



we are



AQ Branding Solutions
Always Quality

YOUR GO-TO DISTRIBUTOR
OF DESIGNED TO BRAND PENS

MEET MY
BUDGET



...but don't
compromise on
quality & compliance.

SHOW ME SOMETHING
DIFFERENT



...but make
sure it stands the
test of time.

PULL OUT ALL THE
STOPS



...but keep
the price
competitive.

we are



AQ Branding Solutions
Always Quality

YOUR GO-TO DISTRIBUTOR
OF DESIGNED TO BRAND PENS

VERSION
1.1



our safety promise

SAFE

- ✓ **ALL** senator® pens are Reach, BSCI, ISO 9001 and 14001 accredited, and we are of course Sedex registered and compliant.
- ✓ Leading the industry; our plastic pens **ALREADY** contain part-recycled material. All recycled barrels are **GENUINELY** recycled (95%).
- ✓ **TRANSPARENT** supply chain.
- ✓ Fully operational **CSR** programme.
- ✓ Our pens **DO NOT** contain chlorides, phenols or latex.
- ✓ Our pens contain Toxin Neutral plastics and **NON-CARCINOGENIC** inks.
- ✓ Guaranteed **CHILD SAFE!** with Newton Safe clips.
- ✓ Not a Far East import; we **MANUFACTURE** - all senator® plastic pens and refills are manufactured by us at our technology centre in Germany.
- ✓ Lowest carbon footprint of any promotional pen on the market; 100% of the component parts of our plastic pens are **NONAIRFREIGHTED**
- ✓ Did you know that senator® UK were the first promotional company globally to be **REACH** compliant?

senator® UK are **TRUSTED** to produce for 9 out of the world's top 10 brands (the 10th only being available in the U.S.).

#safewithsenator

	PEN TYPE	PAGE	MEET MY BUDGET
	Challenger	3 - 4	
	Dart	5 - 6	
	Liberty	7 - 8	
	Point	9 - 10	
	Super Hit	11 - 12	

	PEN TYPE	PAGE	SHOW ME SOMETHING DIFFERENT
	Big Pen	13 - 14	
	Bridge	15 - 16	
	Challenger	17 - 18	
	Duo	19 - 20	
	Hattrix	21 - 22	
	Liberty	23 - 24	
	Nature Plus	25 - 26	
	New Spring	27 - 28	

	PEN TYPE	PAGE	PULL OUT ALL THE STOPS
	Challenger	29 - 30	
	Matrix	31 - 32	
	New Spring	33 - 34	
	Verve	35 - 36	

COLOUR UPGRADES	37 - 38	
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EXPRESS SERVICES	39 - 40	
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CHALLENGER

Harmonious design meets versatility; with plenty of colours and finishes to choose from, the Challenger offers brands endless possibilities.

**2416 CHALLENGER POLISHED**

Glossy opaque body and clip surface.

**2957 CHALLENGER BASIC**

Glossy opaque body and clip surface, white barrel, coloured clip.

**2192 CHALLENGER CLEAR**

Glossy transparent body and clip surface.

**2418 CHALLENGER FROSTED**

Translucent shine-free body and clip surface.

PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow G2 refill (1.0 mm)	<ul style="list-style-type: none"> navy blue: clear and frosted deep black: polished and basic

COLOURS

SURFACES: polished, clear and frosted

clear/white [white box]	anthracite 445 [dark grey box]	black Deep Black [black box]	honey yellow 7408 [yellow box]	orange 151 [orange box]	strawberry 186 [red box]
cherry 201 [red box]	pink Rhodamine Red [pink box]	light green 376 [light green box]	vivid green 347 [green box]	dark blue 2757 [dark blue box]	full blue 2935 [blue box]
cyan Hex. Cyan [cyan box]	caribbean* 3145 [teal box]	purple 267 [purple box]			

* Polished finish only

BASIC RANGE COLOURS:

black deep black [black box]	honey yellow 7408 [yellow box]	orange 151 [orange box]	strawberry 186 [red box]	light green 376 [light green box]	dark blue 2757 [dark blue box]
full blue 2935 [blue box]	purple 267 [purple box]				



HD
DIGITAL
PRINT

EXPRESS
SERVICE

2
COLOURS,
4 DAYS

**SAME
DAY**
DESPATCH

UP TO 40P!
R.S.P



DART

Slimline, sporty design styled by a steady hand - the popular choice for special advertising messages.



