

# Every Product Tells A Story

## Pentel's Crayons

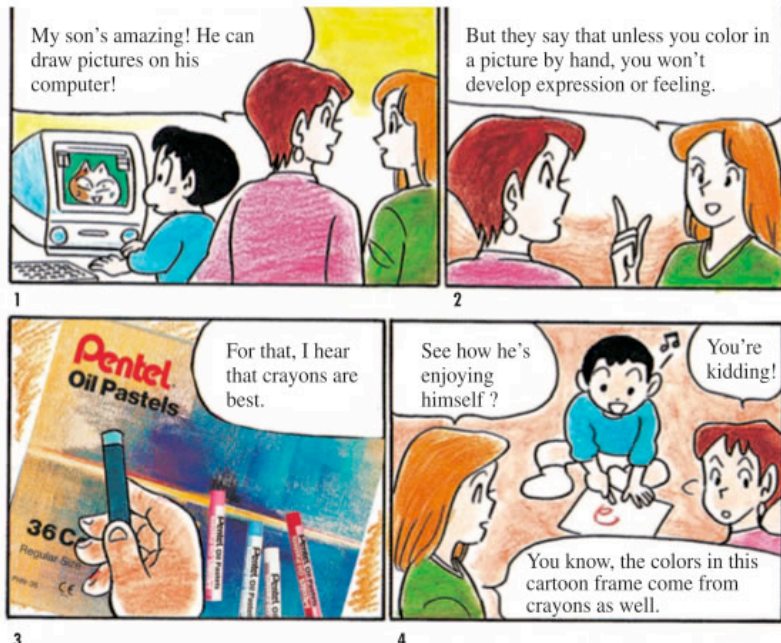
For nearly 55 years Pentel has supplied the world with the highest quality stationery products. It has been an industry leader, being the only company in the field of stationery manufacturing that was awarded with the Deming Award for recognition of the highest standard of quality.

The company has been well-known as the first manufacturer of crayons in Japan. Pentel's crayons are very popular among not only children but also adults. Here is the history of Pentel's crayons. ❶

In co-operation with Pentel Co., Ltd.

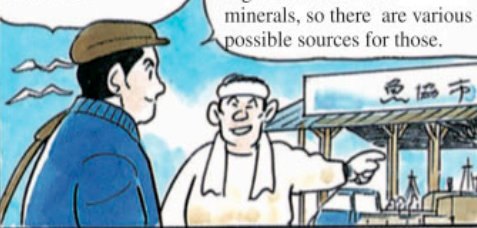
**Pentel**

■ Illustrations by Ryuji Fujii





But in today's world, such materials aren't available.



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Well, we could get some oil from the fish market. Pigments come from minerals, so there are various possible sources for those.

As a result of all this hard work, at last the company developed "Meirow Crayons". During the post-war era when there was a shortage of everything, this product sold really well.



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To fill all the orders, they had to greatly increase factory mechanization.



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Mr Hori, there's a new art material out. Won't you come and see it?



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In 1951, Horie was invited by an acquaintance, the artist Shigeo Miyata, to see an imported art material.



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This is called a pastel, and it was first made around the 17<sup>th</sup> century. Adhesive is mixed in with pigment and dried. But when it dries it becomes powder, so it needs a liquid fixative.



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There must be some good method to solve this problem.



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A pastel that also fixes well is what we want, right?

After much research, a new pastel was created.

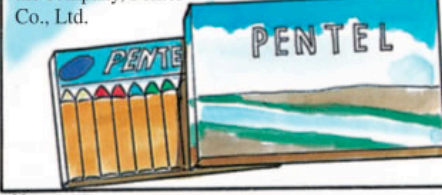


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Since it's a pastel that you can paint with, let's call it Pentel.

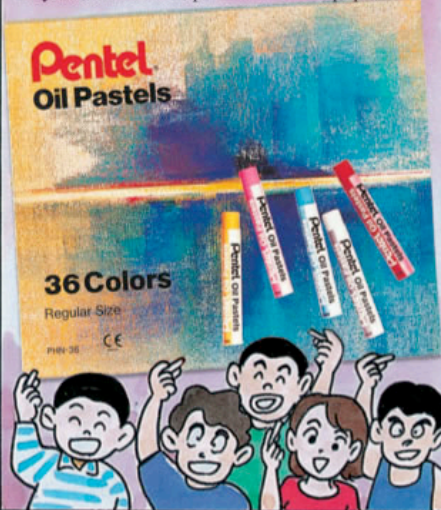
This product name became the name of the company, Pentel Co., Ltd.

It was sold as a new "crayon pastel".



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The difference between the two is that pastels (oil pastels) contain more oil than crayons do, and are softer. They often both get called crayons, but in Asia, pastels are more popular.



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Pictures drawn with Pentel products are attractive and more likely to win school prizes.



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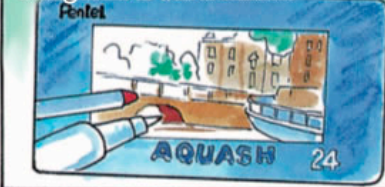
That's how Pentel became a great hit among children.

In 1970, many of the production processes for crayon pastels were now mechanized, improving the quality. The demand for pastels increased, especially overseas.



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Then in 1990, Aquash, which lets you draw as if you were using a colored pencil, yet retains the colors just like a water-color painting, came on sale. It was very popular among adults as well as children.



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Yes, my child is really a genius!

All parents think that about their children's pictures!



