MADE IN ITALY PROMOTIONAL PENS

e-Prima / ‘pri mə / *adv.* before

Before makes the difference

SILVER | Top 15%
ecovadis
Sustainability Rating
MAR 2026

ClimatePartner certified company
climate-id.com/HP2TTU



MADE IN ITALY PROMOTIONAL PENS

Before it damages the environment.

Before it becomes a problem.



SILVER | Top 15%
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e-Prima / ‘pri mə / *adv.* before

Before makes the difference

MADE IN ITALY PROMOTIONAL PENS

Every great change begins with a simple choice: **acting before it’s too late.**

e-**Prima** is made from **post-consumer household bottles**, recovered and transformed before they can be dispersed into the environment.
A concrete action that gives **new life to plastic,** reducing environmental impact before it becomes a problem, **because sustainability means protecting what still can be saved.**



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MADE IN ITALY PROMOTIONAL PENS

1 bottle 50 cl



1 e-Prima r-PET

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Choosing e-**Prima**:

- Raw material from **post-consumer household bottles**
- **Reduction** of environmental impact at the source
- **RECYCLASS certified** material, ensuring traceability and recycling quality
- Responsible and controlled **production**
- Reliable and guaranteed writing **quality**

With e-**Prima**, every stroke tells the story of a conscious choice: **the choice to act before.**



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MADE IN ITALY PROMOTIONAL PENS

From post-consumer bottles,
a new life **certified RECYCLASS.**

1 bottle 50 cl



1 e-Prima r-PET




MADE IN
ITALY
PROMOTIONAL
PENS
Let’s not wait until it becomes
a problem.
Let’s write the solution together.
Before.
SILVER | Top 15%
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e-Prima
supports the ClimatePartner ocean protection project

This combined project contributes to the financing of a certified climate project and additionally supports international ocean protection. For every tonne of CO2 saved through the contribution via a certified climate project, 10 kg of plastic is collected in coastal regions. This intercepts plastic before it enters the sea and protects sensitive marine ecosystems.

“The oceans are among the largest carbon sinks on the planet, absorbing around 30 percent of human-made CO_2 emissions. Yet their ability to store carbon is increasingly under threat: acidification, rising temperatures, and melting ice are disrupting marine ecosystems and weakening their capacity to absorb CO_2. At the same time, up to 12 million tonnes of plastic enter the ocean each year, endangering the survival of countless marine species. This combined project addresses both challenges: it prevents plastic pollution, safeguards vulnerable ecosystems, and strengthens the resilience of local communities.”

Frank Fraunhofer
Project developer

