

**LEUCHTTURM1917**

Denken mit der Hand\*



Notebooks are brand ambassadors.



\*Writing by hand is thinking on paper. Thoughts grow into words, sentences and pictures. Memories become stories. Ideas are transformed into projects. Notes inspire insight. We write and understand, learn, see and think – with the hand.

# Dear Partners,

Sense and experience. Feel, touch, grip and grasp. “The hand is the window to the mind,” said German philosopher Immanuel Kant. We take things that interest us into our hands to help us understand. Our sense of touch is so sophisticated that we even describe things we have grasped with our hands in the dark in much greater detail than when we only see them. Every contact, each touch sparks a firework in the brain.

When we grip, we grasp. Each time we take pen in hand and put it to paper, we spark a firework. Thoughts grow into words, sentences and pictures. Memories become stories. Ideas are transformed into projects. Notes inspire insight.

No keyboard is able to replace the valuable thinking and processing mechanisms that occur when we put pen to paper. We write and understand, learn, see and think – with the hand.


Writing by hand is thinking on paper. We allow our thoughts to run free. This empowers us to step back. The resulting distance helps us to objectively view plans and projects. By writing our thoughts down, we bring them to life. By putting our plans on paper, we increase the chances of actually putting them into practice.

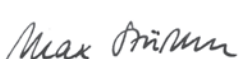
Make lists to hold control in your hand. Write down in order to let go. Draft a plan to analyse it. Take a rough thought and put it into words until an idea appears on the page! Writing things by hand is the method used by people who are intent on putting their ideas into practice.

They’re your ideas, plans and projects. It’s in your hand.

We are looking forward to it.

  
Kurt Stürken

  
Axel Stürken

  
Max Stürken

  
Philip Döbler



PS: Discover 8 reasons why writing with the hand makes you smarter.

# Note books

## Overview

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# Notebooks as brand ambassadors



Combine the individuality of your brand with the individuality of a LEUCHTTURM1917 notebook and refine it with a logo embossing. Whether a blind embossing or in colour - your brand will be a steady companion for your clients and employees. A notebook is a one of a kind ambassador for your brand.



# A long lasting impression



A notebook that features your corporate logo on the cover or which contains a customised page layout, leaves a lasting impression. Notebooks accompany their owner to the next meeting, journey or to the cafe around the corner. They create a strong brand loyalty because they are always at hand. If the notebook is also embossed with the name of the intended recipient, this effect is enhanced. We are able to embellish our products starting with a minimum order of 50 pieces. Discover our product world and combine it with a host of embellished details – perfectly tailored to your needs.



# Colours convey emotions

A brand is more than just a name – it stands for values and convictions. There are many ways to design our LEUCHTTURM1917 notebooks to suit your brand. Choose from a wide range of colours and the perfect combination of elastic closure, bookmark and cover. For specific colours, please contact us.

# Details make all the difference

We have designed our notebook very carefully – down to the last detail. The pages are numbered and there is an empty table of contents that makes it easier for you to organise your notes. There are several perforated pages at the back of every notebook, just in case you want to share a note with someone else. All books come with a set of self-adhesive labels to help you with archiving.



Paginierung  
pagination  
pagination



Inhaltsverzeichnis  
table of contents  
table des matières



Lesezeichen  
bookmarks  
marque-pages



Fadenheftung  
thread-bound  
reliure cousue



Faltnische  
pocket  
pochette



säurefrei  
acid-free  
sans acide



Perforierte Seiten  
perforated pages  
pages perforées



Sticker  
labels  
étiquettes





# Sizes and Rulings

## Master (A4+) | 225 × 315 mm

Slightly larger than A4 so that loose A4 pages can be placed inside the notebook without damage.



## Composition (B5) | 178 × 254 mm

Iconic American Size – smaller than A4 yet bigger than A5, the same size as a tablet. A perfect accessory.

**New: Now also available in hardcover.**



## Medium (A5) | 145 × 210 mm

A double page is just the right size for A4 photocopies.



## Paperback (B6+) | 125 × 190 mm

A convenient and compact format. Inspired by the size of a paperback book.



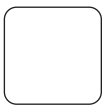
## Pocket (A6) | 90 × 150 mm

The size to carry around. Fits into the inside pocket of a jacket.