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## Pentel's Sign Pen

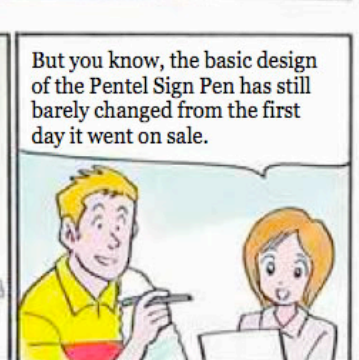
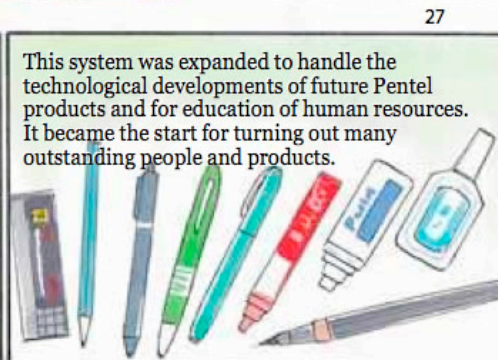
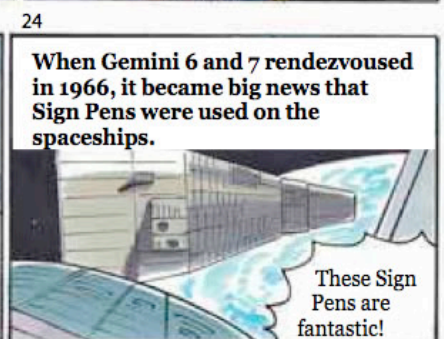
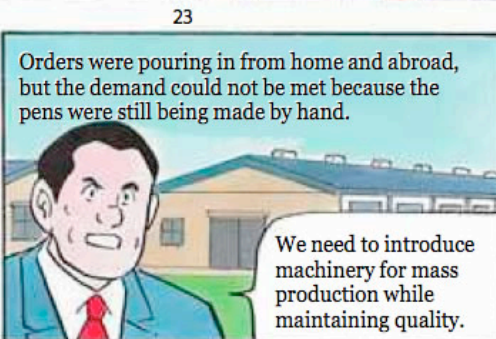
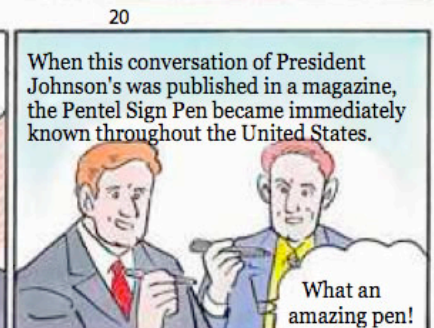
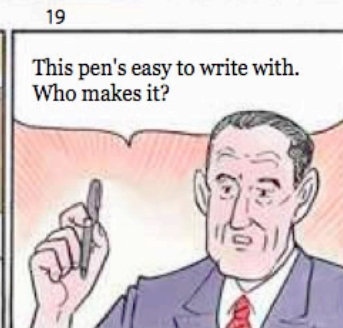
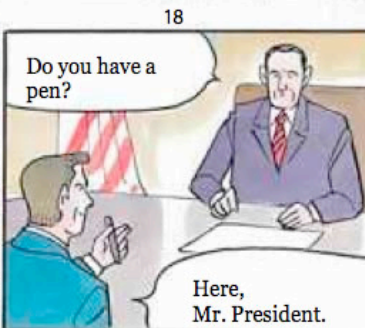
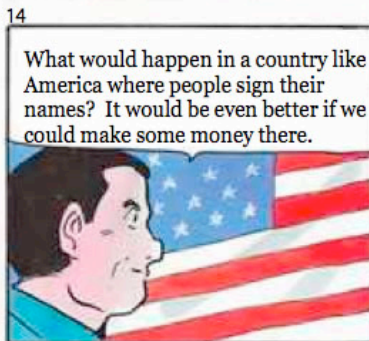
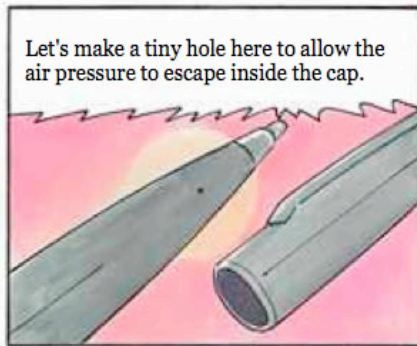
For nearly 55 years Pentel has supplied the world with the highest quality stationery products. It has been an industry leader, being