

# LAMY



## Market Campaigns

2024

**#thinkingtools**

Design. Made in Germany.

Launch quarter activities Market Campaigns 2024



Date: .....

Name: .....

Signature: .....

Oct                  Nov                  Dec

**EF      F      LH      M      MP - Mechanical Pen      BP - Ballpen      RB - Rollerball**


Ballpen only


# LAMY safari violet blackberry pink cliff

## Special Edition



### P 194 Rollplakat in pdf

Poster 80 x 119 cm

Produktfilm

Product film

### W 786

Sales unit 12 pcs

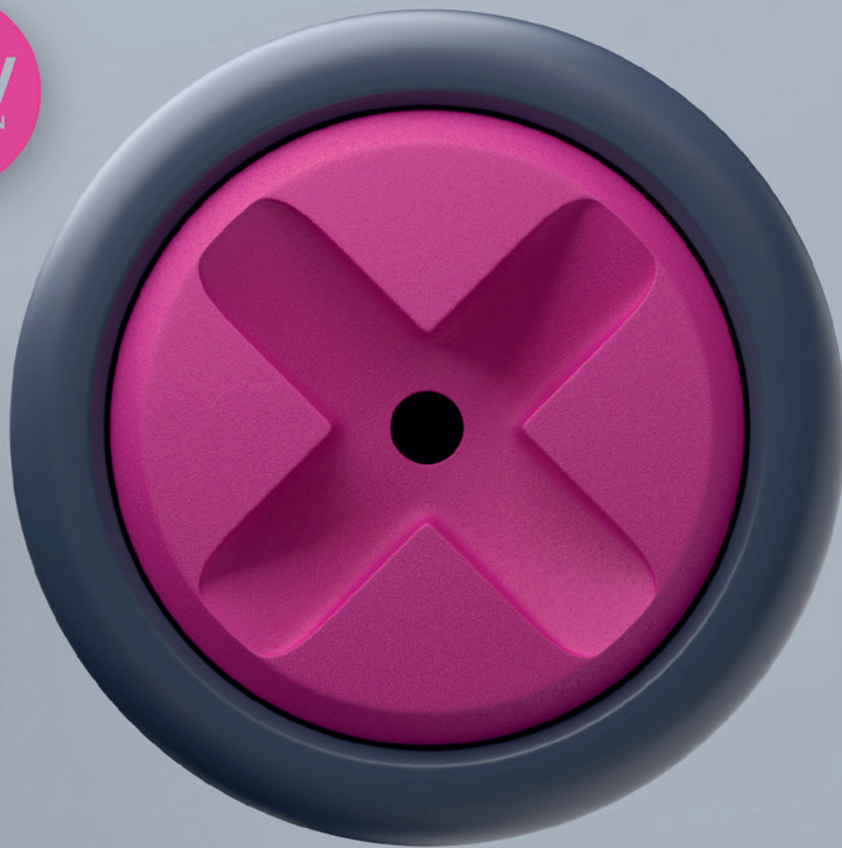


LAMY T 52

# LAMY

safari

**NEW**  
SPECIAL EDITION



**W 784**  
**Schaufensterdeko**  
*Window display*  
115 x 60 x 150 cm  
Minimum order 50 pcs

**LAMY** AL-star **fiery** aquatic  
Special Edition



**P 193 Rollplakat in pdf**

Poster 80 x 119 cm

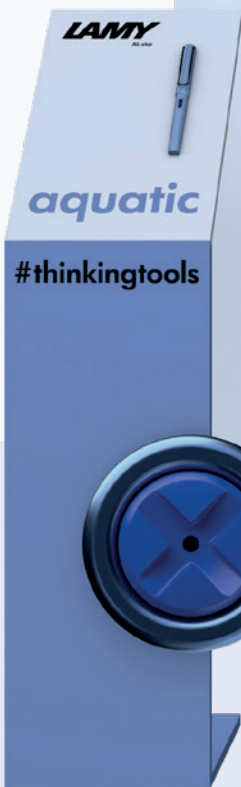
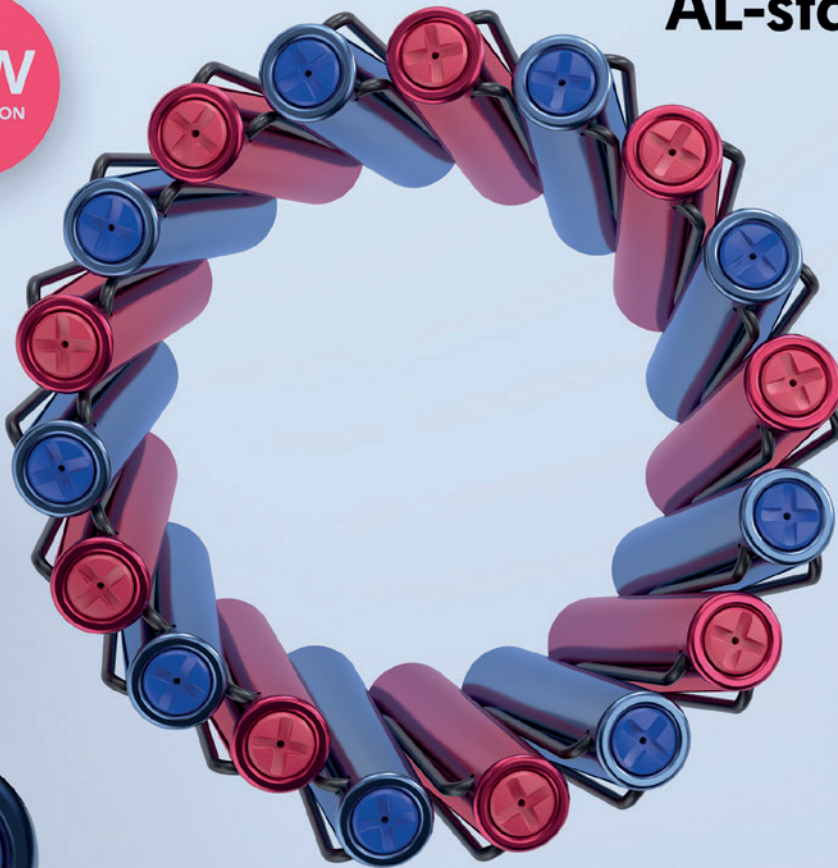
Produktfilm  
Product film

