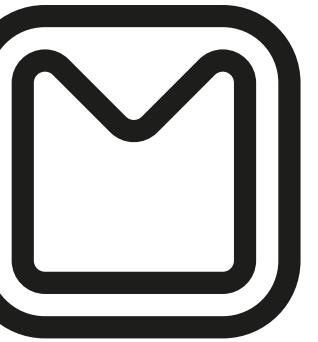
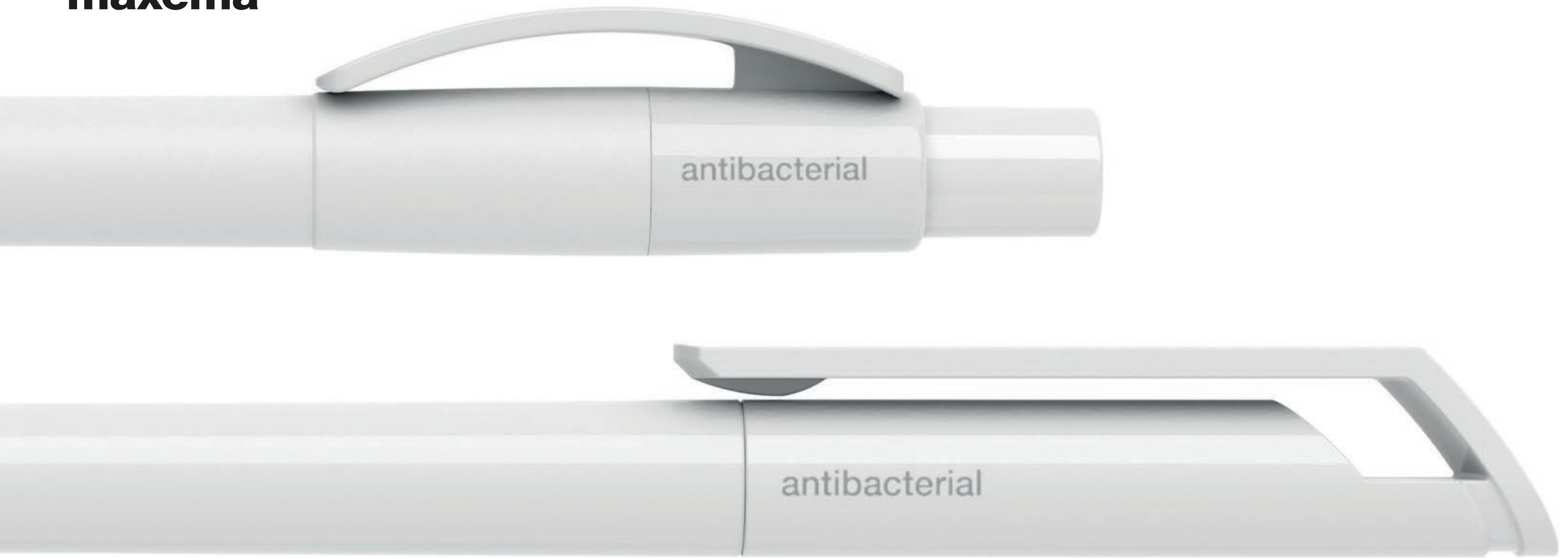


maxema®



**TAKE IT
SAFE,
TAKE IT
EASY.**

Antibacterial pens



Take care of yourself even when you write:
the plastic we use for our Antibacterial collection
prevents bacteria from settling on pen surfaces
and passing from one hand to the other.



Just pens, no bacteria.

We need to feel protected, every day
and today even more so.

Maxema Antibacterial is our
new collection of antibacterial pens,
able to combine design and safety.

Due to a special ISO 22196:2011
certified antimicrobial additive,
the plastic releases silver ions that
destroy up to 99,99%
of the bacteria present on the pen.





**TAKE IT
SAFE,
TAKE IT
EASY.**

Maxema Antibacterial

In the office, at the bar, in public places: has it ever crossed your mind how many microbes pass from hand to hand through the most everyday actions? Our antibacterial pens, combined with good hygiene habits, guarantee an additional level of protection.

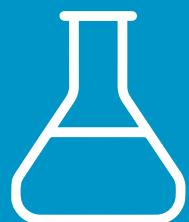


Why choose Maxema Antibacterial



The plastic used is antibacterial

A special ISO 22196:2011 certified antimicrobial additive releases silver ions and prevents bacteria from settling on the surfaces of the pen.