the only company in the field of stationery manufacturing that was awarded with the Deming Award for recognition of the highest standard of quality.

The company completed Sign Pen in 1963 after eight years of research. Today it is widely used not only in Japan but also all over the world. Here is a history of Pentel's Sign Pen.

Illustrations by Ryuji Fujii







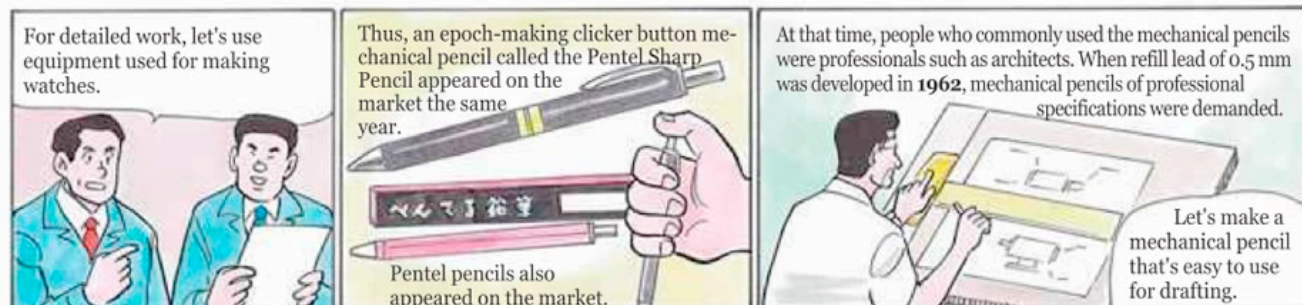
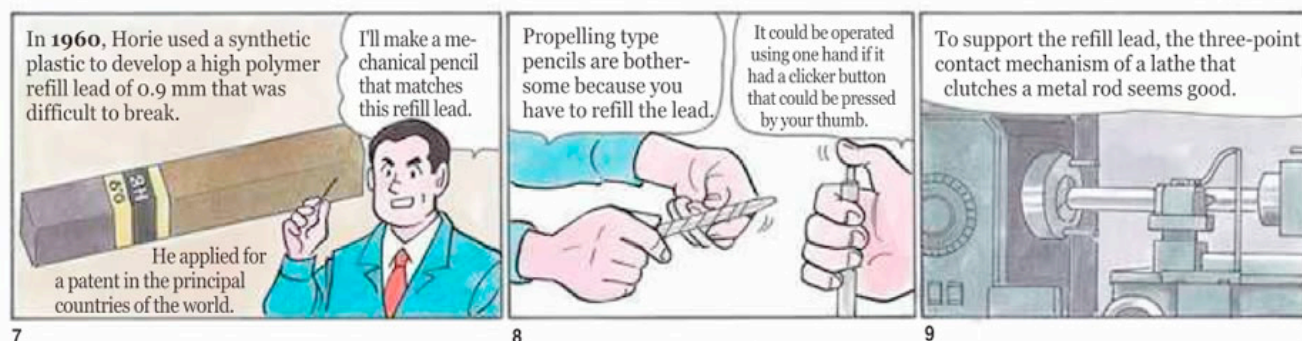
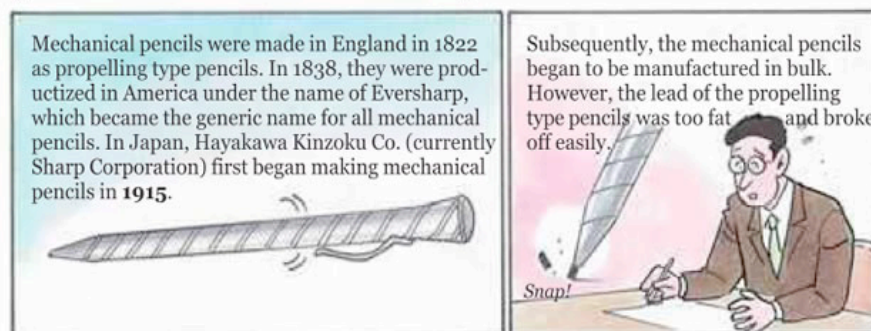
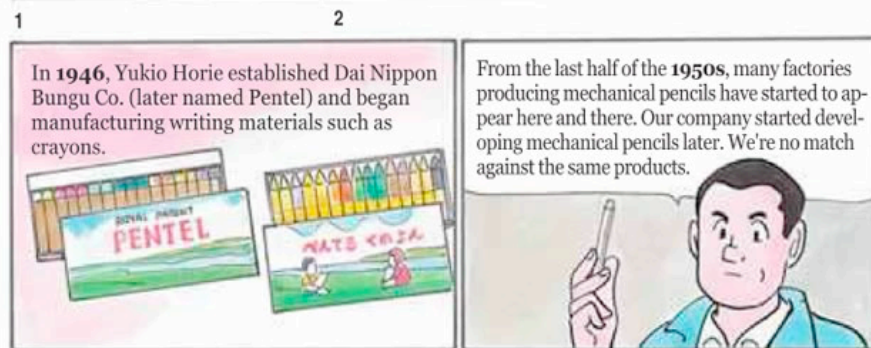
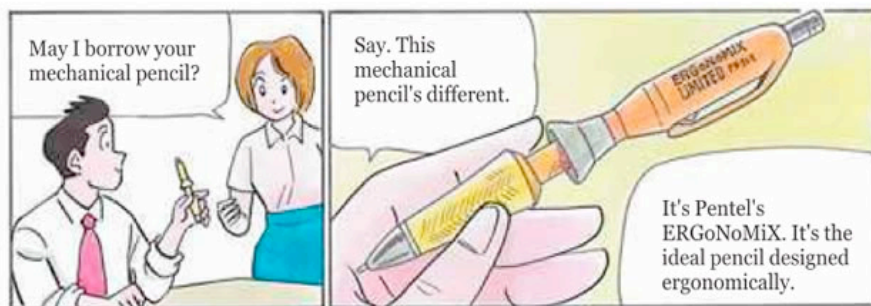


