

# new(s):

## WRITING REVOLUTION

The Pulse Smartpen by Livescribe combines a pen's portability, flexibility and ease-of-use with a computer's functionality and power. Pulse is designed for anyone who regularly uses pen and paper to take notes, draw, communicate or express themselves. This device records and syncs audio with whatever is being written. Users can tap directly on their notes to replay audio recorded when they began their writing task, and they can download their notes to their PC. The only catch is, Pulse must be used with its own special dot paper, on the pages of which are printed nearly invisible micro dots that tell the pen exactly where a user is writing or tapping. The Pulse is available in 1GB and 2GB versions and comes with a 100-sheet dot paper notebook, carrying case, 3D recording headset, refill ink, stylus cartridges, USB mobile charging cradle, Livescribe desktop software and 250MB of online storage. Priced at \$149–199, the Pulse can be ordered online at [livescribe.com](http://livescribe.com).



## FROM THE WORLD TO BEIJING

As the official penmaker of the 2008 Beijing Olympic Games, Loiminchay will be producing a series of limited edition pens honoring the tradition, pageantry and athletic achievements of this year's Olympic competition to be launched later this year. In the spirit of the Olympic Games, the pens are being created by artisans around the world. Look for details in the next issue of *PW*.



## RAISING FUNDS AND HAVING FUN

Curtis Australia played a high-profile role in a gala event to benefit wildlife conservation in January. Wildlife Warriors Worldwide was the beneficiary of the G'Day USA Walk on the Wild Side fundraising dinner during Australia Week in New York, and as a sponsor, the Australian penmaker handcrafted and donated a gold fountain pen decorated with images of endangered species—crocodile, koala, kangaroos, tigers and elephants—and studded with diamonds, sapphires, emeralds and rubies. The pen was auctioned the same evening, bringing \$33,000 in support of the organization and its programs. Terri and Bindi Irwin, wife and daughter of late crocodile hunter Steve Irwin, were on hand to lend support along with John Travolta, Jack Hanna and *PW* publisher Glen Bowen. Future sales of Wildlife Warrior Gold pens and of Curtis Australia's Crocodile 157 ballpoint with crocodile clip in sterling silver will continue to benefit Wildlife Warriors Worldwide. For details, telephone 888.891.8706 or visit [curtisaustralia.com](http://curtisaustralia.com) and [wildlifewarriors.com](http://wildlifewarriors.com).

Glenn Curtis of Curtis Australia with Terri and Bindi Irwin at the gala benefit; the Wildlife Warrior Gold pen.



## GIFTING JUILLIARD

Montegrappa recently announced its sponsorship of the Juilliard Manuscript Collection, a cache of 138 priceless musical manuscripts, engravers' proofs and first editions gifted to the renowned music school two years ago. Among the treasures are works such as Beethoven's *Symphony no. 9* and Mozart's *Le Nozze di Figaro*, written—or with annotations—in the composer's own hand. Juilliard president Dr. Joseph W. Polisi says, "We are extremely grateful for the support of Montegrappa, a brand whose dedication to excellence exemplifies the qualities that we hope to instill in our students. Their generous contribution is a testament to their strong support of the arts." The collection will eventually be housed in the new Scholars Reading Room at Juilliard. Meanwhile, electronic images of the manuscripts can be viewed online at [juilliardmanuscriptcollection.org](http://juilliardmanuscriptcollection.org). For more on Montegrappa, visit the brand's website, [montegrappa1912.com](http://montegrappa1912.com).



above left and at right—The Pulse computing pen by Livescribe.

# new(s):

## FJÄDER INVADES AMERICA

Designed in Sweden and newly distributed in the US by Coles of London, Fjäder is the pen whose name means *feather* in Swedish, and true to its name, this pen has the weight and feel of a feather. With its sleek ergonomic styling, the Fjäder pen is attractive and made for comfortable writing. The Fjäder is presented on a stand, ensuring handy access. The pen launches at this year's National Stationery Show at a retail price of \$40. For details, telephone 561.620.3022.

## DERBY TIME

There is no question that the Kentucky Derby has become a revered tradition of the horseracing year. It's also becoming established as a standard part of the year in pens thanks to David Oscarson, the maker that has produced the official Kentucky Derby limited edition pen since 2005. As the derby is run for the 134th time this year, David Oscarson announces the fourth Derby pen, the 2008 Twin Spire Masterpiece, in red kiln-fired enamel over sterling silver guilloché. The O-ring sealed barrel allows cartridge, convertor or eyedropper filling. For details, telephone 636.458.4345 or visit online, [davidoscarson.com](http://davidoscarson.com).



## FORECAST SUNNY

According to a new report by Global Industry Analysts, Inc., the world stationery products market is forecast to surpass \$164.63 billion by 2010. Paper-based stationery products—the largest product group—are projected to reach \$88.85 billion by 2015, with Asia-Pacific and Latin America as the chief drivers of growth. In 2007, Europe had the largest market for stationery products, estimated at 34 percent. Initial fears that the onset of the computer age would result in paperless offices and homes leading to falling stationery sales have proved to be unfounded. On the contrary, ubiquitous computer use has actually created the need for computer and home-office stationery. Surprisingly, the dominant group of fountain pen buyers (those in their 20s and 30s) is the generation who grew up using computers for their schooling. It seems the high-tech age has only sweetened the charm of using fountain pens. Major pen companies mentioned in the "Stationery Products: A Global Strategic Business Report" include Cross, Sanford, Pilot, Montblanc and S.T. Dupont.

## REMEMBERING HILDEGARD

In 1985, as she was approaching the traditional retirement age, Hildegard Oser

volunteered to help her 23-year-old son Bert run Bertram's Inkwell, the eponymous pen shop he was opening in White Flint, the Maryland fashion mall. Over the years, as the business grew and expanded into a Baltimore branch, Hildegard's presence continued to lend a day-brightening touch of old world charm to the mother store. On the last day of 2007, Hildegard Oser died at age 78 of cancer. She was designated on the register slips as "salesperson #2" but, commented Inkwell partner Jim Rouse, "she will always be number one in our hearts—Bertram's longest standing and dearest employee."



## TOTAL BLUE ELEGANCE

The Total Blue Elegance limited edition is part of Conway Stewart's Elegance collection. Ideal for every occasion, this pen is large but not unwieldy. Made of hall-marked sterling silver, the exclusive model has been designed in the style of Fabergé—with its cap and barrel engraved with a fox-head guilloché pattern and covered with vibrant blue bonded enamel. The Total Blue Elegance is available solely through Total Fine Writing as a rollerball or fountain pen mounted with a large rhodium-plated, iridium-tipped 18 karat gold nib in a choice of eight different grades. Limited to just nineteen pieces worldwide, the Total Blue Elegance is priced at \$2,000. To learn more, telephone 425.432.0816, or visit [conwaystewart.com](http://conwaystewart.com).