



Promotional
Writing
Instruments



MADE IN ITALY

PRODUZIONE IN ITALIA

FABRIQUE EN ITALIE

FABRICADO EN ITALIA



maxema®

solo una penna?
Maxema, just a pen?



Planning

Not everyone knows that it can take more than a year to create a new pen in which every detail is handled with meticulous care. Creating the moulds for each component of the pen is a highly complex operation: a mistake of even a hundredth of a millimetre could jeopardise its operation. This is why all our pens are designed and manufactured entirely in our only Italian premises, where we are able to monitor every stage: from the first prototypes right down to marketing the finished product.

Sustainability

Only a quality pen can really enhance a message, growing a brand's visibility and, why not, helping to limit the pollution of the planet. Plastics pollute: if a pen is high quality it will have a long average lifespan that will lead it to change hands more than once, so limiting the waste that comes from the immediate discarding of faulty pens. It is much better to invest in quality pens, maybe choosing to limit the quantity rather than running the risk of compromising your image and spreading the irresponsible use of plastic pens. The longer a pen's life is, the less it pollutes the environment.

Responsibility

The certificate of origin for our pens also guarantees that no child labour is involved in their manufacture, nor working conditions that do not respect workers' basic rights. We demand the same guarantee from our Italian and German raw materials suppliers. Even a pen can help to spread the culture and respect of the dignity of workers.

Design

The design of our pens is the outcome of ongoing styling research: the lines and colours are inspired by the trends of the day. A promotional pen must attract and excite, as well as being a quality support for the message it is delegated to convey. Appearance, originality, quality: everything must be perfectly balanced to make a pen worthy to carry a uniquely special company image.

Customisation

Once assembled, the pen is ready to be "dressed" with a logo or a message: our graphics office works on digital simulations to assess the possible alternatives, suggesting new proposals so that the most suitable combination can be found. Like a tailor's shop, the customer can try different sizes, colours and positions until the suit adapts perfectly to his needs. Only then does the pad or silk-screen printing stage begin, using highly resistant paints, after which the pen is finally ready to travel the world with its precious message: your image

Quality

Attention to quality starts with the strict selection of raw materials: the plastic, refills and inner springs come exclusively from Italian or German suppliers, who guarantee their quality and reliability. The plastic for our pens comes from top quality, non-toxic ABS, which is highly resistant to knocks and sudden changes in temperature, guaranteeing excellent glossiness and high colour stability. The refills respect EU Directives for hazardous substances (2004/73/EC, 67/548/EEC and 2006/1907/EC-REACH) and the American TSCA (Toxic Substances Control Act): so all the inks are non-toxic.

Production

Our highly automated assembly lines guarantee rapid, extremely competitive manufacturing times: depending on the model, our machinery can assemble from 2,000 to 6,000 pcs per hour. Automation also means guaranteeing functionality: strict quality checks make sure that all our pens operate perfectly at each stage of their assembly.

Precision design, meticulous engineering, constant research and testing, selection of the best materials.

In short:

a love for beautiful objects and care for the environment.

This is what an Italian-made product means for Maxema.

“A significant step forward toward the use of safe plastic.”



Nature friendly

Made of non-toxic plastics, it has been designed to have a long life and to minimise the risk of harmful substances being released into the environment. Using a pen for as long as possible helps to reduce pollution and enables us to give full expression to the concept of promotion.



Green chemical

It does not contain dioxin, phthalates, bisphenol A, antimony, arsenic, barium, cadmium, chrome, mercury, lead, polybrominated biphenyls (PBBs), polybrominated diphenyl ethers (PBDEs) or deca-BDE, and conforms to RoHS and REACH directives.



Looking to the future

Made of plastic suitable for toy manufacture (according to European standard EN 71-03 and U.S. FDA regulations).



Antibacterial

It is made of antibacterial plastic containing a special additive which releases silver ions that prevent bacteria from colonising the surface of the pen.



Really safe

The plastics employed are compliant European & American FDA food contact regulations.



