



# maxema®

**UAE PEN  
COLLECTION 2023**



## Maxema Antibacterial: design and safety

Take care of yourself even when you write: the plastic we use on our Antibacterial collection prevents bacteria from settling on pen surfaces and passing from one hand to the other.

### Why choose Maxema Antibacterial Pen?



#### The plastic used is antibacterial

Certified antimicrobial additive releases silver ions and prevents bacteria from settling on the surfaces of the pen.



#### Bacteria: up to 99,99% less

Laboratory tests have shown that up to 99,99% of the bacteria on the pen are destroyed.



#### We Care about your health

Some bacteria can cause disease and infections: make your life still safer, even when you write.





## Flow Pure F2P-C-AB

Antibacterial plastic - Solid white color with glossy finish



**MAX-F2P-C-AB-01**

**Maxema Flow Pure Antibacterial**

Twist-action, Made of non-toxic, highly resistant ABS plastic, Glossy textured barrel, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing



## Zink Z1-C-AB

Antibacterial plastic - Solid white color with glossy finish



**MAX-Z1-C-AB-01**

**Maxema Zink Antibacterial**

Twist-action, Made of non-toxic, highly resistant ABS plastic, Glossy textured barrel, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing





## Bay B500-C-AB

Antibacterial plastic - Solid white color with glossy finish



### MAX-B500-C-AB-01 Maxema Bay Antibacterial

Twist-action, Made of non-toxic, highly resistant ABS plastic, Glossy textured barrel, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing



## Dot D1-MATT-CB-AB

Antibacterial plastic -Solid color barrel with matt finish, solid glossy white clip, push-button and little sphere



### MAX-D1-MATT-CB-AB-01 Maxema Dot Antibacterial

Retractable with return spring, made of non-toxic, highly resistant ABS plastic, push-button, Jumbo refill, Blue ink.

Printing options : UV Printing, Screen Printing





maxema®

# Tag Green TA2-CB

 Made in Italy



QUANTITY NOT QUALITY

Made from a special plastic, suitable for use in toy manufacture.

## MAX-TA2-CB

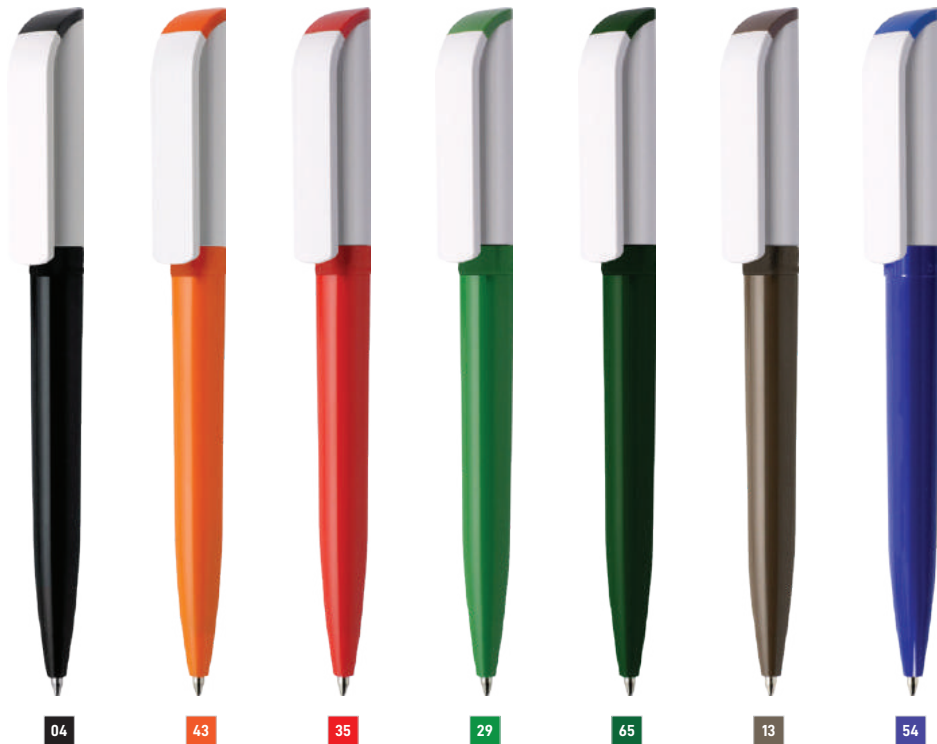
### Tag Green - Antibacterial

Twist-action, Made of non-toxic, highly resistant ABS plastic  
Antibacterial plastic glossy barrel, X20 refill, Blue Ink