2600 DART POLISHED

Glossy opaque body and clip surface.



2602 DART CLEAR

Glossy transparent body surface and glossy opaque clip surface.



2959 DART BASIC

Glossy opaque body and clip surface, white barrel and coloured clip.

PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow X20 refill (1.0 mm)	● deep black: standard for all finishes

COLOURS

SURFACES: polished and clear

clear/white 	anthracite 445 	black Deep Black 	honey yellow 7408 	orange 151 	red Red 032
strawberry 186 	cherry 201 	pink Rhodamine Red 	light green 376 	vivid green 347 	navy blue 2735
dark blue 2757 	full blue 2935 	cyan Hex. Cyan 	purple 267 		

BASIC RANGE COLOURS:

black deep black 	honey yellow 7408 	orange 151 	strawberry 186 	light green 376 	dark blue 2757
full blue 2935 	purple 267 				



UP TO 40P!
R.S.P





PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow G2 refill (1.0 mm)	<ul style="list-style-type: none"> ● navy blue: clear ● deep black: polished and basic

COLOURS

SURFACES: polished and clear

clear/white 186	anthracite 445	black Deep Black	honey yellow 7408	orange 151	red Red 032
strawberry 186	cherry 201	pink Rhodamine Red	light green 376	vivid green 347	dark green* 7484
navy blue 2735	dark blue 2757	full blue 2935	cyan Hex. Cyan	caribbean* 3145	purple 267

* Polished finish only

BASIC RANGE COLOURS:

black deep black	honey yellow 7408	orange 151	strawberry 186	light green 376	dark blue 2757
full blue 2935	purple 267				



UP TO 40P!
R.S.P

Design at its finest; elegant, unadorned, timeless. For times when tailored customer communication is imperative.



2915 LIBERTY POLISHED

Glossy opaque body and clip surface.



2993 LIBERTY BASIC

Glossy opaque body and clip surface, white barrel and clip, coloured transparent mid part.



2983 LIBERTY CLEAR

Glossy transparent body and clip surface.

LIBERTY





PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow G2 refill (1.0 mm)	● navy blue: polished

COLOURS

SURFACE: polished

clear/white [white box]	shark Cool Grey 9	anthracite 445	black Deep Black	honey yellow 7408	orange 151
red Red 032	strawberry 186	dark red 202	light green 376	vivid green 347	navy blue 2735
dark blue 2757	full blue 2935	cyan Hex. Cyan			



This versatile ball pen is a showpiece in the pen world. Make your advertising even more compelling with a range of radiant new colours. Compliments any style brilliantly, from classic to contemporary.

**2362 POINT POLISHED**

Polished opaque body surface, metal fittings and push-button with plastic inlay.

UP TO 40P!

R.S.P





SUPER HIT

The attractive ORIGINAL senator® design with striking push mechanism, reliable functionality and generous print areas on the clip and barrel.



2883 SUPER HIT POLISHED

Glossy opaque body and clip surface.



2955 SUPER HIT BASIC

Glossy opaque body and clip surface, white barrel, coloured clip.



2904 SUPER HIT MATT

Opaque, shine-free finish body surface and glossy opaque clip surface.



2244 SUPER HIT FROSTED

Translucent shine-free body surface and glossy opaque clip.



2956 SUPER HIT BASIC SOFT

Glossy opaque body and clip surface, white barrel, coloured clip and soft grip zone.



2234 SUPER HIT CLEAR SOFT

Glossy transparent body surface, glossy opaque clip and coloured soft grip zone.

PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow X20 refill (1.0 mm)	● deep black: standard for all finishes

COLOURS

SURFACES: polished, matt, frosted and clear

clear/white [white box]	anthracite 445	black Deep Black	honey yellow 7408	orange 151	red Red 032
strawberry 186	cherry 201	pink Rhodamine Red	light green 376	vivid green 347	navy blue 2735
dark blue 2757	full blue 2935	cyan Hex. Cyan	purple 267		

BASIC RANGE COLOURS:

black deep black	honey yellow 7408	orange 151	strawberry 186	light green 376	dark blue 2757
full blue 2935	purple 267				



UP TO 40P!
R.S.P





BIG PEN

Impressive shape for awesome messages.
The Big Pen with its large barrel is just
the right size, so think big!



