BEAUTY OF FUNCTION

Unusually graceful in appearance, very practical in everyday use, and remarkably long-lasting: products designed by Ferdinand Alexander Porsche deliberately avoid pretentious looks and are instead based on clear lines. Their uncompromising high standard of design makes them unmistakable. That applies to the Porsche 911 sports car just as much as the Porsche Design writing implements.

They were designed by F. A. Porsche in accordance with his own personal philosophy: timeless good design is not just a matter of superficial styling. Rather, it is a process that takes place from within, as part of the formal implementation of a functional principle.

An important component of this philosophy is the link between tradition and modern technology. This is something that has shaped F. A. Porsche's work from the start. A grandson of the legendary Ferdinand Porsche, he began his career as a designer with the family firm in

Stuttgart. There, in the early 60s, he created – amongst other well-known sports and racing cars – the Porsche 911. The world acquired a new cult object, a form that can be sketched in a single sweep of the hand.

In 1974 F. A. Porsche fulfilled a lifelong ambition by founding his own design studio at Zell am See in Austria. There he also devotes himself to other product fields, in the best tradition of German design ranging from the Bauhaus to Dieter Rams. F. A. Porsche's earlier works have become modern classics that set standards of good design.

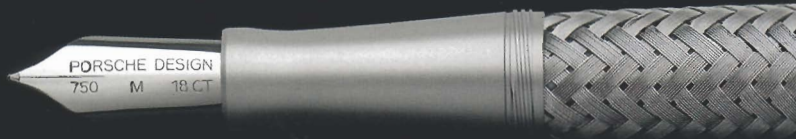
PERFORMANCE

The Le Mans 24-hour race counts as the toughest in the world. It tests men and materials to the limit. A particularly critical point was found to be the numerous and unusually sensitive electrical and electronic connections.

So as to protect them from heat and mechanical stress, the Porsche team used TecFlex, a cable sheath woven from stainless steel. TecFlex is unusually resistant to corrosion, highly elastic, and very hardwearing. TecFlex passed even the extreme test of Le Mans with flying colours: sixteen Porsche victories in the past 30 years are a clear sign of that.

In the fascinating world of high speed and the latest technology, there is no room for superficial styling. What count are clear and functional forms, and excellent materials – such as TecFlex. The stainless steel weave is hardwearing, surprisingly supple, and with a filigree beauty.

Writing with TecFlex is an excellent idea by Porsche Design, developed to its logical conclusion with a passion for detail. And with a famous partner: Porsche Design cooperates closely with the writing-implement specialists Faber-Castell.



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P'3110

For the Porsche Design TecFlex roller-ball pen, fountain pen, ballpoint pen and mechanical pencil there is a choice of two fine metals: stainless steel, or stainless steel with fine gold threads in the weave.

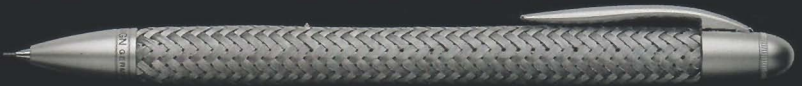
Stainless steel is a fascinating combination of nickel, chromium, molybdenum, and tungsten. Among its special features are its hard-wearing nature and its almost total resistance to corrosion.

As if the qualities of stainless steel were not unusual enough, the addition of gold threads to the weave adds a new lustre. The threads are first coated with a layer of silver as a substrate for the elaborate 14-carat (.585) gold plating. All other metal parts are silver plated and then thinly coated with palladium.

The high-tech stainless steel weave turns out to be surprisingly suitable for ball pens and mechanical pencils. You see why when you actuate the mechanism. While other writing implements remain rigid, the Porsche Design pens and pencils 'give' slightly, responding elastically to the pressure of the hand.

The ball pen is equipped with a large-capacity refill containing black ink. The pencil has a tough 0.7-mm polymer lead of hardness B. Under the cap is a quality eraser that does not smudge.

