

LEUCHTTURM1917

Denken mit der Hand\*

# Catalogue 2020

\*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.**

# Denken mit der Hand\*

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Thoughts flow into words, sentences  
and pictures. Memories become stories.  
Ideas are transformed into projects.  
Notes inspire in sights.  
We write and understand, learn see and  
think - with the hand.

**Dear Clients,**

Sense and experience. Feel, touch, grip and grasp.  
“The hand is the window to the mind,” said the German philosopher Immanuel Kant.

We take things that interest us into our hands to help us understand them. Our sense of touch is so sophisticated that we are able to describe in much greater detail things we have grasped with our hands in the dark than things we have only seen with our eyes.  
Every contact, each touch sparks a firework in the brain. When we grip, we grasp.

Each time we take pen in hand and put ink to paper, we make the connection. Thoughts grow into words, sentences and pictures. Memories become stories. Ideas are transformed into projects.  
Notes inspire insight.

No keyboard can 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 all in your hand!

This is our vision and we want to share it with you and your customers.

We couldn't be more excited!

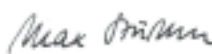
Warm regards,



Kurt Stürken



Axel Stürken



Max Stürken



Philip Döbler





# 1

**The hand**  
To grip is  
to grasp

# 2

**Think**  
Writing trains  
the mind

“The hand is the window to the mind” said the German philosopher Immanuel Kant<sup>1</sup> almost three hundred years ago. We see the world with our eyes but we really “grasp” it with our hands. Our sense of touch is so sophisticated that we are able to describe in much greater detail things we have grasped with our hands in the dark than things we have only seen with our eyes. Every contact, each touch sets off a chain reaction of connections in the brain – and accelerates our thinking.


It takes time for us to learn how to read. And it takes years until our handwriting joins the individual letters in a smoothly flowing movement, which in turn inspires our thoughts to flow freely. It is precisely this complex interplay of fine motor skills, abstraction and imagination that makes writing by hand a veritable symphony of the synapses. Writing by hand strengthens the connection between the right and left hemispheres of the brain. From the point of view of the human brain, very few things are as integral and sophisticated as writing with pen and paper.

Write with pen and paper – ignite your inner potential.

Write down your thoughts.  
And stimulate all areas of your brain.

<sup>1</sup> Immanuel Kant (22 April 1724 – 12 February 1804) was an influential German philosopher.





# 8 reasons why writing by hand makes you smarter. And probably even happier.

## 3

### Understand Write to learn

Typing is not writing. No keyboard can replace the valuable thinking and processing mechanisms that occur when we put pen to paper. Students have deeper learning experiences when they make handwritten notes. Preschoolers develop language skills more easily with frequent use of pen and paper. And even words in a foreign language are committed to memory better the moment we write them down – regardless of which language it is and how old we are.

Knowledge is a resource that multiplies when used. As soon as we write something down by hand, we increase our knowledge.

Study with pen and paper – and enhance your personal learning curve.

## 4

### Act Writing is thinking on paper

The mind can only think a limited number of steps in advance. That's why our heads sometimes buzz and most people can't plan more than five consecutive chess moves. But as soon as we pick up a pen and put it to paper, we allow our thoughts to run free. We escape the inner confusion, simply by putting our thoughts in order. This empowers us to step back. And 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.

Write down what's going through your mind. The reward is clarity and insight.

# 5

## Classify Lists are liberating

No draft is set in stone. Schedules are hardly ever kept. There are never enough hours in a day. Most of our worries revolve around constantly changing tasks and projects – and pen and paper can achieve clarity and calm here, as well. Each handwritten list frees the mind, facilitates analysis and sharpens focus. Lists help us to separate the important from the urgent. We use them to re-structure projects, classify and prioritise. And we sometimes forge relationships on paper that we previously weren't aware of. Even this process is certainly quicker, more intuitive and efficient with the use of pen and paper. Not to mention the satisfaction that comes from crossing a completed task off your list!

Plan your projects with lists – and you'll hold control over them in your hand.

# 6

## Discover Writers are wanderers

Many authors still write their novels by hand because they want to discover where the journey will take them. Putting words down on paper is like embarking on a journey – we know where it starts – but not where it will end. Unlike texts on a monitor, sentences written on paper have a lasting quality. The pen reinforces this effect, gently driving the hand over the page, from one word to the next. Instead of simply deleting a sentence with the back key or tearing the sheet of paper out of the typewriter, we move forward in the direction of our thoughts, which (loosely based on Kleist) we compose while writing. If you have a complex problem but no solution in sight, just pick up your pen and paper and start – writing is striding forth in spirit; one sentence follows another, one idea after the next. Suddenly, characters and ideas emerge, formed by the previous thought – apparently conceived out of the blue, but ultimately created by hand.

Write down your thoughts by hand – and explore the world.



# 7

## Let go

### Writing down frees the mind

Writing is release. It allows us to understand, process, think, unwind and free ourselves from many things that dampen the spirit. Once we write something down, we feel relieved. Writing by hand stimulates areas in the brain that are also active when we meditate. We calm down, think more clearly, review our thoughts – ultimately letting some of them go. Scientists also confirm these findings – writing by hand not only helps to understand, it also helps to process ideas, let go of them or cast them aside. It doesn't have to be a diary. Even the smallest to-do list lifts the weight and creates great lightness.

Write down what you want to give up – and discover inner peace.

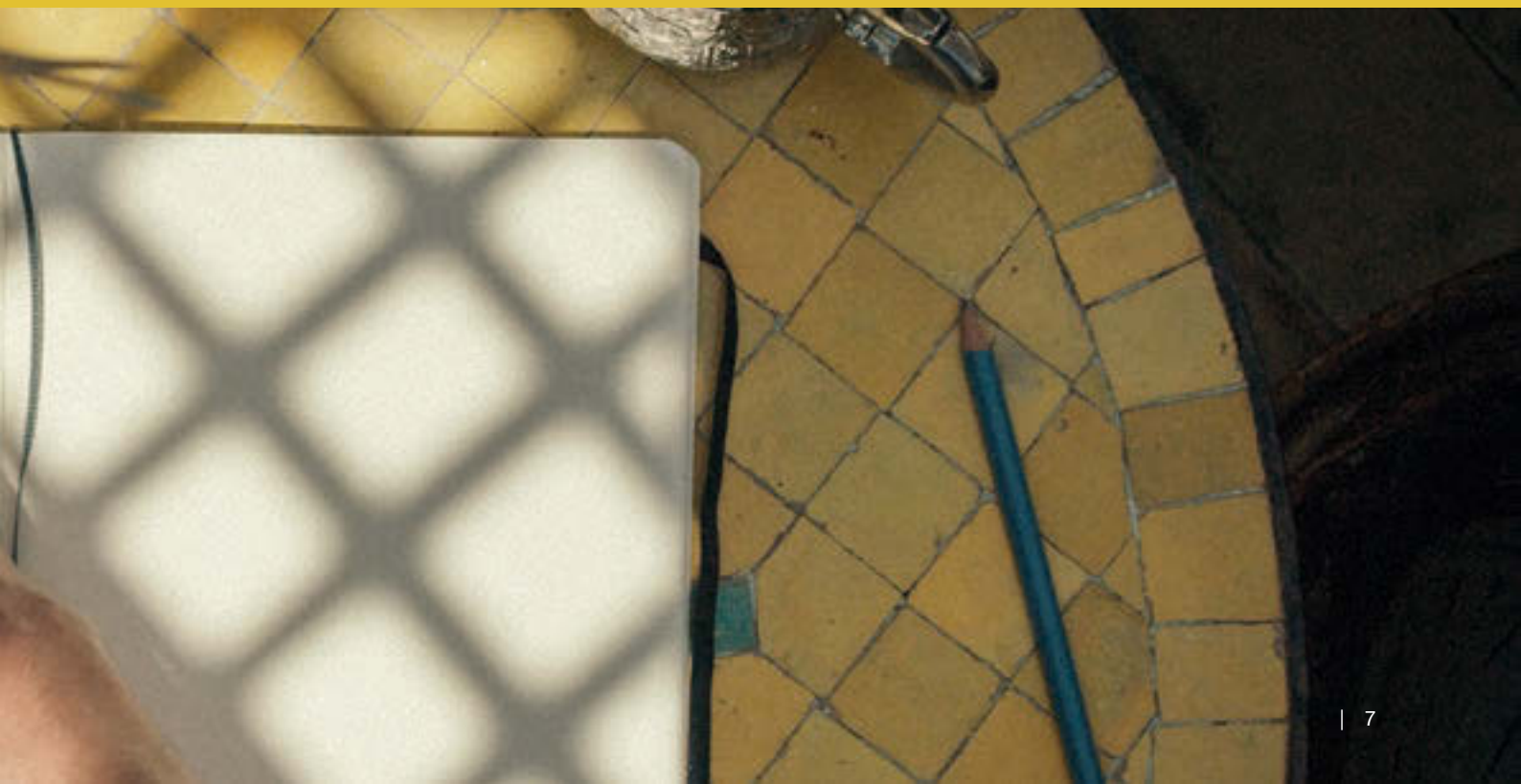
# 8

## Remember

### Writing by hand is the way to stay

Writing by hand is a physical act. Every single letter, word, underscored passage, circle or mark that you put on paper leaves traces that remain in our physical memory. Most people can remember an exciting part in a book even months after reading it. Handwriting has a similar, yet stronger effect. In the transcript of a lecture that is teeming with references, we recall the ideas we had when we were sitting in the lecture hall. The recollection of the situation in which we wrote each handwritten text can still rise before our inner eye even years later. The briefest handwritten note takes us on a journey through time. This is the reason why so many people keep their notebooks. And why famous people's manuscripts are so popular – because handwriting says so much about a person's character.

Write with pen and paper – and track your personal history.





# 1

## New Products

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# 2

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**Our Muted Colours mark the simultaneous launch of four new colours and establish a world of their own within our product range.** Our Medium A5 Softcover is now available for the first time in colour – in the Muted Colours range. In addition, our all-time classics – Jottbooks and Sketchbooks – await you with a new look and improved qualities. But there's more – our most popular planner, the Weekly Planner & Notebook is now also available as Paperback Softcover, and our Weekly Planner is being launched as Softcover Medium and Pocket.

# New Products



Muted Colours	12
NEON! Edition	16
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Planners	28

# ucts 1

# ucts

# Mood Makers.



**Subtle beauty and elegance – Muted Colours.**

LEUCHTTURM1917 picks up on interior design and fashion trends with these subdued and very contemporary colours:

Bellini, Powder, Sage and Denim are the four harmoniously coordinated shades that work together perfectly as well as being individually irresistible.





# Muted Colours

Subtle beauty and elegance.

