

New Caran D'Ache Products

NEW "LOOK" for the Classic Range - A Blend of History and Creativity

The Caran d'Ache's red metal box is a trigger of memories from the past. The new packaging wraps the product in an informative and inspirational sleeve decorated with drawings by Caran d'Ache artists, illustrating the rich results obtained using the product and a wealth of applications and techniques.



This attention to detail continues inside the box with a sheet of stickers representing the variety of products in the Classic range, offering everyone the chance to identify and personalize their Caran d'Ache box, making it their very own. Caran d'Ache invites colour enthusiasts and art lovers to discover creative pleasures or perfect their artistic skills.

A modern, creative identity for Pablo, Supracolor Soft, Neocolor I & II, Gouache Studio, Fibrato and Fibrato Brush.

[Call for more information](#)

Lemans Slim Lights

SRP \$825.00 FP
SRP \$525 RL
SRP \$465.00 BP



For over 20 years, the Léman Collection has paid vibrant tribute to the most attractive shades of Lake Geneva. And now the company has extended its expertise to a new model: the Léman Slim Lights. Instantly recognizable by the finesse of its tapered curves, it is decorated with baguette-cut diamond guilloché of incomparable radiance, plunging you into a world of jewellery full of

sparkle and shine.

An exceptional article consisting of an endless series of prisms magnifying the work of the Caran d'Ache craftsmen, which is comparable to that of the leading jewellery designers.

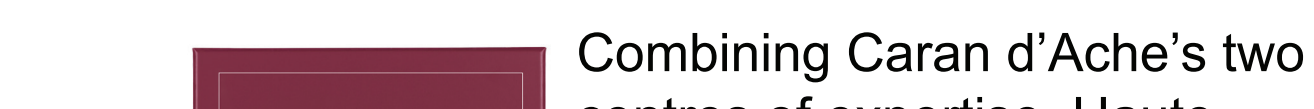
Available as a fountain pen, ballpoint pen and roller pen, it is the embodiment of Swiss elegance and a subtle blend of tradition, boldness and sophistication.



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Leman New Colours

SRP \$750.00 FP
SRP \$425.00 BP



Combining Caran d'Ache's two centres of expertise, Haute Écriture and Colour, two new elegant and trendy colours have been added to the "Les Couleurs du Léman" collection: Léman Burgundy and Léman Alpine blue. Caran d'Ache has chosen alpine blue, trendy colour of the

year 2021, and burgundy, symbolizing the Swiss Made, to complete this collection reflecting the most attractive hues of the waters of Lake Geneva. Inspired by the warm colours of the Lake's water under the setting sun, Léman Burgundy symbolizes Swiss Made.

Léman Alpine blue, on the other hand, represents the colour of the Swiss Alps.

With their delicately curved lines, the Léman instruments offer exceptional writing comfort.



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849 STANDARD - Gift Box

SRP \$24.00



849.630NN



The bright red colour does not go unnoticed by consumers, the new 849 gift box offers additional visibility to the iconic Caran d'Ache ballpoint pen.

This new packaging solution with its self-service hanger system enables the product to be merchandised in different areas of the shop. The iconic 849 is thus enhanced

and more accessible, making it easier for customers to shop.

In addition, the hook is removable and turns the package into a gift box.

This new packaging, displays an assertive design with a **SWISS MADE** in capital letters printed on the side of the box.



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825 - ECO Wood Chip Ballpoint

SRP \$7.50 - 2 pc box
SRP \$37.50 - 10 pc box
SRP \$112.50 - 30 pc display



By expanding the 825 family, Caran d'Ache has reached a new milestone in its eco-responsible approach! The 825 is Switzerland's most commonly used everyday pen and now it's environmentally responsible. With more than 60% of natural materials, the Swiss Made writing instrument will be more popular than ever.

The body, its clip and button

are made from wood cellulose with wood chips from the manufacturing of Caran d'Ache pencils.

The packages are made from 100% recycled and recyclable cardboard that is printed with water-based, food grade inks.



[Call for more information](#)