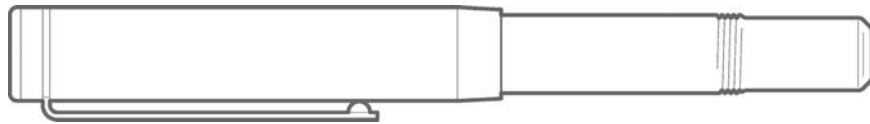




## EVERYDAY CARRY PEN RANGE



## The Everyday Carry (EDC) Pen



Launched:	January 2023
Dimensions:	120mm x 13mm (Cap Closed)
	140mm x 13mm (Cap Posted for Writing)
	116mm long (Pen Only to Tip of Nib)
	68mm long (Cap Only)
	47.8g weight (Pen + Cap) (Brass Body Version. Aluminium is 28g)
	29.7g (Pen Only) (Brass Body Version. Aluminium is 14g)



The EDC Pen Range combines British design and German engineering with high-quality Chinese manufacturing and a lean, streamlined global operation to create this superb and stylish luxury pen at an affordable price point.

Our first pen family – the Classic range – has been an Amazon best seller since launch in 2019. We incorporated our customer feedback and suggestions, our more than 25,000 Amazon reviews (at a 4.7 average) and research into existing EDC and pocket pens into the design process, ensuring that our new range would exceed the expectations of our customer base.

## The Design Brief

Our customers wanted a smaller, everyday carry pen that was easy to slip into a trouser pocket. But writing comfort and aesthetics should not be sacrificed. Research into existing pocket pens showed that there were 3 main complaints against such pens:

1. Their diminutive size meant the pens could only accommodate non-standard micro converters or small cartridges, thus limiting the amount of ink that could be carried;
2. The caps would not post securely, making them prone to coming off. The cap on a pocket pen is designed to be attached to the back of the pen, extending it for comfortable writing;
3. The design of the pocket pen caps often resulted in the nibs leaking or the ink drying out when carried or in storage.

We wanted our design to combine a sense of the organic with precision engineering. As lovers of bamboo, we asked our team to incorporate subtle bamboo elements into the design.

## FULL SIZE VS MICRO CONVERTER

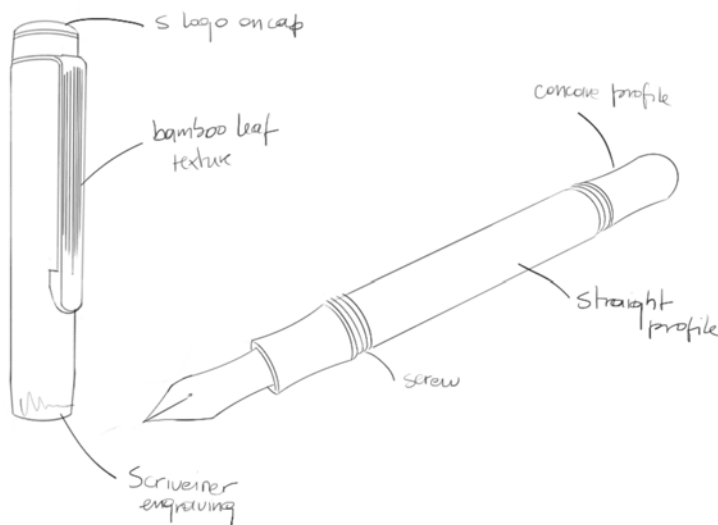
### Typical pocket pen micro converters

- Hold very little ink, plug-in seal more prone to ink leakage



### International Standard Size Schmidt k6 Converter

- Holds more ink, screw-in seal provides better leak proofing



## The EDC Design Solution

The key features of this new product are our innovative cap design, together with the barrel of the pen which has threads at each end.

We worked with our team to perfect a cap design that securely holds the fountain pen nib very high in the cap, allowing the pen to be 20mm shorter than conventional pens.

This cap design has allowed for the shortest possible length of closed pen while still accommodating a full-size international standard converter or cartridge.

The fact that the cap screws onto the back of the pen means that there is no risk of the cap coming off in use, eliminating the second identified concern.

Once securely screwed shut, the internal design of the cap creates an airtight seal, ensuring the nib remains protected at all times, preventing ink from leaking or from drying out prematurely, eliminating the third concern.

