

10 good reasons why C R O S S.



Cross Century
Ballpoint

1. Cross stands behind its products with a **lifetime mechanical guarantee** on all writing instruments.
2. Cross was founded in 1846 by Richard Cross. Based in Rhode Island, the company is the **oldest writing instruments manufacturer in the USA.**
3. Cross stands for quality, design and innovation, and is successfully **sold in over 140 countries worldwide.**
4. The company quickly developed and marketed many important "firsts" in the field of writing instruments. These include the propel-repel mechanical pencil, and the Stylographic pen - the forerunner to the ballpoint pen by more than 70 years.
5. The Cross range includes – premium writing instruments, leather accessories (journals, agendas, wallets) watches, cufflinks and reading glasses.
6. Cross offers a wide range of writing instruments – from the traditional gold and silver Townsend and Century ranges to the funky, fashionable Masquerade and Sentiment ranges. There is a Cross pen to suit every occasion and budget.
7. Cross writing instruments are easily identified by the conical shape of the pen top (see Century pen image), and is a worldwide symbol of writing excellence.
8. Cross offers excellent promotions targeted at key selling periods – Valentines Day, Graduation, Mother's Day, Father's Day and Christmas. These include pen & pencil sets, pens with leather accessories, cufflinks etc. All backed with good marketing support – e.g showcards, posters.
9. Unique to Cross is the **Selectip** rollerball pen. This is a technological innovation that allows the user to select among four different refill tips. The pen will accept a gel rolling ball refill, jumbo ball-point refill, fibre-tip refill or a document marker. Available in most Cross rollerball pens.
10. The latest innovation is the patented **Switch-it.** Create flexibility with many of your favourite Cross ballpoint pens by using the new 0.7mm pencil mechanism allowing you to easily switch from ballpoint to pencil.

