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## Lalex Firma Roller Ball Pen - .925 Silver



Product Name: Lalex Firma Roller Ball Pen - .925 Silver

Manufacturer: -

Model Number: LAEL-F-RB-SS

Success seems to be the common destiny of those who dare to follow unfrequented paths, sometimes chasing a dream. Pablo Picasso in art, Ungaretti in literature, and Henry Ford in industry have all succeeded, each in their own field, to produce a real watershed either in art or business. In the pen market, you can count pioneers with your fingers. One of them certainly was Leopoldo Aquila. Quite a few decades ago, sensing the potential for a sophisticated upper class market, the founder of Lalex 1938 created a whole series of writing instruments and accessories that opened up a prestige market to the company. Today, Lalex 1938 signs their new collection with a commitment and dedication strengthened by the experience of three generations of the Aquila family and presents the market with truly innovative instruments and a new marketing approach. "Elementi" (Elements) puts together a series of writing instruments (fountain pen with iridium-tipped stainless steel nibs available in EF, F, M and B, capped rollerball, convertible into a ball point pen, ball pen and mechanical pencil) in pure classic style. They are cylindric pens of natural elegance, where Lalex 1938 has matched the aluminium trim with the 925 sterling silver of the cap and the refined pearlised lacquer of the barrel (available in orange, brown, pink, blue, black, green and red). There is also one version with silver cap and barrel. The pens of the "Elementi" collection, presented in the "firma", "agenda"\* & "lilliput"\* style (\*only available in the ball pen and mechanical pencil versions) represent the Lalex 1938 style in its pure essence.

**Price: R1,305.48**

*Availability: This product was added to our catalog on Thursday 01 January, 1970*