

CARAN P'ACHE

Genève



CORPORATE
GIFTS

CARAN D'ACHE,
MAISON DE HAUTE
ÉCRITURE

FROM AN ARTIST'S SIGNATURE TO THE ART OF BEAUTIFUL WRITING

In that area of emotions where writing and images fuse together, the grace of a curving line, the energy in the stroke of a pen and the depth of a rich colour are among the elements that led Caran d'Ache to develop its passion for fine writing. For almost a century, steeped in the great traditions of Swiss Manufacturing, the company has created writing instruments, and a palette of colours, that are universally recognised symbols of excellence. These reliable, precise and precious objects have acquired an international reputation for combining creativity and distinction with the use of noble materials.

To continue this policy, our Geneva workshops carefully preserve their independent spirit and their commitment to authenticity and ethical production.

MANUFACTURED IN GENEVA WORKSHOPS

Caran d'Ache draws on a priceless heritage of technical expertise to preserve the art of handwriting. The company's writing instruments, globally recognised for their excellence, are entirely produced in Geneva. In the secret of their workshops, Caran d'Ache craftsmen boldly combine expertise and aesthetics in the great Swiss Made tradition. To create these emotive objects, which are also feats of technology, they offer original materials and perfect forms, giving writing an innate sense of refinement.

CARAN D'ACHE, IN LOVE WITH COLOUR

The play of light on the material... its soft, velvety texture... the precious pigments brought from mysterious places... There has been a genuine love of colours, and the traditions of manufacturing them, in our Geneva workshops ever since our first pencil was produced nearby in 1924.

The fine, smooth leads, the subtly transparent watercolours and the brilliant, deep, light-resistant paints have been developed for creative professionals as well as amateur artists. They all reflect Caran d'Ache's exceptional Swiss Made quality and love of its craft.

As a Maison de Haute Ecriture, we respect nature as well as people. The premium-quality cedar used in our pencils is certified FSC, and our production of leads, pastels and paints carefully follows the principles of sustainable development.



THE ART OF GIVING

The pleasure of offering, of sharing... a feeling that will linger in the memory... a gift is an unforgettable gesture, the seal of an eternally special moment.

Each Caran d'Ache writing instrument captures the emotion of sharing and relating. It is a constant companion that records the important words and makes a perfect personal gift.

The many possibilities for personalising a Caran d'Ache writing instrument or a fine leatherware accessory ensure that it will remain forever faithful to its owner. These gifts, the product of unique expertise, are imbued with the tireless pursuit of excellence, the creativity and the tradition of innovation that has characterised the company since 1915.

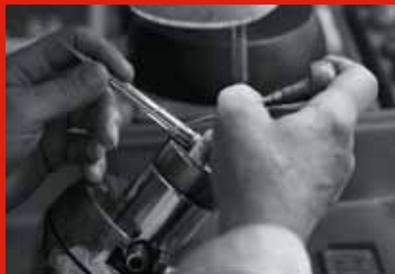
In offering a Caran d'Ache creation you are presenting a piece that demonstrates an exceptional manufacturing talent and culture. More than simply a gift, it is an invitation to share your appreciation of life.

THE ART OF CELEBRATING

Congratulating a colleague, marking a special date, rewarding a team, thanking a partner or a client... there are countless occasions for celebration. Caran d'Ache writing instruments represent a set of values that communicate, better than any words, the esteem, the respect and the recognition that lie at the heart of a special relationship.

Fountain pens, roller pens, ballpoints, pencils, mechanical pencils and ink bottles are all developed to a supreme level of quality and refinement that is apparent as soon as their words or lines appear on the paper. It is a unique moment destined to remain forever in the memory of your partners.

EXPERTISE



THE ARTISTIC CRAFTS

ENGRAVING

The fine engraving that characterises Caran d'Ache writing instruments is the product of patient, meticulous work. The company's innovative techniques of milling and engraving with lasers or diamonds make it possible to produce a large variety of outlines and reliefs that bring a design to life by creating a delicate play of light and shadow. Whether it is guillochage or personalised engraving, each piece receives the same attention to detail, making the finished instrument a treasure of refinement.

