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Stylus celebrates four years

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THE NEW BLACK
Visconti's Divina

FAST-DRYING INKS
Fact or fiction?

ADS FROM THE PAST
Everything old is new again

ICON AWARD WINNERS
Revealed inside

LIVING LARGE *Tyrannosaurus Rex* from **KRONE**



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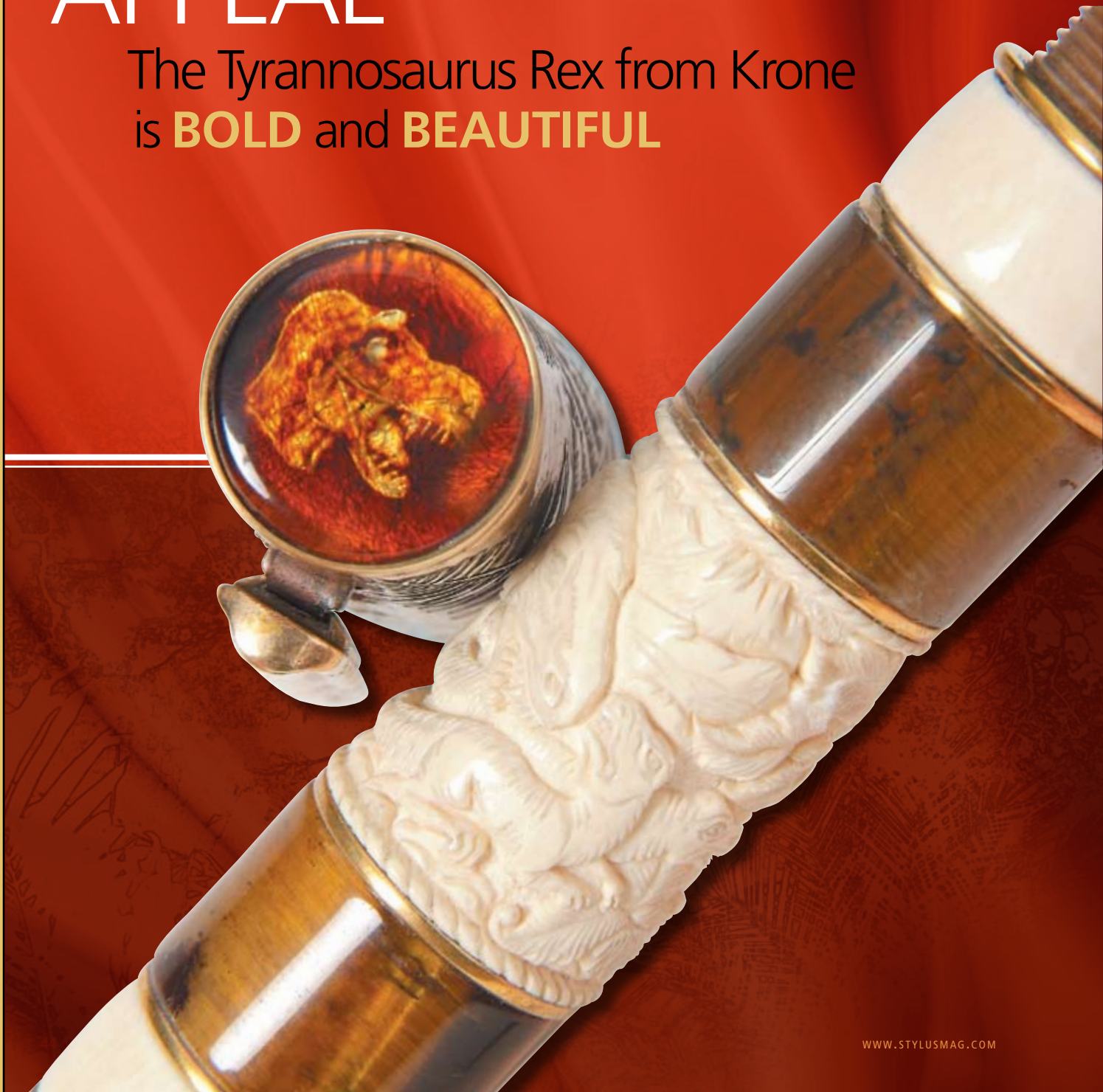
(cover story)

MASSIVE

APPEAL

BY NANCY OLSON

The Tyrannosaurus Rex from Krone is **BOLD** and **BEAUTIFUL**





What's speedy and powerful, highly intelligent and in a class of its own? Tyrannosaurus Rex and, no doubt, Krone—the pen maker just now introducing a limited edition collection of pens of the same name. “I’ve always been into dinosaurs,” says Robert Kronenberger, president of Krone, who sees himself as no different from a lot of grown men whose interest in dinosaurs was first piqued as a boy. In fact, a T. Rex replica greets visitors entering the company headquarters in Buffalo Grove, Illinois, and sculptures

of dinosaurs are on display throughout the corporate offices. So it comes as no surprise that Kronenberger decided to make a pen commemorating the most impressive of the lot.