In use, the cap is screwed on to the opposite end (posted), becoming an integral part of the body, and extending it into a fully-functioning full-size pen. At 140mm length, it provides a smooth, ergonomic and comfortable writing experience.

The secure screw fitting ensures that the cap stays securely in place while writing. The design of the cap has been developed to give the pen perfect balance when posted. Also, the design of the threads allows the clip on the cap to align with the nib, creating a much more aesthetically pleasing product.

The clip of the pen is designed to suggest the striations of a bamboo leaf. The barrel of the pen, with threads at each end, is designed to evoke the segmentation of a bamboo stem.



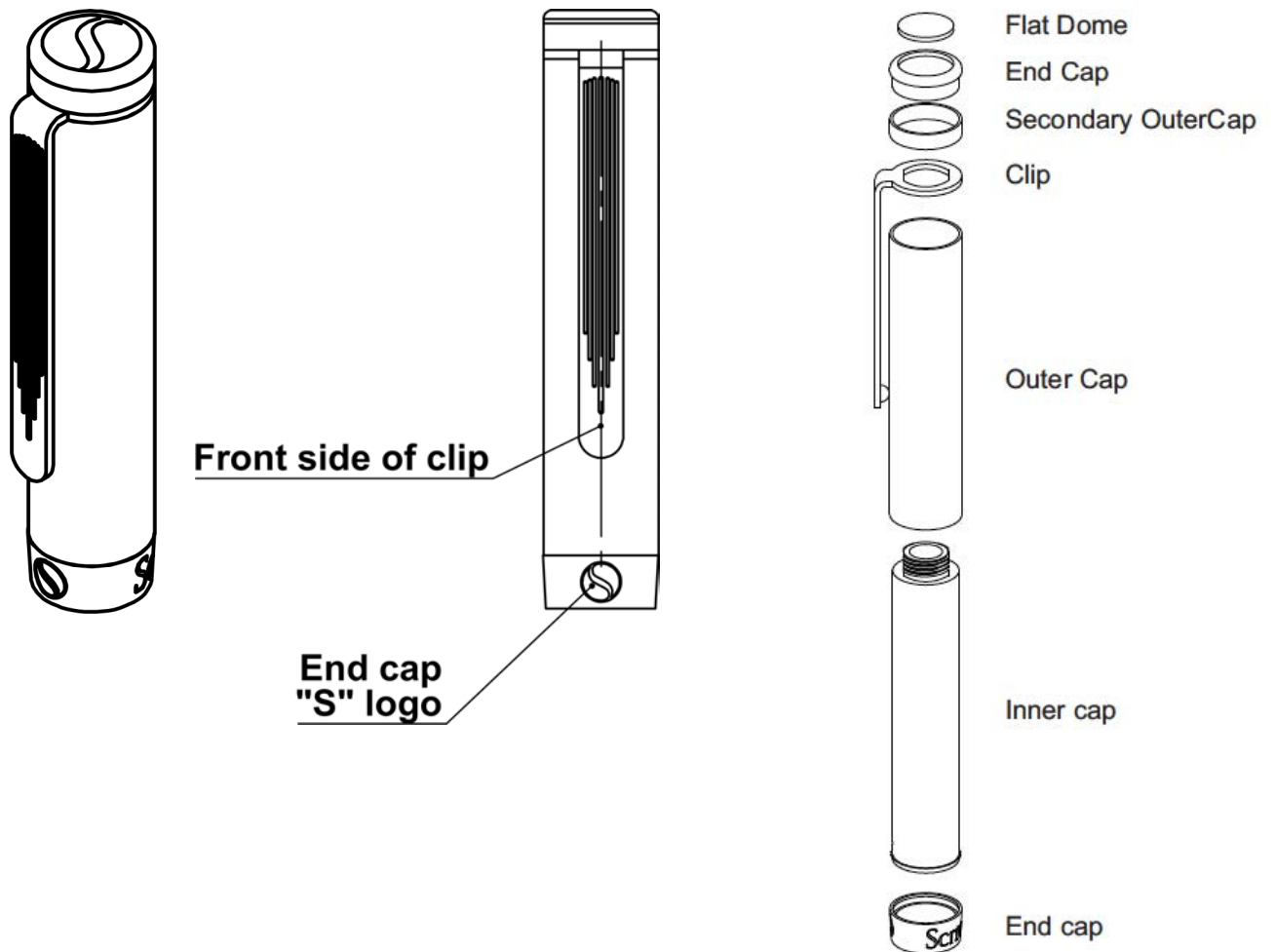
Screw cap on  
back to become  
**FULL SIZE PEN**



