



*Esterbrook®*

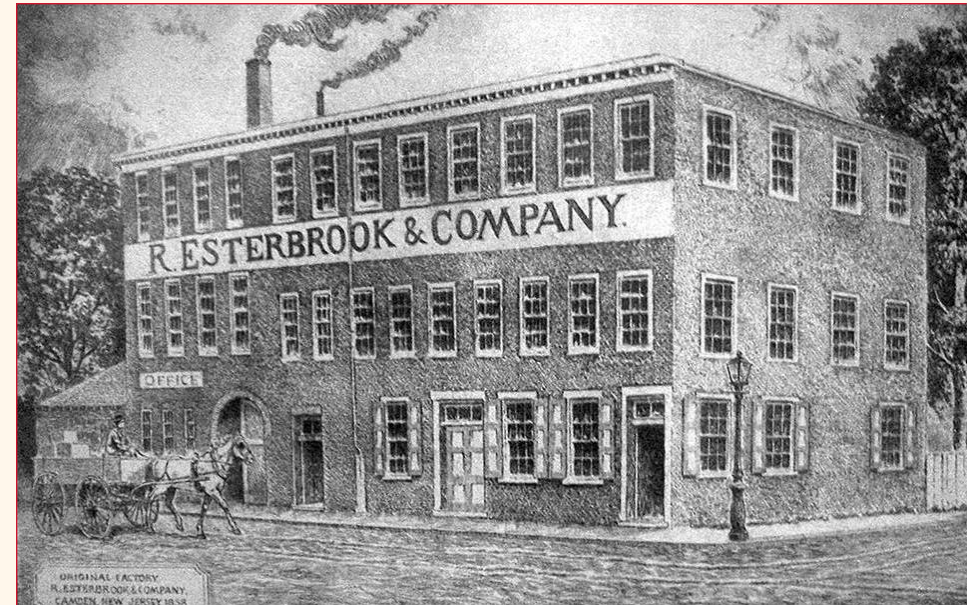
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# The Esterbrook of Yesteryear

For one hundred years, the original Esterbrook Pen Company was the pride of Camden, NJ. In 1858, entrepreneur Richard Esterbrook established his pen company under the trademark Esterbrook Pen Company, which would soon become one of the biggest and most beloved pen makers in the world. At its height, Esterbrook was the largest pen manufacturer in the United States employing 600 workers.

Esterbrook grew up in the shadows of one of the nation's darkest hours, but despite the toll of the Great Depression on the United States, there was an enduring spirit of its people, a new hope awakening, importance placed on the strength of character and a deep enthusiasm for achieving dreams. Esterbrook met those values with writing instruments that were emblematic of those times and commitments.



*Esterbrook's history books are filled with a notable who's who.*

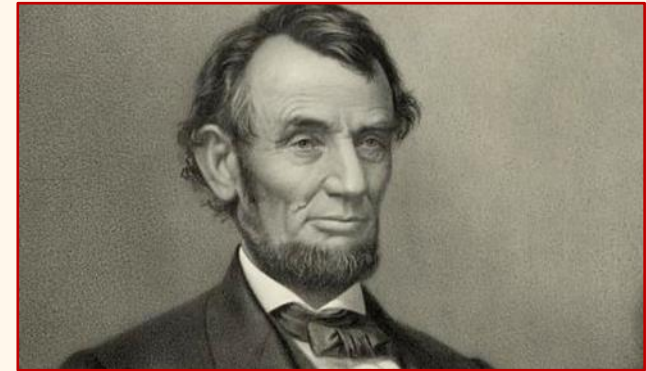
Esterbrook's storied history is embedded in the American fabric of progress, tradition, and creativity. In fact, it was the favored pen of many of the most well-known figures of the 20<sup>th</sup> Century.

U.S. Presidents have a long history with our company. Abraham Lincoln was given a pen specially made for him by Esterbrook. Lyndon B. Johnson signed hallmark civil rights legislation with his Esterbrook pens. John F. Kennedy called for the United States to literally reach for the stars by signing documents that promised to land a man on the moon and bring him safely back to earth.

Famous Disney artist Carl Banks brought Donald Duck to life with an Esterbrook No 356. For decades, Linus and the rest of the Peanuts gang were drawn by the deft hand of Charles Schulz, exclusively using his trusty Esterbrook fountain pen. In fact, so dedicated to Esterbrook was Schulz, that when his beloved Radio 914 nib was discontinued, he bought the rest up, using them in his drawings until his last comic strip was published in 2000.

All the while, millions of students grew up learning to write using Esterbrook pens.