CLP compliant

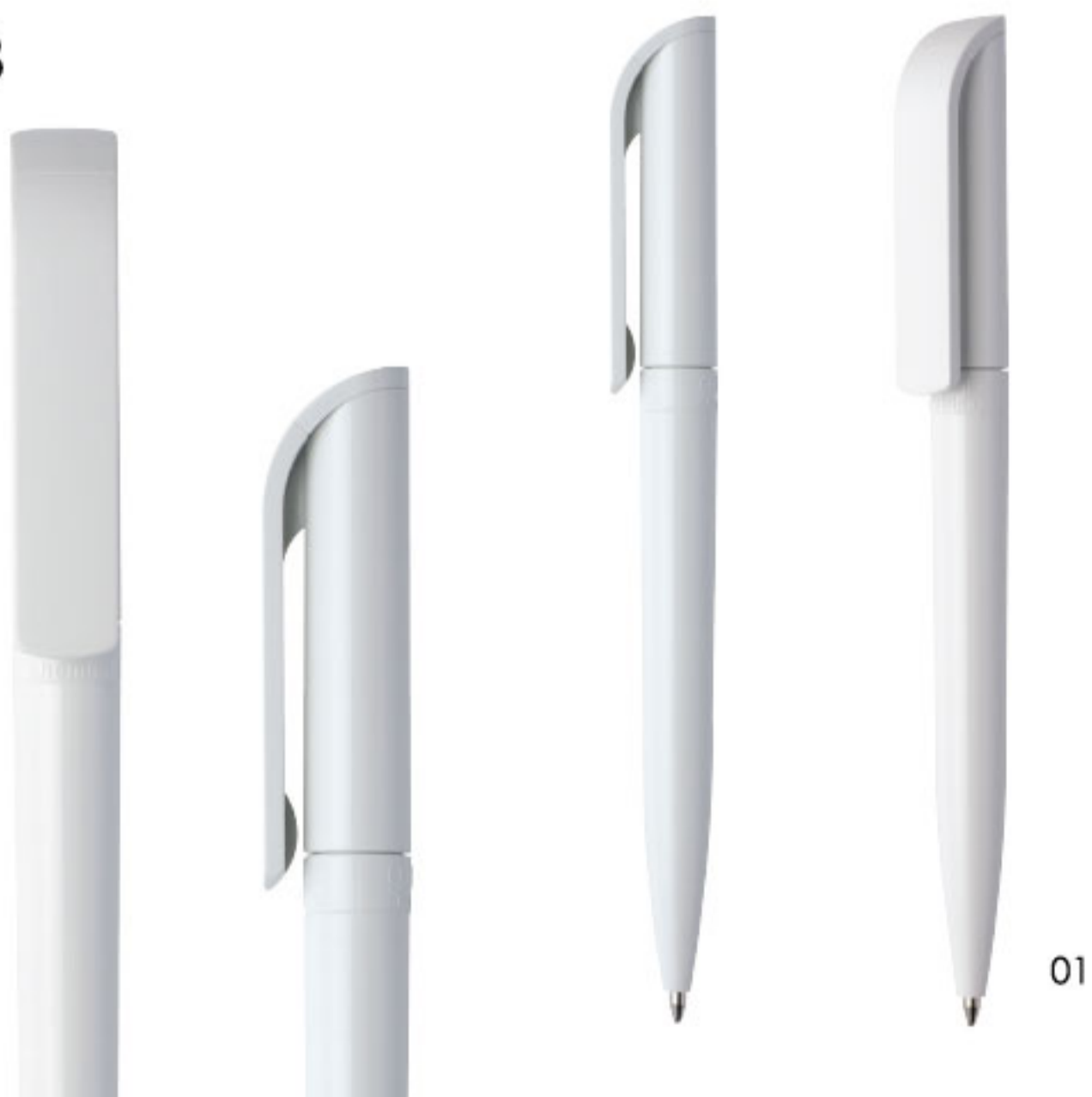
It is rated as non hazardous the Regulation on Classification, Labelling and Packaging.