# Pentel's Sharp Pencil

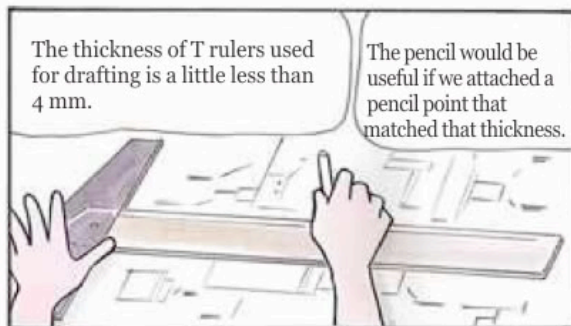
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In 1960 an epoch-making clicker button mechanical pencil called the Pentel Sharp Pencil appeared on the market. Today it is widely used not only in Japan but also all over the world. Here is a history of Pentel's mechanical pencil.

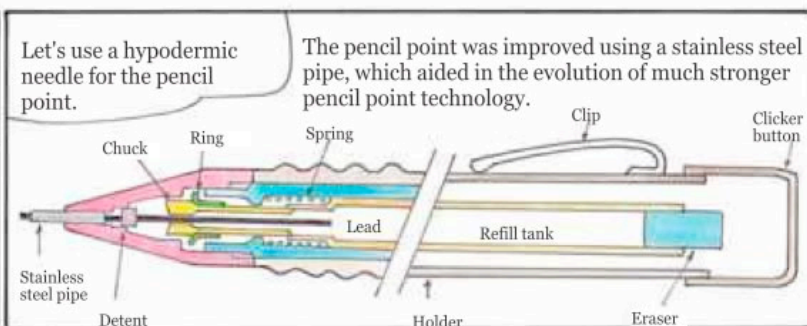
Illustrations by Ryuji Fujii







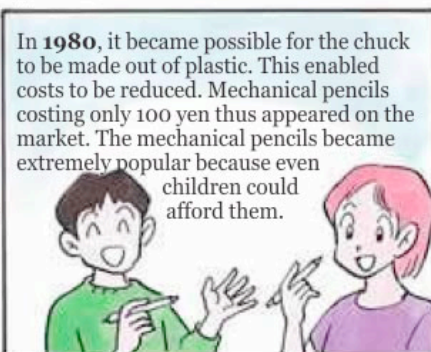
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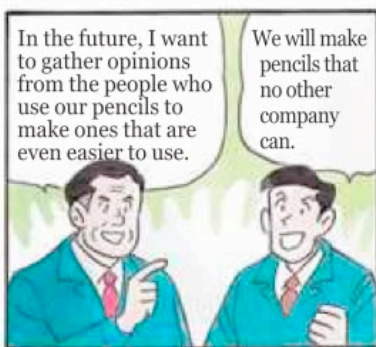
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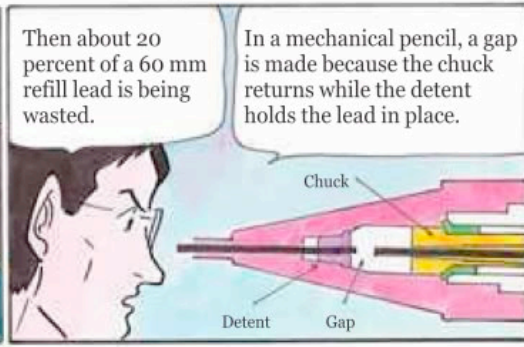
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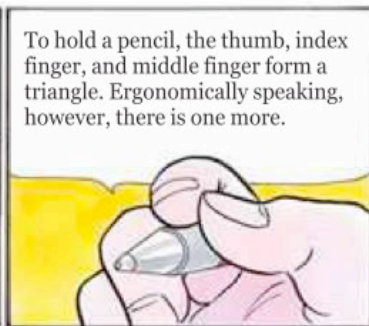
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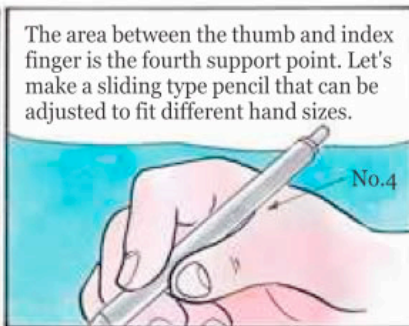
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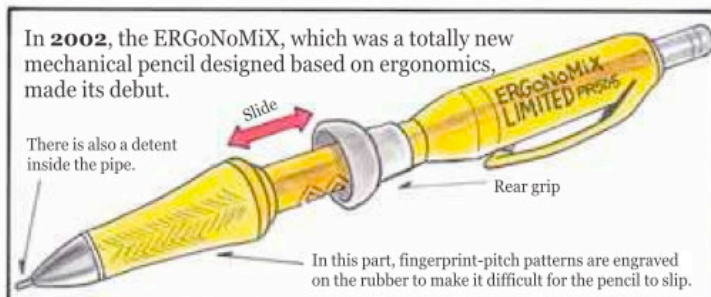
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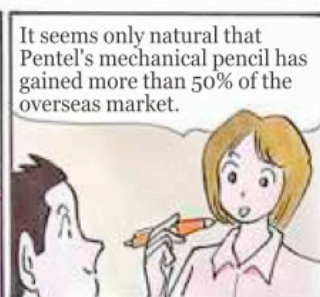
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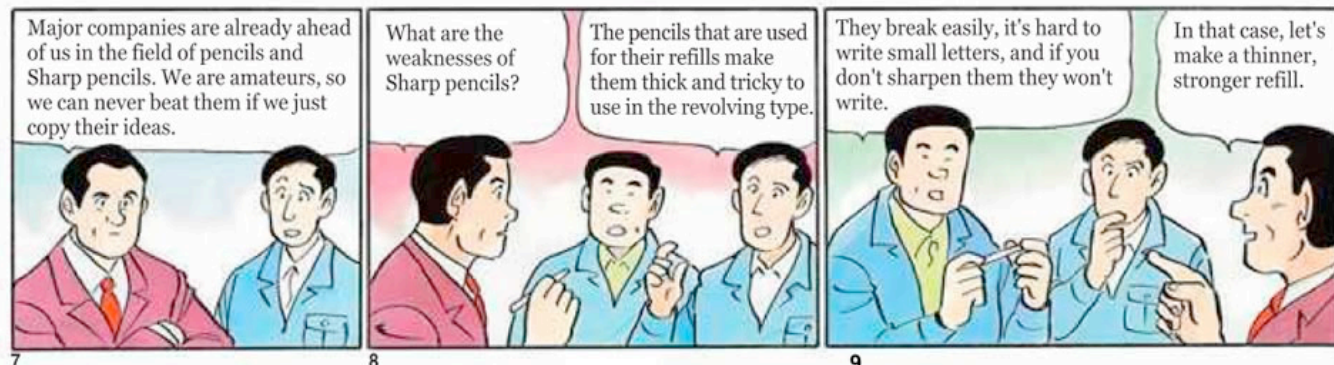
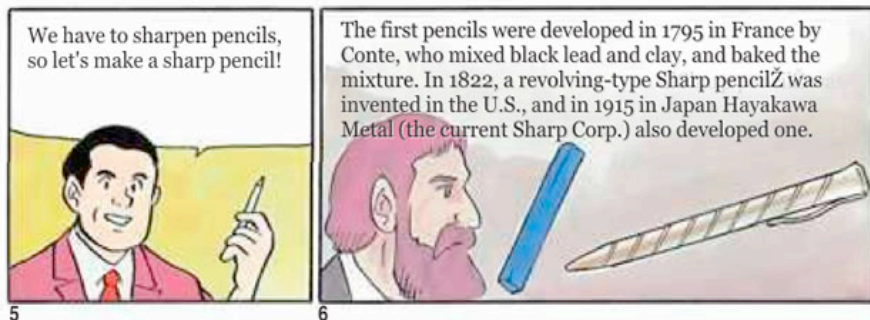
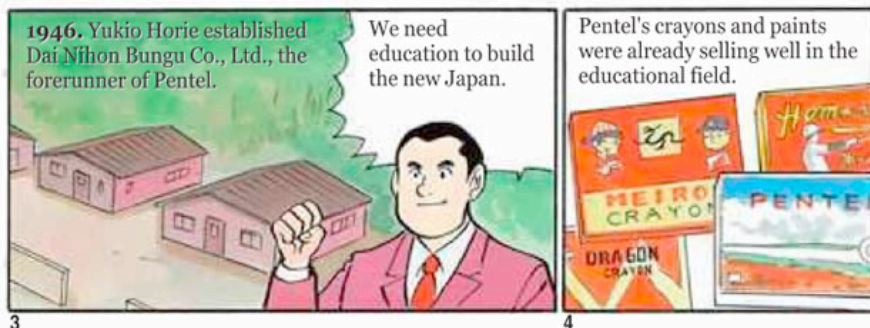
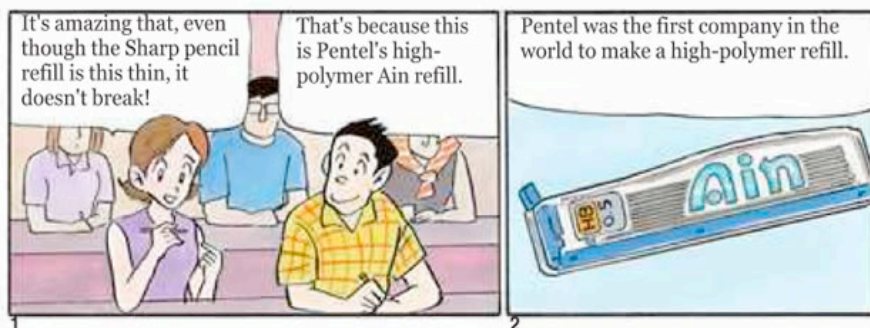