**Muted Colours is our newly created world of colours in soft tones – Bellini, Powder, Sage and Denim.**

Rather than being additions to our existing classic colours, these independently stand their own ground. This new colour range is focused on bestsellers: notebooks in Medium A5 format in Hardcover and Softcover.









**Experience the Softcover notebook A5 in colour for the first time!**

Matching Pen Loops and pencils complete the collection. For a perfect product presentation, you will find various display options and POS material in the sales promotion section.









This carefully coordinated assortment works best on its own – as a highlight or special placement, rather than being mixed with the classic colours.



## Notebooks | Hardcover | Medium (A5) 145 × 210 mm, 251 numbered pages

					
<b>Powder</b>		361577	361576	361573	361575
<b>Denim</b>		361581	361580	361578	361579
<b>Sage</b>		361585	361584	361582	361583
<b>Bellini</b>		361589	361588	361586	361587

## Notebooks | Softcover | Medium (A5) 145 × 210 mm, 123 numbered pages





					
<b>Powder</b>		361568	361567	361565	361566
<b>Denim</b>		361572	361571	361569	361570
<b>Sage</b>		361593	361592	361590	361591
<b>Bellini</b>		361597	361596	361594	361595



Displays for the perfect product presentation can be found on → **page 132**.

### Pen Loops

40 × 40 mm, self-adhesive elastic loop

<b>Powder</b>		361598
<b>Denim</b>		361599
<b>Sage</b>		361600
<b>Bellini</b>		361601

### Pencils

Pack of 5, 180 mm, HB

<b>Powder</b>		362101
<b>Denim</b>		362102
<b>Sage</b>		362103
<b>Bellini</b>		362104

### Pen Loops | Assorted unit | 20 Pieces

40 × 40 mm, self-adhesive elastic loop

<b>Powder 5x</b>		361602
<b>Denim 5x</b>		
<b>Sage 5x</b>		
<b>Bellini 5x</b>		

# 4x Pop Art.





**Metallic and Neon.**  
Our new limited NEON! Edition presents contemporary design trends. This series plays with legendary Pop Art elements and exciting special details.





# NEON! Edition

Neon-coloured edging on the pages as well as the front and end pages create effects that highlight this product range. The shiny silver metallic cover is made to order for your custom design – use the stickers included on our special wrapband to give your book a unique personal touch.





### Set NEON!

wooden display with 20 Notebooks,  
Pen Loops and Pencils

Item no.: 361396



**Pen Loop Display**, for 20 Pen Loops,  
Display only

Item no.: 362224

### Notebooks | Hardcover | Medium (A5)





145 × 210 mm, 251 numbered pages



Silver + Neon Pink		361392
Silver + Neon Orange		361391
Silver + Neon Yellow		361389
Silver + Neon Green		361390




### Pencils

Pack of 5, 180 mm, HB

Neon Pink		361610
Neon Orange		361609
Neon Yellow		361607
Neon Green		361608

### Pen Loops | Assorted unit | 20 Pieces

40 × 40 mm, self-adhesive elastic loop

Neon Pink 5x		345175
Neon Orange 5x		
Neon Yellow 5x		
Neon Green 5x		



# 2 Jot.

**Introducing our reinvented Jotbooks.** A double pack of smart design – with a small pocket compartment and coloured page edging. Lean, lightweight and reduced to the max, as always – and yet brand new.







# Jottbook Double

New 2-pack product








The newly designed Jottbook features coloured edging that sets an example in understatement. Another new feature is the small insert pocket at the corner of the endpaper, which significantly enhances the function of the lightweight notebooks. We now offer the Jottbook in a double pack in harmoniously matching colours. Available in Medium or Pocket format.

32 of the 64 pages are microperforated and detachable. The table of contents and page numbers are standard features, as always. The Jottbook is thread-board and includes a set of stickers for labelling. We offer either a ruled version with solid lines or our latest dotted lines.










Colour coordinated 2-pack in the two size Medium (A5) and Pocket (A6)

## Jottbooks | Flexcover | Medium (A5) in a double pack: 145 × 210 mm, 59 numbered pages

				
<b>Emerald + Pacific Green</b>		362704	362712	362696
<b>Berry + Port Red</b>		362703	362711	362695
<b>Ice Blue + Royal Blue</b>		362705	362713	362697
<b>Anthracite + Black</b>		362702	362710	362694

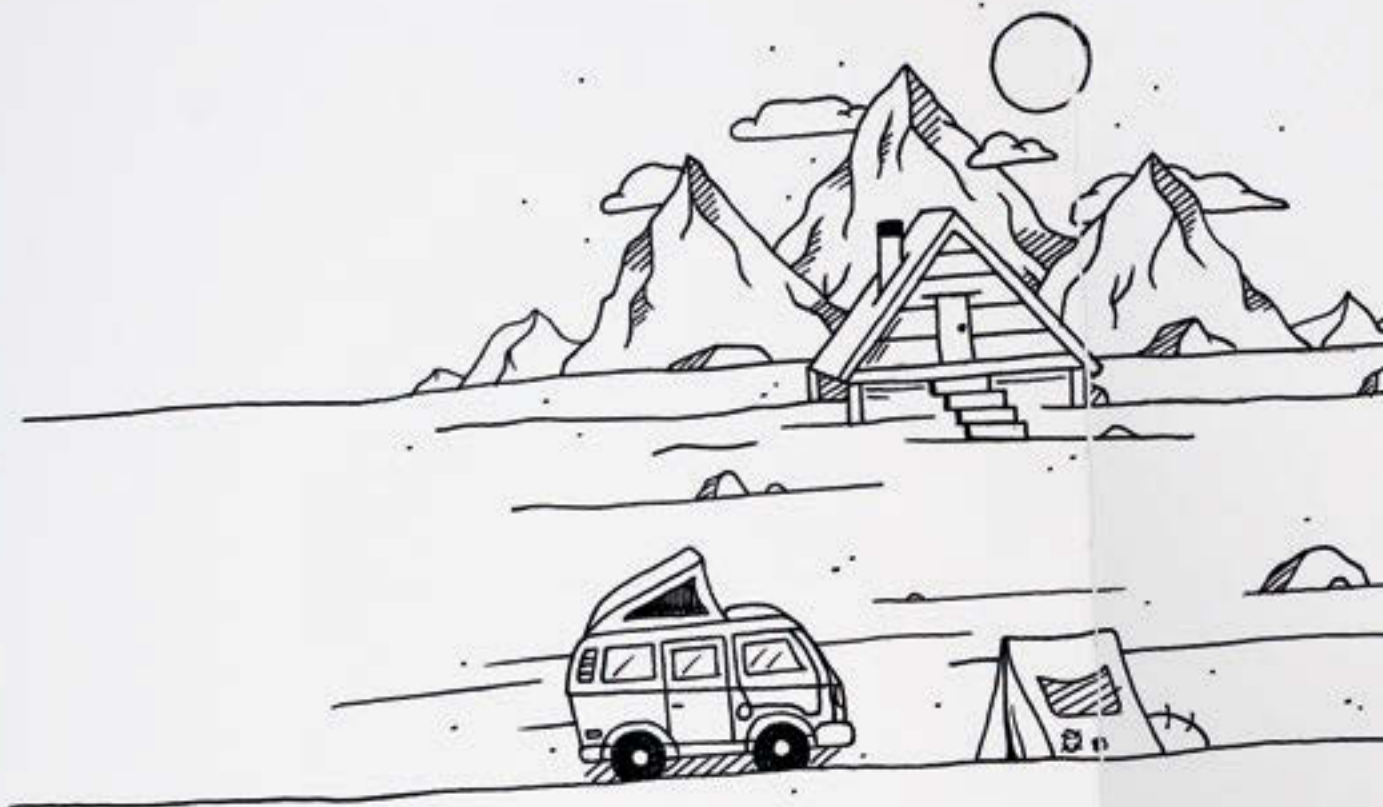
## Jottbooks | Flexcover | Pocket (A6) in a double pack: 90 × 150 mm, 59 numbered pages

				
<b>Emerald + Pacific Green</b>		362708	362716	362700
<b>Berry + Port Red</b>		362707	362715	362699
<b>Ice Blue + Royal Blue</b>		362709	362717	362701
<b>Anthracite + Black</b>		362706	362714	362698

Displays for the perfect product presentation can be found on → **page 131**.



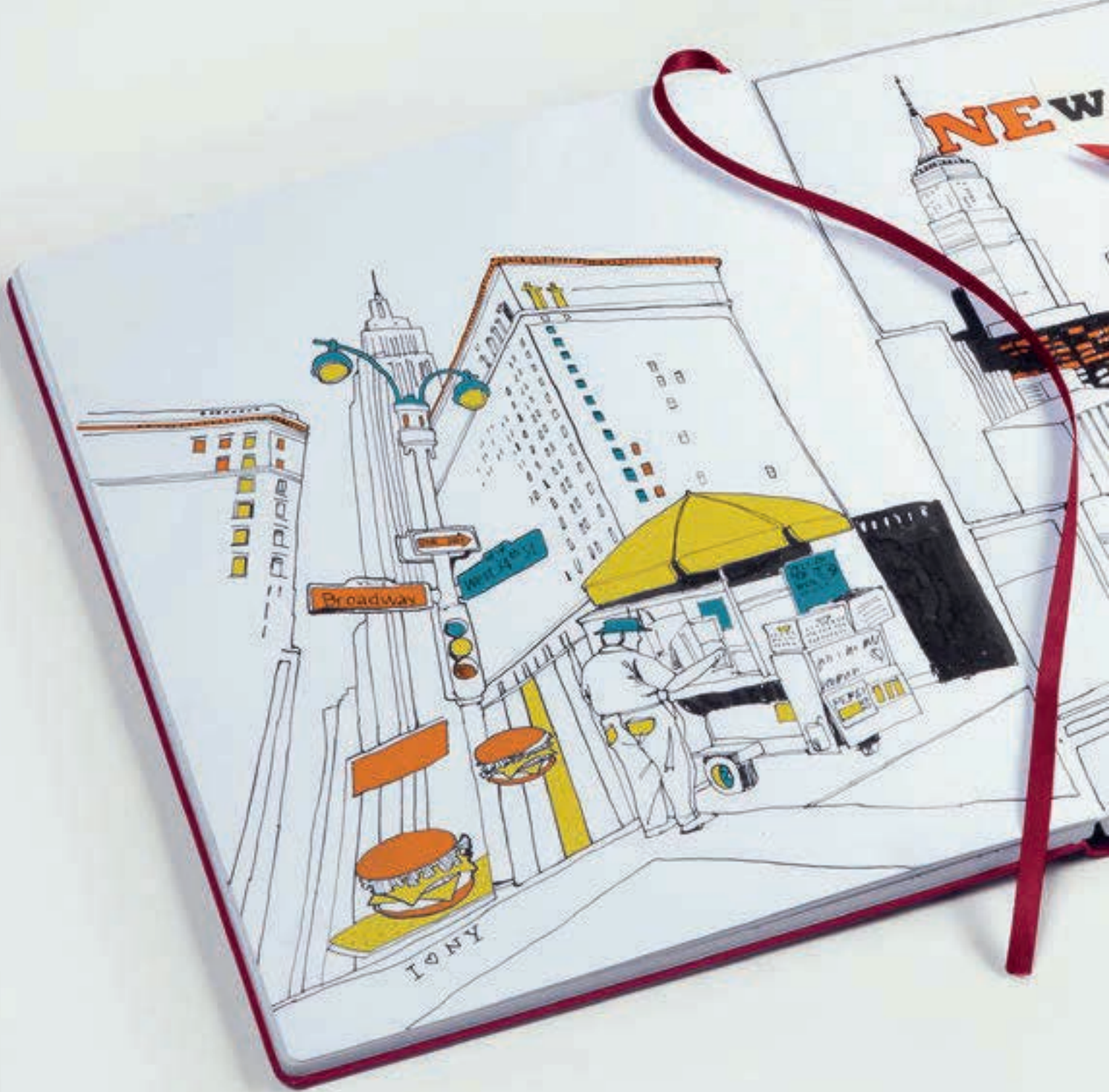
Creative  
space in new  
formats.