Icon Green
MAX-IG2C

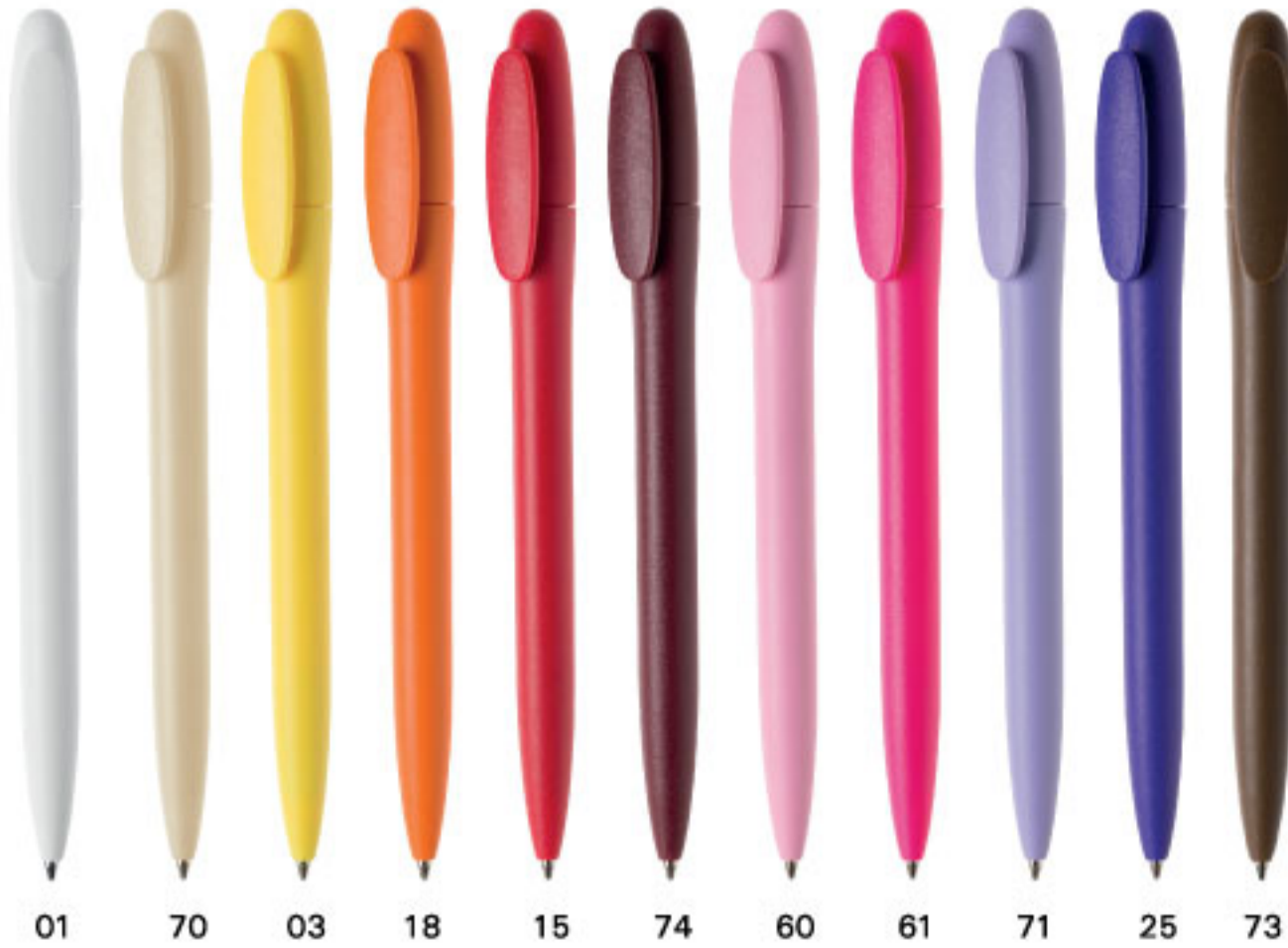


Tag Green
MAX-TA2B



Bay MAX-BM

colori coprenti con finitura satinata
solid colours with matte finish

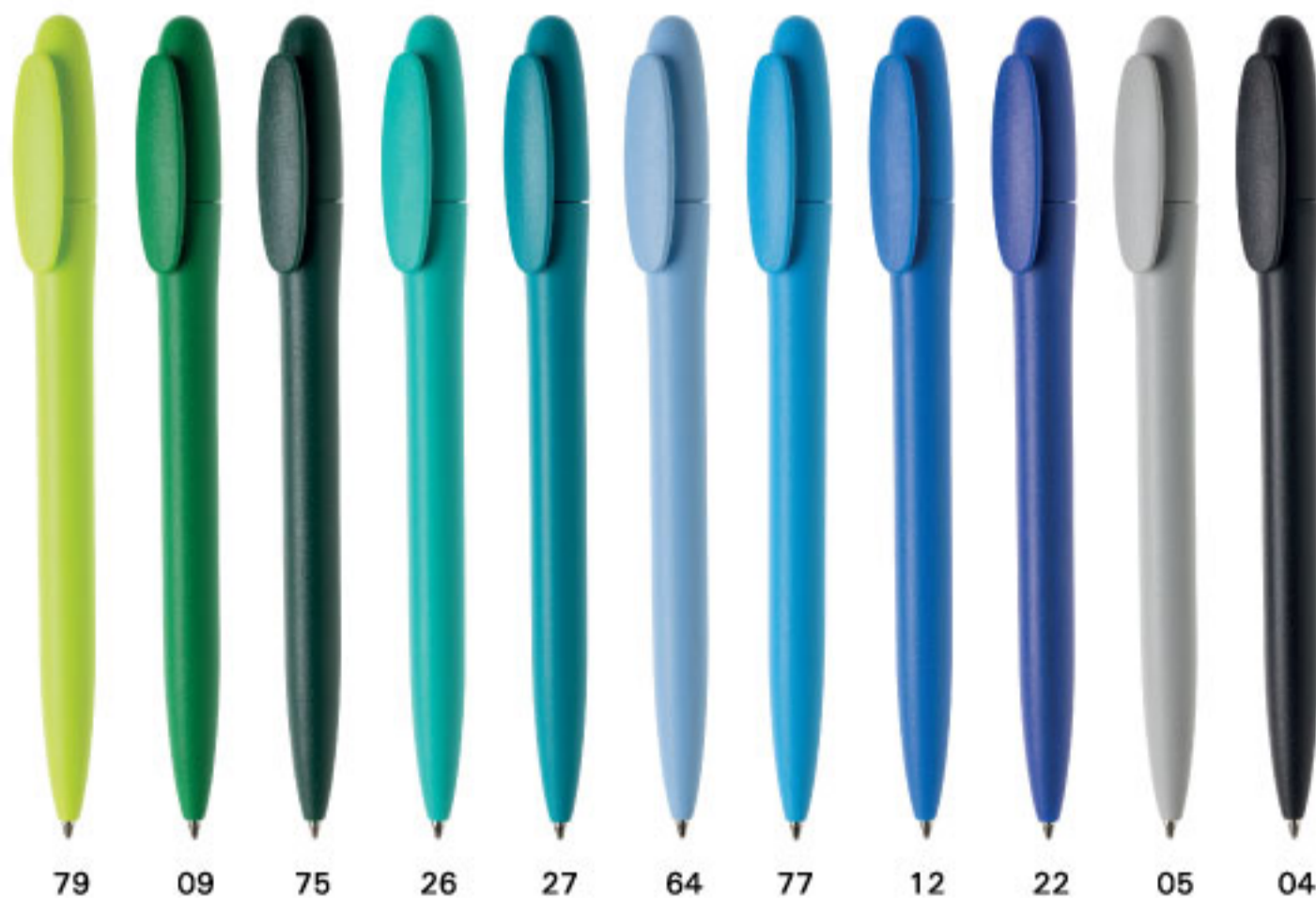


**Delicately refined
matte finish in 22 colours.**