Printing options : UV Printing, Screen Printing



POST-CONSUMER  
RECYCLED PLASTIC



# Recycled and Antibacterial

## MAX-TA2-C-AB-RE

 Made in Italy



MAX-TA2-C-AB-RE

**Maxema - Recycled & Antibacterial**

Twist-action, recycled plastic derived from post-consumer products with certified antimicrobial additive, Glossy finish, Jumbo refill, Blue Ink

**Printing options : UV Printing, Screen Printing**

Recycled and antibacterial:  
the new plastic that takes care  
of you and the environment



POST-CONSUMER  
RECYCLED PLASTIC



W R I T I N G I N S T R U M E N T S





# Icon Pure Recycled IC8-MATT-RE

 Made in Italy



QUALITY NOT QUANTITY

Design embraces sustainability.

## MAX-IC8-MATT-RE

### Maxema Icon Pure - Recycled

Twist-action, Made of non-toxic, highly resistant ABS plastic  
Recycled plastic matte textured barrel, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing



POST-CONSUMER  
RECYCLED PLASTIC



06

10

76

87

19

21

58

07





# Flow Pure Recycled F2P-MATT -CB-RE

 Made in Italy



## MAX-F2P-MATT-CB-RE

### Maxema Flow Pure - Recycled

Twist-action, Made of non-toxic, highly resistant ABS plastic  
Recycled plastic matte textured barrel, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing

Responsible consumption:  
more quality, less quantity.



POST-CONSUMER  
RECYCLED PLASTIC



W R I T I N G I N S T R U M E N T S

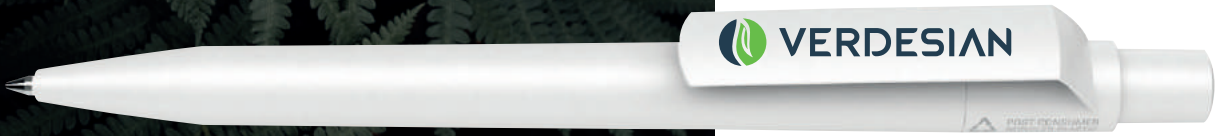






# Dot Recycled D1-MATT-RE

 Made in Italy



QUALITY NOT QUANTITY

The beauty of sustainability:  
8 colors inspired by nature.

## MAX-D1-MATT-RE

### Maxema Dot - Recycled

Retractable with return spring. Made of non-toxic, highly resistant ABS plastic. Recycled plastic matte textured barrel, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing



