

# CROSS®

2009 SPRING NEW PRODUCT GUIDE



## INTRODUCING C-SERIES



Turbo-charged performance meets cutting-edge design. Industrial design detailing and finishes inspired by fine sports cars give this pen a high-tech look: chrome lug-nut appointments, lever clip, rhodium plated solid 18kt gold nib, twist-off cap and rubberized front section on Fountain Pens.

The new capless, propel/repel Selectip® Rolling Ball Pen has a unique twist design that also allows for it to switch to a Ballpoint Pen. A complimentary ballpoint refill is included with every Rolling Ball Pen for a choice of technologies. Available in four finishes:

### Monaco Blue (satin lumina)

AT0396-5 Fountain Pen **\$160**  
AT0395-5 Selectip Rolling Ball Pen **\$90**

### Performance Black (matte)

AT0396-1 Fountain Pen **\$160**  
AT0395-1 Selectip Rolling Ball Pen **\$90**

### Champagne (perforated metallic)

AT0396-2 Fountain Pen **\$160**  
AT0395-2 Selectip Rolling Ball Pen **\$90**

### Carbon Black (perforated metallic)

AT0396-3 Fountain Pen **\$160**  
AT0395-3 Selectip Rolling Ball Pen **\$90**

# INTRODUCING TURISMO



Rev up your writing with Century® II Turismo, our limited edition pen for Spring/Summer 2009. Playing on the Spring trends of bold pattern and color, Turismo features swirling stripes evocative of speed. Set against a metallic background for just a hint of shine, the pop-art colors deliver a racy spirit in three different colors. Race out to get yours—this writing instrument is sure to win your customers over with its performance and style. **\$60**

**Track Yellow**  
AT0082WG-51 Ballpoint Pen

**Racing Red**  
AT0082WG-50 Ballpoint Pen

**Turbo Blue**  
AT0082WG-52 Ballpoint Pen

# NEW CENTURY® COLORS



Rich, vibrant color is the hot trend for Spring. We've introduced three new vivid hues for the season: Violet, Bluebell, and Poppy Red that are sure to add a jolt of floral fashion to your displays—and your customer's wardrobes. Paired with our existing Gold Dust and Tender Rose finishes, this collection is a bouquet of colorful style. **\$50**

## **Violet (New)**

AT0082-49 Ballpoint Pen

## **Bluebell (New)**

AT0082-47 Ballpoint Pen

## **Poppy Red (New)**

AT0082-48 Ballpoint Pen

## **Gold Dust**

AT0082-10 Ballpoint Pen

## **Tender Rose**

AT0082-12 Ballpoint Pen

## NEW AUTOCROSS LEATHER COLORS



Our Autocross leather accessories, wallets and pens are now available in two of the coolest colors of the moment, Violet and Silver. Playing on the trends for vibrant color and shiny metals, these accessories make a bold color statement, creating excitement in-store and with your customers.

### Single Pen Case \$40

AC141-14 Silver  
AC141-15 Violet

### Jotter \$55

AC131-14 Silver  
AC131-15 Violet

### Personal Agenda \$100

AC134-14 Silver  
AC134-15 Violet

### Padfolio \$145

AC135-14 Silver

### Double Pen Case \$45

AC128-14 Silver  
AC128-15 Violet

### Mini Agenda \$80

AC132-14 Silver  
AC132-15 Violet

### Medium Agenda \$120

AC133-14 Silver  
AC133-15 Violet

### Autocross Pen \$50

AT0162-10 Silver Ballpoint Pen  
AT0162-11 Violet Ballpoint Pen

# AUTOCROSS LEATHER WALLET COLLECTION

Inspired by the success of our Autocross leather line, our new collection of wallets and money pieces marries practicality with style. Most styles feature a Cross mini pen integrated into the design—perfect for writing a quick note or signature. Both men's and women's styles are made of our signature perforated, full-grain pebbled leather, while the women's styles feature whimsical perforation detailing in contrasting colors.



**Money Clip Card Case \$45**  
 AC122-1 Black  
 AC122-9 Brown



**Bifold ID Wallet \$65**  
 AC194-1 Black  
 AC194-9 Brown



**Bifold Card Case Wallet \$80**  
 AC197-1 Black  
 AC197-9 Brown



**Folded ID Card Case \$55**  
 AC192-1 Black  
 AC192-9 Brown



**Bifold Coin Wallet \$70**  
 AC195-1 Black  
 AC195-9 Brown



**Coat Wallet \$85**  
 AC198-1 Black  
 AC198-9 Brown



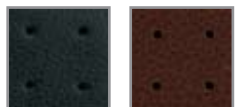
**Slim Bifold Wallet \$60**  
 AC193-1 Black  
 AC193-9 Brown



**Trifold Wallet \$70**  
 AC196-1 Black  
 AC196-9 Brown



**Passport Wallet \$55**  
 AC199-1 Black  
 AC199-9 Brown



**FEATURES INCLUDE:**

- Genuine leather tumble-dyed for maximum color and softness
- Leather lined interiors
- Sized to fit most international currencies
- SIM card pocket on most styles
- Handy, quick access front pocket on all men's bifold styles
- 9 men's and 8 women's styles in a variety of colors to suit every taste
- Complimentary Cross mini pen included in most styles