Effetto satinato:
raffinata delicatezza
declinabile in 22 colori.



Draws attention for its simplicity.



Zink MAX-Z1-C

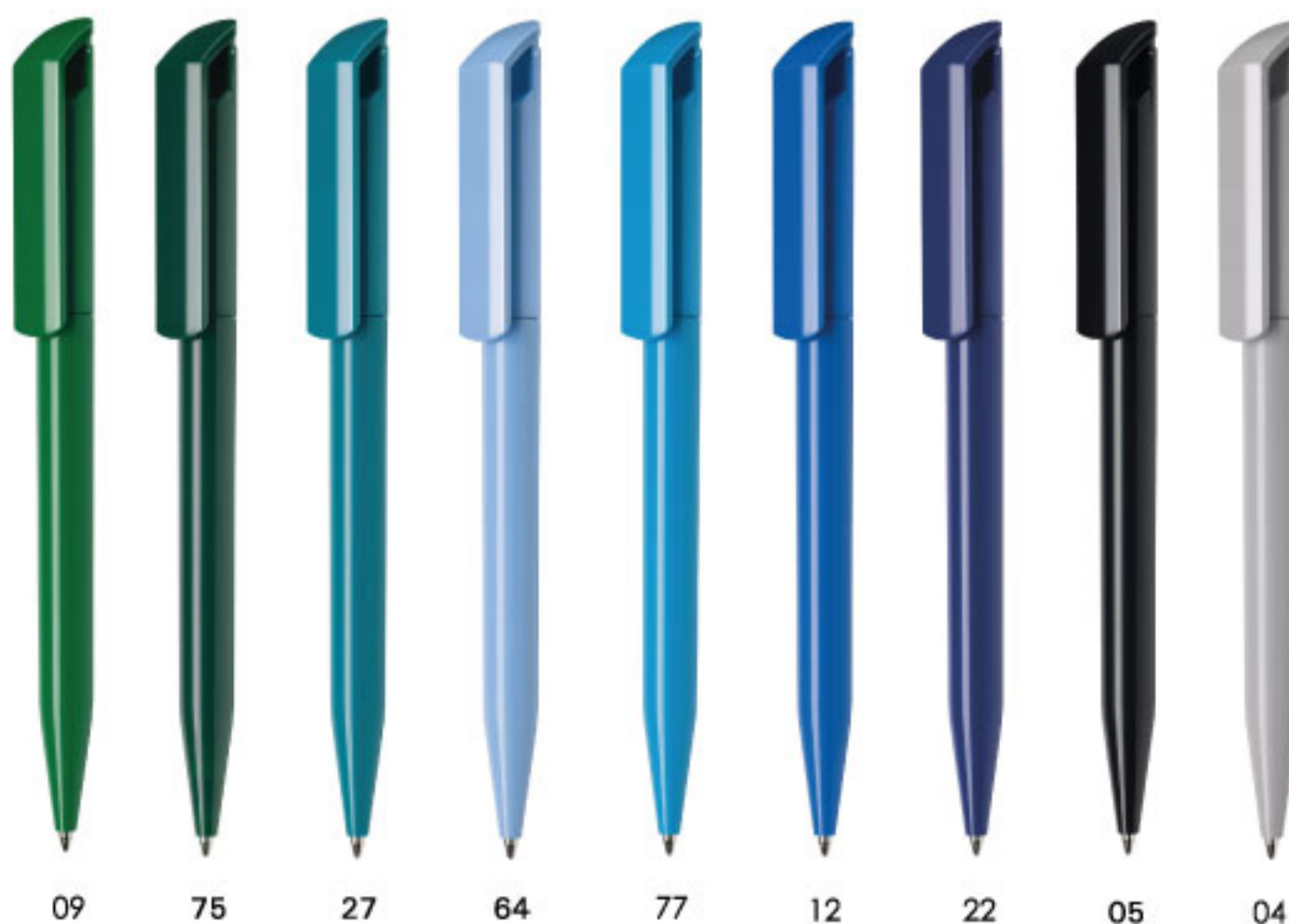
colori coprenti con finitura lucida
solid colours with glossy finish