Our new sketchbooks are the result of two years of development. The focus was on paper quality, which we were able to significantly improve, and new formats: **Sketchbooks are now also available in Medium Landscape and Square format.**







Master



New format  
Square



Medium



New format  
Medium Landscape



# Sketchbooks

Sketching mental images, portraying people, drawing landscapes, painting, scribbling, shading, colouring and capturing what we see on paper, whenever something inspires us.

All of this is now possible on our upgraded paper quality. 112 pages, 150g white paper; ideal for use with pencil, charcoal, chalk and ink.

In addition to the Medium (A5) and Master (A4+) sizes, our new sketchbooks are now available in Medium (A5) Landscape and Square format. Four formats in four fresh colours. Just add your creative input.



Displays for the perfect product presentation can be found on → [page 135](#).



## Sketchbooks | Hardcover 112 pages, 150 g/m<sup>2</sup> paper

		Master 225 × 315 mm	Square 225 × 225 mm	Medium 145 × 210 mm	Medium Landscape 210 × 145 mm
<b>Black</b>	■	362354	362358	362362	362366
<b>Port Red</b>	■	362355	362359	362363	362367
<b>Lemon</b>	■	362356	362360	362364	362368
<b>Denim</b>	■	362357	362361	362365	362369







# 365 days of flexibility and mobility

Softcovers are now available as  
a Weekly Planner & Notebook in  
Paperback B6 format and as a  
Weekly Planner in Medium (A5)  
and Pocket (A6) formats.

For product details, go to:  
Planners on pages 88-89 and 94-95.



**Hold on to your thoughts.** As soon as they come to mind and wherever they occur. Cross out, change, forget, rediscover, show them around, draw, rethink, sketch. At a desk, on a mountaintop, in the train, on a beach, in the bathtub, in bed.

A notebook is a must-have that should go everywhere with you.

# Notebook

# e ks

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Paperback		52
Medium		54
Pocket		54
<b>Reporter Notepad</b>	→	<b>56</b>

# 2



# Notebooks

## Hardcover























































	A4+	A4+	A5	A6	A7
	Master Classic	Master Slim	Medium	Pocket	Mini
Classic Colours	□ □ □ □	□ □ □ □	□ □ □ □	□ □ □ □	□ □
<b>Black</b>	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■
<b>Purple</b>			■ ■ ■ ■	■ ■ ■ ■	
<b>Port Red</b>		■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	
<b>Berry</b>			■ ■ ■ ■	■ ■ ■ ■	■ ■
<b>Red</b>	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■
<b>Orange</b>			■ ■ ■ ■	■ ■ ■ ■	■ ■
<b>Lemon</b>			■ ■ ■ ■	■ ■ ■ ■	■ ■
<b>Fresh Green</b>			■ ■ ■ ■	■ ■ ■ ■	
<b>Emerald</b>			■ ■ ■ ■	■ ■ ■ ■	■ ■
<b>Pacific Green</b>		■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	
<b>Azure</b>			■ ■ ■ ■	■ ■ ■ ■	■ ■
<b>Ice Blue</b>			■ ■ ■ ■	■ ■ ■ ■	
<b>Nordic Blue</b>		■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	
<b>Royal Blue</b>			■ ■ ■ ■	■ ■ ■ ■	
<b>Navy</b>	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■
<b>Army</b>		■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■
<b>Anthracite</b>		■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	
<b>Muted Colours</b>					
<b>Powder</b>			■ ■ ■ ■		
<b>Denim</b>			■ ■ ■ ■		
<b>Sage</b>			■ ■ ■ ■		
<b>Bellini</b>			■ ■ ■ ■		

Hardcover Notebooks → page 42–49

B5	A5	B6+	A6	
Composition	Medium	Paperback	Pocket	
				<b>Classic Colours</b>
				<b>Black</b>
				<b>Purple</b>
				<b>Port Red</b>
				<b>Berry</b>
				<b>Red</b>
				<b>Orange</b>
				<b>Lemon</b>
				<b>Fresh Green</b>
				<b>Emerald</b>
				<b>Pacific Green</b>
				<b>Azure</b>
				<b>Ice Blue</b>
				<b>Nordic Blue</b>
				<b>Royal Blue</b>
				<b>Navy</b>
				<b>Army</b>
				<b>Anthracite</b>
				<b>Muted Colours</b>
				<b>Powder</b>
				<b>Denim</b>
				<b>Sage</b>
				<b>Bellini</b>

Softcover Notebooks → page 50–55

# Jottbook Double

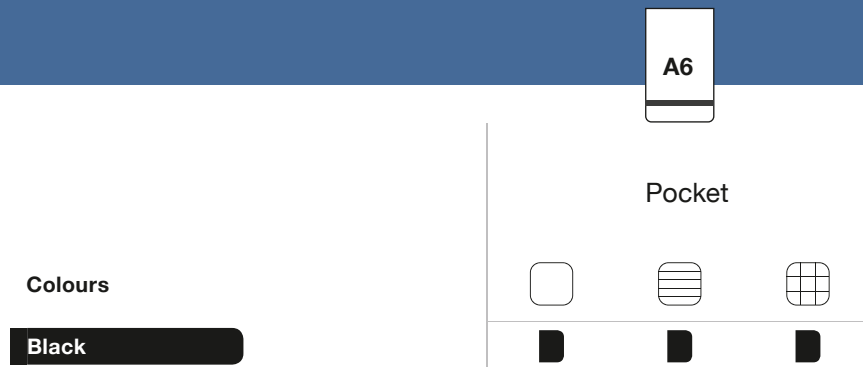
Colours	A5			A6		
	Medium			Pocket		
						
<b>Berry</b>						
<b>Emerald</b>						
<b>Ice Blue</b>						
<b>Anthracite</b>						
<b>Port Red</b>						
<b>Pacific Green</b>						
<b>Royal Blue</b>						
<b>Black</b>						

Jottbooks → Page 20–23

**New!**



# Reporter Notepad



Reporter Notepad → Page 56-57








# 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 for you to make it easier 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



Fadenheftung  
**thread-bound**  
reliure cousue

2

Lesezeichen  
**bookmarks**  
marque-pages

1


Falttasche  
**pocket**  
pochette



säurefrei  
**acid-free**  
sans acide

.....

Perfortiere Seiten  
**perforated pages**  
pages perforées



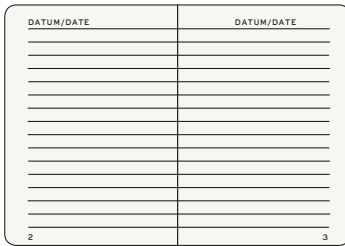
FSC  
MIX  
Paper  
FSC® C133314



Sticker  
**labels**  
étiquettes

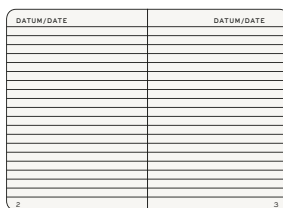
Inhaltsverzeichnis  
**table of contents**  
table des matières

# Sizes



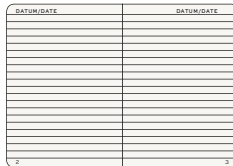
## **Master (A4+) 225 × 315 mm**

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



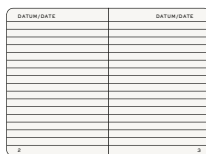
## **Composition (B5) 178 × 254 mm**

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



## **Medium (A5) 145 × 210 mm**

Equally suitable for your writing desk or on your travels. 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.



## **Mini (A7) 70 × 110 mm**

Small enough for any pocket. Big enough for all ideas.



Master (A4+)

Composition (B5)

Medium (A5)

Paperback (B6+)

Pocket (A6)

Mini (A7)



Handwritten calendar page with various sections:

- Top Left:** "Freitag" (Friday) with a sun icon and "13°". Below it, "Arbeit" (Work) with a green square icon.
- Top Right:** "Samstag" (Saturday) with a sun icon and "15°". Below it, "21" and "20:00 Party bei Katharina".
- Bottom Left:** "Sonnabend" (Sunday) with a sun icon and "15°". Below it, "11:00 Brunch mit Eltern".
- Middle Left:** "zeitplan" (schedule) with a grid of colored blocks (green, blue, orange) representing activities over days 1-14.
- Bottom Left:** "wasser" (water) with a grid of water droplets.
- Bottom Right:** "april" (April) calendar grid showing days of the week (M D M D F S S) and dates 1-30.

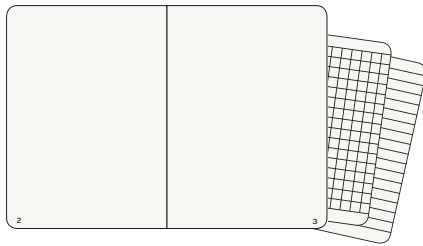
Handwritten monthly log page:

- Header:** "MONTHLY LOG / JAHR" and "NEUJAHR".
- Calendar Grid:** A grid of days from Monday to Sunday, with some days marked with small circles.
- Text:** "SIMON GEBURTSTAG" (Simon's Birthday) written across the bottom of the grid.

# Rulings

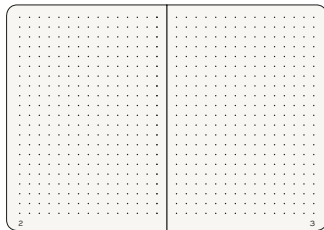
To rule or not to rule – that is the question. While under certain circumstances you might make compromises with the cover colour, opinions differ when it comes to how a page is ruled.