POST-CONSUMER  
RECYCLED PLASTIC



06

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# Bay Recycled B500-MATT-RE

 Made in Italy



W R I T I N G I N S T R U M E N T S



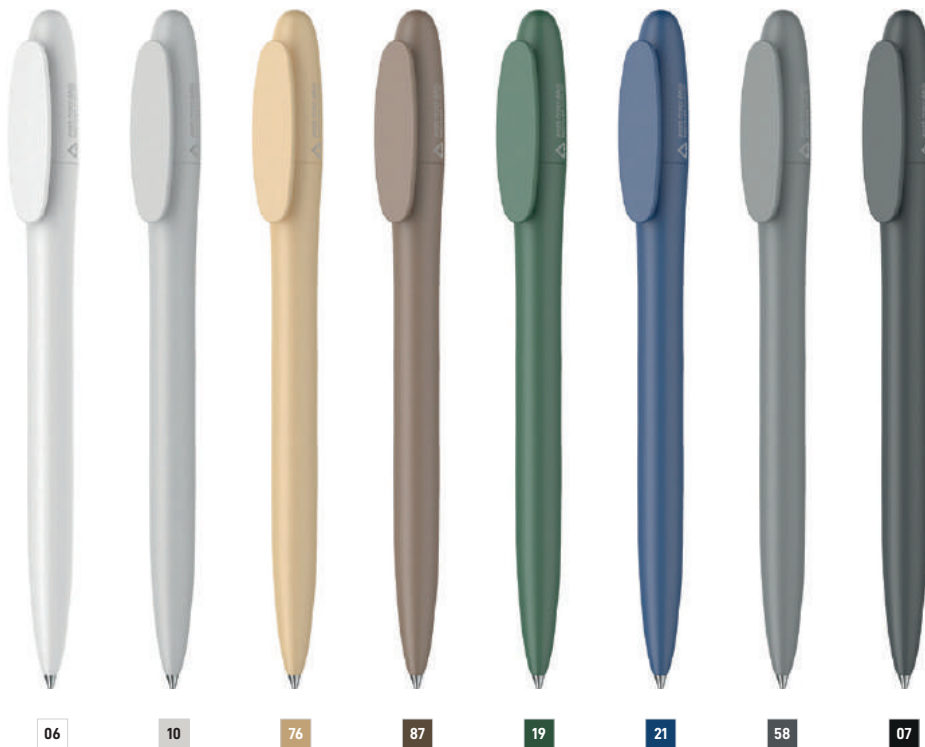
## MAX-B500-MATT-RE Maxema Flow Pure - Recycled

Twist-action, Made of non-toxic, highly resistant ABS plastic  
Recycled plastic matte textured barrel, Jumbo refill, Blue Ink  
**Printing options : UV Printing, Screen Printing**

Responsible consumption:  
more quality, less quantity.



POST-CONSUMER  
RECYCLED PLASTIC



**Design with a  
metal touch.  
Luxury is a  
state of mind.**

 **Made in Italy**

The personality of metal.

Tip, barrel and cap in metal with a diamond mirror finish.  
For a pen that likes to be noticed.

An exclusive pen.

Produced with the highest quality craftsmanship,  
Mood Metal is the most precious pen in our collection.

Details are not details.

Give Mood Metal even more character:  
Choose from different barrel metal colours.

 **maxema®**

## **Mood Metal MD1-MM4**

Titanium grey finish metal barrel, tip and push-button,  
solid black colour clip with glossy finish



### **MAX-MD1-MM4 Maxema Mood Metal**

Retractable with return spring, metal push-button,  
barrel and tip, individually processed with diamond  
mirror face finish, clip made of non-toxic, highly resistant  
ABS plastic, "Parker type" refill, blue ink

**Printing options : UV Printing, Screen Printing, Laser Markings**





## Mood Metal MD1-MM1

Chrome finish metal barrel, tip and push-button, solid white or black clip with glossy finish



01

04

### MAX-MD1-MM1 Maxema Mood Metal

Retractable with return spring, metal push-button, barrel and tip, individually processed with diamond mirror face finish, clip made of non-toxic, highly resistant ABS plastic, "Parker type" refill, blue ink

Printing options : UV Printing, Screen Printing, Laser Markings



## Mood Metal MD1-MM2

Gold finish metal barrel, tip and push-button, solid black colour clip with glossy finish



### MAX-MD1-MM2 Maxema Mood Metal

Retractable with return spring, metal push-button, barrel and tip, individually processed with diamond mirror face finish, clip made of non-toxic, highly resistant ABS plastic, "Parker type" refill, blue ink

Printing options : UV Printing, Screen Printing, Laser Markings





## Mood MD1-CM2

solid colours with glossy finish,  
gold finish metal tip and push-button



01

04

### MAX-MD1-CM2 Maxema Mood

Retractable with return spring, metal push-button and tip, individually processed with diamond mirror face finish, clip made of non-toxic, highly resistant ABS plastic, equipped with Jumbo refill, Blue Ink.

