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## Stypen Sofia Ball Point Pen - Fishia



Product Name: Stypen Sofia Ball Point Pen - Fishia

Manufacturer: -

Model Number: SOF840935

Established by the Boursier family in 1934 in the Paris region, Stypen first obtained public recognition with the creation of the VISOR PEN in 1952, the first injection molded pen. With its affordable price, the VISOR PEN replaced the traditional dip pen. The trademark STYPEN® was secured in 1972. The Company created its own universe of multicolor fantasy pens and perpetuated their use by schoolchildren. In 1978, a new shareholder group, two Frenchmen (G. Bretegnier & A. Vincent) and two Englishmen (M. Hoare & A. Emmott) took over the Company and modernized its manufacturing process. In 1981, Stypen Style was created. STYPEN was the first stationery manufacturer to imitate the fashion industry by presenting an annual collection of writing instruments. Today, standing by its tradition of innovation, STYPEN has a range of pens under its own brand. In addition the Company also offers a variety of pens made under licenses, including Creeks n' Creeks (1989) and Chipie (1995) clothing pens, the Haute Couture Kenzo (1994) and Yves Saint Laurent (1999) pens, Harley Davidson (1992) licensed pens, and character pens such as Le Petit Prince (2001) and Harry Potter (2004). The "United Brands" logo, adopted by STYPEN®, underlines its diverse approach.

**Price: R534.06**

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