From plain for absolute freedom to dotted for minimal support to ruled and squared for greater structural stability – whatever your needs, our page designs rule.



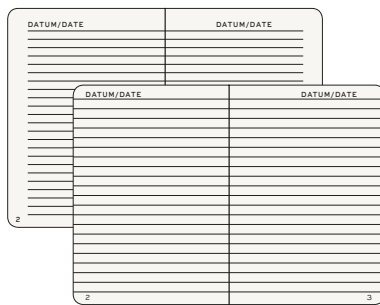
## Plain

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.



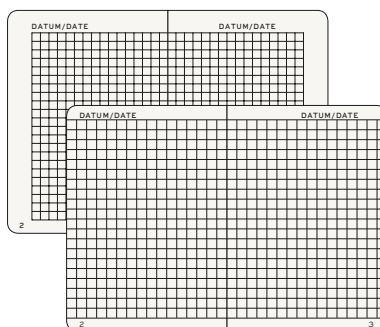
## Dotted

Dots with 5 mm spacing providing guidelines 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. Our Master notebooks also feature a margin.





# Hardcover Master

## Sometimes more is more

The Master notebook was the first notebook that we produced and we are still very fond of it. With its oversized A4+ format (225 × 315 mm) and, compared with all smaller formats, it is a master of its class when it comes to order and clarity.

The highlight – loose sheets and handouts in A4 format are easily and invisibly stowed away between the pages or in the pocketfolio on the inside of the back cover, just as in a file folder. We offer the Master format with two different thicknesses.

As “Classic” edition with 235 numbered pages and as “Slim”, a slender version with only 123 numbered pages.








The paper quality of both versions is identical at 100 g/m<sup>2</sup> and thus significantly heavier than for all other notebooks. Due to the smaller page count, the Master Slim is significantly lighter and leaner than the Master Classic. Ruled with either lines or grids, our Master Notebooks have a page margin for comments and cross-referencing. The line height for lined Master Classic is 8.5 mm and 6 mm for Master Slim.















reddot award  
winner



### Notebooks | Hardcover | Master Classic (A4+) 225 × 315 mm, 235 numbered pages

					
<b>Black</b>		308227	327366	327150	307959
<b>Red</b>		320727	336404	304439	307358
<b>Navy</b>		359870	359869	359867	359868

### Notebooks | Hardcover | Master Slim (A4+) 225 × 315 mm, 123 numbered pages

					
<b>Black</b>		330754	321149	334917	310174
<b>Port Red</b>		359786	359787	359784	359785
<b>Red</b>		343314	349270	340931	340936
<b>Pacific Green</b>		359791	359790	359788	359789
<b>Nordic Blue</b>		354759	354758	354756	354757
<b>Navy</b>		342928	342929	342926	342927
<b>Army</b>		349265	349264	349262	349263
<b>Anthracite</b>		344816	344815	344812	344814

Displays for the perfect product presentation can be found starting on → **page 126**.





# Hardcover Medium

The notebook format Medium (A5) is the classic in our assortment:






















251 numbered pages provide space for writing, sketching, noting, organising and structuring. Seventeen classic colours and four new Muted Colours (p. 14) as well as four rulings offer the widest selection possible.

Of course, the Hardcover Medium notebook, like all LEUCHTTURM1917 notebooks, comes with numbered pages and an empty table of contents. The Pages towards the back are perforated and detachable. A pocketfolio on the inside of the back cover allows you to store loose paper. A set of labels supports labeling for archiving.



Displays for the perfect product presentation can be found starting on → **page 126.**

## Notebooks | Hardcover | Medium (A5) 145 × 210mm, 251 numbered pages

				
<b>Black</b> 	311333	329398	300612	315928
<b>Purple</b> 	346688	346687	346685	346686
<b>Port Red</b> 	359697	359695	359691	359694
<b>Berry</b> 	344810	344809	344807	344808
<b>Red</b> 	309141	313627	332933	312564
<b>Orange</b> 	342936	342937	342934	342935
<b>Lemon</b> 	344801	344800	344798	344799
<b>Fresh Green</b> 	357491	357490	357488	357489
<b>Emerald</b> 	344793	344792	344790	344791
<b>Pacific Green</b> 	359698	359696	359692	359693
<b>Azure</b> 	346696	346695	346693	346694
<b>Ice Blue</b> 	357483	357482	357480	357481
<b>Nordic Blue</b> 	354587	354586	354584	354585
<b>Royal Blue</b> 	342705	344747	342707	342706
<b>Navy</b> 	342924	342925	342922	342923
<b>Army</b> 	348104	348103	348101	348102
<b>Anthracite</b> 	344785	344784	344782	344783

For Hardcover Medium notebooks in Muted Colours, go to → **page 14** 






















# Hardcover Pocket

Everything our Medium Hardcover has to offer – in a practical Pocket format (A6).

Our Pocket format goes everywhere you go, since it fits perfectly in any jacket or trouser pocket. We often come up with our best ideas and thoughts when we least expect them. So it makes sense to have a notebook to hand that you can quickly flip open to record them.



## Notebooks | Hardcover | Pocket (A6) 90 × 150 mm, 187 numbered pages

					
<b>Black</b>		317257	333915	334821	318898
<b>Purple</b>		346684	346683	346681	346682
<b>Port Red</b>		359707	359703	359699	359702
<b>Berry</b>		344806	344805	344802	344804
<b>Red</b>		317345	308317	308998	332077
<b>Orange</b>		342932	342933	342930	342931
<b>Lemon</b>		344797	344796	344794	344795
<b>Fresh Green</b>		357487	357486	357484	357485
<b>Emerald</b>		344789	344788	344786	344787
<b>Pacific Green</b>		359706	359704	359700	359701
<b>Azure</b>		346692	346691	346689	346690
<b>Ice Blue</b>		357478	357477	357475	357476
<b>Nordic Blue</b>		354582	354581	354579	354580
<b>Royal Blue</b>		344751	344753	344748	344750
<b>Navy</b>		342920	342921	342918	342919
<b>Army</b>		348100	348099	348097	348098
<b>Anthracite</b>		344779	344778	344775	344777

Displays for the perfect product presentation can be found starting on → **page 126.**









**LEUCHTTURM 1917**  
DETAILS MAKE ALL THE DIFFERENCE.



LINIERT / RULED / LIGNÉ



# Hardcover Mini












The Mini notebook has all the advantages of a LEUCHTTURM1917 notebook and fits neatly in the pocket. It is also big enough to hold credit cards, money and business cards.

It is small and handy, yet big enough to write inside. Equipped with all details, the Mini notebooks (70 × 110 mm) are now fully fledged members of the LEUCHTTURM1917 product family.



Displays for the perfect product presentation can be found starting on → **page 126**.

## Notebooks | Hardcover | Mini (A7) 70 × 110 mm, 171 numbered pages

			
<b>Black</b>		343568	343561
<b>Berry</b>		344984	344978
<b>Red</b>		349349	349347
<b>Orange</b>		344986	344980
<b>Lemon</b>		344983	344977
<b>Emerald</b>		344987	344981
<b>Azure</b>		349356	349354
<b>Navy</b>		349360	349358
<b>Army</b>		349364	349362



# Softcover Composition

While Softcover notebooks are lighter and more flexible, they have all the same great features as the Hardcover.
















The Composition (B5) size is the same size as many tablets. This size is more than just a trend. We have designed our Softcover notebook as well as the Monthly Planner with Notebook in this size.



Displays for the perfect product presentation can be found starting on → **page 126**.



## Notebooks | Softcover | Composition (B5) 178 × 254 mm, 123 numbered pages

			
<b>Black</b> 	349295	349298	349296
<b>Port Red</b> 	359674	359673	359672
<b>Berry</b> 	355281	355283	355282
<b>Red</b> 	349305	349308	349306
<b>Lemon</b> 	355287	355289	355288
<b>Fresh Green</b> 	357652	357654	357653
<b>Emerald</b> 	355293	355295	355294
<b>Pacific Green</b> 	359675	359676	359677
<b>Ice Blue</b> 	357658	357660	357659
<b>Nordic Blue</b> 	355299	355302	355301
<b>Navy</b> 	349299	349301	349300
<b>Anthracite</b> 	355312	355314	355313



# Softcover Paperback
















## Our response to the ever-growing swing towards minimalism.

Even if people now take smaller bags on their travels, everything still needs to fit in so that memories and thoughts can be noted down for eternity.

An in-between size, somewhere between Pocket (A6) and Medium (A5), the Paperback (B6+) is based on a classic Paperback notebook. It is big enough to write down notes easily and also a great size for Bullet Journaling.



### Notebooks | Softcover | Paperback (B6+) 125 × 190mm, 123 numbered pages

				
<b>Black</b>		358292	358291	358288
<b>Port Red</b>		359681	359683	359684
<b>Berry</b>		358295	358294	358293
<b>Red</b>		358298	358297	358296
<b>Lemon</b>		358304	358303	358302
<b>Fresh Green</b>		358307	358306	358305
<b>Emerald</b>		358310	358309	358308
<b>Pacific Green</b>		359680	359679	359678
<b>Ice Blue</b>		358313	358312	358311
<b>Nordic Blue</b>		358316	358315	358314
<b>Navy</b>		358319	358318	358317
<b>Anthracite</b>		358328	358327	358326

Displays for the perfect product presentation can be found starting on → **page 126**.







Softcover








# Softcover Medium and Pocket

Even if people now take smaller bags on their travels, everything still needs to fit in so that memories and thoughts can be noted down for eternity. These formats fulfill this requirement thanks to their compact measurements and flexible cover.













Displays for the perfect product presentation can be found starting on → [page 126](#).

## Notebooks | Softcover | Medium (A5) 145 × 210 mm, 123 numbered pages

				
<b>Black</b> 	318651	324804	308290	310337

For Medium Softcover notebooks in Muted Colours, go to → [page 14](#) 

## Notebooks | Softcover | Pocket (A6) 90 × 150 mm, 123 numbered pages

				
<b>Black</b> 	305477	311346	306017	329869
<b>Berry</b> 	355284	355286	355285	–
<b>Lemon</b> 	355290	355292	355291	–
<b>Emerald</b> 	355296	355298	355297	–
<b>Nordic Blue</b> 	355303	355305	355304	–
<b>Navy</b> 	349302	349304	349303	–





# Reporter Notepad

**The Reporter Notepad is convenient if you need to write something down while on the go.**

All pages are perforated for easy removal. This pad with its compact Pocket size also has all the standard features of our notebooks.

A jacket pocket notepad with all the benefits you would expect – a table of contents and page numbers, a set of self-adhesive labels for the cover and spine, micro-perforated pages, folded pocket, elastic band and thread-bound.