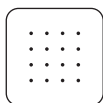
## Plain

Clear, white pages. No margin, no date. Simply features the page number in the bottom corner. We also provide each plain Master and Medium notebook with a ruled and squared guideline page.



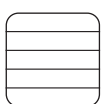
## Dotted

Dots with 5 mm spacing provide a guide for writing, creating tables and drawings and are so discreet that you would almost think the pages are blank.



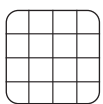
## Ruled

Almost all sizes feature the standard 6 mm line spacing. Only our Master Classic notebook provides generous 8.5 mm line spacing on 235 pages. The notebooks in Master size have a side margin with space for comments.



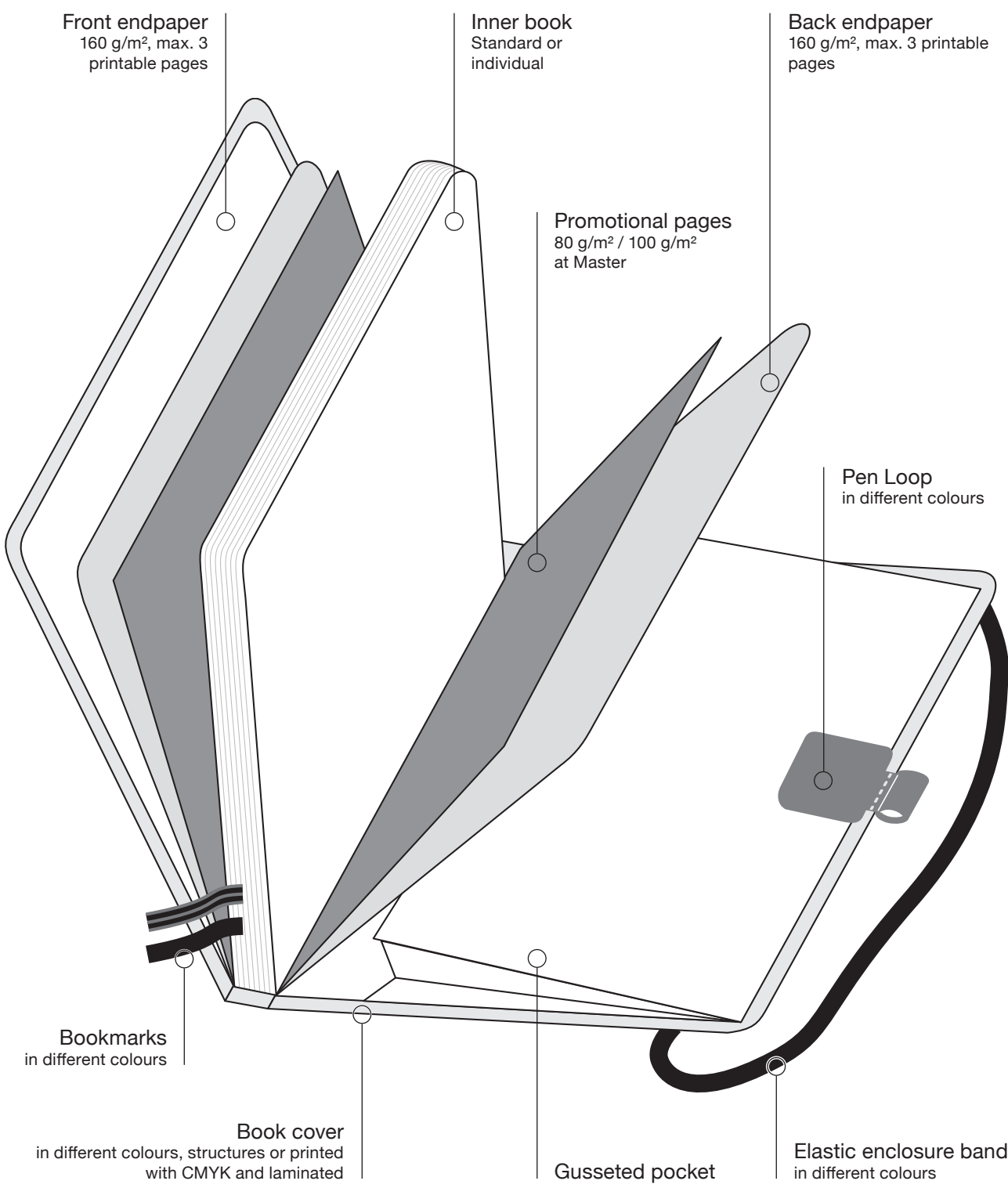
## Squared

Available in all sizes and versions: squared with precise 5 × 5 mm boxes. For calculations, tables and drawings. The Master notebooks also feature a margin.