## Pentel's Sharp Pencil Refills

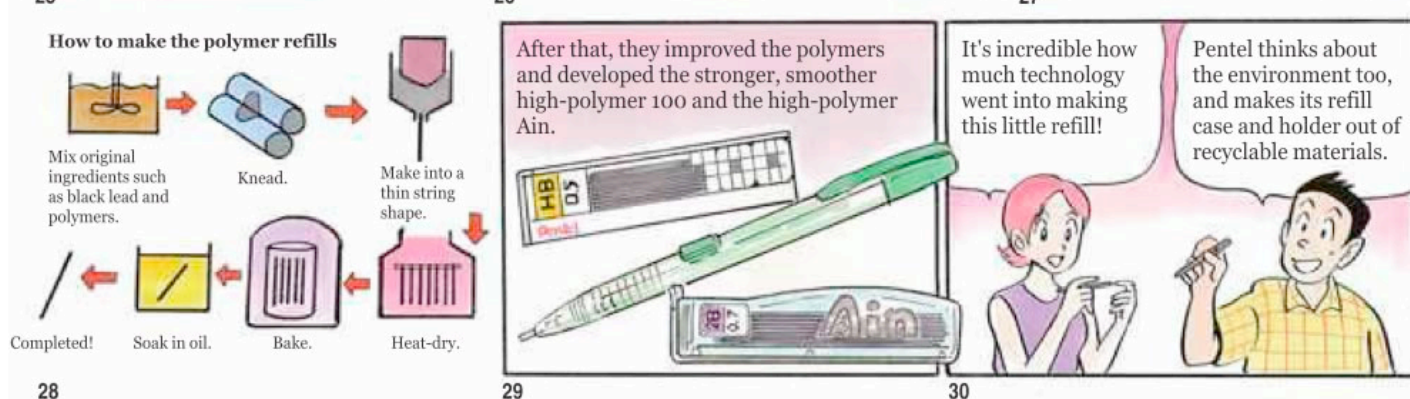
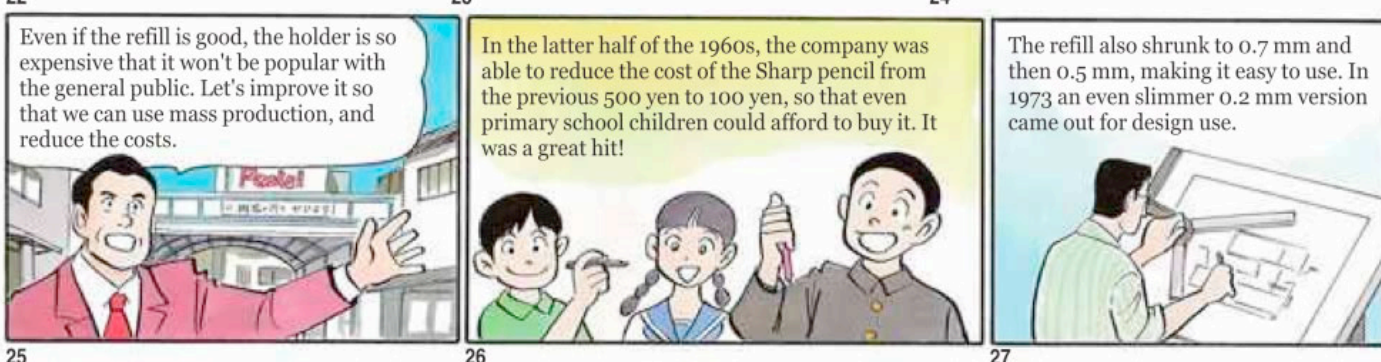
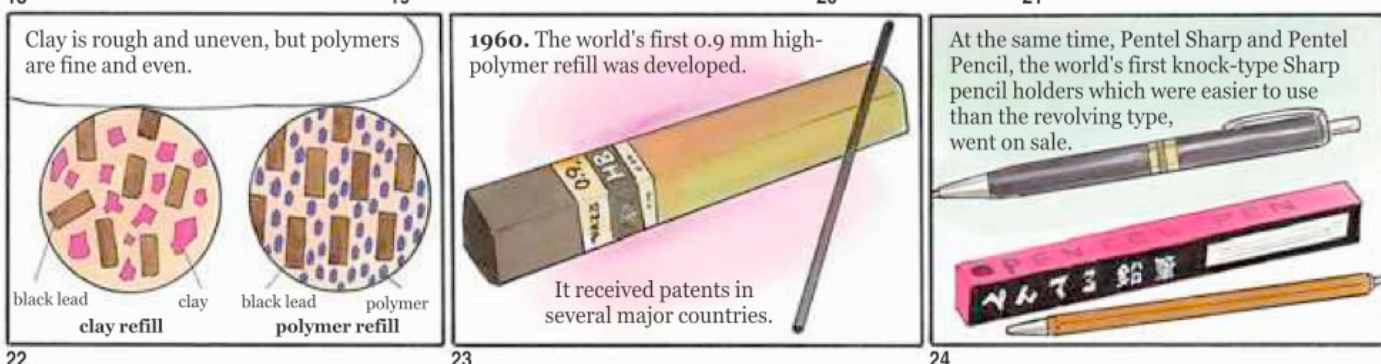
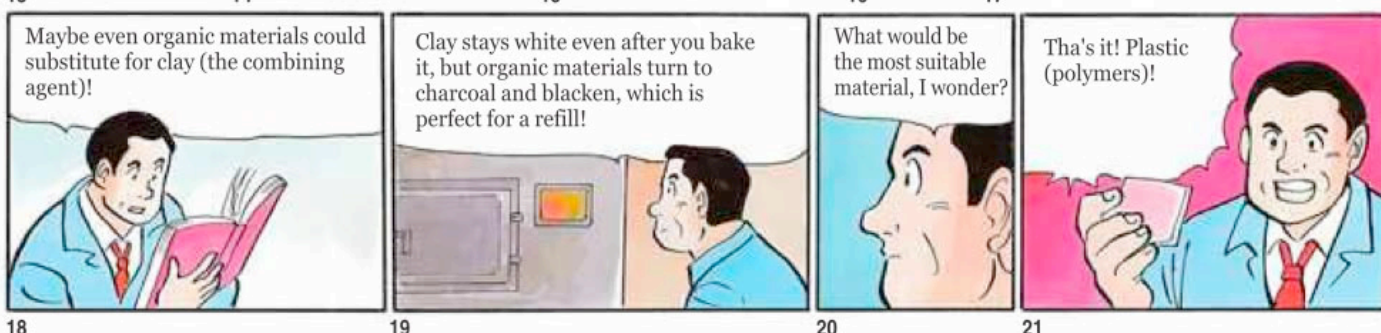
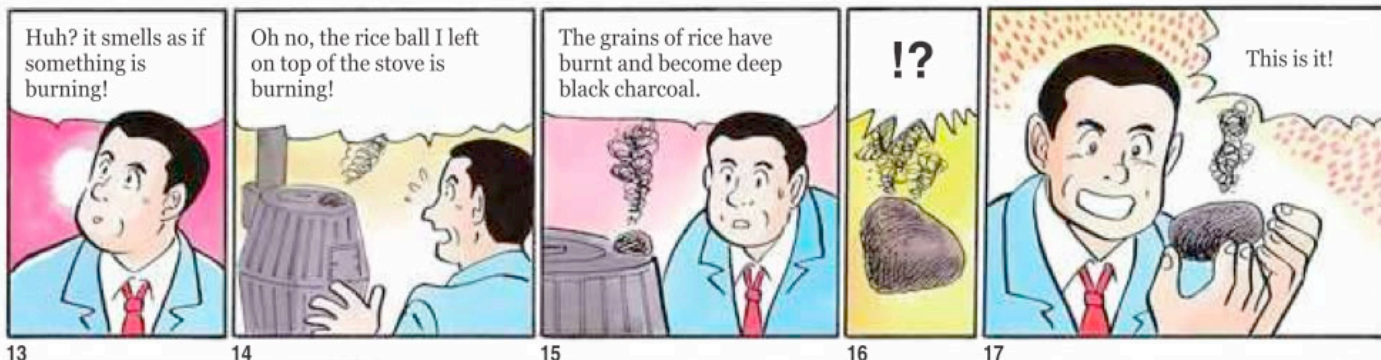
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The company is well-known not only as the first manufacturer of crayons in Japan, but also as the world's first manufacturer of high-polymer refills for Sharp Pencils. Here is a history of Pentel's Sharp Pencil refills.