**Reporter Notepad | Hardcover | Pocket (A6) 90 × 150 mm, 184 numbered pages**

Black



316831



327986



333843



# Theme books Edition

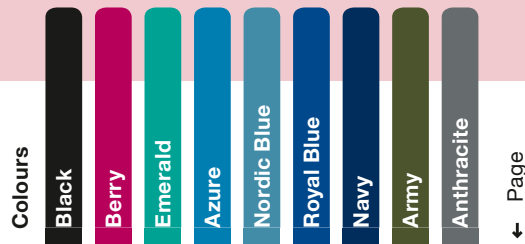
# e s ns

Overview		60
<b>Themebooks</b>	→	<b>62</b>
Bullet Journal®		62
Change Journal		64
Some Lines A Day		66
<b>Editions</b>	→	<b>68</b>
RED DOTS Edition		68
Leuchtkraft Edition		70
1917 Metallic Edition		72
Address Book		74
Notebook with staves		75

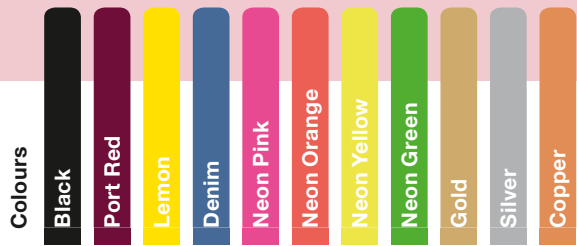
# 3

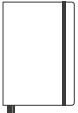

















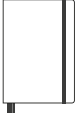



























# Themebooks Editions



  <p><b>Bullet Journal®</b></p>	Medium			62
  <p><b>Change Journal</b></p>				64
  <p><b>Some Lines A Day 5 Year Memory Book</b></p>				66
 <p><b>RED DOTS Edition</b></p>				68
 <p><b>Leuchtkraft Edition</b></p>				70



			Colours	← Page
 <b>Sketchbooks</b>	Master		   	24
	Square		   	
	Medium		   	
	Medium Landscape		   	
 <b>NEON! Edition</b>	Medium		   	16
 <b>1917 Metallic Edition</b>	Medium		  	72
			  	
			  	
 <b>Address Book</b>	Medium			74
	Pocket			
 <b>Notebook with staves</b>	Master Slim			75

# Bullet Journal®

**How can I organise my day around all my deadlines, tasks and plans? The Bullet Journal® system offers you a simple solution to these big problems.**

Developed by Ryder Carroll in New York and transformed into a LEUCHTTURM1917 special edition, this analogue system is attracting attention and a growing fan base around the world. The Bullet Journal® is the analog system for the digital age. It allows you to easily track the past, organise the present, and plan for the future.





It provides a simple way to learn modular frameworks that allow users to infinitely customise their Bullet Journal to their needs. Backed by a growing global community of hundreds of thousands, Bullet Journal® sits at the intersection between productivity and mindfulness.

The Bullet Journal® notebook contains tips and advice for Bullet Journaling and sections for successful use. In addition to the distinctive notebook features of LEUCHTTURM1917 with page numbers and 4 content pages, it also features three bookmarks and four “Future Log” pages.



Displays for the perfect product presentation can be found starting on → **page 134**.

**Bullet Journal® | Hardcover | Medium (A5)**  
145 × 210 mm, 240 numbered pages

		
<b>Black</b>		346703
<b>Emerald</b>		355280
<b>Nordic Blue</b>		357675



LEUCHTTURM1917  
DETAILS MAKE ALL THE DIFFERENCE.  
BULLET JOURNAL

LEUCHTTURM1917  
DETAILS MAKE ALL THE DIFFERENCE.  
BULLET JOURNAL

January

February

March





# Change Journal

The Change Journal comprises 24 effective yet simple ways to optimise your life. It summarises the best methods from various sources compiled into the quick and easy-to-read essentials for you to try out to suit your own needs. Thousands of books on each practice were read and summarised. The essence of each summary was then condensed into a quick and easy to follow guide which should only take a few minutes to read.

Change Journal comes in either Berry or Anthracite. The size and finish resembles a LEUCHTTURM1917 Medium notebook and features details such as a folded pocket on the inside back cover, two bookmarks and a sticker set for labelling and archiving.

Tim Jaudszims, author of the Change Journal, once said:

“If you’re as lazy and as full of ideas as I am, then at some point you’re looking for tricks that make life easier. That’s why I threw myself into the world of guides and blogs, planners and journals, and filtered out my favourites. That’s how Change Journal came into being.”



A sample book, A4 poster displays and notebook display can be found starting on → **page 136**.

## Change Journal | Hardcover | Medium (A5)

145 × 210 mm, 294 numbered pages,  
100 g/m<sup>2</sup> paper

<b>Berry</b>		360441
<b>Anthracite</b>		360443

# Some Lines A Day

## 5 Year Memory Book

Each page provides space for you to write a few lines each calendar day over five years.

Only the first two digits of the year are printed, i.e. 20\_\_. A great way of easily recalling the extraordinary and the ordinary events in your life and their place in the grand scheme of things. Over the course of time, this special diary will become an interesting reference book of your own past.



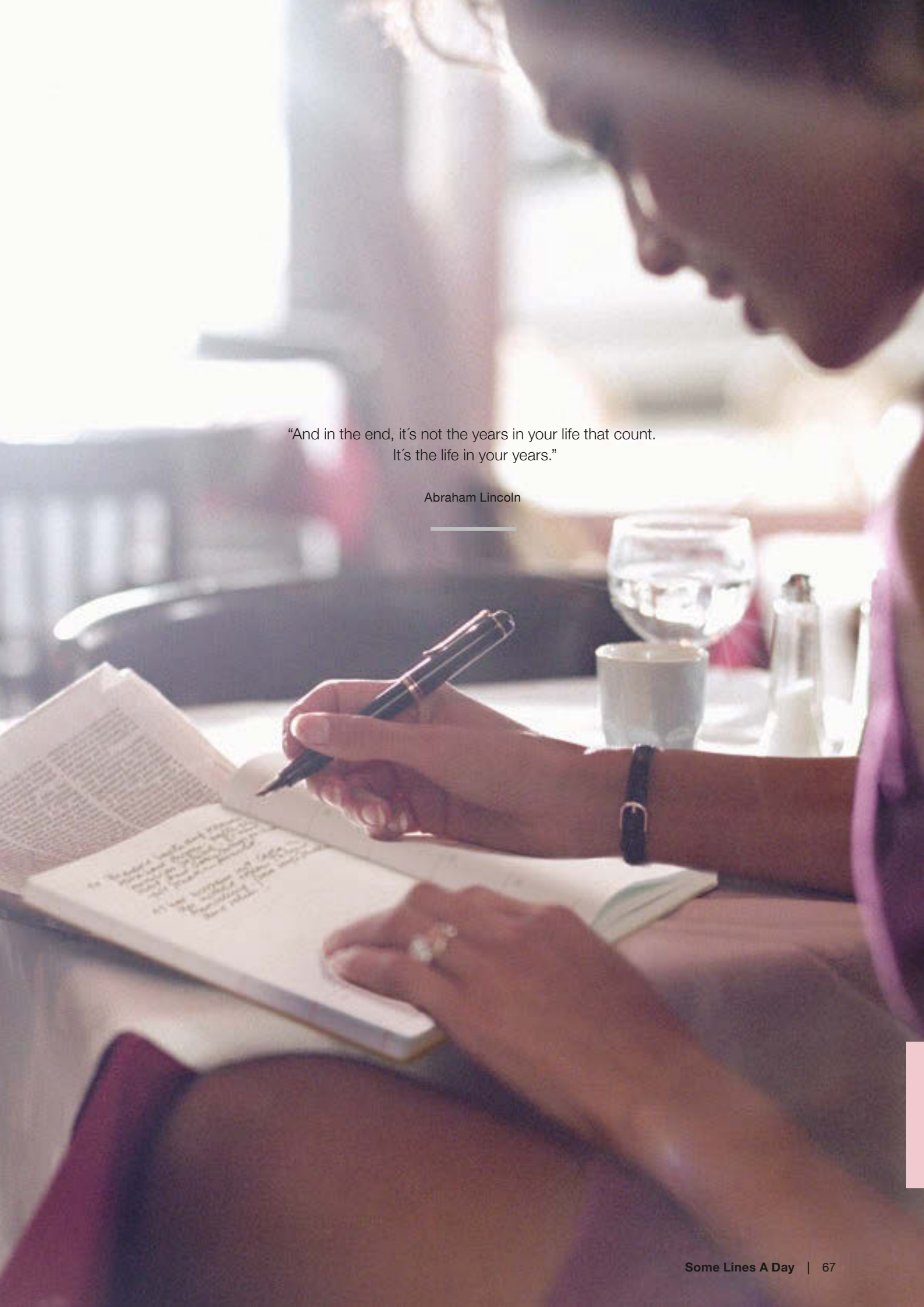
Displays for the perfect product presentation can be found starting on → [page 134](#).

**Some Lines A Day – 5 Year Memory Book**  
Hardcover | Medium (A5) 145 × 210 mm,  
365 pages

Black		343552
Berry		359795
Emerald		359796
Nordic Blue		355276





A close-up, profile view of a woman with dark hair, wearing a purple top, sitting at a table. She is holding a dark pen and writing in a small notebook. The table also has a white mug, a glass of water, and a salt shaker. The background is softly blurred, showing a window and a chair. The lighting is warm and natural, suggesting an indoor setting with light coming from a window.

“And in the end, it’s not the years in your life that count.  
It’s the life in your years.”

Abraham Lincoln

---







## RED DOTS Edition

Always to the point.

The red ink makes the dots really stand out on the chamois-coloured paper.

We have added red edges as well as a red-striped bookmark to match the colour of the ruling. These features give the RED DOTS edition a distinctive look. This edition is available in the cover colours of Army, Royal Blue and Anthracite.

“Dotted” is and will remain our best-selling ruling. And rightly so, as we think this ruling combines all the advantages of ruled and squared paper. All books feature the well-known LEUCHTTURM1917 notebook details such as page numbers, a table of contents and a set of labels.



Displays for the perfect product presentation can be found starting on → **page 134**.