**W 790**  
Sales unit 12 pcs

# LAMY

## AL-star

**NEW**  
SPECIAL EDITION



**W 788**  
**Schaufensterdeko**  
*Window display*  
115 x 60 x 150 cm  
Minimum order 50 pcs

**LAMY** logo M+  
Special Edition

black matt

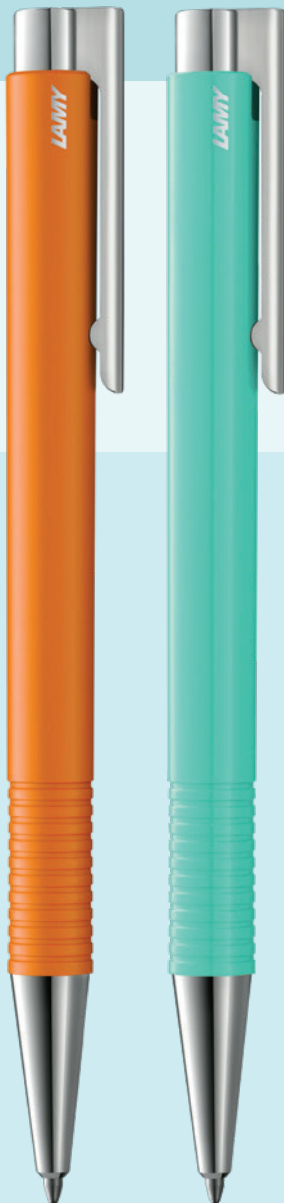
sea matt

apricot matt

indigo

raspberry

lagoon



**P 196** Rollplakat in pdf

Poster 80 x 119 cm

Produktfilm

Product film



**aquaplus rot · red**

12 Farben  
12 colours



**aquaplus blau · blue**

12 Farben  
12 colours



**aquaplus**

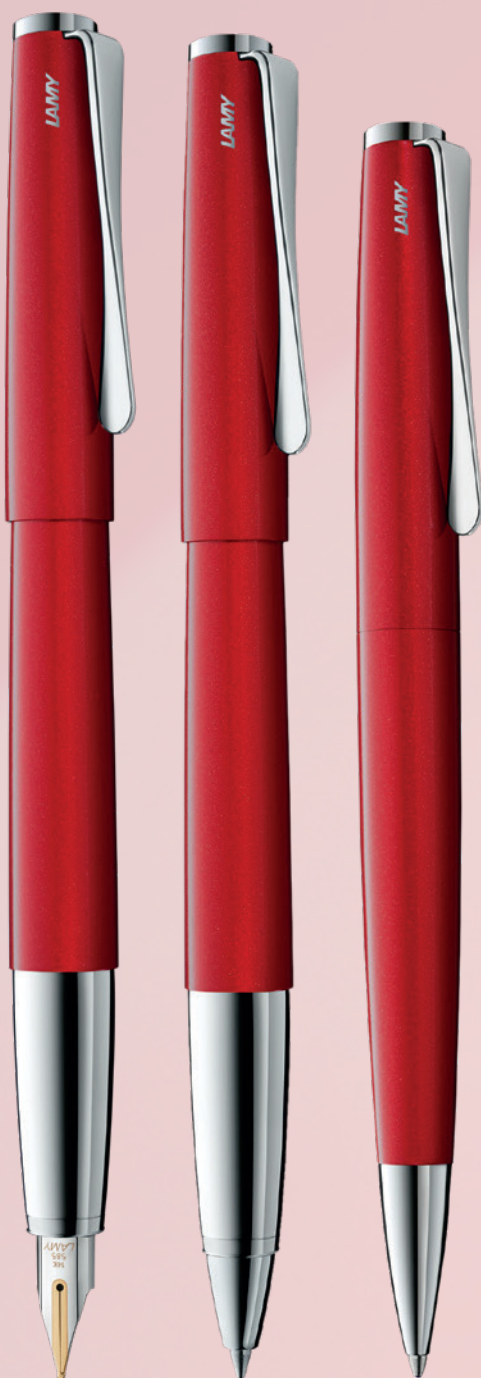
24 Farben  
24 colours



**Wasserbecher · Water cup**

Wasserbecher · rot oder blau · faltbar ·  
Mindestbestellmenge: 3 Stück  
Water cup · red or blue · foldable · Minimum  
order quantity: 3 pieces



**LAMY** studio **pianored****New****P 197 Rollplakat in pdf***Poster* 80 x 119 cm

Produktfilm

*Product film*

**LAMY** scala **pianored****New****P 198 Rollplakat in pdf***Poster* 80 x 119 cm

Produktfilm

*Product film*

# Lamy-Portfolio-Erweiterung

Die neuen Trendsetter im Lamy-Standard-Portfolio.

