

„The **Original** Sharpener“



EISEN SHARPENERS

Who we are **today**

- Locations: Baiersdorf, Germany; established 1921
Taicang, China; established 2003
- Number of employees: 135
- Annual turnover of approx. € 9 Mio – only with sharpeners!
- Eisen is a family-owned business with 100 years of experience in sharpener and blade technology
- We are proud to be the world's leading sharpener company

Our policy

- Specialized in stationery and cosmetic sharpeners
- All Eisen sharpeners are assembled with blades made by Eisen in Baiersdorf, Germany.
 - In compliance with all applicable international social standards
 - Rigorous quality control and all pertinent certifications such as ISO 9001, BSCI, Sedex.
- Your full-service-partner for annual productions from 3.000 to 3 Mio. pcs per item (or more)

Our mission: **Expert** Service / Expert **Products**



Key figures

- 90 Million sharpener blades per year produced in Baiersdorf, Germany



- 45 Million stationery sharpeners and 20 Million cosmetic sharpeners per year manufactured in both locations
- 22 injection molding machines, 21 automated assembly machines, 13 pad printing and hot stamping units,
5 blister packaging machines
- 8.000 sqm production and storage area in Taicang/PRC
- > 300 active customers in > 60 countries on all continents
- OEM/Private Label supplier to all major players on the stationery and cosmetics industry



Some sharpener facts

- **Sharpeners** are attractive giveaway or bonus items
- **Sharpeners** survive with end-users even if they switch to a different cosmetic brand
- **Sharpeners** are amongst the least costly branded accessories
- Of all accessories, **sharpener**s have one of the largest decoration surfaces
- **Sharpeners** are in continuous, daily use
- **Sharpeners** are typical impulse purchase items
- For any brand offering pencils, **sharpener**s are an indispensable cosmetic tool
- **Sharpeners** significantly influence on the performance perception of your pencil
- **Sharpeners** are always in the center of vision when in use

So why don't you unearth this untapped marketing potential ?



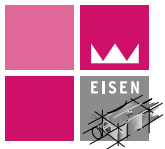
Comprehensive **product range**

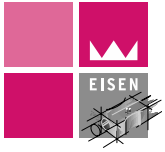
- 80+ active items
 - all pencil diameters (Ø 6.3 mm to 16 mm)
 - for wood cased and plastic barrel pencils
 - for hard and soft formulas
 - wide variety of designs
 - 1 hole to 5 hole sharpeners
 - custom pack-out solutions
- Portfolio continuously extended by new developments

→ check out the catalogue on our website

www.eisen-spitzer.com

Your **sharpener** specialists





Catalogue is key

Tip-form



Rounded tip

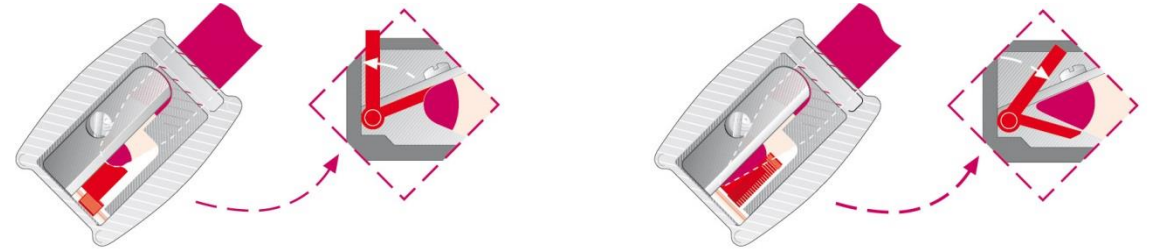


Pointed tip

➤ Soft formula: rounded tip

➤ Medium-Hard formula: pointed tip

Movable blade



➤ Select either pointed or rounded tip by simply flicking a lever



Catalogue is key

Code-finder

ITEM CODE FINDER 97X DOUBLE SHARPENERS

SIZE (Ø DIAMETER)	DOUBLE								WITH ADAPTER			
ITEM CODE	970	9A0	9B0	9C0	971	9A1	9B1	9C1	972	9A2	9B2	9C2
SLIM = 7,9 mm												
SLUMBO = 10,8 mm												
JUMBO = 12,0 mm												

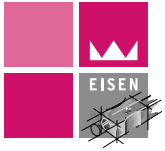
ITEM CODE FINDER 79X DOUBLE SHARPENERS

SIZE (Ø DIAMETER)	DOUBLE								WITH ADAPTER			
ITEM CODE	790	7A0	7B0	7C0	791	7A1	7B1	7C1	792	7A2	7B2	7C2
SLIM = 7,9 mm												
SLUMBO = 10,8 mm												
JUMBO = 12,0 mm												

ITEM CODE FINDER 79X DOUBLE SHARPENERS

SIZE (Ø DIAMETER)	DOUBLE								WITH ADAPTER			
ITEM CODE	797	7A7	7B7	7C7	798	7A8	7B8	7C8	799	7A9	7B9	7C9
SLIM = 7,9 mm												
SLUMBO = 10,8 mm												
JUMBO = 12,0 mm												

➤ Looking for a special combination of rounded and pointed tip in a single or triple sharpener?
Select the correct item code using the integrated tables