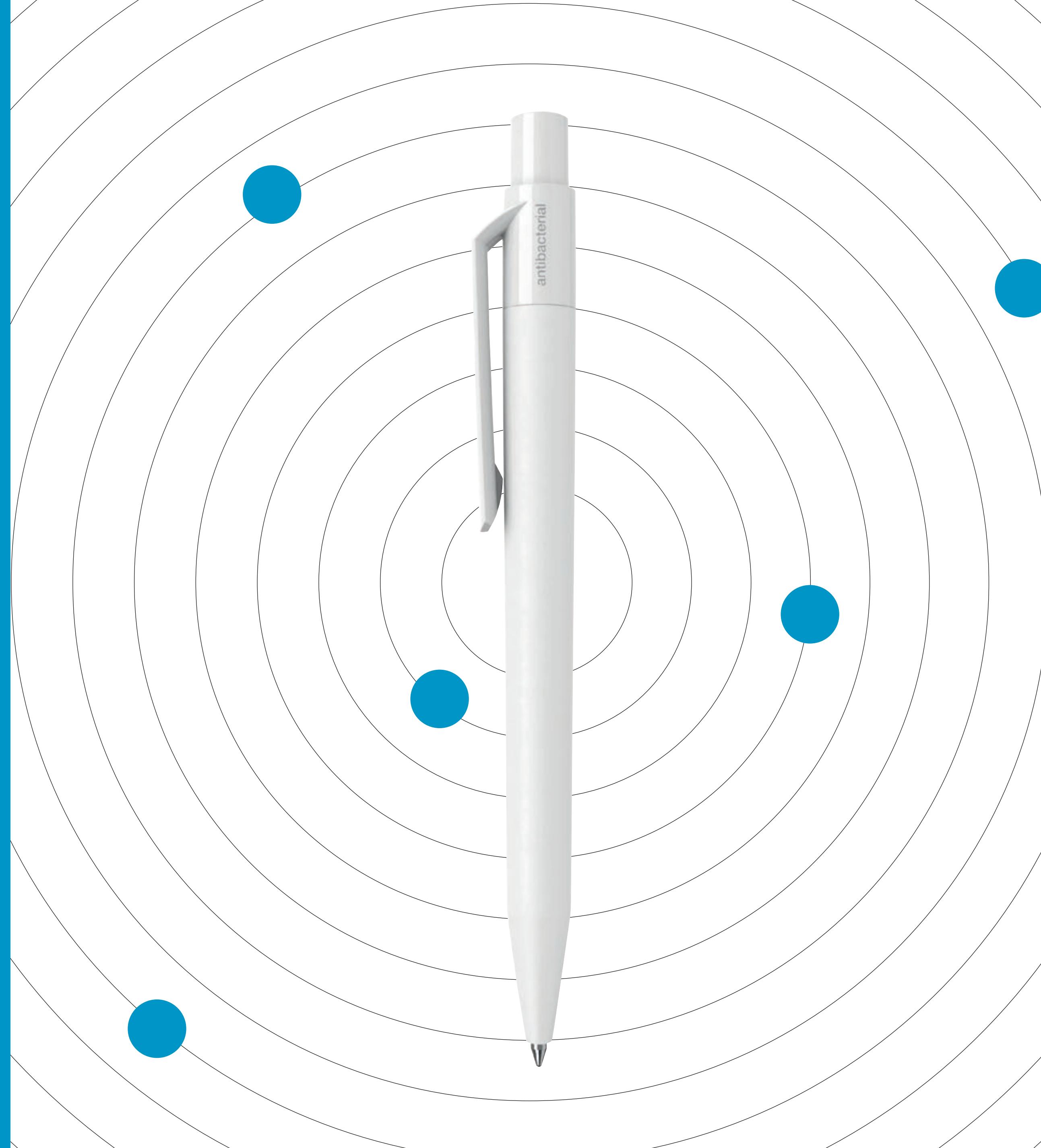
Bacteria: up to 99,99% less

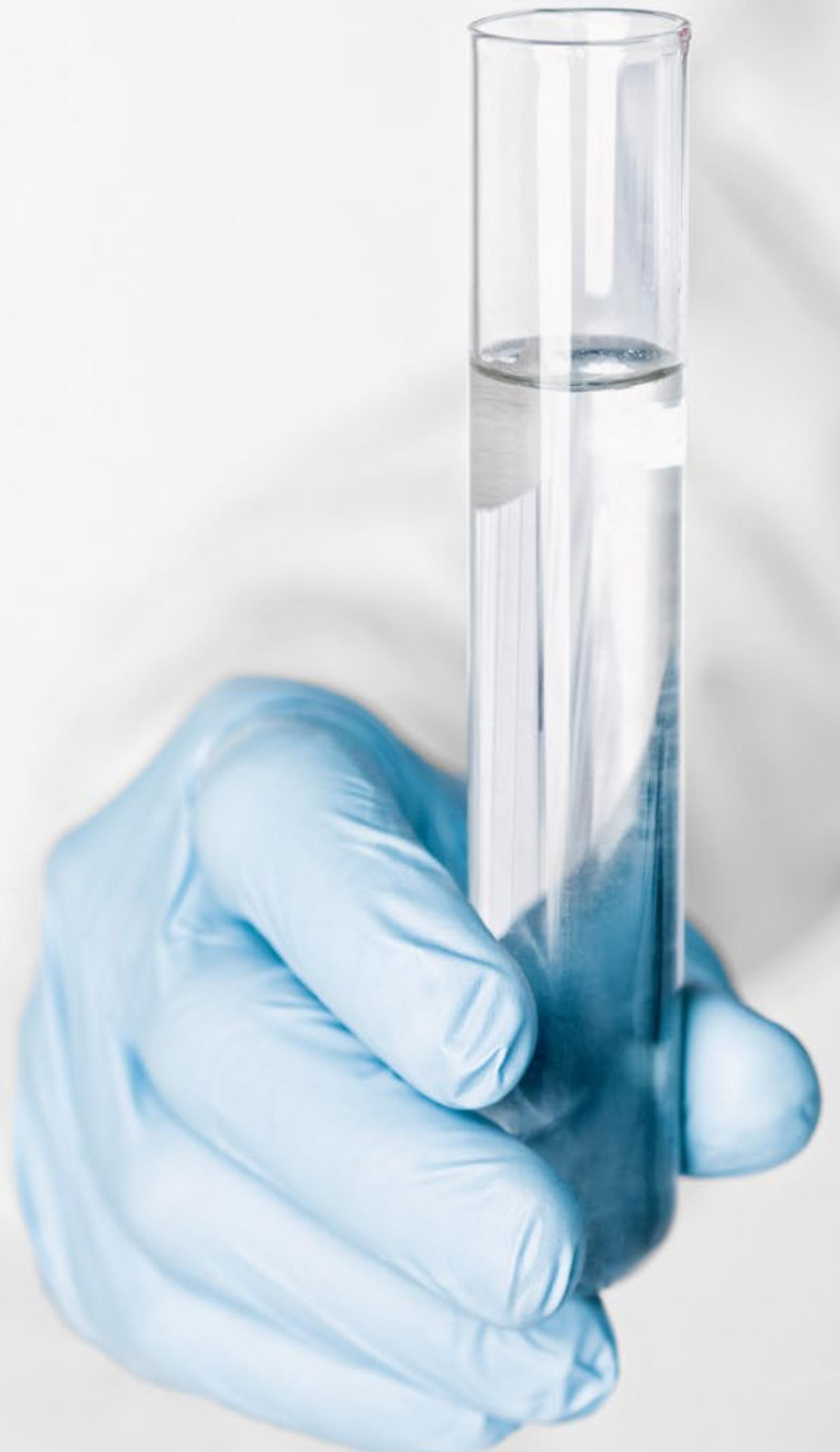
Laboratory tests have shown that up to 99,99% of the bacteria on the pen are destroyed.



We care about your health

Some bacteria can cause disease and infections:
make your life still safer, even when you write.





Maxema Antibacterial

Silver ions eliminate up to 99,99% of bacteria

A special ISO 22196:2011 certified additive that releases silver ions is added to the ABS plastic we use for our Antibacterial pens: the ions settle on the cell walls of bacteria and inhibit their survival and reproduction. The antibacterial effectiveness is confirmed by meticulous evaluation tests.

Microorganisms are inoculated in a sample of material and the surface is covered with a fine sterile film that promotes the spread of the bacteria, prevents evaporation and ensures contact with the antimicrobial surface. After incubating for 24 hours at 37°C, the microbe concentrations are measured, and the reduction in microorganisms compared to the initial concentrations calculated. The 99,99% reduction in bacteria results in a good antimicrobial effect.