Wir erweitern in 2024 unser Standard-Sortiment mit Modellen aus beliebten Special Editions und in neuen Farben. Hier erhalten Sie einen ersten Überblick bereits vor Erscheinen des neuen Fachhandelskatalogs.



# Additions to the Lamy portfolio

*The new trendsetters in the Lamy standard portfolio.*

*We're expanding our standard portfolio in 2024 to include models from popular special editions as well as new colours. Here you'll find a sneak preview prior to publication of the new product range catalogue.*



**LAMY** safari scarlet steel black

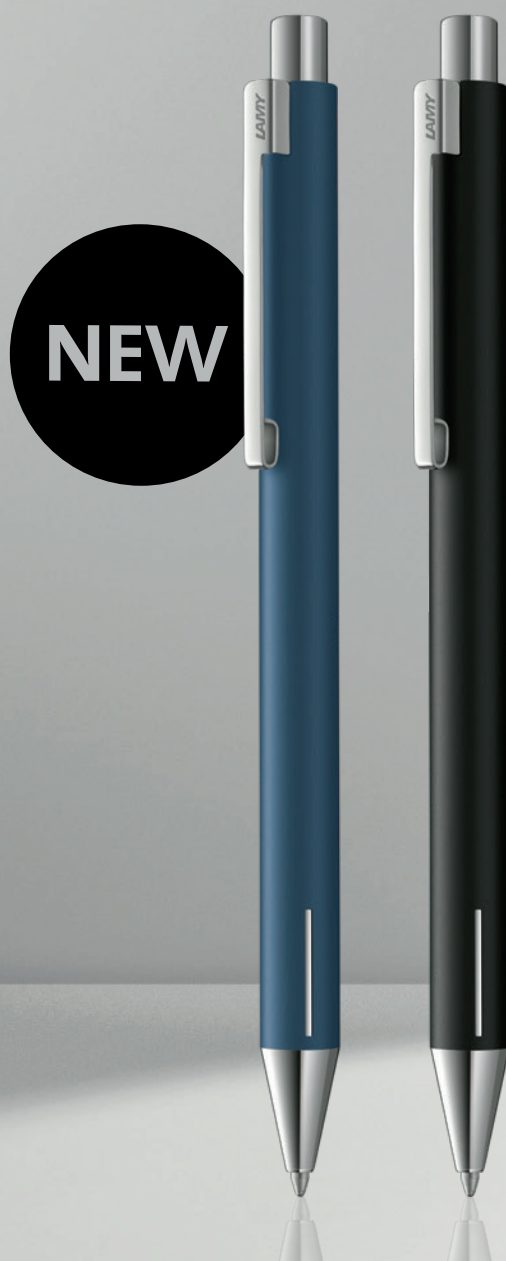
Erhältlich in allen Schreibsystemen  
Available in all writing instrument types

**LAMY** Lx blue



**P211 Rollplakat in pdf**

Poster 80 x 119 cm

**LAMY**econ indigo black**P 212 Rollplakat in pdf**

Poster 80 x 119 cm



**LAMY** studio **royalred matt**



**LAMY** safari Deelite

springgreen aquasky lightrose



**LAMY** joy strawberry



Market  
Campaigns

2024



Pens & Paper

*Euro Agenda bv*

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