Printing options : UV Printing, Screen Printing



## Mood MD1-CM3

solid colours with glossy finish,  
rose gold finish metal tip and push-button



### MAX-MD1-CM3 Maxema Mood

Retractable with return spring, metal push-button, barrel and tip, individually processed with diamond mirror face finish, clip made of non-toxic, highly resistant ABS plastic, "Parker type" refill, blue ink

Printing options : UV Printing, Screen Printing, Laser Markings





## Dot D1-CGOLD

solid color barrel and clip with glossy finish,  
glossy color little sphere, gold plated push-button



01

04

### MAX-D1-CGOLD

Maxema Dot

Retractable with return spring, made of non-toxic, highly resistant  
ABS plastic, galvanic process used to chrome ABS push-button,  
Jumbo refill, Blue ink ( Black optional )

Printing options : UV Printing, Screen Printing, Laser Markings



## Dot D1-BCR

solid color barrel and clip with glossy finish,  
glossy color little sphere, chrome push-button



### MAX-D1-BCR

Maxema Dot

Retractable with return spring, made of non-toxic, highly resistant  
ABS plastic, galvanic process used to chrome ABS push-button,  
Jumbo refill, Blue ink ( Black optional )

Printing options : UV Printing, Screen Printing, Laser Markings





# Mood MD1-CM1

Made in Italy



Design with a metal touch.  
Luxury is a state of mind.

## MAX-MD1-CM1

### Maxema Mood

Retractable with return spring, Made of non-toxic, highly resistant ABS plastic. The barrel is glossy finish Parker Type refill, Blue Ink ( Black optional )

**Printing options : UV Printing, Screen Printing**





# Dot D1-GOM-30

 Made in Italy

W R I T I N G I N S T R U M E N T S



## MAX-D1-GOM30 Maxema Dot

Retractable with return spring, Made of non-toxic, highly resistant ABS plastic, galvanic process used to chrome ABS push-button, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing

Clip is of highly refined appearance to highlight the strength & personality of each brand.

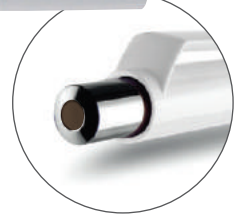






# Dot D1-GOM-W

 Made in Italy



QUALITY NOT QUANTITY

A pen that reveals its originality in its details.

## MAX-D1-GOM-W

### Maxema Dot

Retractable with return spring, Made of non-toxic, highly resistant ABS plastic, galvanic process used to chrome ABS push-button, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing





# Dot D1-MATT-CB

 Made in Italy



## MAX-D1-MATT-CB Maxema Dot

Retractable with return spring, Made of non-toxic, highly resistant ABS plastic, The barrel is matte textured, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing

The matt finish enhances the design and offers new tactile sensations.



W R I T I N G I N S T R U M E N T S





**Tag**  
TA1-MET-CR

 Made in Italy



Clean-cut, refined design,  
a tribute to perfect elegance.

**MAX-TA1-MET-CR**

**Maxema Icon Pure - Recycled**

Made of non-toxic, highly resistant ABS plastic  
Galvanic process used to chrome tip & upper plug  
Metallic color painted finish barrel and clip,  
Jumbo refill, Blue Ink

**Printing options : UV Printing, Screen Printing**



# View V1-CCR

 Made in Italy



W R I T I N G I N S T R U M E N T S



## MAX-V1-CCR

Maxema View

Twist-action, Made of non-toxic, highly resistant ABS plastic, galvanic process used to chrome Clip, Metal Clip. Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing

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





# Flow Pure F2P-MATT

 Made in Italy



QUALITY NOT QUANTITY

All the expressive force of colour in a monochrome version.

## MAX-F2P-MATT

### Maxema Flow Pure

Twist-action, Made of non-toxic, highly resistant ABS plastic, Matte textured barrel, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing



# Flow Pure F2P-MATT-CB

 Made in Italy



W R I T I N G I N S T R U M E N T S



## MAX-F2P-MATT-CB Maxema Flow Pure

Twist-action, Made of non-toxic, highly resistant ABS plastic, Matte textured barrel, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing

Matte finish and white clip for maximum freedom of personalisation.





# Flow Texture F1-GOM

 Made in Italy



QUALITY NOT QUANTITY

A dynamic design of visual and tactile elegance.