**Folded Card Case \$55**

- |          |                 |
|----------|-----------------|
| AC200-1A | Black/Turquoise |
| AC200-9A | Brown/Pink      |
| AC200-7A | Pink/Tangerine  |
| AC200-13 | Bronze/Bronze   |
| AC200-15 | Violet/Violet   |



**Small Accordion Zip Wallet \$70**

- |          |                 |
|----------|-----------------|
| AC203-1A | Black/Turquoise |
| AC203-9A | Brown/Pink      |



**Accordion Zip Wallet \$95**

- |          |                 |
|----------|-----------------|
| AC208-1A | Black/Turquoise |
| AC208-9A | Brown/Pink      |



**Medium Slim Card Case with Zip \$65**

- |          |                 |
|----------|-----------------|
| AC202-1A | Black/Turquoise |
| AC202-9A | Brown/Pink      |
| AC202-7A | Pink/Tangerine  |
| AC202-15 | Violet/Violet   |



**Bifold Coin Zip Wallet \$80**

- |          |                 |
|----------|-----------------|
| AC205-1A | Black/Turquoise |
| AC205-9A | Brown/Pink      |
| AC205-7A | Pink/Tangerine  |
| AC205-13 | Bronze/Bronze   |



**Passport Wallet \$75**

- |          |                 |
|----------|-----------------|
| AC209-1A | Black/Turquoise |
| AC209-9A | Brown/Pink      |
| AC209-7A | Pink/Tangerine  |
| AC209-13 | Bronze/Bronze   |
| AC209-15 | Violet/Violet   |



**Slim Envelope Wallet \$90**

- |          |                 |
|----------|-----------------|
| AC204-1A | Black/Turquoise |
| AC204-9A | Brown/Pink      |
| AC204-7A | Pink/Tangerine  |
| AC204-15 | Violet/Violet   |



**Accordion Fold Over Wallet \$85**

- |          |                 |
|----------|-----------------|
| AC207-1A | Black/Turquoise |
| AC207-9A | Brown/Pink      |
| AC207-13 | Bronze/Bronze   |



This refined addition to our popular Apogee collection shows that style and success go hand-in-hand. With a unique engraved twill design, a nod to custom-made fabrics and craftsmanship, and crafted of the world's most precious metals—this writing instrument is functional fine jewelry. Available in three writing technologies: Ballpoint Pen, Selectip Rolling Ball Pen, and Fountain Pen. Featuring an 18K solid gold nib on all Fountain Pens.

**23 Karat Heavy Gold Plate with 23 Karat Gold Plated Appointments**

|          |                           |       |
|----------|---------------------------|-------|
| AT0122-8 | Ballpoint Pen             | \$175 |
| AT0125-8 | Selectip Rolling Ball Pen | \$205 |
| AT0126-8 | Fountain Pen              | \$285 |

**Sterling Silver with 23 Karat Gold Plated Appointments (not shown)**

|          |                           |       |
|----------|---------------------------|-------|
| AT0122-9 | Ballpoint Pen             | \$160 |
| AT0125-9 | Selectip Rolling Ball Pen | \$185 |
| AT0126-9 | Fountain Pen              | \$260 |

**Sterling Silver with Platinum Plated Appointments**

|           |                           |       |
|-----------|---------------------------|-------|
| AT0122-10 | Ballpoint Pen             | \$165 |
| AT0125-10 | Selectip Rolling Ball Pen | \$190 |
| AT0126-10 | Fountain Pen              | \$270 |

**Rose Gold Plate with Platinum Plated Appointments**

|           |                           |       |
|-----------|---------------------------|-------|
| AT0122-11 | Ballpoint Pen             | \$175 |
| AT0125-11 | Selectip Rolling Ball Pen | \$205 |
| AT0126-11 | Fountain Pen              | \$285 |



Apogee Collection writing instruments are perfectly balanced with wide-diameter barrels for a sure grip and effortless writing. Chrome-plated appointments and spring-loaded clip; Fountain Pens have rhodium plated solid 18kt gold nibs.

**Sable Herringbone Lacquer (not shown)**

|          |                           |       |
|----------|---------------------------|-------|
| AT0122-5 | Ballpoint Pen             | \$110 |
| AT0125-5 | Selectip Rolling Ball Pen | \$130 |
| AT0126-5 | Fountain Pen              | \$190 |

**Frosty Steel Lacquer**

|          |                           |       |
|----------|---------------------------|-------|
| AT0122-6 | Ballpoint Pen             | \$110 |
| AT0125-6 | Selectip Rolling Ball Pen | \$130 |
| AT0126-6 | Fountain Pen              | \$190 |

**Black Star Lacquer (not shown)**

|          |                           |       |
|----------|---------------------------|-------|
| AT0122-2 | Ballpoint Pen             | \$100 |
| AT0125-2 | Selectip Rolling Ball Pen | \$120 |
| AT0126-2 | Fountain Pen              | \$175 |