It is fair to say that these visionaries, and artists, helped Esterbrook to become an integrated part of America's politics and culture in the 19<sup>th</sup> and 20<sup>th</sup> centuries.





Esterbrook stands for what it always has: entrepreneurial spirit, outstanding quality at a great value, and creative designs that made the original Esterbrook brand an American icon and global player.

# The Esterbrook of Today

The Esterbrook Pen Company was revived in 2018 by Kenro Industries to write its next chapter.

Today, the Esterbrook brand lives on 120 miles north of its original home, at Kenro headquarters in Mineola, NY, where its storied past will forever be a part of its promising future.

We champion the same tenants Richard Esterbrook did, facing the future with the determination and tenacity of those before us.

Accordingly, Esterbrook stands for what it always has: entrepreneurial spirit, outstanding quality at a great value, and creative designs that made the original Esterbrook brand an American icon and global player. Times may be different, but core values remain deep in our DNA.

Our goal is for Esterbrook to tap into the increasing demand of long-time collectors while growing a demographic of new pen enthusiasts looking for well-made, quality items with history and authentic stories. We are championing the Esterbrook brand to reconnect with consumers, rebuild an interest in fine writing and penmanship, revolt against the decline of handwriting in elementary schools and revive the values and spirit of Richard Esterbrook for the 21st century.

It's a pledge to our admirers and enthusiasts: as they persist, so do we.



# The Esterbrook Product Lineup



# Our Esterbrook Line of Pens

Since 2018, we've been building a better pen. We with global manufacturers and local artisans alike to ensure that every time you take out your Esterbrook, you're experiencing over 160 years of heritage craftsmanship. In the short time since the brand has been resurrected, we've built a global community that spans 6 continents and over a hundred countries. We believe that now, more than ever, people are looking to Esterbrook to rejuvenate the pen industry – one Estie at a time.

As you navigate our products, it may seem a little daunting to know which pen is for you. Our Estie is the culmination of our experience in the pen industry and the mainstay model for much of what we do. With a high-polished acrylic and solid weight, the Esite is offered in a variety of colors and metal finishes. It comes in “regular” and “oversized” for many of our collections, giving even more variety for our customers.





# Our Esterbrook Line of Pens

## Core

Our mainstay collection, available upon request. Our most popular colors with a long shelf life.

Available in: 2 finished (gold & palladium); Fountain, Ballpoint, Rollerball, and Oversized model



## Seasonal

Limited edition models in vibrant colors that appeal to a wide variety of collectors and enthusiasts. Available for short runs throughout the year.

Available in: 2 finished (gold & palladium); Fountain, Ballpoint, Rollerball, and Oversized model



## Premier

Limited edition models made from exotic materials, such as DiamondCast

Available in: 1 finish (palladium or gold); Fountain, Ballpoint, Rollerball, and Oversized model



# DiamondCast

Tim McKenzie of McKenzie Penworks in Charlotte, NC is a custom Alumilite blank maker who wanted to separate himself in the marketplace. Using reclaimed diamond dust from diamond cutters, McKenzie takes what would be wasted and instead, upcycles it and makes it into a material that shines and glimmers with light in each move of the resulting pen.

Staying with Esterbrook's tradition of utilizing as many American made materials as possible, we approached Tim to partner with us to develop a collection of Premium Estie releases in shimmering hand blended colors and materials.

Now patent pending, McKenzie's Diamondcast material has made a big impression and enchanted pen enthusiasts from all around the globe. Examples of these iconic pens include Montana Sapphire, Rocky Top, Peacock and the Gold Rush.





# For your pocket or your purse: The Esterbrook JR

The original pocket pen made by Esterbrook, the “J” was the company’s bread and butter during the 1940’s and 1950’s. It was well received both for its elegance and for its practicality, which was a key selling point following the World Wars. The JR is a handsome and stylish writing instrument that is refined, without being too fancy for everyday use. A true pocket pen, the JR is the perfect pen for anyone on the go.

The JR is available in Tuxedo Black, Carmine Red, and Capri Blue and a variety of nib sizes. We also launched the Paradise collection for JR’s, which was a big hit.



# Nib Craftsmanship



# Custom Nib Program

In 1858, when Richard Esterbrook was still in the business of making dip pens and co-owner of the United States Steel Pen Manufacturing Company, he was making nibs by hand using special tool and machines, which he often had to invent. Nibs were a central feature of his business. His were revered for being versatile, long-lasting and available in many different models to fit the many styles of writing found in the general public.