**RED DOTS Edition | Hardcover | Medium (A5)**  
145 × 210 mm, 251 numbered pages

		
Royal Blue		357698
Army		357697
Anthracite		357699

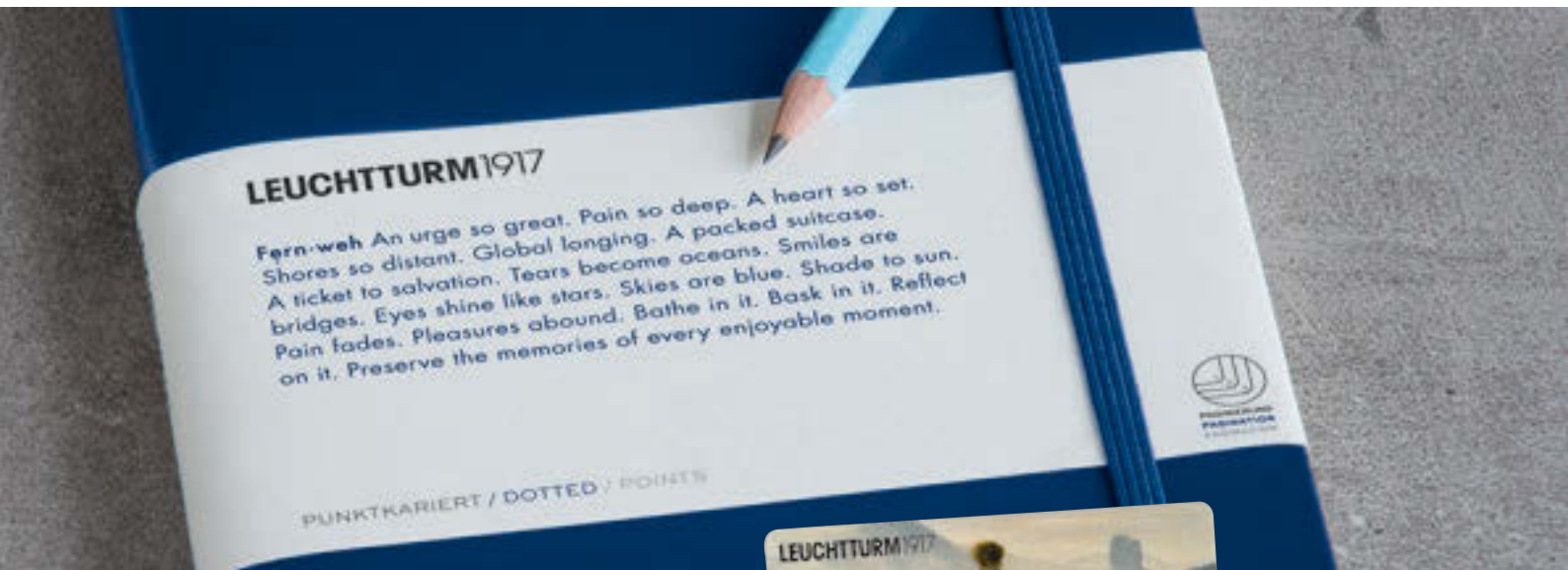


# Leuchtkraft Edition

One of the export success stories of the German language is written on the notebook cover and a poetic text on the wrap band and front endpaper explains their meaning in English.

All books are produced in Medium size with dotted ruling and feature the well-known

LEUCHTTURM1917 notebook details such as numbered pages, a table of contents, a folded pocket on the inside cover, a set of labels for labelling the cover and spine, thread-bounding, eight perforated pages, elastic closure and two bookmarks.



**Leuchtkraft Edition | Hardcover**  
**Medium (A5)** 145 × 210 mm, 251 num. pages



Azure – Sehnsucht		358162
Nordic Blue – Wanderlust		358164
Royal Blue – Zeitgeist		358161
Navy – Fernweh		358163

Displays for the perfect product presentation can be found starting on → **page 135**.

Down to deep shores to distant  
 A perfect ticket to salvation.  
 Eyes are smiles  
 Eyes smile like  
 we were made for it.  
 Would make in  
 to float on it.  
 Memories of  
 joyous moment.



**Leuchtturm 1917**

**Leuchtturm 1917**

Light-walk The longer the road the better. The longer the  
 no language quiver. The fire that never extinguishes  
 sometimes great. Often unrecognizable. At times unfulfilled.  
 burning with a heartbeats. High hopes. Wishes more stars.  
 had them. Purple grass. Poetry in motion. There you meet  
 secret desires.

PUNKTABREIT / DOTTED / PINK

**Leuchtturm 1917**

**Wonderlust**

**LEUCHTTURM 1917**

Wonderlust The great outdoors. Ancient glacial waters.  
 Trailblazing spirits. Far and wide. Unbordered paths.  
 Little known roads. Deeply rivers. Highest mountains.  
 Ties of exchange. Birds. Butterflies. Pristine promise.  
 Hikers, wanderers, wanderers. Enchanted forests. Topographers  
 Logic to nature. The handbook for modern-day explorers.

PUNKTABREIT / DOTTED / PINK

**Leuchtturm 1917**

**Zeitgeist**

**LEUCHTTURM 1917**

Zeitgeist Tick-tock. Time is of the essence. It's time.  
 Best time. Our time. The sign of the times. Global mood.  
 Cultural community. Political psyche. The year of  
 Family consciousness. The power of the moment.  
 Universal flow. Time will tell. Capture the spirit of  
 times for posterity.

PUNKTABREIT / DOTTED / PINK

Eye-walk through to great. From to deep. A hand on an  
 Green or blue. Global longing. A marked return.  
 A hand to salvation. Tears become wisdom. Gullies are  
 bridges. Eyes show the way. Stars are blue. Gulls in the  
 Rain forest. Mountain above. Birds in a. Back in it. Reflect  
 out of. Preserve the memories of every incredible moment.

**Leuchtturm 1917**

**Fern-wah**

**LEUCHTTURM 1917**

PUNKTABREIT / DOTTED / PINK





# 1917 Metallic Edition







A cover material specially developed for this series gives the notebooks a refined metallic sheen. To present this look in all its gold, silver or copper metallic glory, the notebooks wear a black wrapband with minimalist metal embossing of '1917', inspired by the year we were founded.

Accented or tone-in-tone, our accessories are also available in a precious metallic look. The Pen Loops are also designed with special attention to detail – each self-adhesive loop bears the symbol of the element for the corresponding metal (gold, silver or copper).






## Notebooks | Hardcover | Medium (A5)

145 × 210 mm, 251 numbered pages

				
Gold		355518	355676	355517
Silver		355520	355678	355519
Copper		355522	355680	355521




## Pen Loops

40 × 40 mm, self-adhesive elastic loop

Gold		354347
Silver		354348
Copper		354349




## Pen Loops | Assorted unit | 20 Pieces

40 × 40 mm, self-adhesive elastic loop

Gold 7x		355495
Silver 6x		
Copper 7x		

## Pencils

180 mm, HB

Gold		355343
Silver		355344
Copper		355345






# Address Book

**Just as in our notebooks, you can write in them, cross out, rub out.** You can attach business cards or stick in address labels or use company stamps in them. An address book with character and a perfect memory.

Two formats in a tried and tested layout – alphabetical index, elastic band fastener, pocket on the cover and space on the front and spine for labelling.

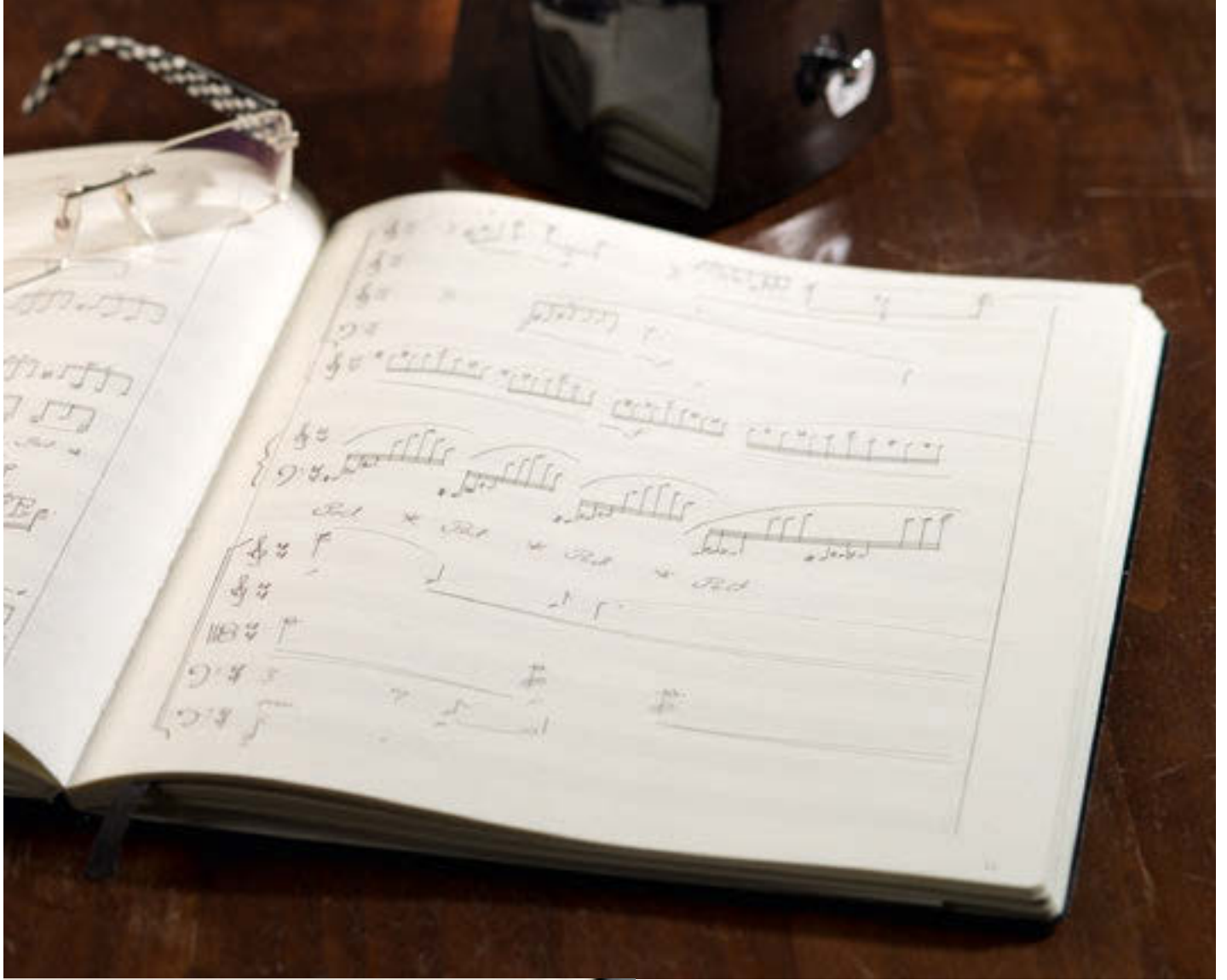
## Address Book | Hardcover

with a pocket in the cover and A-Z cut tabs  
1 tab + 4 pages per letter

	Medium	Pocket
<b>Black</b> 	330862	316927







# Notebook with staves

Created especially for musicians, this **Master Slim notebook** contains full size manuscript paper. It features 121 numbered pages (14 staves on each page) and a table of contents. The Master Slim book is thread-bound, printed on 100 g/m<sup>2</sup> paper and comes with self-adhesive labels. It has a pocket on the back cover large enough to hold A4 sheets.