1177 BIG PEN FROSTED

Coloured frosted body surface, white frosted clip, tip,
push button and soft grip zone.



1171 BIG MESSAGE PEN

Glossy opaque white body surface with black clip, push
button and soft grip zone. Built in message cylinder with
six lines of text available.

PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow X20 jumbo refill (1.0 mm)	● deep black: standard for all finishes

COLOURS

SURFACE: frosted

clear/white [white box]	shark Cool Grey 9	anthracite 445	black Deep Black	honey yellow 7408	orange 151
red Red 032	strawberry 186	dark red 202	light green 376	vivid green 347	navy blue 2735
dark blue 2757	full blue 2935	cyan Hex. Cyan			



41P TO 94P!
R.S.P





NEW
April 2017

BRIDGE

The ultra-smooth twist-action ballpen that bridges the gap between quality and affordability. With a large clip sporting an advantageous print area and 14 colours in both clear and polished surfaces.



3250 BRIDGE POLISHED

Glossy opaque body and clip surface.



3251 BRIDGE CLEAR

Glossy transparent body and clip surface.

PEN TYPE	REFILL	INK COLOUR
twist action ballpen	senator® magic flow G2 refill (1.0 mm)	<ul style="list-style-type: none"> ● navy blue: clear ● deep black: polished

COLOURS

SURFACES: polished and clear

clear/white [white box]	anthracite 445	black deep black	honey yellow 7408	orange 151	strawberry 186
cherry 201	pink Rhodamine Red	light green 376	vivid green 347	dark blue 2757	full blue 2935
cyan Hex. Cyan	purple 267				



HD
DIGITAL
PRINT

41P TO 94P!

R.S.P



CHALLENGER

Harmonious design meets versatility; with plenty of colours and finishes to choose from, the Challenger offers brands endless possibilities.



2597 CHALLENGER CLEAR SOFT

Glossy transparent body and clip surface, coloured soft grip zone.



2958 CHALLENGER BASIC SOFT

Glossy opaque body and clip surface, white barrel, coloured clip and soft grip zone.



2926 CHALLENGER POLISHED METAL TIP

Glossy opaque body and clip surface with a glossy metal tip. (Only available in white & black)

PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow G2 refill (1.0 mm)	<ul style="list-style-type: none"> navy blue: clear and basic soft deep black: polished metal tip

COLOURS

SURFACE: clear

clear/white [white box]	anthracite 445 [grey box]	black Deep Black [black box]	honey yellow 7408 [yellow box]	orange 151 [orange box]	red Red 032 [red box]
strawberry 186 [red box]	cherry 201 [dark red box]	pink Rhodamine Red [pink box]	light green 376 [light green box]	vivid green 347 [green box]	navy blue 2735 [dark blue box]
dark blue 2757 [dark blue box]	full blue 2935 [blue box]	cyan Hex. Cyan [cyan box]	purple 267 [purple box]		

BASIC RANGE COLOURS:

black [black box]	honey yellow 7408 [yellow box]	orange 151 [orange box]	strawberry 186 [red box]	light green 376 [light green box]	dark blue 2757 [dark blue box]
deep black [black box]					
full blue 2935 [blue box]	purple 267 [purple box]				



HD
DIGITAL
PRINT

EXPRESS
SERVICE

2
2 COLOURS,
4 DAYS

**SAME
DAY**
DESPATCH

41P TO 94P!
R.S.P



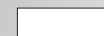


PEN TYPE	INK COLOUR
twist action ballpen	● deep black

COLOURS

SURFACE: polished

white



● highlighter neon yellow

black



● highlighter neon yellow

neon pink



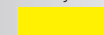
● highlighter neon pink

neon orange



● highlighter neon orange

neon yellow



● highlighter neon yellow

neon green



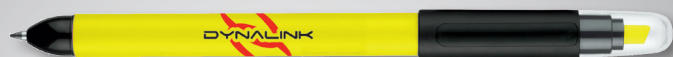
● highlighter neon green

neon blue



● highlighter neon blue

A shining example of a clever idea.
A 2-in-1 highlighter to communicate
your brand's message.

**2122 DUO BALL PEN & HIGHLIGHTER**

Glossy opaque body surface, combination of a twist action
ball pen and a marking highlighter.