As the company moved away from dip pens to fountain pens, the newly minted Esterbrook Pen Company, solely owned by Richard Esterbrook, maintained that the grinding of nibs should remain artful in nature and the company created an interchangeable nib system that offered variety and flexibility to its growing clientele.

As we continue to tell the Esterbrook story, we wanted to continue Esterbrook's tradition of focusing on specialized nibs through a custom nib program.



# MV Adaptor

Take the “m” in modern and add a bit of the “v” in vintage and you have our proprietary MV Adaptor. This special piece was engineered to allow vintage nibs from the over 300 different styles produced throughout the company’s history to be used with our modern Esterbrook fountain pens. Also useful as a replacement grip section, the MV Adapter. has been contoured in a shape similar to vintage Esterbrook grips of the early 50s and 60s, providing a comfortable grip and feel. Inside the adaptor, complex engineering has made it so the section threading is able to accept the majority of Esterbrook nib and feeds, allowing for seamless ink flow from the cartridge or from the converter to the nib. Just for fun, each MV adaptor comes with a vintage nib from the Esterbrook archive.



Clement Dionglay from @clemdionglay

# Desk & Pen Accessories



# Accessories

One of the commonalities of many of our pen users is that they are highly involved in the stationery community. Many of them are journalists, artists, scrapbookers and letter writers. They are a very creative group whose love for pens extends to the items on their desk, what they carry with them and create with.

We've introduced and will continue to design items that are small reminders of the brand that can be used daily by these enthusiasts.

We've added a vintage rubber stamp with the original Esterbrook logo, a brass bookmark in the shape of a nib and two sets of washi tape inspired by our pen collections to our product lineup, which we offer to our wholesale partners and also use as gifts and giveaways with the writing community. These items have been featured in numerous posts on Instagram and Facebook with regularity and have become coveted pieces to acquire.



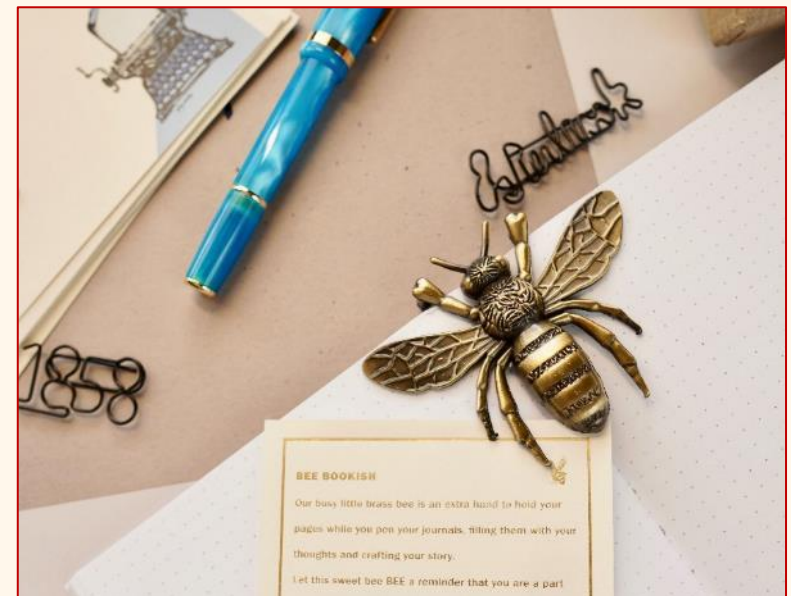




"Patience" the turtle-shaped pen holder



Vintage-inspired Rubber Stamp



Brass Bee Holder



# The Esterbrook NOOK

We knew our pens deserved a case fit for an Esterbrook, so we designed one, which we call the NOOK.

We've released two collections so far and the current iteration is a sleek and classic little number that is available for one, three, six or twelve pens and in three colors: Camel, British Tan (shown here), and Navy.

The NOOK has a flap that easily snaps and unsnaps to reveal the pen collection, which is housed in individual, cushioned sections and secured with elastic for safekeeping. We've paired navy leatherette with contrast red stitching, silver hardware and lined the interior with our Esterbrook Eternity symbol.

It's a modern case that looks great in our clients' desks, bags, briefcases and wherever their pens travel with them.







NOOK in Camel



Blue NOOK



# Luxury Displays

There's nothing like a first impression. Esterbrook's displays offer a luxury feel to your retail space at an affordable price point. Multi-functional and in a sleek design, these displays take up minimal retail space and add a touch of class.