# Components of our notebooks

According to your needs, we can customise nearly every step along the production line of our notebooks. What is possible? We are happy to create your perfect product.






















































































































































































































































































































































# Assortment Overview

## Notebooks

PS: You are looking for a specific colour?  
We are happy to help.

|                 | A4+   | A4+   | B5  | A5   | A6  |
|-----------------|---|---|---|--|---|
|                 | Master Classic  | Master Slim   | Composition   | Medium   | Pocket  |
| Classic Colours |             |             |             |             |             |
| Powder          |   |   |      |             |             |
| Port Red        |             |             |      |             |             |
| Berry           |   |   |   |     |   |
| Red             |   |   |   |     |   |
| Rising Sun      |   |   |      |     |     |
| Lemon           |   |   |      |     |     |
| Sage            |   |     |      |     |     |
| Pacific Green   |     |     |      |     |     |
| Aquamarine      |   |   |   |     |   |
| Royal Blue      |   |   |   |     |   |
| Navy            |     |     |      |     |     |
| Stone Blue      |   |   |      |     |     |
| Army            |   |   |   |     |   |
| Anthracite      |   |     |   |     |   |
| Black           |     |     |     |     |     |
| Smooth Colours  |   |   |   |  |   |
| Lilac           |   |   |   |     |   |
| Vanilla         |   |   |   |     |   |
| Olive           |   |   |   |     |   |
| Ocean           |   |   |   |     |   |

|                 | B5  | A5  | B6+   | A6  |
|-----------------|---|---|---|---|
|                 | Composition   | Medium  | Paperback   | Pocket  |
| Classic Colours |             |             |             |             |
| Powder          |      |      |      |      |
| Port Red        |      |      |      |      |
| Berry           |   |   |   |   |
| Red             |   |   |   |   |
| Rising Sun      |      |      |      |      |
| Lemon           |      |      |      |      |
| Sage            |      |      |      |      |
| Pacific Green   |      |      |      |      |
| Aquamarine      |   |      |   |   |
| Royal Blue      |   |   |   |   |
| Navy            |      |      |      |      |
| Stone Blue      |      |      |      |      |
| Army            |   |   |   |   |
| Anthracite      |   |   |   |   |
| Black           |     |     |     |     |
| Smooth Colours  |   |   |   |   |
| Lilac           |   |      |   |   |
| Vanilla         |   |      |   |   |
| Olive           |   |      |   |   |
| Ocean           |   |      |   |   |





Finishing:  
Embossing, Pen Loop and engraved Drehgriffel

## Embossing

Our notebooks and calendars can be enhanced by e.g. stamping with a single coloured foil – a way to depict a deeply contrasting logo or lettering. We have many vibrant colours available to enhance your book. Alternatively, a (colourless) blind embossed logo is possible – a process whereby neither ink nor foil is used. A three-dimensional effect is achieved by simply compressing the material.







Finishing:  
UV-Digital printing

## Digital printing

Ideal for a photo-realistic portrayal using multi-coloured motifs with colour gradients and shades – colour fastness and brilliance are even achieved on a coloured cover. Digital printing is also perfect for printing discerning motifs.







Finishing:  
Promotional pages

## Promotional pages

A promotional page is an individually designed, single sheet, which can be subsequently inserted into a book. It provides space for additional communication. The advertising page is slightly narrower than the book pages and does not have rounded corners. Available in white and chamois coloured paper. Printing is possible on both pages up to 4C.







Finishing:  
Front endpaper

## Endpapers

Use the initial pages for a special greeting. This double page connects the book cover with the body of the book, and there are many ways to create an individual lasting impression. The endpapers are made from 160 g/m<sup>2</sup> paper, and are available in white and chamois-coloured paper.







