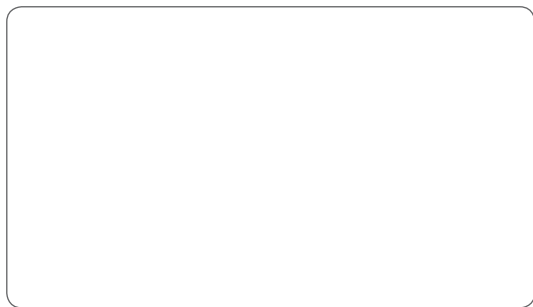




# gustav innovation

The company behind Fjäder™ and Slända™ is called Gustav Innovation. Our business concept is to be an innovation company that creates products that reach out to people in one way or another. All products that leave our desk shall be characterized by quality, reflection, playfulness, spontaneity and an aha-experience.

## CONTACT INFORMATION



Ballpoint pens with interchangeable ink cartridge  
© 2011 Gustav Innovation, [www.gustavinnovation.com](http://www.gustavinnovation.com)

Made in Sweden

 **BALLOGRAF**



gustav innovation  
pen catalog



# SLÄNDA™

the  
world  
is a  
fascinating  
place

Have you ever noticed that reality is not always what it seems? That it has an ability to change by the way you're looking at it?

Slända™ (Swedish for Dragonfly) is a pen that at a first glance might not seem to have the ability to stand, but a closer investigation will make you realise why it actually does.

Slända™ is an invitation and a reminder for people to investigate their beliefs, as they may not always be true. It's named after a flying insect that has a unique ability to shift directions within a split second – just like your mind. But it can also hover without moving a millimetre, allowing it to focus despite turbulent surroundings. Our hope is that Slända™ will inspire you to investigate your world in ways that are new for you. It is our contribution to the magic and powerful world of thinking.

#### COLORS

Black  
White  
Red  
Turquoise





# fjäder<sup>TM</sup>

design  
that  
shapes  
words

This pen is named Fjäder<sup>TM</sup>, meaning “feather” in Swedish, and if you look at the design you might understand why.

This design reflects a time when feathers were used to write with, but at the same time Fjäder<sup>TM</sup> flirts openly with the present through its modern materials and its comfortable grip. Fjäder<sup>TM</sup> weighs only 10 grams, which of course is a tad bit more than a real feather, but the feeling is the same.

pen with stand

COLORS

kol (coal)  
hav (ocean)  
berg (rock)

WITH CHAIN

kol (coal)





# fjäder<sup>TM</sup>

pen with cap



## COLORS

kol/tjära (coal/tar)

tjära (tar)

snö (snow)

jordgubb (strawberry)

around  
the world

Fjäder<sup>TM</sup> can be bought in shops, museums and art and design centres around the world.

For more information visit our website  
[www.gustavinnovation.com](http://www.gustavinnovation.com).