**Notebook with staves | Hardcover |  
Master Slim (A4+)**

225 × 315 mm, 121 numbered pages

Black



340833

**Our patented Pen Loops have been designed in-house and provide us with a unique position in the market.**

We have created a variable, universal and individual solution for attaching a clearly quite useful Pen Loop.

Our pencils are a nice sales add-on, while also servicing as an invaluable visualisation of the product benefits of Pen Loops. Both items are available in all LEUCHTURM1917 colours.

# Pen Lo

# Pencils

Pen Loops  
Pencils

→ 78  
→ 79

ops

4

s



# Pen Loops

The perfect solution for the pen, the Pen Loop can match or be a contrasting colour to your notebook.

The ideal solution for every notebook and planner. Pen and pencil loop made of a strong elastic strap. Simply stick the Pen Loop to the inside back cover. For thin pencils or thick fountain pens. Available in all LEUCHTTURM1917 colours.

## Pen Loops | 40 x 40 mm self-adhesive elastic loop



Black		304637
Purple		346707
Port Red		359668
Berry		345160
Red		339055
Orange		342938
Lemon		345162
Fresh Green		357521
Emerald		345161
Pacific Green		359669
Azure		346706
Ice Blue		357520
Nordic Blue		354690
Royal Blue		345163
Navy		342939
Army		348093
Anthracite		342942

## Pen Loops | Assorted units | 20 Pieces 40 x 40 mm, self-adhesive elastic loop

Purple 4x		360147
Port Red 4x		
Berry 4x		
Orange 4x		
Lemon 4x		360148
Fresh Green 4x		
Emerald 4x		
Pacific Green 4x		
Army 4x		360149
Anthracite 4x		
Azure 4x		
Ice Blue 4x		
Nordic Blue 4x		360149
Royal Blue 4x		
Navy 4x		

For Pen Loops in Muted Colours, go to  
→ page 15

For Pen Loops in Metallic Colours, go to  
→ page 73



# Pencils

LEUCHTTURM1917 offers pencils: Fine pencils with fully-bonded HB lead for smooth writing and sturdy tips.

There are now 4913 different ways of combining a notebook, Pen Loop and pencil. Maintaining the individuality of the LEUCHTTURM1917 customer is important to us. The pencils are delivered in packs of 10, either in the same colour or in a mixture of colours. We provide suitable glass displays to ensure that they are presented well – this means that the pencils are real eye-catchers at the POS.

## Pencils | 180mm, HB



Black		355319
Purple		355320
Port Red		359671
Berry		355321
Red		355330
Orange		355331
Lemon		355332
Fresh Green		357536
Emerald		355334
Pacific Green		359670
Azure		355336
Ice Blue		357537
Nordic Blue		356094
Royal Blue		355337
Navy		355338
Army		355339
Anthracite		355341

## Pencils | Assorted units | 10 Pieces 180mm, HB

Purple 2x		357704
Berry 2x		
New Pink 2x		
Orange 2x		
Lemon 2x		357705
Fresh Green 2x		
Emerald 2x		
Ice Blue 2x		
Azure 2x		357703
Norcid Blue 2x		
Royal Blue 2x		
Navy 2x		
Army 2x		357703
Sand 2x		
Anthracite 2x		

For Pencils in Muted Colours, go to  
→ page 15

For Pencils in Metallic Colours, go to  
→ page 73

**It is in the nature of things that planner requirements are a very personal matter.**

Whether you choose a Weekly or Daily Planner, a Week planner or a Weekly Planner with or without a notebook, for 12, 16 or 18 month, our five different models offer orientation and overview.

# Planner 2021



Overview		82
<b>Weekly Planner &amp; Notebook</b>	→	<b>86</b>
Hardcover		86
Softcover		88
Metallic Edition		90
<b>Weekly Planner</b>	→	<b>92</b>
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Softcover		94
<b>Week Planner</b>	→	<b>96</b>
<b>Daily Planner</b>	→	<b>98</b>
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<b>18 Month Planners</b>	→	<b>102</b>
Weekly Planner & Notebook		102
Academic Week Planner		103

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5

# Planners 2021



Classic Colours	Weekly Planner & Notebook						Weekly Planner						Week Planner		
	12 months						12 months						12 months		
	Master	Medium	Pocket	Softcover* Medium	Softcover* Paperback	Softcover* Pocket	Master	Medium	Pocket	Mini*	Softcover* Medium	Softcover* Pocket	Master	Medium	Pocket
<b>Black</b>	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
<b>Port Red</b>		■	■	■	■	■		■	■	■	■	■		■	
<b>Berry</b>		■		■											
<b>Lemon</b>		■		■											
<b>Emerald</b>		■		■											
<b>Pacific Green</b>		■	■	■	■	■		■	■	■	■	■		■	
<b>Nordic Blue</b>		■		■											
<b>Navy</b>		■	■	■	■	■		■	■	■	■	■		■	
<b>Anthracite</b>		■		■											
<b>Gold</b>		■													
<b>Silver</b>		■													
<b>Copper</b>		■													
<b>Muted Colours</b>															
<b>Powder</b>		■	■	■	■	■		■	■		■				
<b>Denim</b>		■	■	■	■	■		■	■		■				
<b>Sage</b>		■	■	■	■	■		■	■		■				
<b>Bellini</b>		■	■	■	■	■		■	■	■	■		■		
Page →	86   90		88		92		94		96						

\*without extra booklet.

**We are convinced that small details make a big difference.** Our planners are available in five different layout variations. Overviews of school and public holidays as well as monthly and annual overviews provide orientation and overview. A project plan enables chronological task-planning.

Daily Planner			Monthly Planner with Notebook		Weekly Planner & Notebook	Academic Week Planner			Classic Colours	
12 months			16 months		18 months	18 months				
Master	Medium	Pocket	Softcover Composition	Softcover Paperback	Medium	Master	Medium	Pocket		
										Black
										Port Red
										Berry
										Lemon
										Emerald
										Pacific Green
										Nordic Blue
										Navy
										Anthracite
										Gold
										Silver
										Copper
										<b>Muted Colours</b>
										Powder
										Denim
										Sage
										Bellini
98	100		102		103					



# Planners 2021

In english language, with monthly and annual overviews

**We are convinced that small details make a big difference.** Our planners are available in five different layout variations. Overviews of public

holidays as well as monthly and annual overviews provide orientation and overview. A project plan enables chronological task-planning.

2021

JANUARY							FEBRUARY								
WK	M	T	W	T	F	S	S	WK	M	T	W	T	F	S	
53						1	2	3	5	1	2	3	4	5	6
1	4	5	6	7	8	9	10	6	8	9	10	11	12	13	
2	11	12	13	14	15	16	17	7	15	16	17	18	19	20	
3	18	19	20	21	22	23	24	8	22	23	24	25	26	27	
4	25	26	27	28	29	30	31								

## Annual overviews

All of our planners feature annual overviews including the previous and coming years in addition to the current one.

2021

JANUARY		FEBRUARY	
F	1	M	1
S	2	T	2
S	3	W	3
M	4	T	4
T	5	F	5
W	6	S	6

## Monthly overviews

We also provide an annual overview in table format, showing separate months and days, indicating public holidays and moon phases.

PROJECT PLAN 2021

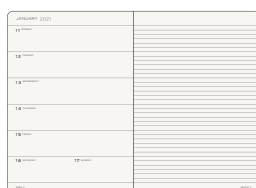
JANUARY	1	2	3	4	5	6	7	8	9	10
	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU

## Project plan

Recurring events and tasks often determine the rhythm of the year. You can get an easy overview of the whole year with our tabular project plan. Monthly tasks can be noted on the left and scheduled according to days and weeks on the right.

# Planner variants 2021

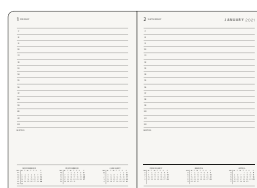
## 12 MONTHS



**Weekly Planner & Notebook**

Every double page features one page with the full calendar week and a ruled notebook page on the right. Available as Hardcover or Softcover.

**New: Softcover Paperback**



**Daily Planner**

An entire page for each working day.



**Weekly Planner**

A section with enough space for several lines for every day of the week. One week on every double page.

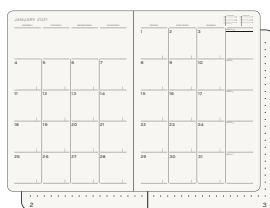
**New: Softcover Medium and Pocket**



**Week Planner**

The days of the weeks in columns – spread out on a full double page. For all sizes except Pocket.

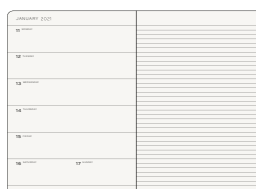
## 16 MONTHS



**Monthly Planner with Notebook**

Each month is displayed over a two-page spread, 16 months. The notebook section with table of contents and page numbers begins after the monthly overviews, meaning that you can cross-reference between the Monthly Planner and the notebook.