POLISHING

A soft touch, comfortable writing and perfect design... sometimes sparkling, sometimes matt, each part of these Caran d'Ache products is carefully worked. All the writing instruments finished in precious materials are polished, which is also a very important operation when applying lacquer or Chinese lacquer.

THE UNIQUE EXPERTISE OF THE LACQUER MASTER

A finish that requires exceptional precision, lacquer gloriously enhances the writing instruments with its incomparable brilliance and its large palette of tints that Caran d'Ache is constantly extending. Because preparing and applying lacquer requires such extraordinary skill, the work of the lacquer master is uniquely valuable. It demonstrates the company's commitment to authenticity and excellence in every product it creates.

NOBLE MATERIALS

PRECIOUS METALS: SILVER, RHODIUM, PLATINUM

Caran d'Ache creations in silver or solid gold are systematically controlled by the Federal Office of Metals and certified with its seal. Gold is certainly the metal used in the most beautiful work produced by Caran d'Ache craftsmen. Like real goldsmiths, they sculpt it, decorate it, engrave it and polish it.

But Caran d'Ache also explores other horizons with rhodium, the metal in the platinum family whose hardness and rarity make it ten times as expensive as gold. Extremely strong, it enables writing instruments to keep their brilliance over the years, protecting them from corrosion and rust, as well as abrasion and tarnishing. Rare, pure and inert, rhodium is the most exclusive of the precious metals used by the company.

CHINESE LACQUER

A natural, living product derived from the sap of the Rhus Verniciflua tree, Chinese lacquer regularly inspires the most beautiful Caran d'Ache creations. Using traditional expertise inherited from the great oriental masters, the company is one of the very few in the world to have the secret... and the patience. The multiple coats of lacquer are applied over a period of twelve days. Chinese lacquer, which may be natural colour or tinted with pigments of blue, black or red, embellishes lighters and writing instruments in the Varius and Hexagonal collections as well as the Limited Editions.













SUSTAINABLE DEVELOPMENT



SOCIAL RESPONSIBILITY

Since its foundation in 1915, Caran d'Ache has placed product quality and respect for people at the heart of its policy for growth. In setting up structures able to meet the challenges of the future, the company integrates social, environmental and economic concerns both internally and through regular contacts with all the parties involved in its activities.

THE MANAGEMENT OF QUALITY AND THE QUALITY MANAGEMENT

In 1996, the excellence of the company's production methods was recognised with ISO 9001 certification. Then in 2010, its environmental management was certified ISO 14001.



CONTRIBUTING TO ENVIRONMENTAL PROTECTION

Environment-friendly production methods, careful selection of raw materials, recycling of waste, and energy savings are all imperatives for the company.

With this in mind, Caran d'Ache is upgrading its production facilities and its energy-saving measures: thermal insulation, closed-circuit water recycling, mounting 800m² of solar panels, using compressed bricks of wood shavings from pencil production in the buildings' heating systems, installing cooling towers and a heat exchanger.

SAFETY AND CONTROL OF RAW MATERIALS

Caran d'Ache carefully selects its suppliers and all the materials required to produce its designs, respecting applicable regulations and the strictest safety norms. The objective: to guarantee the traceability and quality of raw materials by closely following the supply chains, particularly for wood and precious stones. All materials we receive are carefully analysed and checked before being used. This stage of the quality management system has two main objectives: to certify the quality of our products and ensure the safety of all those who use them or produce them.

SUSTAINABLE PRODUCTS TO REDUCE WASTE

Caran d'Ache products are not only characterised by their reliability but also their extended lifespan. The brand fits its ballpoint pens with metal cartridges including steel nibs and ballpoints with tungsten carbide, giving them a significantly longer lifespan and thus helping to fight excessive consumption. Guaranteeing a clean line right down to the last drop of ink, the writing capacity of a giant Goliath cartridge is higher than a standard cartridge (around 8 km or 600 A4 pages).

SWISS MADE

Since its foundation, the company's entire range of products has been designed, developed and manufactured in its Geneva workshops. Our "Swiss Made" label guarantees that our customers receive exceptional quality, high precision, unrivalled reliability and robustness, in addition to the refined design, elegance and originality of all our products.



CERTIFICATION OF WOOD

All Caran d'Ache pencils are certified FSC or PEFC. This means their wood comes from strictly managed forests with guaranteed reforestation programmes.



The mark of responsible forestry

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