Illustrations by Ryuji Fujii





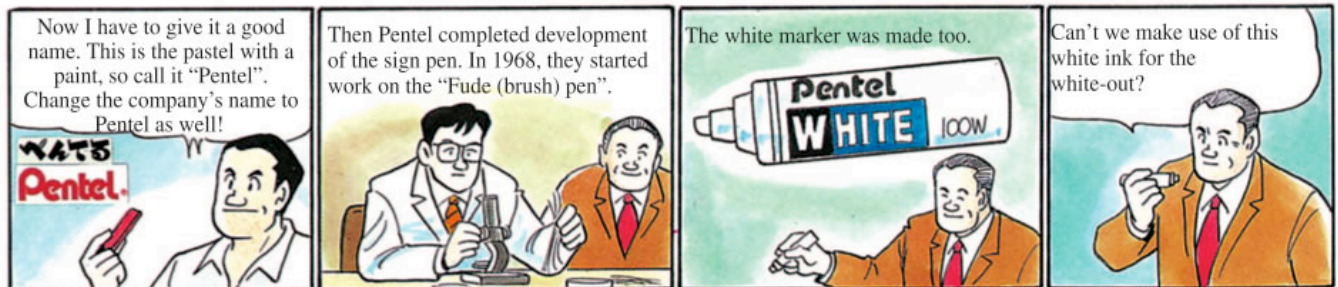
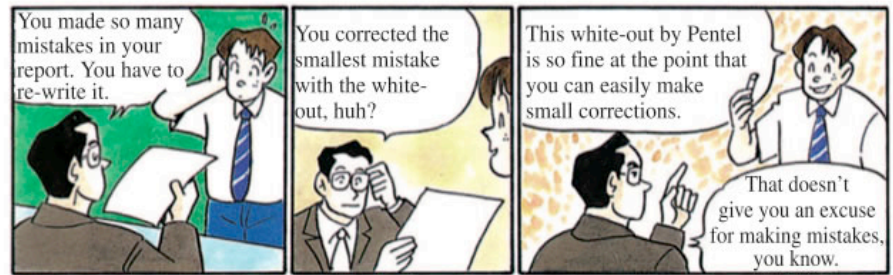




# Pentel®

In 1996, Pentel Co., Ltd. celebrated its 50<sup>th</sup> anniversary. They are a comprehensive stationery manufacturer. Pentel has been an industry leader, being the only company in the field of stationery which has been awarded the Deming Prize (a worldwide QC award) in Japan. The company-wide approach to total quality control started way back in the late 1940s. Their continuous quality control program led to the success of the white-out, and the completion of the Pen-Type white-out (Correction Pen). **A**

In co-operation with Pentel Co., Ltd.



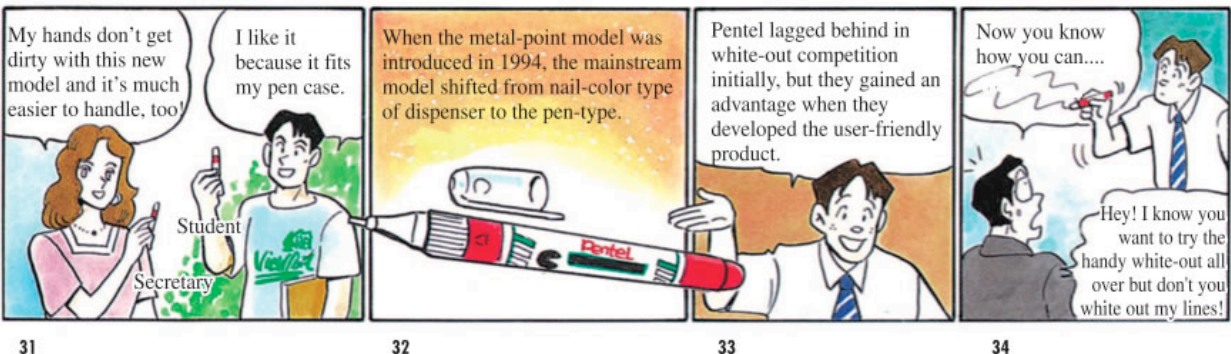
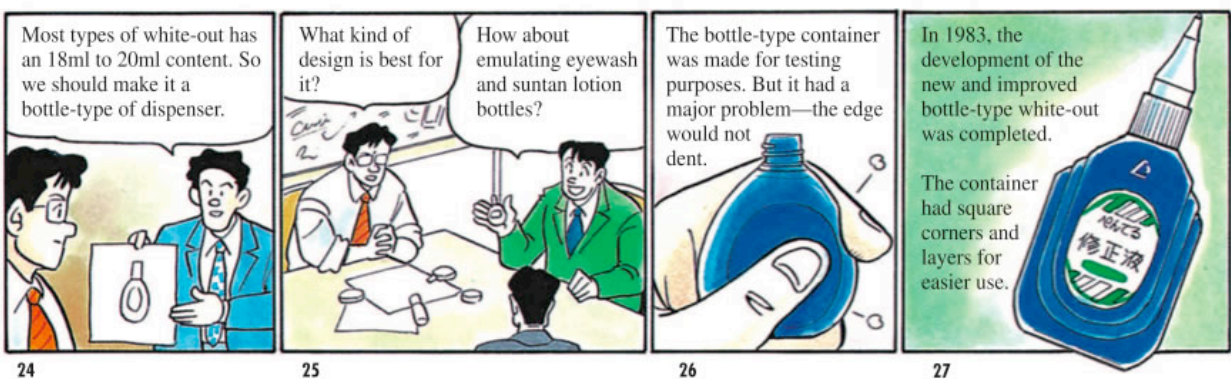
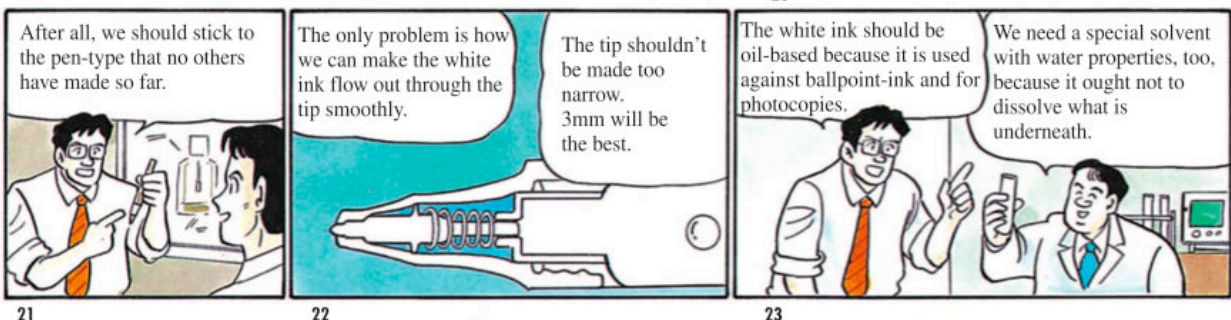
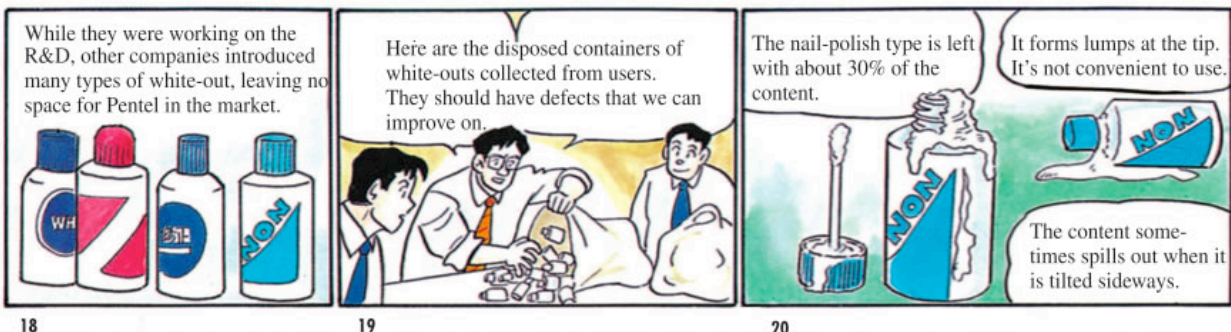
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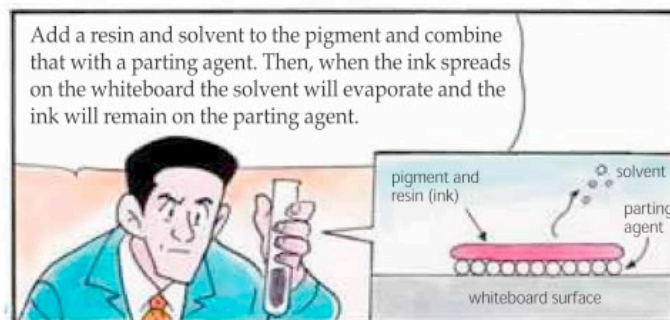
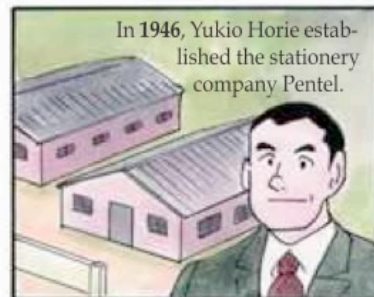
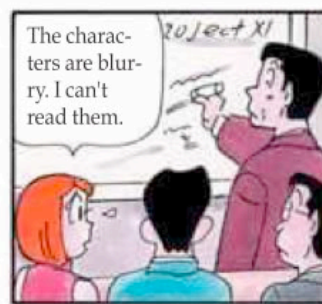