screw close cap  
to become  
**POCKET PEN**

The diminutive length of the pen makes it far easier to carry in a small pocket. Our customers regularly tell us they put it in their trouser pocket and completely forget they are carrying it!

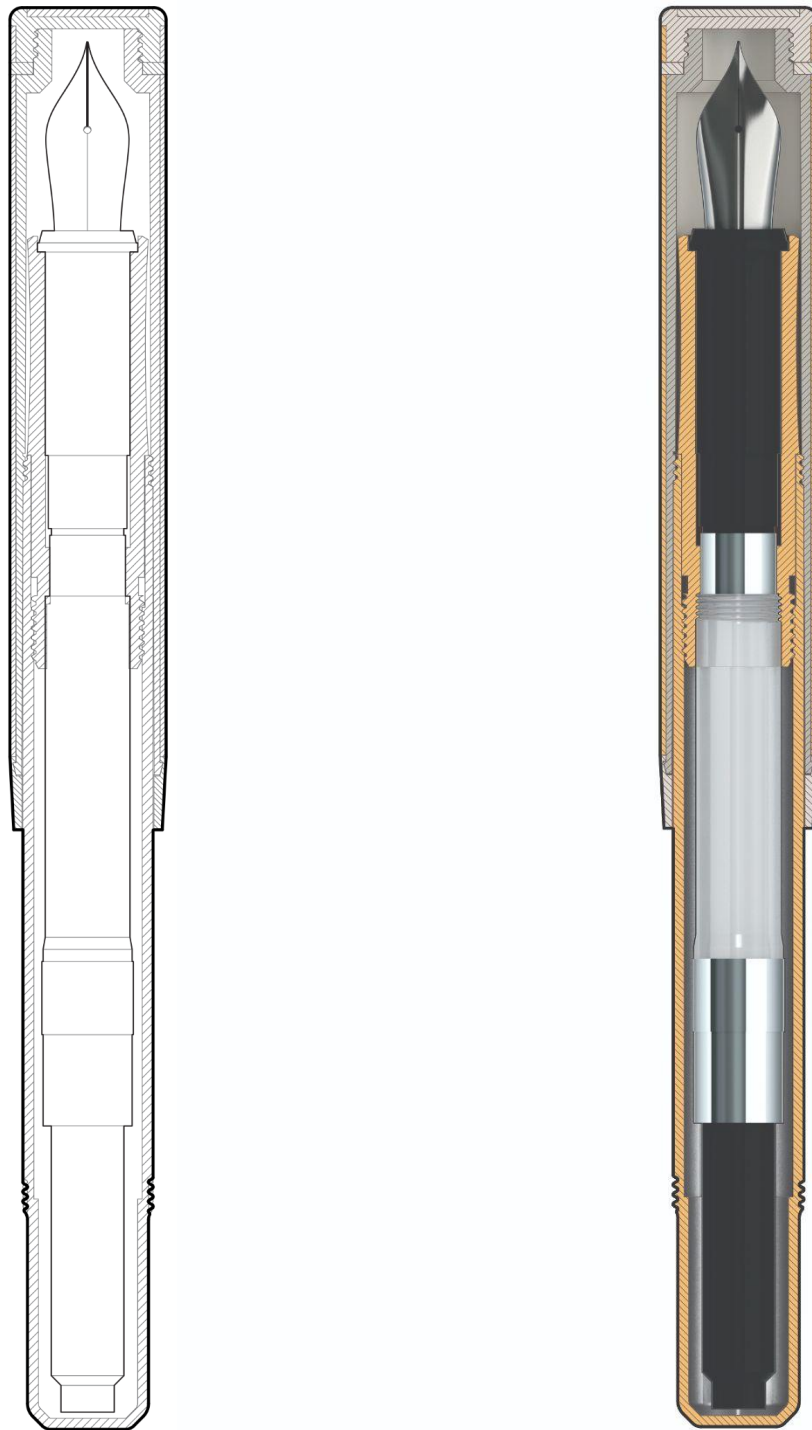
## The EDC Pen Cap Design



The threaded barrel design allows the cap to be securely screwed on both ends, keeping it airtight when the cap is closed and transforming it into a fully-functioning pen when attached to the opposite end.