Test organisms	Bacteriostatic activity R	Percentage reduction	Evaluation
Staphylococcus aureus (ATCC 33592)	1	up to 99,99%	Good antimicrobial effect



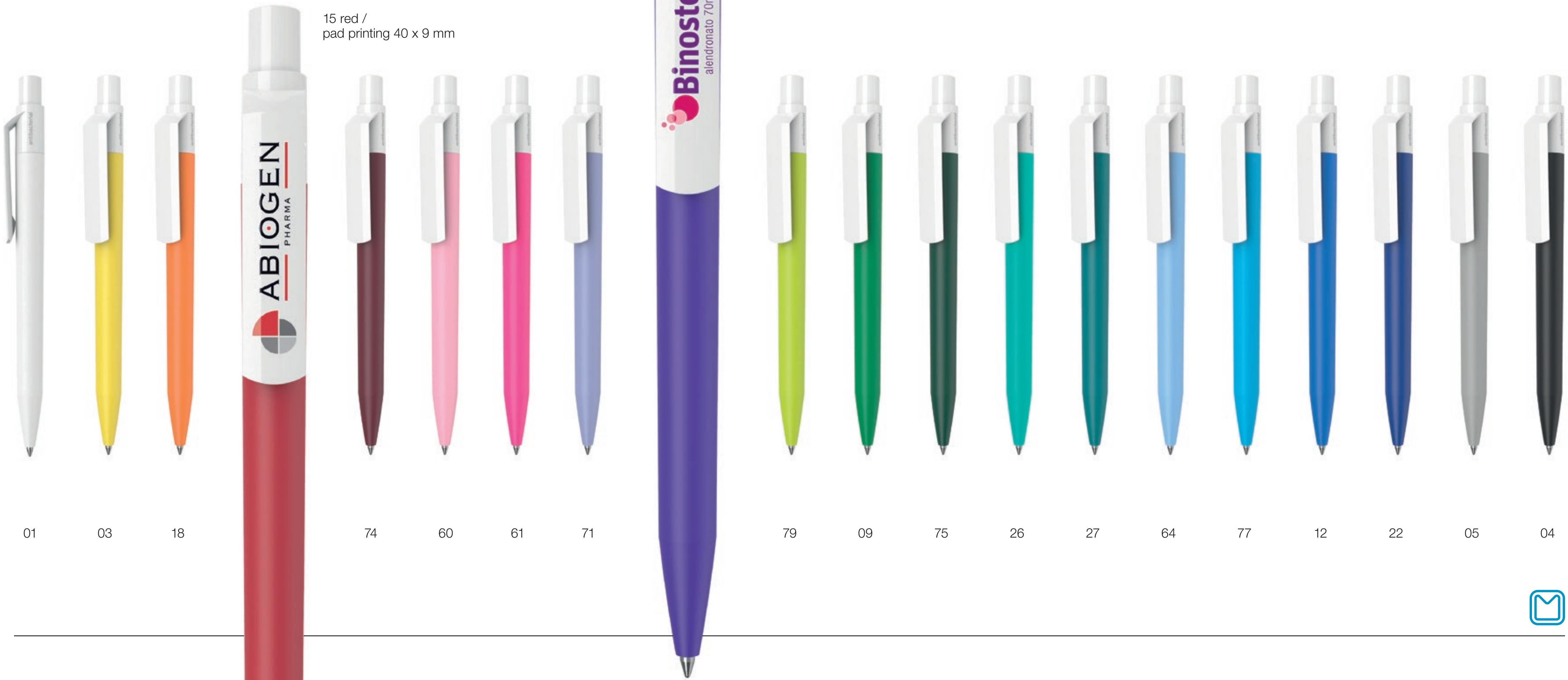
Maxema Antibacterial: design and safety



Maxema Antibacterial

Dot Antibacterial

D1-MATT CB AB



Antibacterial plastic
Solid color barrel with matt finish,
solid glossy white clip,
push-button and little sphere



Flow Pure Antibacterial

F2P-C AB

Antibacterial plastic

Solid white color with glossy finish



Zink Antibacterial

Z1-C AB

Antibacterial plastic

Solid white color with glossy finish



Pixel Antibacterial

PX40-MATT CB AB

Antibacterial plastic

Solid white color barrel with matt finish,
solid glossy white clip and push-button