**Finishing:**  
Embossing of book and wrap band and contour cut of the wrap band as well as silver-coloured fore edge of the book.

## Wrap Bands

Our notebook wrap bands offer sufficient space to communicate with the reader. Create a personal message or use it to market your brand, and thus influence the first impression. The wrap bands can be printed, embossed or embellished by means of an innovative contour.







Finishing:  
White and Copper embossed Book and Giftbox

## Gift box

You can decide whether you wish to have your items laminated in a film or wrapped up in gift packaging. The gift box can also be customised – for a complete picture.







Finishing:  
Name embossing in Gold and Silver

## Personalisation

With the own name embossed on a notebook there is an even more personal attachment. You can always feel an embossing. This is the main difference compared to a print and this is the reason an embossing is so special. For hot foil embossing we are offering two fonts and 19 different embossing colours. You can emboss up to three lines.

|              |          |             |           |           |
|--------------|----------|-------------|-----------|-----------|
| Blind / Matt | Black    | Fresh Green | Pink      | Brick Red |
| White        | Navy     | Grass Green | Dark Pink | Gold      |
| Light Grey   | Azure    | Lemon       | Chocolate | Silver    |
| Anthracite   | Lavender | Orange      | Red       | Copper    |





# Writing instruments

## Overview

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# The Drehgriffel – a unique writing instrument



Inspired by the original 1920 design. The writing instruments of our Drehgriffel series make a striking statement with the hexagonal silhouette. Both the narrowly tapered tip and twist mechanism come in a colour that contrasts with the body.



Drehgriffel Nr.2

Drehgriffel Nr.1



# Assortment Overview

## Drehgriffel

### Nr. 1

Available as a ballpoint pen and with a gel refill.

### Nr. 2

The mechanical pencil.

#### Assortment

- White
- Powder
- Port Red
- Red
- Rising Sun
- Lemon
- Sage
- Pacific Green
- Aquamarine
- Navy
- Stone Blue
- Black

#### Smooth Colours

- Lilac
- Vanilla
- Olive
- Ocean







Finishing:  
Pad printing

## Pad printing

The two-colour pad printing is particularly opaque and tear-resistant. Logos up to a height of 4,5 mm can be printed on the Drehgriffel in all solid colours. For orders for more than 250 pieces we are also offering the individualisation of the turning head, the tip and the lacquering of the Drehgriffel.







Finishing:  
Name engraving

## Engraving

The name will be milled onto the side opposite the logo with a finely tuned machine. The engraving on the Drehgriffel is discreetly visible in the font Helvetica.





# A natural relationship

Writing down your thoughts in a notebook is, in itself, a truly long-term affair – especially if the notebook is made by our company.

## Family businesses are sustainable.

We have been producing fine stationery for more than one hundred years. As a North German family-owned enterprise, we proceed with Hanseatic calm, determination and foresight. While we continuously improve the quality of our products and processes, we remain dedicated to taking responsibility for our employees, our social environment and increasingly for our partners, whose production processes we help to adapt to the highest international standards.