41P TO 94P!

R.S.P



HATTRIX

The perfect model when you really want to rev up the advertising effect. A real eye-catcher, easy to handle with good rolling behaviour.



2339 HATTRIX CLEAR SOFT

Glossy transparent body, glossy opaque clip and upper part, coloured soft grip zone.

PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow G2 refill (1.0 mm)	● navy blue: clear soft

COLOURS

SURFACE: clear

shark Cool Grey 9	anthracite 445	black Deep Black	honey yellow 7408	orange 151	red Red 032
strawberry 186	dark red 202	light green 376	vivid green 347	navy blue 2735	dark blue 2757
full blue 2935	cyan Hex. Cyan				



41P TO 94P!

R.S.P



LIBERTY

Design at its finest; elegant, unadorned, timeless. For times when tailored customer communication is imperative.



2015 LIBERTY SOFT TOUCH

Velvety body surface, glossy transparent mid and clip.

PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow G2 refill (1.0 mm)	● deep black: soft touch

COLOURS

SURFACE: soft touch

anthracite 445	black deep black	orange 151	strawberry 186	cherry 201	light green 376
dark green 7484	dark blue 2757	full blue 2935			



41P TO 94P!

R.S.P



NATURE PLUS

A plastic ball pen which genuinely respects the environment? That's the Nature Plus. If you want to communicate your environmental awareness down to the last detail, yet also love cheerful colours, Nature Plus is the pen for you.



2796 NATURE PLUS MATT

Opaque, shine free barrel and clip surface made from biodegradable material.

PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow G2 refill (1.0 mm)	<ul style="list-style-type: none"> ● navy blue ● deep black

COLOURS

SURFACE: matt

natural [light beige box]	corn yellow 123 [yellow box]	natural orange Orange 021 [orange box]	tulip red 485 [red box]	light green 376 [light green box]	natural green 349 [dark green box]
rich blue 288 [dark blue box]	fresh blue 279 [medium blue box]	Warm Grey 3 [light grey box]	Warm Grey 10 [dark grey box]		



41P TO 94P!
R.S.P



NEW SPRING

The unmistakable "Made in Germany" quality, the striking push mechanism and the refreshing design all add up to an enticing product where form and function complement each other perfectly.



2426 NEW SPRING CLEAR

Glossy transparent body and clip surface with a metallised inner push-button.

PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow G2 refill (1.0 mm)	● deep black

COLOURS

SURFACE: clear

clear/white 376	anthracite 445	black Deep Black	honey yellow 7408	orange 151	strawberry 186
light green 376	vivid green 347	navy blue 2735	full blue 2935	cyan Hex. Cyan	purple 267



41P TO 94P!

R.S.P





CHALLENGER

Harmonious design meets versatility; with plenty of colours and finishes to choose from, the Challenger offers brands endless possibilities.



2737 CHALLENGER SOFT TOUCH

Velvety body surface and glossy transparent clip.

PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow G2 refill (1.0 mm)	● deep black: soft touch

COLOURS

SURFACE: soft touch

anthracite 445	black deep black	orange 151	strawberry 186	cherry 201	light green 376
dark green 7484	dark blue 2757	full blue 2935	purple 267		



95P AND UP!

R.S.P



The Matrix combines an innovative barrel design and an ergonomic soft grip section, for the ultimate writing experience.



2319 MATRIX CLEAR SOFT GRIP

Glossy transparent body surface, black soft grip zone and matt metal clip.



2318 MATRIX POLISHED SOFT GRIP

Glossy opaque body surface, black soft grip zone and matt metal clip.

PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow G2 refill (1.0 mm)	● navy blue: standard for all finishes

COLOURS

SURFACES: clear and polished

clear/white 	shark Cool Grey 9 	black Deep Black 	orange 	strawberry 	dark red
light green 	dark blue 	cyan 			
376	2757	Hex. Cyan	151	186	202



95P AND UP!

R.S.P





PEN TYPE	REFILL	INK COLOUR
push ballpen	senator® magic flow G2 refill (1.0 mm)	● navy blue

COLOURS

SURFACE: clear

clear/white 376	anthracite 445	black Deep Black 2735	honey yellow 7408	orange 151	strawberry 186
light green 376	vivid green 347	navy blue 2735	full blue 2935	cyan Hex. Cyan	purple 267



The unmistakable "Made in Germany" quality, the striking push mechanism and the refreshing design all add up to an enticing product where form and function complement each other perfectly.