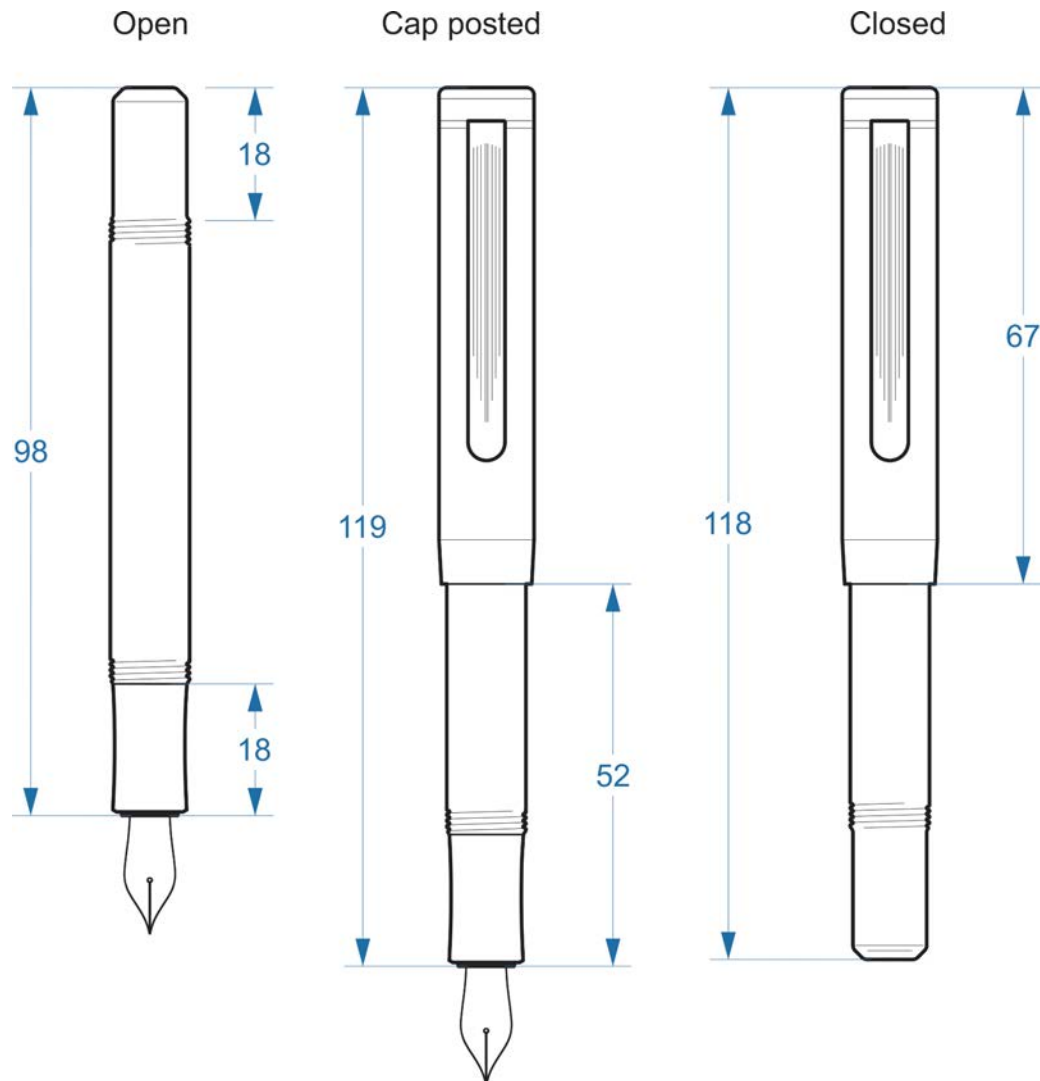


## The EDC Pen Innovative Cap Design



The cap is specially engineered to hold and protect the nib higher up inside than standard lids, allowing for a much shorter pen length when closed. As can be seen, it is not possible for the pen to be any shorter given a key design was to accommodate a standard-size converter.

