

Camlin introduces new range of fountain pens

Chennai, Mar 12: Fountain pens are back! And this time with a timeless design with some of your favourite animated characters. Stationery giant Camlin has collaborated with animation powerhouse DreamWorks Animation

to launch a range of fountain pens from super hit animation films Shrek, Madagascar 3 and Kung Fu Panda 2.

The range will be a unique blend of brands and their individual brand positioning – with both brands bringing forth their

credibility of established legacies in India and globally. With a focus on creative integrations, Dream Theatre, India's premier brand management and licensing agency, has launched yet another formidable merger.

The range of fountain pens will feature Shrek, Alex the Lion, Marty the Zebra from Madagascar, and Po the Panda from Kung Fu Panda, and is just what your stationery box, office desk or your child's school kit needs

to add fun to a dreary workday. With appealing packaging colours of yellow, blue and maroon, each cartridge fountain pen will come equipped with two free jumbo-size cartridges. The launch is set to bring back the joys of writing with a classic fountain pen!

The Camlin - DreamWorks fountain pen range will be priced at Rs 45, and will be initially launched in Tamil Nadu and subsequently across the rest of India.