2561 NEW SPRING CLEAR METAL

Glossy transparent upper, metal barrel, metallised inner push-button and metal clip.



2431 NEW SPRING POLISHED METAL

Glossy opaque upper, metal barrel, metallised inner push-button and metal clip. (Only available in white and black)



2410 NEW SPRING CLEAR METAL CLIP

Glossy transparent body surface, metallised inner push-button and metal clip.



2310 NEW SPRING POLISHED METAL CLIP

Glossy opaque body surface, metallised inner push-button and metal clip. (Only available in white and black)

95P AND UP!
R.S.P

NEW SPRING





A twist action ball pen with a protected design and the perfect vitality of creative elegance.



2703 VERVE MIX & MATCH
(METAL BARREL)

Glossy transparent or opaque upper components with glossy metal barrel.



PEN TYPE	REFILL	INK COLOUR
twist action ballpen	senator® magic flow G2 refill (1.0 mm)	● navy blue ● deep black

COLOURS

SURFACES: polished and clear

clear/white 	anthracite 	black 	honey yellow 	orange 	red
strawberry 	cherry 	pink 	light green 	vivid green 	navy blue
dark blue 	full blue 	cyan 	purple 		



95P AND UP!

R.S.P



COLOUR UPGRADES



If you are more familiar with senator®'s previous colour range, the handy table below outlines the closest match to our upgraded winning colours.

OLD COLOUR	Winning Colours
white	clear/white
432, 423, 429	anthracite 445
418	black Deep Black
7488, 360	light green 376
349	vivid green 347
1225, 7406	honey yellow 7408

OLD COLOUR



151	orange 151
485	red Red 032
485	strawberry 186
188	cherry 201
hex. magenta, 226	pink Rhodamine Red
286, 288	navy blue 2735
286, 288, 648	dark blue 2757
2935	full blue 2935
313	cyan Hex. Cyan
268, 267	purple 267



EXPRESS SERVICES



EXPRESS SERVICE 2 OR 5 DAYS

- › Up to 10,000 pens.
- › Printed 1 colour, 1 position to the barrel.
- › Guaranteed despatch in 2 or 5 working days (after receipt of order and artwork).
- › For 5 Day Express, order and artwork to be received by 12pm on Day 1.
For 2 Day Express, order and artwork to be received by 12pm on Day 1.

AVAILABLE ON THE FOLLOWING PEN FAMILIES:

Challenger family*
Super Hit family*

EXPRESS
SERVICE

ECO EXPRESS

- › Up to 10,000 pens.
- › Printed 1 colour, 1 position to the barrel.
- › Guaranteed despatch in 5 working days (after receipt of order and artwork).
- › Order and artwork to be received by 12pm on Day 1.

AVAILABLE ON THE FOLLOWING PEN FAMILIES:

2850 Super Hit Recycled
Nature Plus Matt



Express surcharges apply - please enquire for pricing

All orders subject to capacity and stock on day of order.

The artwork provided must be of a quality suitable for printing. This must be the original editable spot colour, vector EPS file and formulated in Adobe Illustrator with fonts converted to outlines.

2 COLOURS, 4 DAYS

- › Up to 10,000 pens.
- › Printed 2 colours to the barrel.
- › Guaranteed despatch in 4 working days (after receipt of order and artwork).
- › Order and artwork to be received by 11am on Day 1.

AVAILABLE ON THE FOLLOWING PEN FAMILIES:

Challenger family*
Super Hit family*



Express surcharges apply - please enquire for pricing

SAMEDAY DESPATCH

- › Up to 1,000 pens.
- › Printed 1 colour to the barrel.
- › Guaranteed despatch by 4pm on the same day (after receipt of order and artwork).
- › Order and artwork to be received by 10am on Day 1.

AVAILABLE ON THE FOLLOWING PEN FAMILIES:

Challenger family*
Super Hit family*



* Available in all of the colours and surfaces featured in this catalogue, with the exception of Soft Touch

Due to time limitations for the Sameday service, we are unable to provide proofs. It may be possible to accept other models/quantities to those shown above, please contact our sales office for availability sales@senatorpens.co.uk