## Original EDC Fountain Pen Design Dimensions



Scale 1: 1 - Dimensions in mm

*\*Please note the above are original design drawings. During the creation process of production prototypes, the length had to increase slightly to 120mm.*

## Production EDC Pen v Scriveiner Classic Pen Size



## Function, Form & Fit



The comparison above shows our EDC pen versus our original 'Classic' pen range. The ultra-portable nature of the EDC pen is immediately apparent. The cap is detached and



screwed on the opposite end to convert it from its compact form to a full-size writing instrument. The posted cap is secure and will not come off during use.



## Style & Finish



We offer a range of finishes and colours to appeal to the discerning tastes of consumers attracted to 'affordable luxury' items.

At Scriveiner, we subscribe to an ethos of 'luxury minimalism':

Consume when needed, ensuring that what we buy is either sustainably sourced or long lasting and fit for purpose, and preferably both.

Our EDC Pens are engineered to last a lifetime, and finished with gold or silver chrome appointments.

Pens of this calibre would usually cost 2-3 times more. We keep our costs low and combine the best Chinese manufacturing with German precision writing parts in order to ensure superb quality at an affordable price point.

## About Scriveiner

In 2019, Yanning Li and her husband, Justin Lowes, launched the Scriveiner brand with their Classic pen range. Scriveiner pens rapidly scaled to become official Best Sellers on Amazon's US and UK marketplaces. Trusted by over 250,000 customers worldwide, their range of affordable luxury pens have 25,000+ reviews averaging 4.7 stars.

Having owned businesses in IT and Finance prior to founding Scriveiner, the entrepreneurs frequently moved around Asia, North America and Europe. Having never accumulated huge amounts of possessions, they found themselves part of a movement that believes in owning fewer, but higher quality things. They subscribe to a lifestyle of 'luxury minimalism'.

The duo channelled this ethos and their business acumen into the creation of the Scriveiner range of pens. They wanted to create beautiful items that would enrich people's lives in their everyday use.

Drawing on their experience and contacts worldwide, their Classic range combined the best in British design with German engineering and Chinese manufacturing to deliver a premium product at an affordable price.

This globalised approach, together with keen production costs and consumer pricing,

helped them to disrupt the luxury stationery market. They have attracted a loyal customer base and following, who are keen for the next innovation.

Scriveiner received one of the UK's most prestigious business accolades: The King's Award for Enterprise in International Trade. They ranked 30<sup>th</sup> on The Sunday Times' 2023 list of Britain's 100 Fastest-Growing Companies.



In 2023, Scriveiner launched a new product range, one that has again reset expectations and standards at this price point.

While growing the brand and connecting with customers, the duo discovered that their luxury minimalism overlapped with another movement — that of the 'everyday carry' [EDC].

EDC consumers demand the best in design: from wallets to carry cases, from tech goods to stationery. The items they carry must fit comfortably in a bag or pocket, be of solid construction, look aesthetically pleasing, and critically, must be impeccably

designed for the purpose they are intended to fulfil.

Eco-conscious consumers do not want to be replacing items regularly: they want to purchase quality goods they can enjoy and rely on time and again.

The new Scriveiner EDC pen range incorporates a host of design innovations to appeal to the everyday carrier. It also incorporates feedback from existing customers and from research into the failings of currently available EDC and pocket pens.

The new Scriveiner EDC pens are much shorter. They can comfortably fit in a jeans or shirt pocket or equally, they can be tucked safely in a bag.

Yanning and Justin worked with their design and manufacturing teams to achieve this without compromising on the writing comfort of a full-size pen, nor on the ability to hold a full-sized converter or ink cartridge.

They also did not compromise on style. Their new pen range remains true to the affordable luxury ethos of the original Scriveiner range, retaining an expensive look, feel and finish that will appeal to stationery users of all ilk.

From boardrooms to art classes, writers' studios to home offices and coffee shops, the EDC pen range is designed to be enjoyed and envied in all settings.