**A pen with a clean-cut profile
and strong personality.**



Solid, sturdy architecture for a profile of geometric precision.

Architettura corposa
e robusta per un profilo
dal rigore geometrico.



Zink**MAX-Z1-30**

colori trasparenti con finitura lucida
transparent colours with glossy finish



39

52

53

59

41

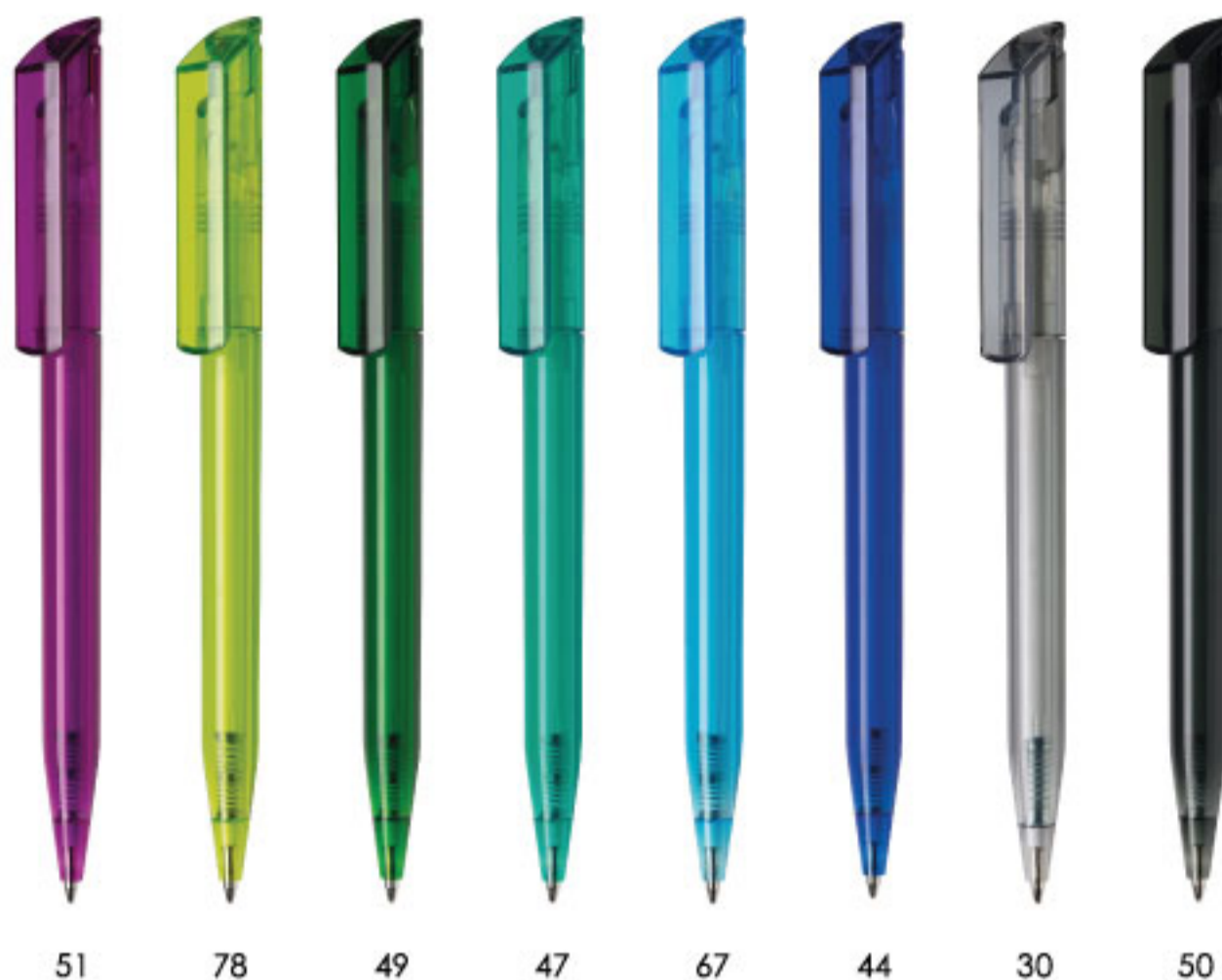
45

31

55

Its sturdy structure is offset by the slim, streamlined barrel.

