



Die Handschrift der Werbung

UMA[®] inside NFC PEN

It's what's inside that matters.



Connect analogue writing and advertising with the interactive world using NFC technology. With the integrated uma NFC TAGS, go beyond haptic advertising and transmit digital information. Perfect for contact details, BusinessCards, video messages, product or image films, website or social media pages, sales documentation such as product catalogues, etc.

How does NFC work?

Near Field Communication, or **NFC**, is an international communication standard for the wireless exchange of data over short distances. To transmit data via NFC, the smartphone or tablet is held near a pre-programmed **NFC TAG** that activates a specific application or function in the device, for example.

In the **uma inside NFC PENS** the NFC TAG is located directly under the **inside NFC logo**. This ensures a simple transfer of information to the smartphone or tablet. Connect analogue writing and advertising with the interactive world using **uma inside NFC PENS**.

Ideas for your pre-programmed information:

- Contact information as BusinessCard
- Social media sites
- Homepages or landing pages
- Response tracking per landing page
- Films and product videos
- Sales documentation (catalogues, brochures, flyers etc.)
- Daily campaigns, menus, recipes
- Campaigns and offers etc.



**YES F
0-0092 F**



0-0092 F: Retractable ballpoint pen with matt solid colored body and tip, wide curved clip button.

0-0092 F (● 8-0854)

- 50-2925
- 50-0301
- 50-0280
- 50-7621
- 50-2420
- 50-0340
- 50-0002
- 50-CG08
- 50-0001
- 50-0115
- 50-0137
- 50-2597
- 50-0233
- 50-1665
- 50-0326



0-0093 ANTIBAC (● 8-0854)

- 50-2925
- 50-0280
- 50-7621
- 50-0340
- 50-0002
- 50-0423
- 50-0001
- 50-0115
- 50-1665
- 50-0326



**YES antibacterial
0-0093 ANTIBAC**



0-0093 ANTIBAC: Retractable ballpoint pen with solid shiny antibacterial housing. The anti-microbial additive of silver ions, tested according to ISO 22196:2011, gives the plastic an antibacterial effect that reduces the adhesion and colonisation of bacteria or pathogens on the surface of the writing instrument by 99.99%.

uma® inside NFC PEN/0-0092 YES F

1,000 pieces
incl. NFC TAG and coding
incl. 1c print NFC logo (at corresponding NFC TAG position)

€ 1.16/pcs.

Initial costs NFC TAG:

First order and unchanged repetition: € 71.00/NFC coding

+ surcharge for adding advertising

every additional print colour on the barrel € 0.075/pcs.

every additional print colour on the clip € 0.105/pcs.

Initial costs: € 52 per print position and colour

Up-front advertising costs for proofs and original samples are available on request.

The industry prices are the RRP in euros ex works plus value-added tax. Further quantities on request.

uma® inside NFC PEN/0-0093 antibac YES antibacterial

1,000 pieces
incl. NFC TAG and coding
incl. 1c print NFC logo (at corresponding NFC TAG position)

€ 1.21/pcs.

Initial costs NFC TAG:

First order and unchanged repetition: € 71.00/NFC coding

+ surcharge for adding advertising

every additional print colour on the barrel € 0.075/pcs.

every additional print colour on the clip € 0.105/pcs.

Initial costs: € 52 per print position and colour

Up-front advertising costs for proofs and original samples are available on request.

The industry prices are the RRP in euros ex works plus value-added tax. Further quantities on request.

TRINITY (KT) GUM
0-0133 (KT) GUM



0-0133 GUM: Retractable ballpoint pen with soft touch triangular body and shiny solid clip.
 0-0133 KT GUM: Retractable ballpoint pen with soft touch triangular body and shiny transparent clip.

uma® inside NFC PEN/0-0133 (KT) GUM

1,000 pieces
 incl. NFC TAG and coding
 incl. 1c print NFC logo (at corresponding NFC TAG position)

€ 1.39/ pcs.

Initial costs NFC TAG:

First order and unchanged repetition: € 71.00/NFC coding

+ surcharge for adding advertising

every additional print colour on the barrel € 0.145/ pcs.

every additional print colour on the clip € 0.105/ pcs.

Initial costs: € 52 per print position and colour

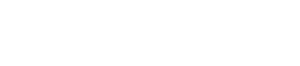
Up-front advertising costs for proofs and original samples are available on request.

The industry prices are the RRP in euros ex works plus value-added tax. Further quantities on request.