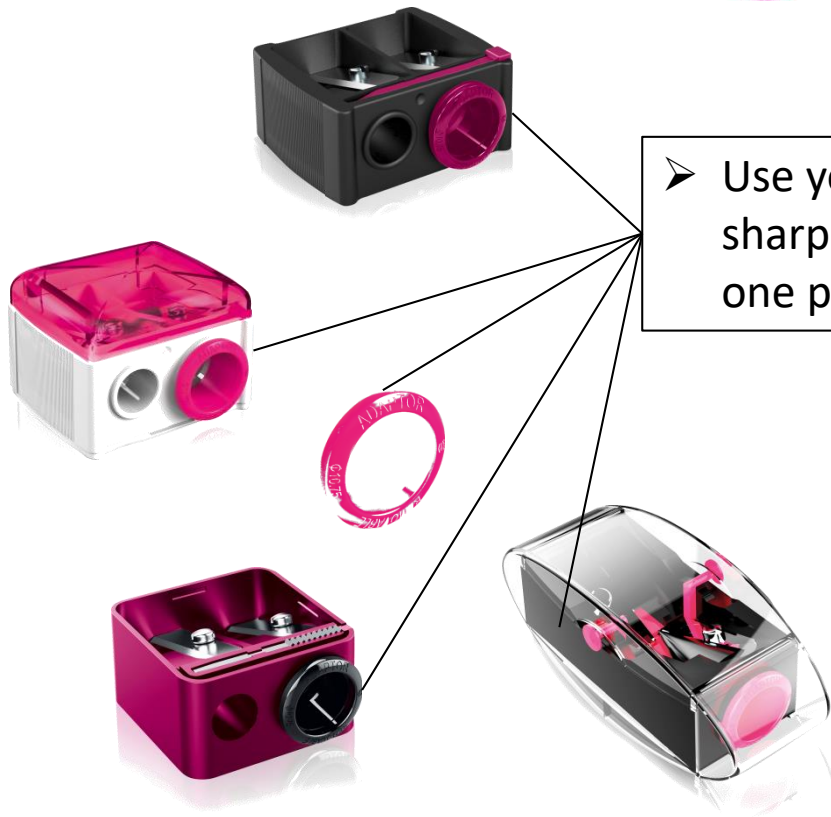
Catalogue is **key**

Adaptor

REMOVABLE
ADAPTER
for Ø 6,3 mm

REMOVABLE
ADAPTER
for Ø 10,8 mm

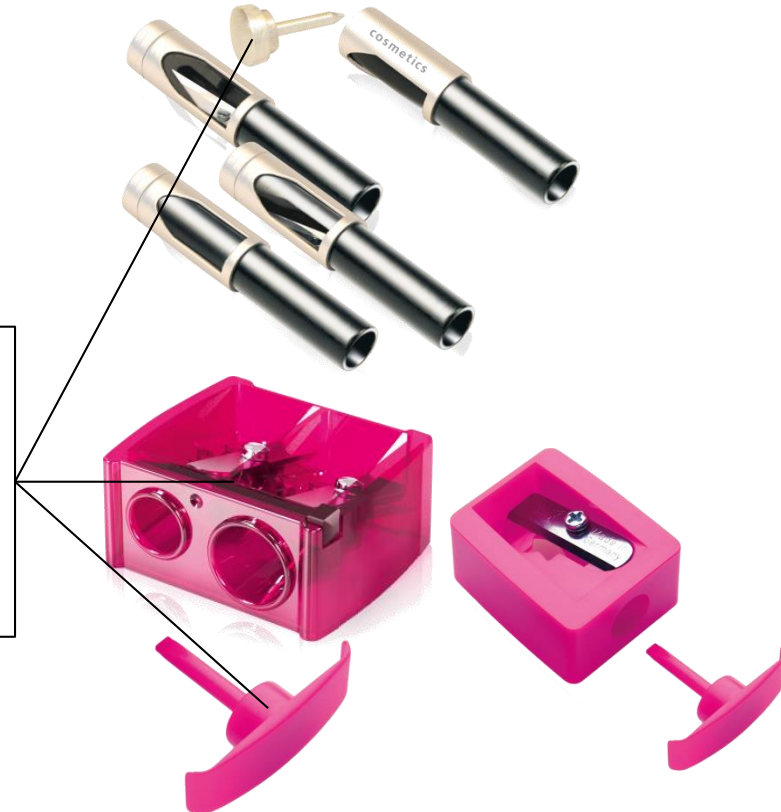
- Use your pencil sharpener for more than one pencil diameter



Cleaning-stick

with
CLEANING
STICK

- The indispensable tool for cleaning your sharpener, especially with soft formulas





Catalogue is key

Domed covers



Flat covers



Special covers





Catalogue is **key**

**SAFE &
CLEAN**

Lid over the sharpener
holes to avoid spillage

with
**POP-UP
LID**

Lid snapping into
open/closed position

CLOSES
SHARPENER
HOLE

with
**POP-UP
LID**

**SAFE &
CLEAN**



Special features

Audible
**CLICK-FIT
COVER**

Cover closes with audible *click*-sound
Standard feature with all new sharpener developments



for
**OVAL
PENCILS**

Special diameter or
special form? We'll
find a solution!



for
**OVAL
PENCILS**





Customisation



Decoration



Colors



Packaging





Packaging



- Cardboard & plastic boxes

Single box

Multiple box or single box (e.g. with window)
fully decorated or clear



- Blistercards

various standard sizes available

– or design your own
blister solution

Select from our
standard packouts

–
or we will produce
your finished good
program

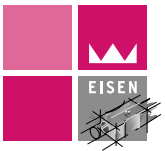


- Pouches & shrink wrap

transparent cello or plastic bags
decorated or clear
Shrinkwrap / Flowpack / labels



Full service





Your contact persons



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THANK YOU