Il fusto slanciato bilancia la solida struttura.

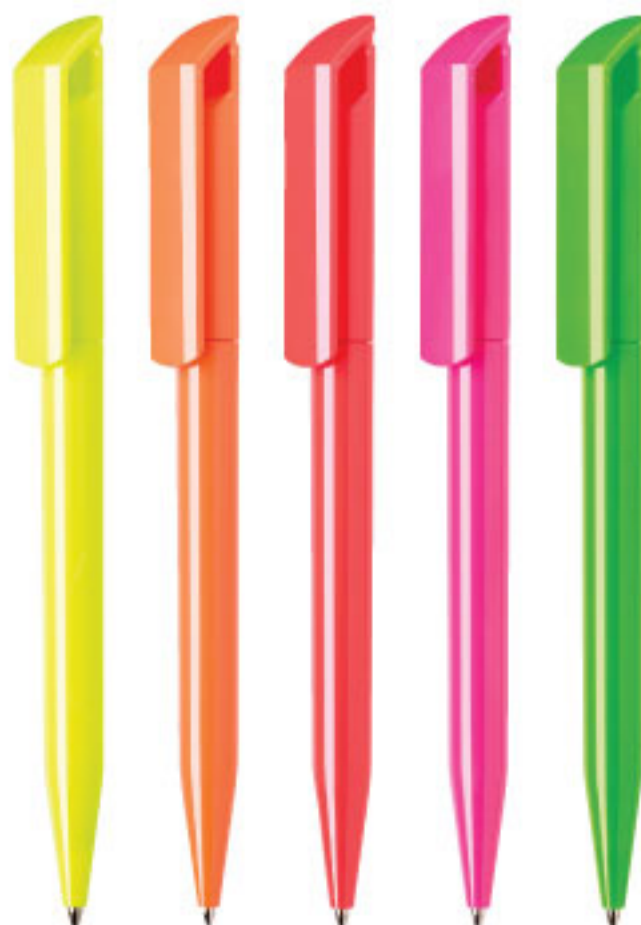


51 78 49 47 67 44 30 50

**switch
on fluo**

MAX-Z1-CF

colori fluo coprenti con finitura lucida
solid fluo colours with glossy finish



02 17 14 56 08

Dot

MAX-D1-BCR

fusto e clip in colore bianco coprente con finitura lucida,
piccola sfera in colore coprente lucido, tappino cromato
solid white colour barrel and clip with glossy finish,
solid glossy colour little sphere, chromed push-button



01

01

04

Dot

MAX-D1-CGOLD

colori coprenti con finitura
lucida, tappino dorato
solid colours with glossy finish,
gilded push-button

D1-GOM-CB F CR

solid fluo colour barrel with rubber finish, solid glossy white colour clip,
solid glossy fluo colour little sphere, chrome push-button

**switch
on fluo**



D1-GOM KF CR

solid black colour barrel with rubber finish, solid fluo colour clip
and little sphere with glossy finish, chromed tip

**switch
on fluo**



Dot

MAX-D1-GOM-W

**fusto in colore coprente gommato, clip in colore bianco lucido,
piccola sfera in colore coprente lucido, tappino cromato**

**solid colour barrel with rubber finish, solid glossy white colour clip,
solid glossy colour little sphere, chromed push-button**



Dot

MAX-D1-GOM30

fusto in colore coprente gommato, clip in colore trasparente con finitura lucida, piccola sfera in colore coprente lucido, tappino cromato
 solid colour barrel with rubber finish, transparent colour clip with glossy finish, solid glossy colour little sphere, chromed push-button



01 03 18 15 55 49 47 44 50



41 38 78 37 67 34 30 59 31

Flow Pure**F2P – MATT**

colori coprenti con finitura satinata
solid colours with matt finish



All the expressive force of colour in a monochrome version.

Tutta la forza espressiva
del colore in versione
monocromatica.