## Our paper is sustainable.

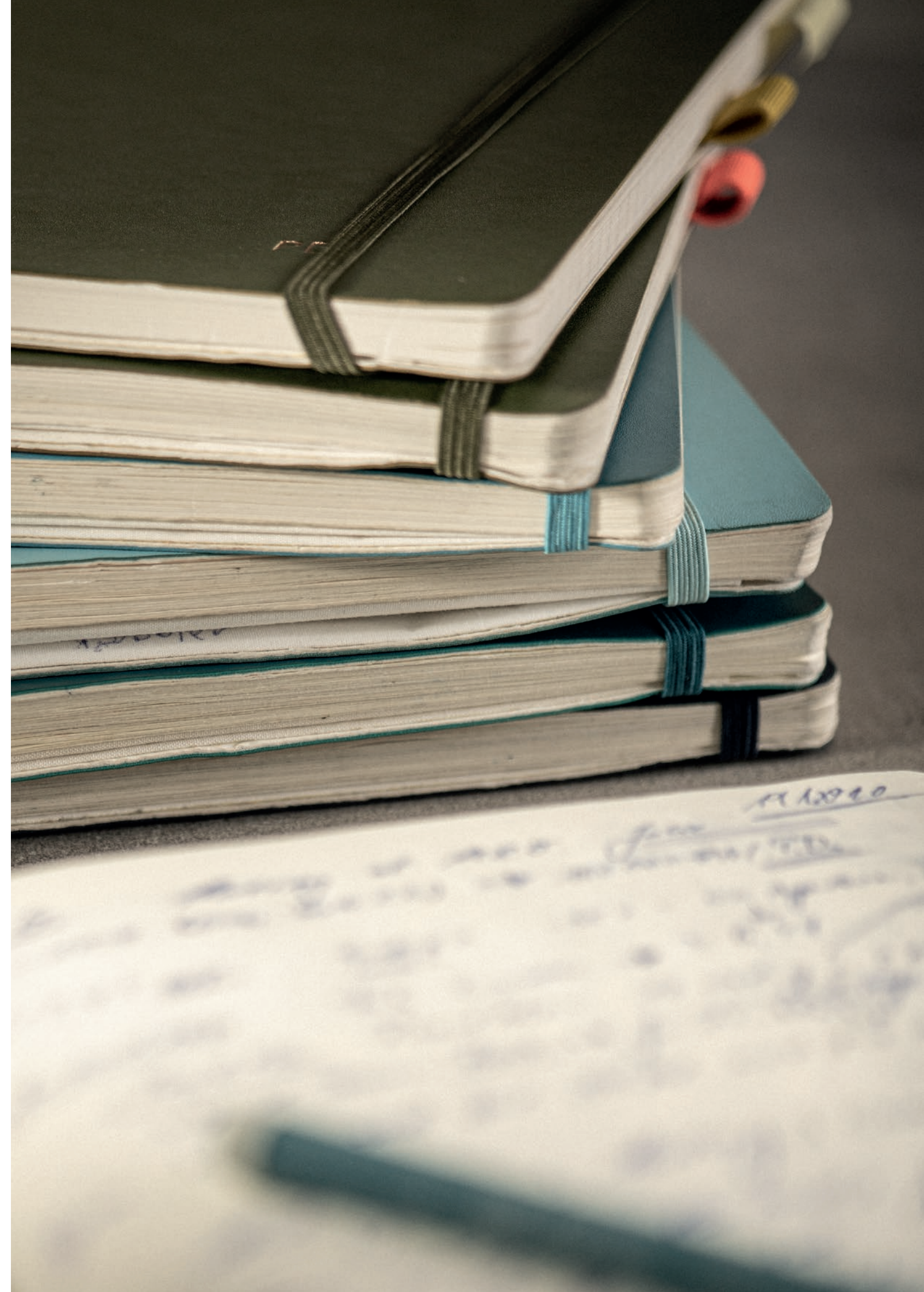
The owners of our notebooks, sketchbooks and planners make their entries with fountain pens, ballpoint pens, crayons and pencils of different thicknesses and origins. To suit each individual application, we strive for the perfect paper in the appropriate quality, smoothness and grammage. Paper that is 100% recycled would not meet this requirement. We therefore use paper that also contains long fibres obtained from fresh pulp. Of course, all of our papers are FSC-certified. Because at LEUCHTTURM1917, we have been dealing with this issue for a long time; we even keep track of the development of paper produced in the paper mills that supply us.

## Our processing methods are sustainable.

We print the pages and covers of our notebooks, planners and sketchbooks with mineral oil-free, water-based inks and varnishes. Our products also meet the stringent requirements of the EU REACH chemicals regulation, which is based on the rigorous Californian “Proposition 65”, a type of continuously updated list to protect drinking water, the environment and people from substances that are hazardous to health. Here too, we do not wait until the laws become stricter, but see ourselves as part of the solution – with sustainable innovations that we develop together with our partners.

## Notebooks, planners and sketchbooks are sustainable at heart.

Anyone who writes down their thoughts and ideas with pen and paper is holding on to them and thus deliberately creating a potential personal archive. Our books are not consumer goods; they are consumer durables that become valuable objects when used. Month after month, they are indispensable companions and – once all pages have been filled with writing – are never disposed of. Most of our customers save their notebooks, planners and sketchbooks, because they contain precious memories, ideas and personal history that are treasured most. It doesn’t get more sustainable than that.





# Corporate Gifts

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