

C. Josef Lamy GmbH



Pur

C. Josef Lamy is a German manufacturer of writing utensils, who is well-known for their strong awareness of design as one of the main aspects of their identity.

Knud Holscher Design were asked to design a metal ballpoint pen in a medium cost class.

The idea was a pipe in extruded aluminium with an inner core in black plastic, which exposes itself in the gap between push button and pen and in the pen's ends. The metal clip is placed upon the gap, overlapping both pen and push button and moving with each push.

The ballpoint pen is produced in a plain promotion model for brand printing and with recesses for the deatil market. Due to its succes, a pencil and a fountain pen were developed to complete the Pur series.

Pur was introduced at the international Paperworld Fair at Frankfurt in January 2007.



Client:

C. Josef Lamy GmbH

Product: Pur series