**Titian Red Lacquer**

|          |                           |       |
|----------|---------------------------|-------|
| AT0122-3 | Ballpoint Pen             | \$100 |
| AT0125-3 | Selectip Rolling Ball Pen | \$120 |
| AT0126-3 | Fountain Pen              | \$175 |

**Chrome**

|          |                           |       |
|----------|---------------------------|-------|
| AT0122-1 | Ballpoint Pen             | \$90  |
| AT0125-1 | Selectip Rolling Ball Pen | \$110 |
| AT0126-1 | Fountain Pen              | \$165 |





## TECH3

RECENTLY LAUNCHED



One of our best-selling collections, the hard working Tech3 gets an update in both a fashionable and classic finish. The multi-function pen (black ballpoint, red ballpoint, 0.5 mm pencil) is now available in Satin Chrome and a new liquid glaze finish in Frosty Pink.

### Tech3 \$50

|          |                                    |
|----------|------------------------------------|
| AT0090-1 | Lustrous Chrome Multi-Function Pen |
| AT0090-2 | Satin Blue Multi-Function Pen      |
| AT0090-3 | Satin Black Multi-Function Pen     |
| AT0090-5 | Satin Chrome Multi-Function Pen    |
| AT0090-6 | Frosty Pink Multi-Function Pen     |

## CENTURY® II NEW FINISHES

RECENTLY LAUNCHED

Now you can have the glamour and sophistication of a two-tone style at an attractive price point. With the convenience of anti-tarnish chrome, this pen will keep you looking smart. Offered in Ballpoint Pen, Selectip Rolling Ball Pen and Fountain Pen with Stainless Steel Nib.

### Century II Chrome/Translucent Blue Lacquer

|             |                           |       |
|-------------|---------------------------|-------|
| AT0082WG-41 | Ballpoint Pen             | \$70  |
| AT0085-41   | Selectip Rolling Ball Pen | \$85  |
| AT0086-41   | Fountain Pen              | \$100 |

### Century II Chrome/Translucent Black Lacquer

|             |                           |       |
|-------------|---------------------------|-------|
| AT0082WG-42 | Ballpoint Pen             | \$70  |
| AT0085-42   | Selectip Rolling Ball Pen | \$85  |
| AT0086-42   | Fountain Pen              | \$100 |



# CROSSLINKS CUFFLINK COLLECTION

RECENTLY LAUNCHED



These fashionable cufflinks are worthy accents to your favorite Cross Pen. Each design is inspired by one of our popular writing instrument collections: Conical echoes the iconic top of Century and Century II; Townsend mirrors the tones of our Townsend Jewel-tone finishes; Apogee highlights the engraved detailing and lacquers of the Apogee line; and Autocross incorporates the leather in our Autocross collection. A perfect cross-sell opportunity.

## A - Conical \$55

AC160-1 Gold Plate w/ Black Enamel  
 AC160-2 Rhodium Plate w/ Black Enamel  
 AC160-3 Rhodium Plate w/ Crystal

## C - Autocross \$65

AC180-1 Black Leather/Rhodium Plate  
 AC180-2 Bronze Leather/Rhodium Plate  
 AC180-3 Purple Leather/Rhodium Plate

## E - Apogee \$80

AC179-1 Gold Plate  
 AC179-2 Rose Gold Plate  
 AC179-3 Silver / Rhodium Plate

## B - Townsend \$70

AC178-1 Ruby/Rhodium Plate  
 AC178-2 Emerald/Rhodium Plate  
 AC178-3 Quartz Blue/Rhodium Plate

## D - Apogee \$75

AC179-4 Polished Black Enamel/Rhodium Plate  
 AC179-5 Translucent Frosty Steel/Rhodium Plate  
 AC179-6 Satin /Rhodium Plate

CROSS® SIGNATURE JOURNALS  
RECENTLY LAUNCHED



This new collection of journals takes its style cues from our Autocross Collection. With a unique design that integrates our new Cross mini pen with contrasting perforations and stitching—you'll always be ready to jot a note or number in style. Features include perforated leatherette cover, 250 lined pages, 100 gsm paper quality, ribbon page marker and complimentary mini pen.

**Large (7"x9.75") \$30.00**

- AC210-1L Black & Grey Journal
- AC210-2L Brown & Orange Journal
- AC210-3L Purple & Grey Journal
- AC210-4L Pink & Red Journal

**Medium (5.75"x8.25") \$25.00**

- AC210-1M Black & Grey Journal
- AC210-2M Brown & Orange Journal
- AC210-3M Purple & Grey Journal
- AC210-4M Pink & Red Journal

**Small (4"x5.75") \$20.00**

- AC210-1S Black & Grey Journal
- AC210-2S Brown & Orange Journal
- AC210-3S Purple & Grey Journal
- AC210-4S Pink & Red Journal

## CUSTOMIZED ACCESSORIES

Cross is the leader in personalized gifts, offering customization options on most of our business accessories. In addition to a wide variety of engraving options on our writing instruments, timepieces and select cufflinks, we also offer debossing on leather accessories.

Contact your Cross representative for more details, or visit [www.mycrossbiz.com/crosspersonalization](http://www.mycrossbiz.com/crosspersonalization) for more personalization options.



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