# Our New Line of Inks

European craftsmanship meets American heritage with our new line of inks, available in: ebony, aqua, aqua shimmer, cobalt, scarlet, tangerine, tangerine shimmer, lilac shimmer, and evergreen. These nine color blends highlight the colorful properties of our inks and complement the various colorways of our pens themselves. A popular add-on for our customers, the inks add a flair to an otherwise drab journal page and inspire our community to do what they do best: create.



# Esterbrook Community Engagement

# Esterbrook Community Engagement

For us, Esterbrook is as much about the community that represents, sells and purchases our products as it is about the items that we make. From the start of this new evolution of the brand, we have focused our attention on the real heroes of the brand: the end user. We wanted to get to know them, see how they use our products and find out what they wanted us to make next. We also wanted to take as many opportunities as we could to tell our story and have fun while doing so.

We've approached this in several ways (see following pages).



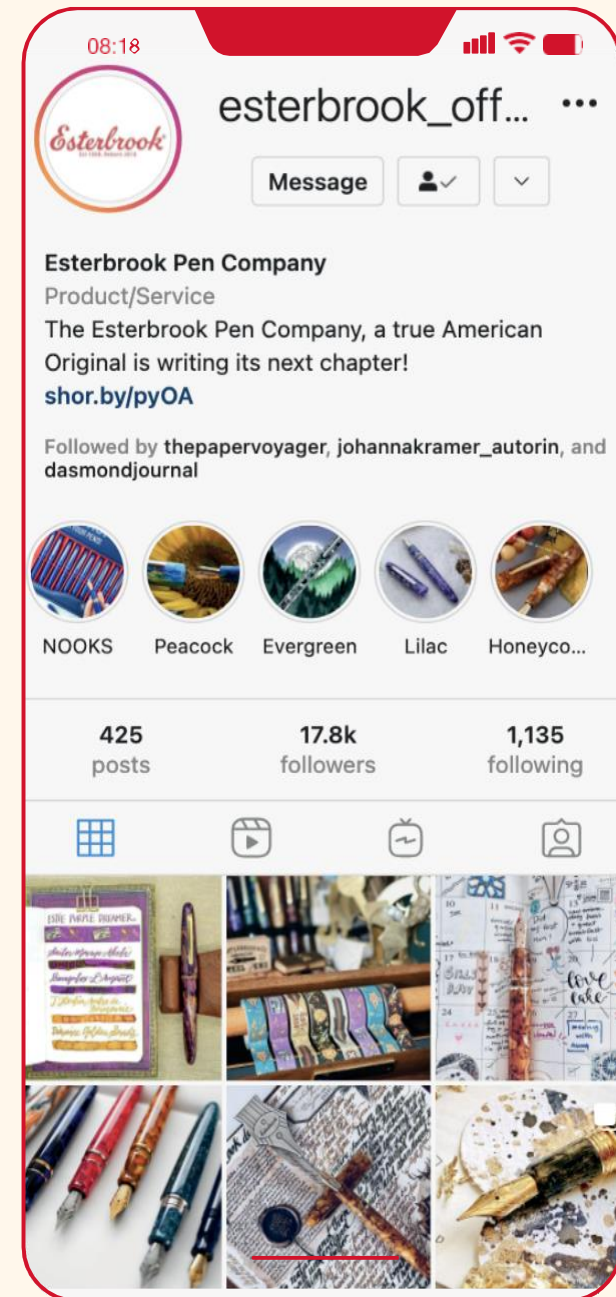
Christine from @artleic



# Instagram

Our nearly 18,000 Instagram followers are our friends, business partners and sounding board. They have shown so much enthusiasm for what we do and we are equally as enthusiastic about them, their energy and their unwavering passion for the Esterbrook brand.

The Instagram platform has allowed us to engage with the writing community worldwide through posts and live sessions and we will continue to grow this global group that has become an important part of how we build our brand and ensure engagement for many years to come.





# Storytellers

We started Storytellers on our website to share important members of the writing community up close and personal. Initially written interviews lived on our website and we continue to add to them, but we also wanted to extend the reach, which led to us bringing Storytellers to Instagram in the form of live sessions once a month. We have a wonderful roster of guests in the next months and a growing audience to bring their stories to.



Mareike from @me and my happydesk



@thepapervoyager

# Esterbrook for Years to Come

The Esterbrook brand is a place where Americana, nostalgia and the modern-day writer meet.

We have always been and will always be about classic design, good quality and value.

We will never rest on our laurels, but instead use our past to inform our future.

We want to continue to meet the new writing pen enthusiast by bringing forward the parts of the brand that made it a household name for decades in the past by boldly creating its future.

We look forward to working with you and having you share the enduring legacy of Esterbrook.

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# Contact Us

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# Thank You