01



26

27

12

22

71

64

60

77

05

04

Flow Pure

F2P – MATT CB

fusto e cappuccio in colore coprente,
clip in colore bianco coprente, finiture satinare
 solid colour barrel and cap, solid white
 colour clip, matt finishes

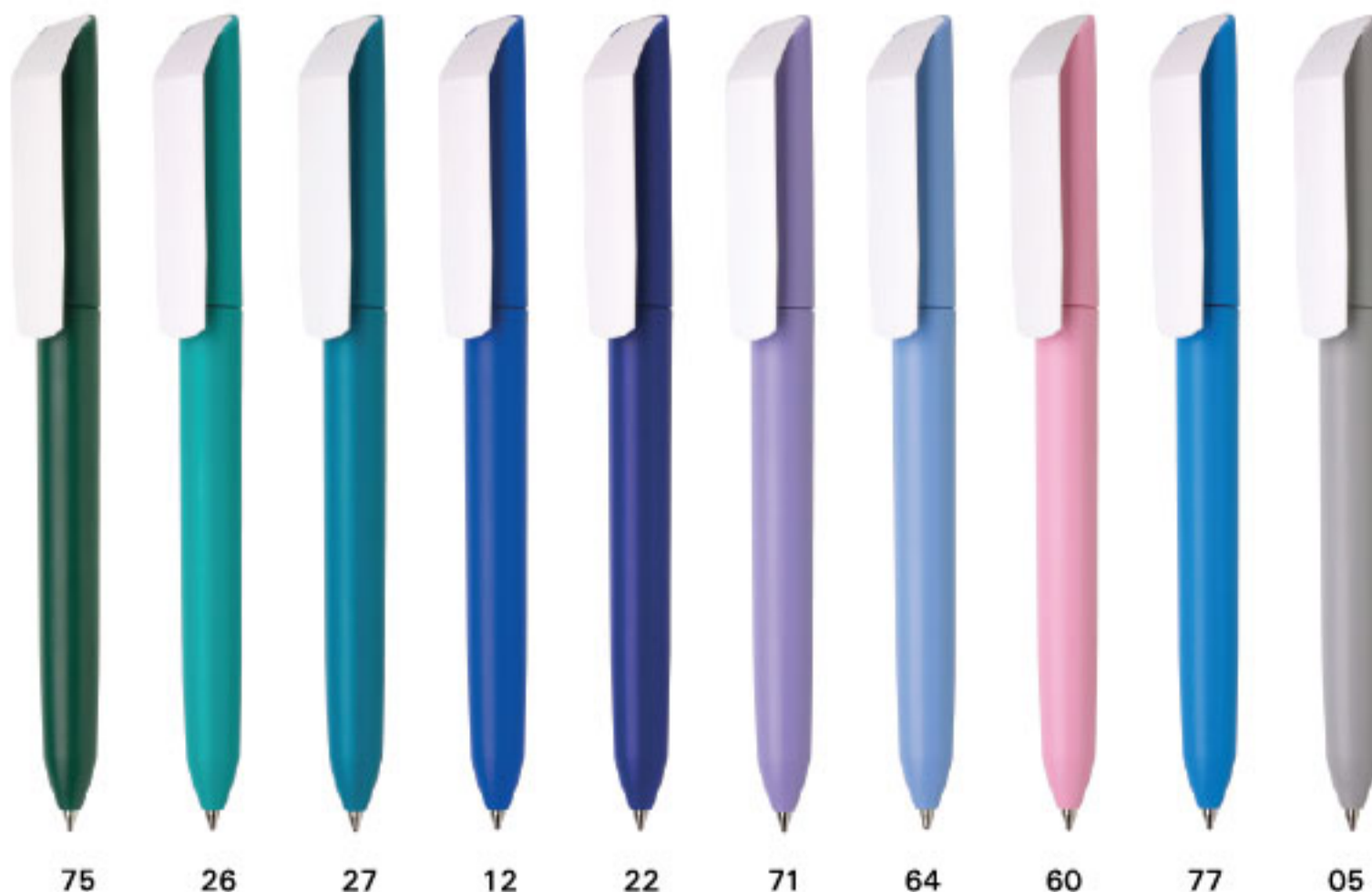


**Matt finish and white clip
for maximum
freedom of personalisation.**

Finitura matt e clip bianca
per la massima
libertà di personalizzazione.



04



Flow Texture MAX-F1-GOM

solid colour barrel with rubber finish,
solid glossy white colour clip,
textured solid colour cap with matt finish, chromed tip



