



DUOFOLD
100TH ANNIVERSARY EDITION

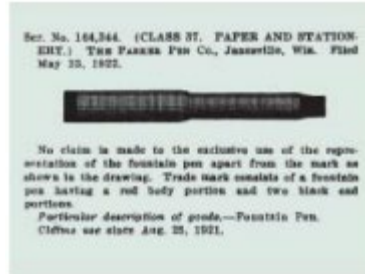
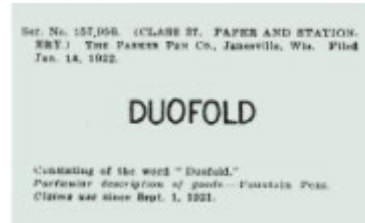
April 2021

HISTORY

DUOFOLD 100TH



The Roaring 20's refers to the decade of the 1920s, a period of economic prosperity with a distinctive cultural edge in the United States and Western Europe. The Duofold embodied the decade it was created in – a time of exuberant popular culture, new styles, and breaking many traditional codes.



The Design Patent for Duofold was filed 1922 and covered the name 'Duofold' and also the design cues of the famous Big Red. The patent read "Fountain pen with a red body and two black ends" which describes the present day version of the Big Red.



The launch of the Duofold coincided with Parker's innovative and disruptive approach to advertising, which was the brainchild of Kenneth Parker, son of George. The most famous of their advertising stunts involved a pilot dropping Duofold pens from 3000 ft to prove they were unbreakable!



The Duofold has had many famous users and has been at the forefront of many historic events. Arthur Connon Doyle notably used a Duofold to write Sherlock Holmes series, Boris Yeltsin and George Bush signed the end of the Cold War with a Duofold in 1993.

FINISHES

DUOFOLD 100TH



BIG RED

LAPIS LAZULI

BLACK

FINISH INSPIRATION

DUOFOLD 100TH

BIG RED 1921



The original bold colour of the Duofold Big Red put to rest the belief that the public preferred their pens in black and set the stage for the widespread adoption of coloured pens that followed worldwide during the 1920's.

From the start, the Big Red's disruptive, energetic colour stirred the interest of consumers and remained the only available colour in Duofold until the Jade pen was introduced in 1926. Until this day, the Big Red remains an emblematic, and most iconic finish in the Parker and Duofold history.

BLACK 1921



Technically not a Duofold, the Black No. 26 model safety pen provided the blue print for the first Parker Duofold. Lewis Tebbel, a district sales manager persuaded a machinist in the factory to take some out-of-date rubber and make him a red version of it.

After the success of the 'Big Red' Duofold launch in 1921, the Black No. 26 model safety pen had 'Duofold' imprinted on it and the rest is history, the black version remained in the assortment permanently.

LAPIS LAZULI 1927



The intense blue Lapis Lazuli was originally launched in 1927, creating a lively and diverse addition to recapture market share in the now competitive coloured pen market.

'Lapis Lazuli' references the deep blue gemstone of the same name. To simulate the appearance of the gem stone, small blue and white flecks were added to give it extra depth and lustre. Lapis is the Latin word for stone, and Lazuli is derived from the Arabic word 'Azul' denoting the colour Blue.

SPECIAL EDITION vs. LIMITED EDITION

DUOFOLD 100TH

SPECIAL EDITION

Individually Sold
Est. MSRP \$1,300
Available for 12 Months
Unnumbered



Prestige Gift Box



Prestige Gift Box



Prestige Gift Box



LIMITED EDITION

Set of 3 pens
Est. MSRP \$4,500
Limited to 100pcs
Numbered



Limited Edition Gift Box



Higher price for this set is based on the limited edition (limited quantities produced – 100 pieces), numbering and the premiumness of the Wooden Gift Box (slide 16).