## MAX-F1-GOM

### Maxema Flow Texture

Twist-action, Made of non-toxic, highly resistant ABS plastic, galvanic process used to chrome Clip. Jumbo refill, Blue Ink

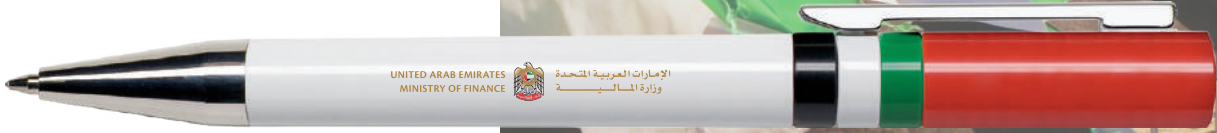
Printing options : UV Printing, Screen Printing





# Ethic ET900-Flag

 Made in Italy



## MAX-ET-FLAG Maxema Ethic

Twist-action, Made of non-toxic, highly resistant ABS plastic, galvanic process used to chrome tip & clip.  
Glossy textured barrel, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing

Designed to outlast passing fashions,  
like the message it conveys.



W R I T I N G I N S T R U M E N T S



UAE

Kuwait

Oman

KSA  
Pakistan  
Nigeria

Qatar

Bahrain

Iran

Iraq

India

Kenya







# Ethic ET900-B

 Made in Italy



QUALITY NOT QUANTITY

Designed to outlast passing fashions,  
like the message it conveys.

## MAX-ET-B

### Maxema Ethic

Twist-action, Made of non-toxic, highly resistant  
ABS plastic, galvanic process used to chrome tip & clip.  
Glossy textured barrel, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing



# Ethic ET900-BC

 Made in Italy



W R I T I N G I N S T R U M E N T S



## MAX-ET-BC Maxema Ethic

Twist-action, Made of non-toxic, highly resistant  
ABS plastic, galvanic process used to chrome tip & clip.  
Glossy textured barrel, Jumbo refill, Blue Ink

**Printing options : UV Printing, Screen Printing**

Designed to outlast passing fashions,  
like the message it conveys.





# Ethic ET900-CCR

Made in Italy



QUALITY NOT QUANTITY

Designed to outlast passing fashions,  
like the message it conveys.

## MAX-ET-CCR

### Maxema Ethic

Twist-action, Made of non-toxic, highly resistant  
ABS plastic, galvanic process used to chrome tip & clip.  
Glossy textured barrel, Jumbo refill, Blue Ink

**Printing options : UV Printing, Screen Printing**





# Zink Z1-30

 Made in Italy



## MAX-Z1-30 Maxema Zink

Twist-action, Made of non-toxic, highly resistant  
ABS plastic, Transparent Glossy textured barrel  
Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing

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





# Zink Z1-C

 Made in Italy



Solid, sturdy architecture for a profile of geometric precision.

## MAX-Z1-C

### Maxema Zink

Twist-action, Made of non-toxic, highly resistant ABS plastic, Glossy textured barrel  
Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing





# Zink Z1-CB

 Made in Italy



## MAX-Z1-CB Maxema Zink

Twist-action, Made of non-toxic, highly resistant  
ABS plastic, Glossy textured barrel  
Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing

More suitability for multi-colour  
printing with white clip.