Bay Antibacterial

B500-C AB

Antibacterial plastic

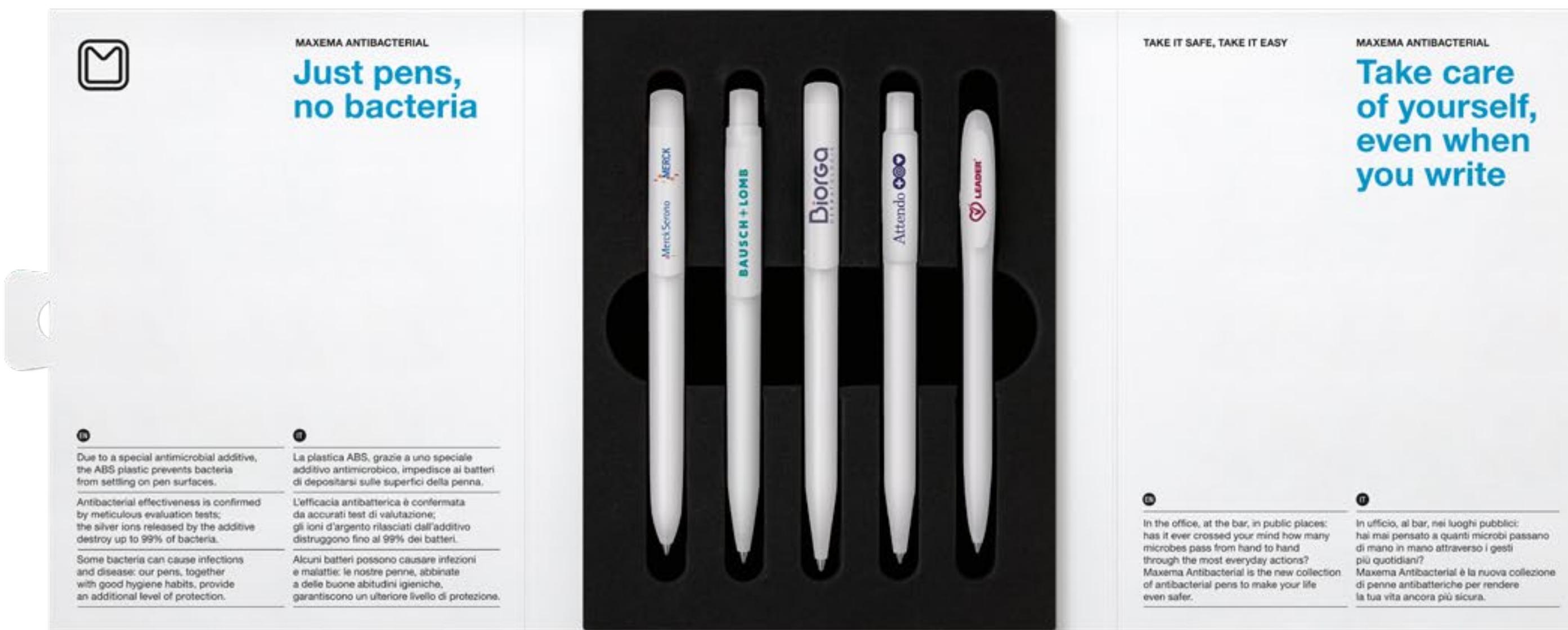
Solid white color with glossy finish



Sample kits

MINIKIT 5 PENS

Contains 5 different models of pens
in antibacterial plastic, in white colour.



Size: 14,7 x 19 cm (closed format)



Sample kits

KIT 20 PENS



Contains 20 printed Dot antibacterial
in assorted colours

Dot

diversa da tutte, punto / *different from the rest, full stop*

Il taglio pulito e minimale è fedele allo stile Maxima, arricchito da tocchi insoliti e ricercati. La Dot è una penna elegante nella sua compattezza, ma è nei dettagli che rivelà la sua originalità. La piccola sfera incastonata nel tappino crea un raffinato richiamo di colore che nobilita un componente notoriamente "poco attraente" in un dettaglio di pregio.

qui la forza del brand si amplifica e acquista una nuova spinta propulsiva. La cartella colori della Dot presenta nuove stimolanti colorazioni, disponibili anche nelle versioni gommate, particolarmente ricercate. La cura dei dettagli si completa con le dotazioni tecniche: la Dot ha un rullo Jumbo e il meccanismo a scatto è dotat-

L'estetica della clip è molto incisiva: a differenza di tutte le altre, è stata concepita con un ampio raggio di curvatura orizzontale e un inedito spigolo laterale. Le linee scattanti della clip fanno da cornice ad un ampio spazio per la personalizzazione.

È nei dettagli che rivela la sua originalità.

The clear, minimal design is faithful to Maxima style, embellished by unusual, refined touches. The Dot is an elegantly compact pen but its originality is revealed in its details. The tiny ball set in the push-button creates a tasteful touch of colour that turns a component that is formally "unattractive" into a premium detail. The clip is of highly refined appearance; unlike all the others it was conceived with a wide range of horizontal curves and an original side edge. The clip's sleek lines frame the extensive customisation space where brand strength is enhanced and takes on a new

A pen that reveals its originality in its details.



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