# Pentel's Whiteboard Marker MAXIFLO

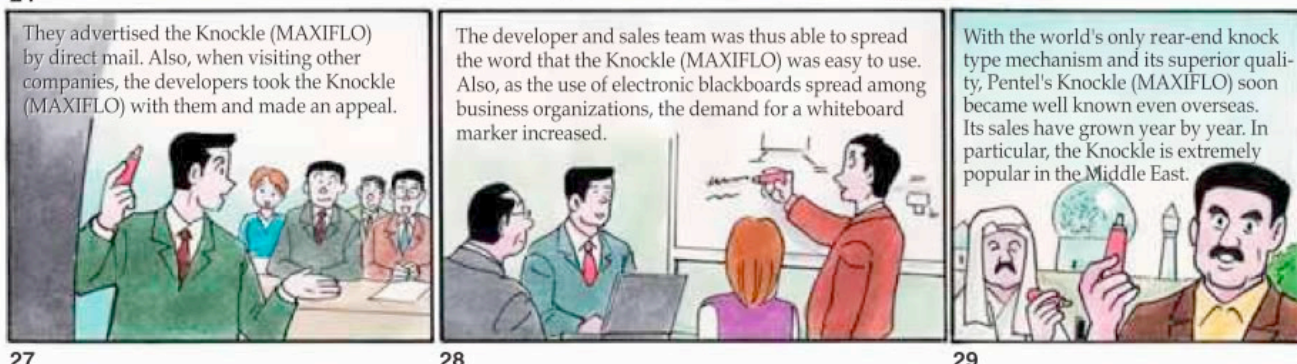
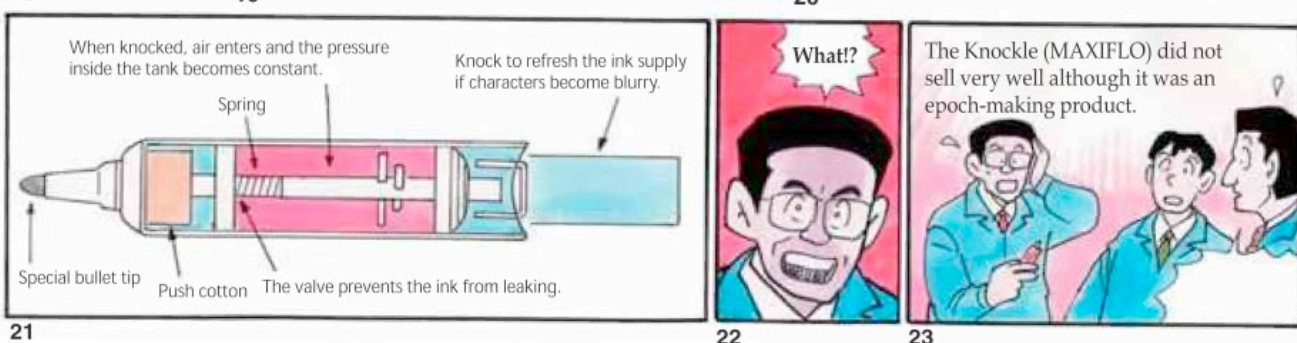
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In 1986 Pentel's whiteboard marker was born, but some defects were found. After further improvements were made, a knock type whiteboard marker called Maxiflo was developed in 1994. Here is a history of developing this epoch-making product.