# Bay B500-MATT-CB

 Made in Italy



QUALITY NOT QUANTITY

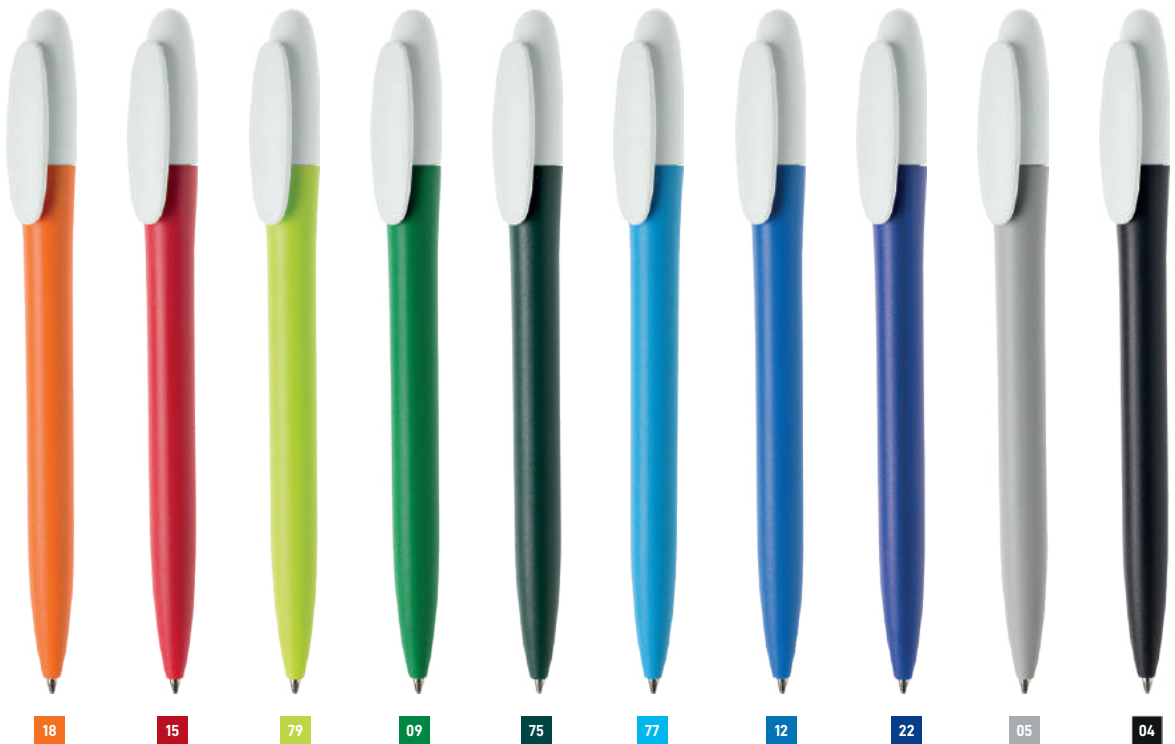
Draws attention for its simplicity.

## MAX-B500-MATT-CB

### Maxema Bay

Twist-action, Made of non-toxic, highly resistant ABS plastic, Matte textured barrel, Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing



# Bay B500-MATT

 Made in Italy



W R I T I N G I N S T R U M E N T S



## MAX-BM Maxema Bay

Twist-action, Made of non-toxic, highly resistant  
ABS plastic, Matte textured barrel,  
Jumbo refill, Blue Ink

Printing options : UV Printing, Screen Printing

Delicately refined  
matt finish in 22 colours.







## Packaging

### FREE Cardboard Packing

Universal single pen case in Natural Color.  
Size : 168 x 43 mm

## Pantone codes

Our colour chart is shown below with the Pantone codes closest to those of our Palette. Matches are approximate.

### solid

01	white	
70	cream	pant 7499
03	yellow	pant 120
18	orange	pant 1505
15	red	pant 187
74	burgundy	pant 195
60	pink	pant 1905
61	magenta	pant 213
71	light violet	pant 270
25	dark violet	pant violet
72	leather	pant 7571
73	brown	pant 7582
79	lime	pant 381
09	green	pant 348
75	dark green	pant 3435
26	aquamarine	pant 3262
27	ocean green	pant 321
64	pastel blue	pant 283
77	cyan	pant 2995
12	light blue	pant 285
22	blue	pant 287
05	grey	pant cool gray 6
04	black	pant black 6

### solid Icon green and Tag green

01	white	
70	cream	pant 7499
42	yellow	pant 012
43	orange	pant 151
35	red	pant 179
13	brown	pant 7532
29	green	pant 7741
65	dark green	pant 343
77	cyan	pant 2995
54	blue	pant 7685
04	black	pant black 6

### trasparent

39	neutral	
52	yellow	pant 116
53	orange	pant 1505
45	red	pant 200
59	pink	pant 1905
41	magenta	pant 213
31	lilac	pant 2705
51	violet	pant 2425
55	dark violet	pant violet
37	amber	pant 7571
38	brown	pant 7582
78	lime	pant 381
49	green	pant 348
47	aquamarine	pant 3272
34	light blue	pant 283
67	cyan	pant 306
44	blue	pant 286
30	light grey	pant cool gray 6
40	grey	pant 437
50	dark grey	pant 446

### RECYCLED PLASTIC PENS

#### solid

06	ice	
10	cloud	pant cool gray 1 C
76	desert	pant 466 C
87	mud	pant 7532 C
19	forest	pant 7735 C
21	abyss	pant 654 C
58	graphite	pant 425 C
07	onyx	