FULL OF CHARACTER

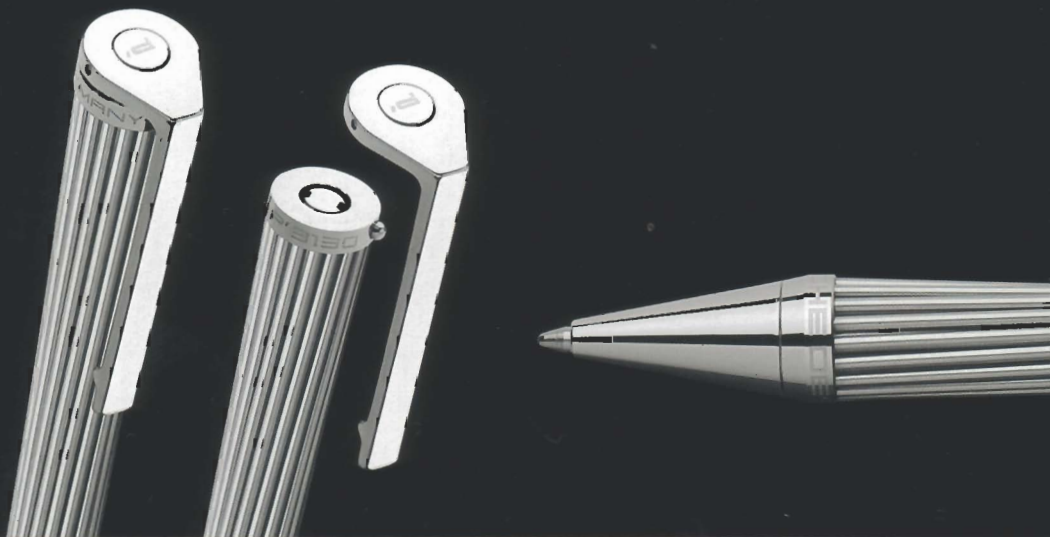


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P'3130

One of the main characteristics of Porsche Design writing implements is their mastery of the interplay between materials, technology, and function. An outstanding example of that is seen in the propelling pencil and ball-point pen in the P'3130 series.

In each case, the barrel consists of 17 gleaming stainless steel stems. The unusual feature is the mechanism. As the point extends or retracts, the stems twist and lie straight, then again form a 'waist' in the middle as the end position is reached – a fascinating process. Design and function in one.

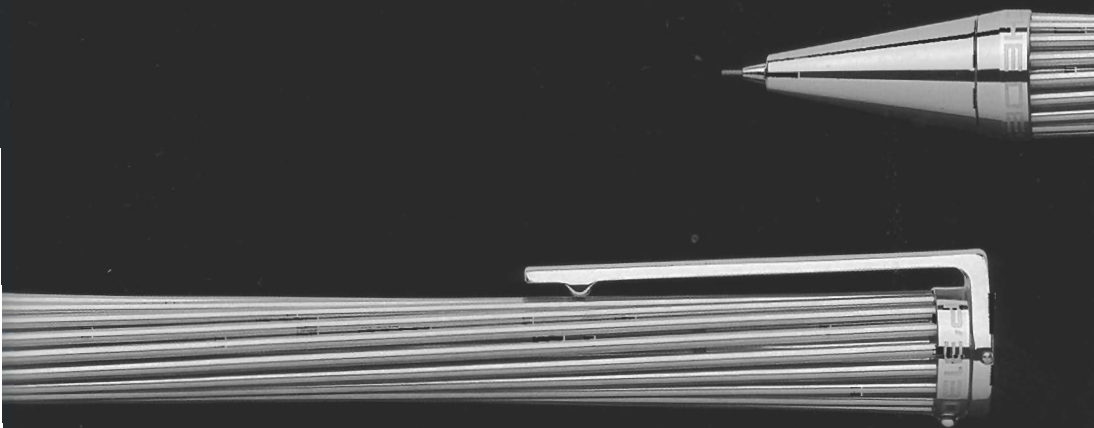


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SETTING STANDARDS

Further intelligent details confirm the innovative technology: The clip can be removed or replaced by rotating it a quarter turn. Even without it, the pen or pencil will not roll off the desk. The fittings are solid metal, platinum-coated. The ball pen is equipped with a large-capacity

refill of the international standard pattern, with black ink and a B point. The pencil has tough 0.7-mm leads of grade B.



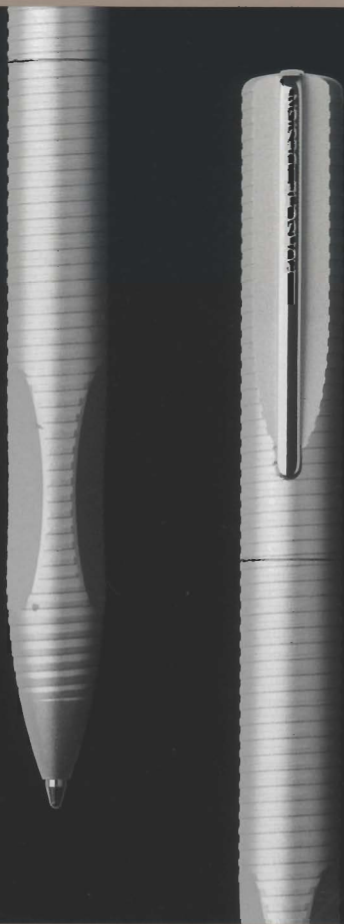
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P'3120

INDIVIDUALISM

Aluminium is a silvery lightweight metal that conducts well and is much used in constructing cars and aircraft. It has an image of lightness and elegance, speed and sportiness. Porsche Design has made use of these characteristics in the Aluminium twist-action ball pen and mechanical pencil. The grooved matt-finish barrel has concave depressions that offer a sure grip and a pleasant writing feel. The pencil has a tough 0.7-mm polymer lead of hardness B. Under the cap is a quality eraser that does not smudge. The ball pen is equipped with a large-capacity refill containing black ink.

The writing implements come in a Porsche Design gift pack. Accessories such as refills and leads, erasers, or spare parts are available from Faber-Castell.



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P'3190

The Porsche Design leather case is an ideal complement to your writing implements. It consists of high-quality calfskin, carefully selected and elaborately fashioned by craftsmen.

The quality and harmony of the individual components are what make a really fine writing implement. Porsche Design pens and pencils match up to the highest demands in terms of materials and aesthetics.



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