Illustrations by Ryuji Fujii







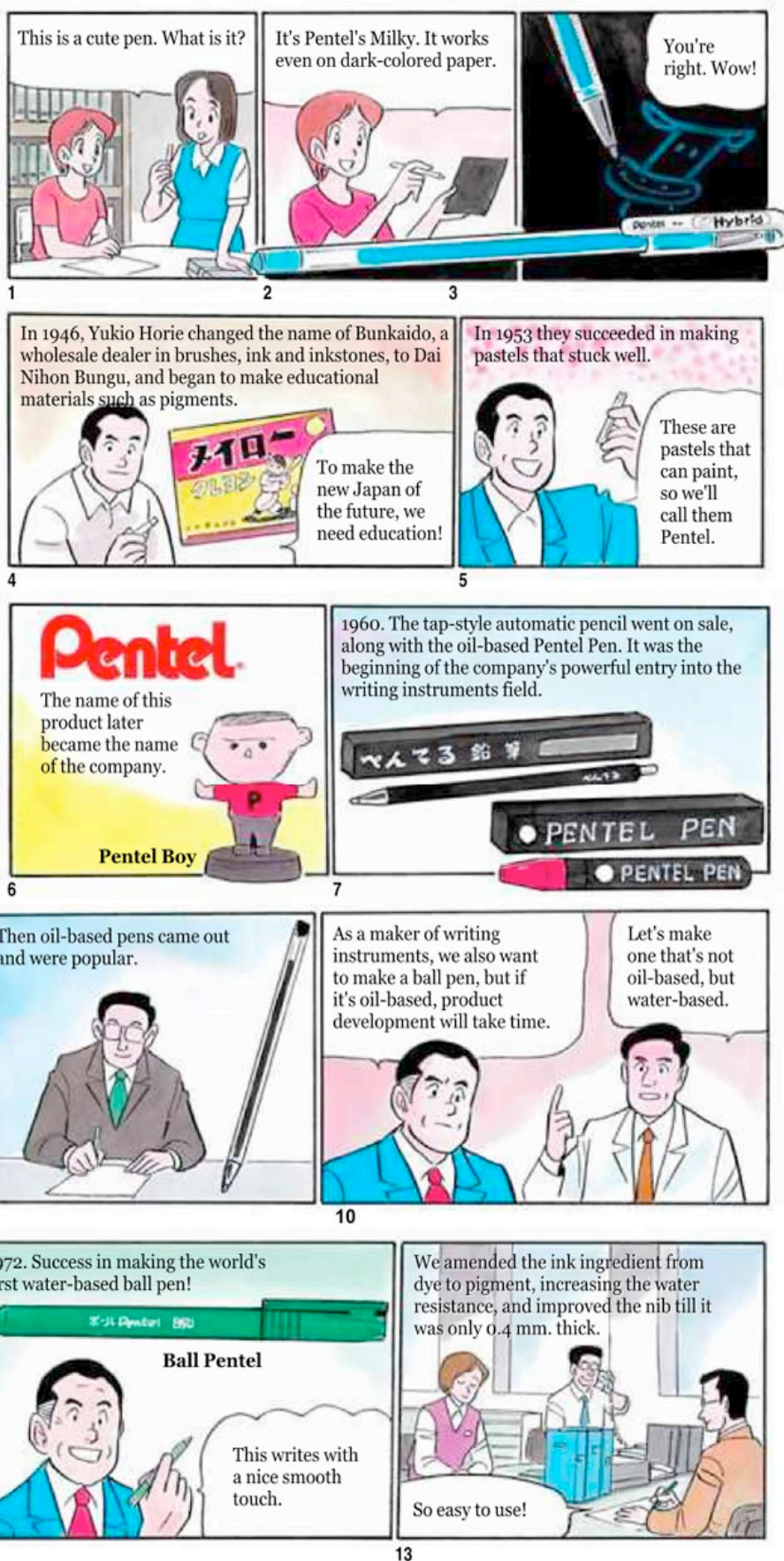


## Pentel's Hybrid Milky

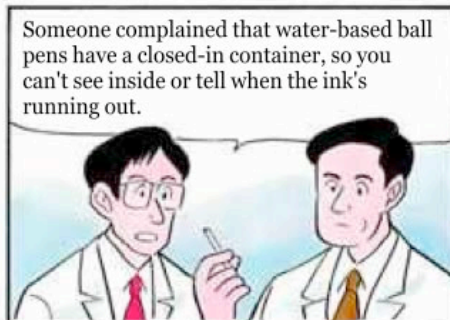
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The company developed the revolutionary Hybrid gel ink, and its Hybrid ball pens have been very popular. They are now available in pastel colors, which are ideal for writing on dark-colored paper and even for writing on photographs. Here is a history of Pentel's Hybrid Milky.

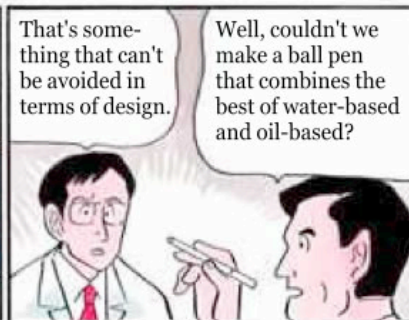
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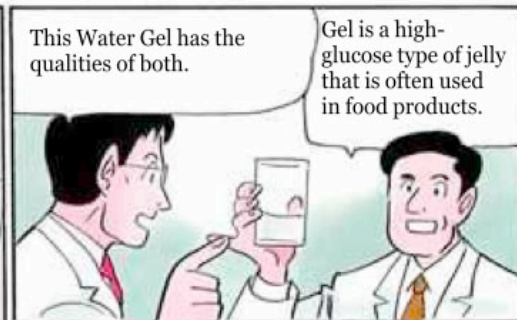




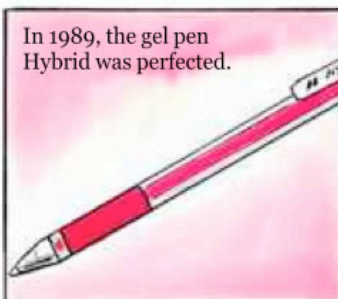
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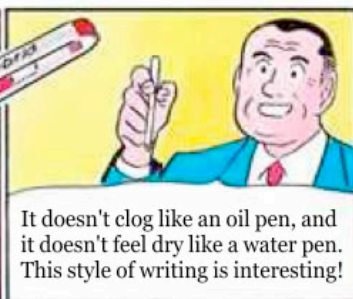
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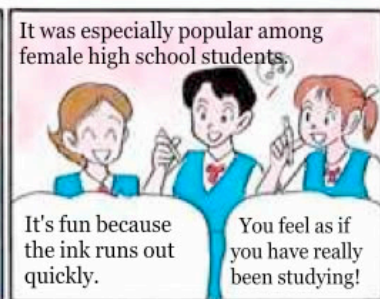
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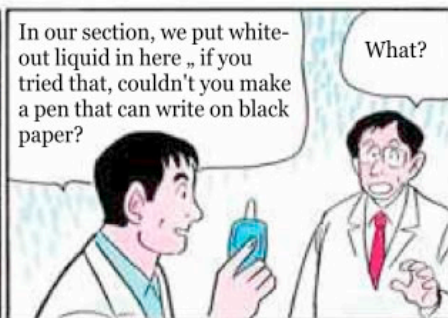
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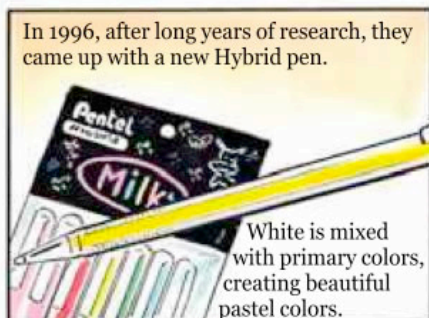
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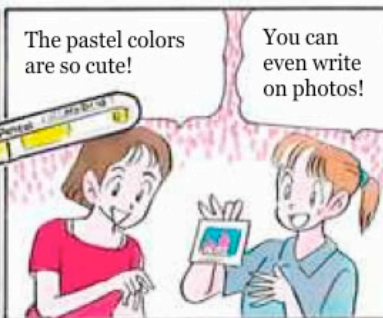
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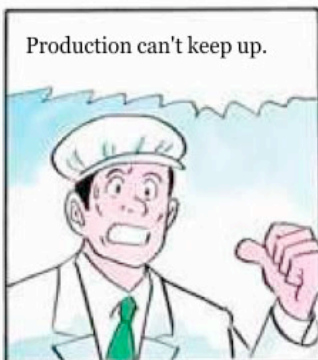
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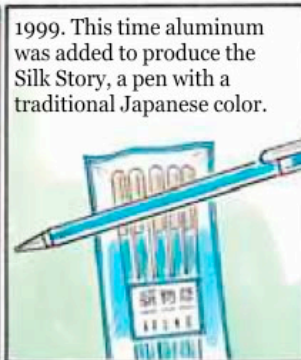
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