Crafted in Tiger’s Eye marble, mammoth ivory and bronze, the Tyrannosaurus Rex collection of fountain pens and rollerball pens is truly stunning in the looks department. “And like the Art of War [pen collection], it offers an

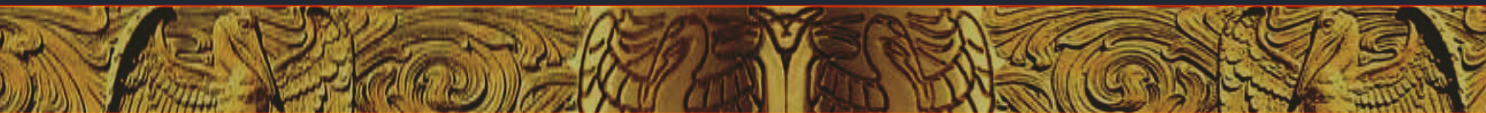


THE PEN FOR PEOPLE

Pelikan Soars



Pelikan launched a new line called the Majesty, made of platinum-plated sterling silver. Around the top of the fountain pen's cap is a golden representation of a frieze reminiscent of the one on the historic Pelikan headquarters in Hanover. The barrel of the fountain pen has a special feature: the sleeve can be retracted to reveal the amount of ink in the pen's reservoir. The rollerball pen and ballpoint are each priced at \$850; the fountain pen sells for \$1,200.



WHO LOVE TO WRITE

BY MEL STROHMINGER

“Pelikan is considered by many to be the ‘writers’ pen,” says Randy Spicer, vice president of sales of Chartpak, the North American distributor of Pelikan. “We offer high-quality nibs and a reliable and easy-to-use pat-

ented ink-fill system—all available in distinctive and exciting new fountain pens, rollerball pens, ballpoints and refillable pencils.” And one of those exciting new fountain pens to which Spicer refers is the recently introduced 910 Toledo in nothing

other than a vibrant red resin with a hand-carved sterling silver overlay. “The Toledo exemplifies what Pelikan is in terms of quality writing instruments,” says Spicer. “It is truly an expression of art and craftsmanship, and it is an important benchmark



The new Divina Black fountain pen with silver trim

BY NANCY OLSON

THE NEW BLACK: *VISCONTI'S* NEWEST DIVINA IS A CLASSIC

Creativity, invention and organization “live together” at Visconti, according to company founder Dante Del Vecchio. And during the company’s soon-to-be twenty years in existence, it has indeed introduced a number of fine writing instruments that demonstrate both innovation and artistry—a seductive combination in pens. The brand’s

most recent introduction of the new Divina Black—with or without diamonds—is part of the highly successful Divina Proporzione collection of fountain pens, ballpoint and rollerball pens, and sketch pencils introduced last year. First created in a warm brown celluloid called Desert Sands, it is based on the “golden” number of 1.618, the ideal aesthetic ratio in Western

art and science. The limited edition Divina Proporzione was introduced with sterling silver trim (1,618 pieces priced at \$1,618) or with solid gold trim (618 pieces priced at \$4,250). And while the new resin Divina Black with silver trim is not a limited edition, it is nonetheless perfectly proportioned, with all the elegance and refinement its birthright demands. →

Getting Back to Basics

Dick Egolf and Luxury Brands



BY NANCY OLSON

Dick Egolf knows a lot about pens. And as principal of Luxury Brands, his distribution company based in Fayetteville, Georgia, he is necessarily a savvy businessman who understands what selling fine writing instruments—and ink—is all about. The six pen brands he currently assists read like the “We Are the World” of pens. They include the British brands Conway Stewart and MacKinnon, American pen-maker Bexley, Marlen of Italy, Kaweco of Germany, and his newest, Platinum, which hails from Japan. He also distributes Noodler’s Ink, based in Massachusetts. So with five countries, three continents and two employees all looking to him for direction, just how does he do it?

“I enjoy pen distribution,” says Egolf simply. And he’s been around it long enough to sepa-

rate the chaff from the wheat, or in “pen-speak,” what will sell from what won’t. In fact, he’s narrowed it down to three simple questions when evaluating a brand: “Is it high-quality? Is it marketable in the U.S.? Is the pricing market oriented?” he shares, adding, “I would certainly pick up more brands if appropriate.” But “if appropriate” no doubt means that they pass muster in the Egolf Method. And like any good distributor, he is keenly aware of the strengths of each company in his fold.

Egolf praises Conway Stewart for its “great design and wonderful colors.” The brand also produces beautiful precious metal pens, as in the recent Babbage edition rollerball pen, celebrating the life and works of Charles Babbage. This sterling silver



Conway Stewart Babbage rollerball