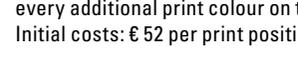
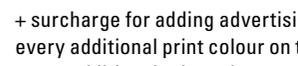
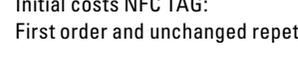
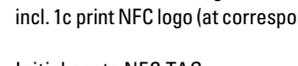
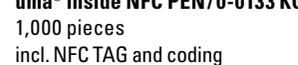
0-0133 GUM (● 8-0855)



0-0133 KT GUM (● 8-0855)



0-0133 KG-SI GUM (● 8-0855)



uma® inside NFC PEN/0-0133 KG-SI GUM

1,000 pieces
 incl. NFC TAG and coding
 incl. 1c print NFC logo (at corresponding NFC TAG position)

€ 1.54/ pcs.

Initial costs NFC TAG:

First order and unchanged repetition: € 71.00/NFC coding

+ surcharge for adding advertising

every additional print colour on the barrel € 0.145/ pcs.

every additional print colour on the clip € 0.105/ pcs.

Initial costs: € 52 per print position and colour

Up-front advertising costs for proofs and original samples are available on request.

The industry prices are the RRP in euros ex works plus value-added tax. Further quantities on request.

TRINITY KG SI GUM
0-0133 KG SI GUM



0-0133 KG-SI GUM: Retractable ballpoint pen with soft touch triangular body and shiny solid white clip and heavy chrome plated metal tip.

Get the catalogue on your phone!



**Further uma series
incl. inside NFC chip on request.**



TRINITY
0-0133



TRINITY SI GUM
0-0133 SI GUM



TRINITY SI
0-0133 SI



TRINITY transparent SI
0-0133 T-SI



TRINITY K transparent SI GUM
0-0133 KT-SI GUM



YES frozen
0-0092 TF



YES frozen SI
0-0092 TF-SI



YES F SI
0-0092 F-SI



YES transparent SI
0-0093 T-SI



YES transparent
0-0093 T



YES RECY
0-0092 RECY



YES SI
0-0093 SI



YES
0-0093



**Fast and up-to-date –
always at hand!
Get to your weather
directly thanks to
uma®
inside NFC PEN!**

With the inside NFC chip,
you can for instance link directly
to your website or present current
updates or changes.
You can also place your own ideas
on the NFC TAG upon request.
Make full use of the varied range
of options.



The uma® inside NFC PEN BusinessCard

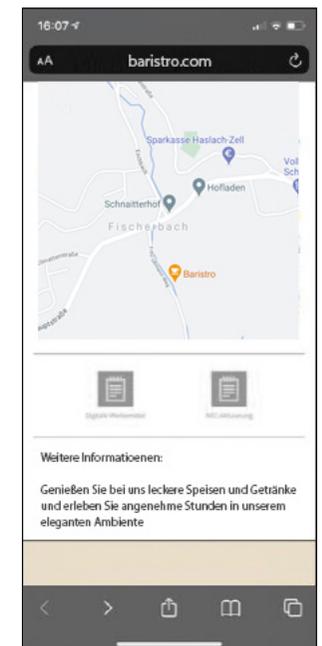
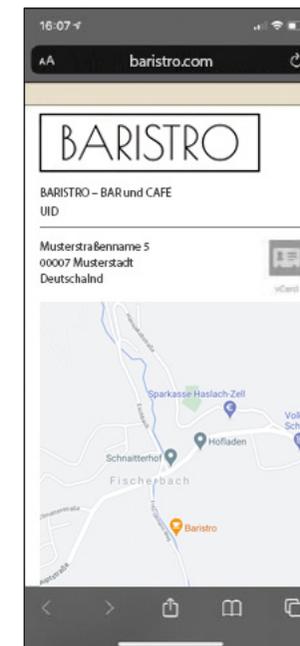
The uma BusinessCard solution offers more than just electronic contact data transmission. Design your CI-compliant electronic business card and transmit your data quickly and easily with the uma® inside NFC PENs. The **NFC BusinessCard Service** gives you access to web-based data maintenance of your BusinessCard contact data and an individual design of your personal BusinessCard.

Your BusinessCard could look like this:

Transmit your contact data
(photo, salutation, title, first
name, last name, phone, e-mail,
website, social media etc.)

Company logo, company address,
UID number, Google map

Background images, background
colours (also possible per section),
font colours, on request
additional fields also possible



We would be happy to inform you in a personal meeting about the possibilities and costs of the uma® inside NFC PEN BusinessCard service.





Die Handschrift der Werbung