

Howzzat!

Camlin offers *Shrek* fountain pens

Camlin has collaborated with DreamWorks Animation to launch a range of ink pens featuring characters from animation films including *Shrek*, *Madagascar 3* and *Kung Fu Panda 2*.

This range of pens is priced at Rs 45, initially launched in Tamil Nadu from early March, and subsequently across the rest of the country. In the second phase, these two players will also offer an array of products including colour pencils, wax crayons and geometry sets.

“Children will get a world-class writing experience along with their favourite superstar,” said Saumitra Prasad, Chief Marketing Officer, Kokuyo Camlin.