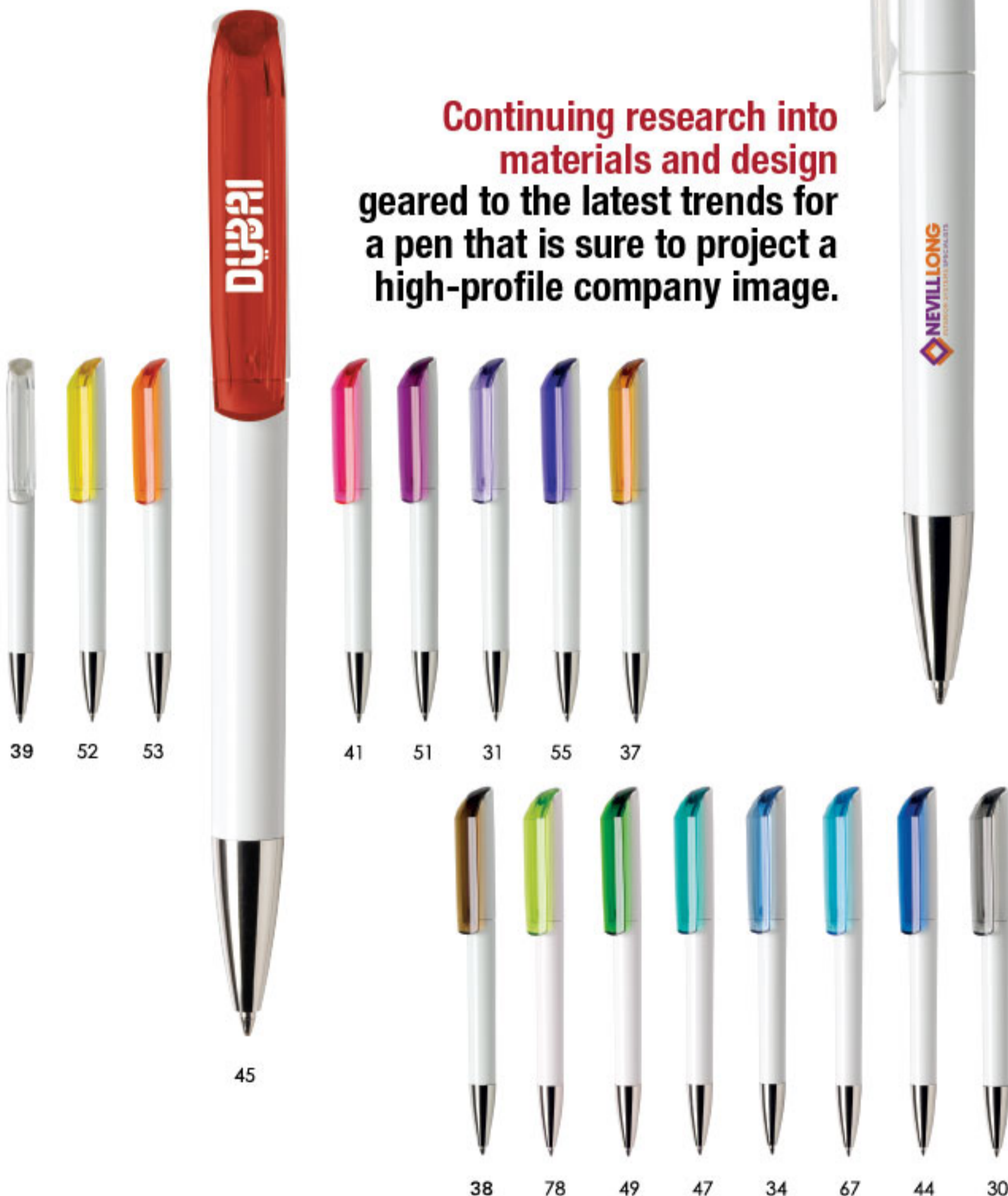
**Textured with small hexagonal cells
that recall a honeycomb:
a dynamic design of visual
and tactile elegance.**

Flow MAX-F1-TB

fusto e cappuccio in colore bianco coprente lucido,
clip in colore trasparente con finitura lucida, punta cromata
solid white barrel and cap with glossy finish, transparent
colour clip with glossy finish, chromed tip



Continuing research into materials and design geared to the latest trends for a pen that is sure to project a high-profile company image.



View

MAX-VI-CCR

colori coprenti con finitura lucida,
clip in metallo cromato, punta cromata
solid colours with glossy finish,
metal chrome finish clip, chromed tip

**The sleek design of the cap
adds elegance and
balances the large clip.**





79



09

75

27

64

12



22

04

MAX-ET-FLAG

solid colours with glossy finish, metal chrome finish clip, chromed tip



UAE Kuwait Oman KSA Qatar Bahrain Iran Iraq India Kenya
Pakistan
Nigeria



MAX-ET-B

solid colours with glossy finish, metal chrome finish clip, chromed tip
Available in a vast range of colours



03 18 15 74 25 09 NISSAN 12 22 04

Ethic MAX-ET-BC

solid colour top with glossy finish, metal chrome finish clip, chromed tip



03 18 15 74 09 12 22 04

MAX-ET-CR

solid colours with glossy finish, metal chrome finish clip, chromed tip, top and two rings



01 03 18 15 74 09 12 22 04