## 18 MONTHS



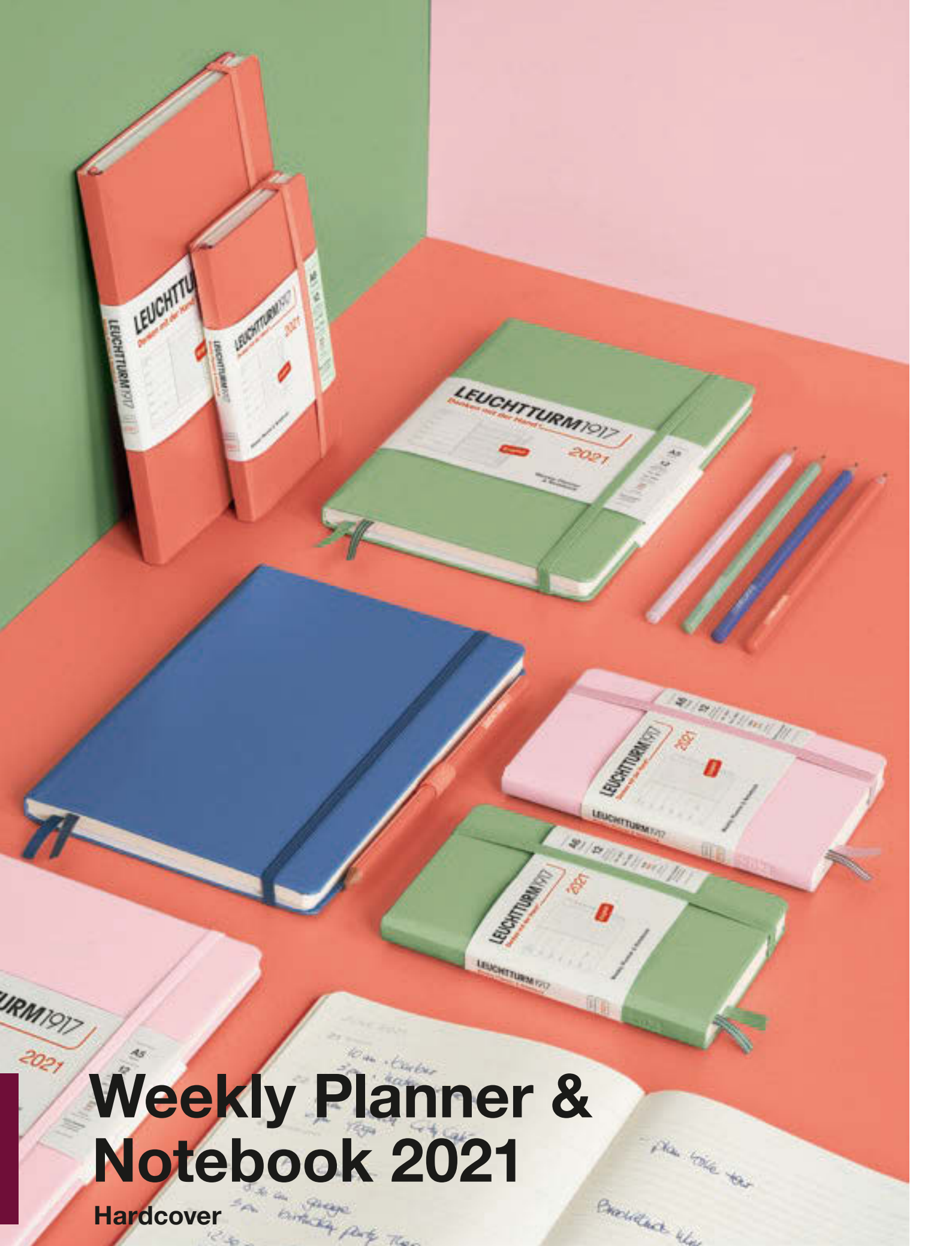
**Weekly Planner & Notebook**

A calendar week on the left and a notebook page on the right. The planner starts in July – in time for the start of the new academic year or new semester.



**Academic Week Planner**

A Week Planner – but for a whole 18 months. This planner starts at the beginning of July, runs through the following year and ends on 31<sup>st</sup> December.



# Weekly Planner & Notebook 2021

Hardcover

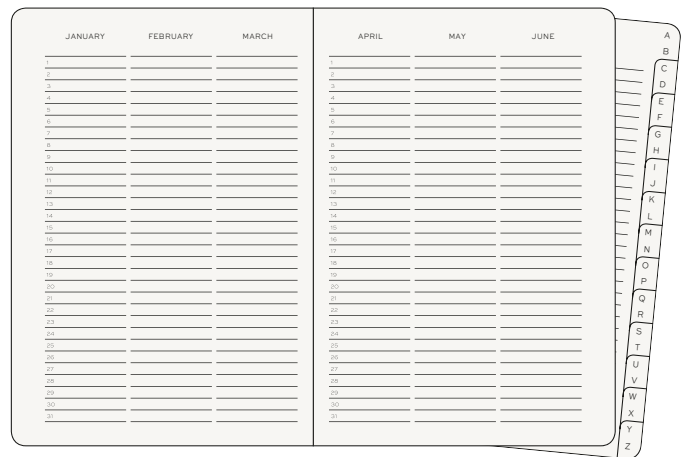


**The perfect solution – a planner for appointments, a notebook for ideas and thoughts.**














Every double page features a page with the calendar week on the left and a ruled notebook page on the right. With all of overviews and features you would expect.

**Product details**

- Overview 2020, 2021 and 2022
- Year planner Jan 2021 – Dec 2022
- Phases of the moon and international holidays
- Project planner
- Separate **booklet** for birthdays, anniversaries and addresses
  
- Expandable pocket
- Detachable pages for notes
- 2 Bookmarks
- Self-adhesive labels for archiving
- 80 g/m<sup>2</sup> acid-free paper
- 100 g/m<sup>2</sup> acid-free paper in Master size
- High ink compatibility



**Weekly Planner & Notebook | Hardcover | 12 months**

		Master 225 × 315 mm	Medium 145 × 210 mm	Pocket 90 × 150 mm
<b>Black</b>		361842	361843	361859
<b>Port Red</b>		–	361844	361860
<b>Berry</b>		–	361845	–
<b>Lemon</b>		–	361848	–
<b>Emerald</b>		–	361850	–
<b>Pacific Green</b>		–	361851	361864
<b>Nordic Blue</b>		–	361852	–
<b>Navy</b>		–	361854	361866
<b>Anthracite</b>		–	361855	–
<b>Powder</b>		–	361846	361861
<b>Denim</b>		–	361853	361865
<b>Sage</b>		–	361849	361863
<b>Bellini</b>		–	361847	361862



# Weekly Planner & Notebook 2021

Softcover

For those who prefer a flexible notebook cover, this popular planner is available as a Softcover – in Medium and Pocket formats, **and now also available in Paperback format.**



JANUARY 2021	
11 MONDAY	
12 TUESDAY	
13 WEDNESDAY	
14 THURSDAY	
15 FRIDAY	
16 SATURDAY	17 SUNDAY
WEEK 1	WOCHE 1

### Product details

- Overview 2020, 2021 and 2022
- Year planner Jan 2021 – Dec 2022
- Phases of the moon and international holidays
- Project planner
- Expandable pocket
- Detachable pages for notes
- 2 bookmarks
- Self-adhesive labels for archiving
- 80 g/m<sup>2</sup> acid-free paper
- High ink compatibility

### Weekly Planner & Notebook | Softcover | 12 months

	Medium 145 × 210 mm	Paperback 125 × 190 mm	Pocket 90 × 150 mm
<b>Black</b>	361931	361944	361952
<b>Port Red</b>	361932	361945	361953
<b>Berry</b>	361933	–	–
<b>Lemon</b>	361936	–	–
<b>Emerald</b>	361938	–	–
<b>Pacific Green</b>	361939	361949	361957
<b>Nordic Blue</b>	361940	–	–
<b>Navy</b>	361942	361951	361959
<b>Anthracite</b>	361943	–	–
<b>Powder</b>	361934	361946	361954
<b>Denim</b>	361941	361950	361958
<b>Sage</b>	361937	361948	361956
<b>Bellini</b>	361935	361947	361955







# Weekly Planner & Notebook 2021

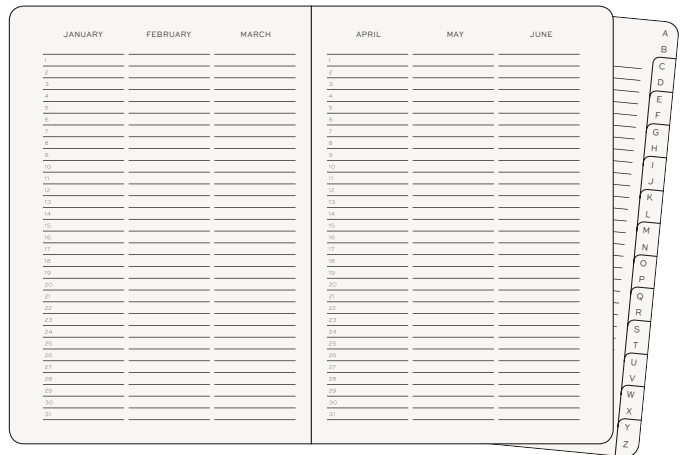
Metallic Edition

**Guaranteed to be a glamorous companion.**




The metallic gloss makes the cover look even better. The wrapband, endpapers and archiving stickers are embossed. On the inside, the planner follows the well-established layout. The calendar week on the left and a ruled notebook page on the right – complete with all the features of a LEUCHTTURM1917 planner.

**Product details**

- Overview 2020, 2021 and 2022
- Year planner Jan 2021 – Dec 2022
- Phases of the moon and international holidays
- Project planner
- Separate **booklet** for birthdays, anniversaries and addresses
  
- Expandable pocket
- Detachable pages for notes
- 2 bookmarks
- Self-adhesive labels for archiving
- 80 g/m<sup>2</sup> acid-free paper
- High ink compatibility



**Weekly Planner & Notebook  
Metallic Edition | Hardcover | 12 months**

		Medium 145 × 210 mm
<b>Gold</b>		361856
<b>Silver</b>		361857
<b>Copper</b>		361858





# Weekly Planner 2021

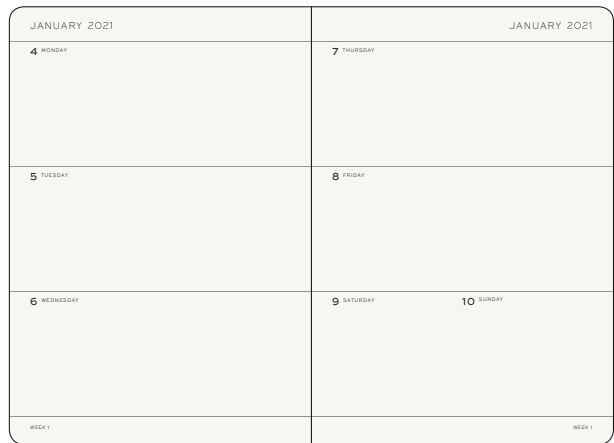
Hardcover











**A double page for each week.** The Weekly Planner is the only planner that is available not only in Master, Medium and Pocket format but also in Mini format (70 x 110 mm). This diary is big enough for you to keep yourself well organised but still small enough to fit in your pocket.

**Product details**

- Overview 2020, 2021 and 2022
- Year planner Jan 2021 – Dec 2022
- Phases of the moon and international holidays
- Project planner
- Separate **booklet** for birthdays, anniversaries and addresses  
**(Mini planners without extra booklet)**
- Expandable pocket
- Detachable pages for notes
- 2 bookmarks
- Self-adhesive labels for archiving
- 80 g/m<sup>2</sup> acid-free paper
- 100 g/m<sup>2</sup> acid-free paper in Master size
- High ink compatibility



**Weekly Planner | Hardcover | 12 months**

		Master 225 × 315 mm	Medium 145 × 210 mm	Pocket 90 × 150 mm	Mini 70 × 110 mm
<b>Black</b>		361990	361991	361999	362007
<b>Port Red</b>		–	361992	362000	362008
<b>Pacific Green</b>		–	361996	362004	362010
<b>Navy</b>		–	361998	362006	362011
<b>Powder</b>		–	361993	362001	–
<b>Denim</b>		–	361997	362005	–
<b>Sage</b>		–	361995	362003	–
<b>Bellini</b>		–	361994	362002	362009



Softcover



# Weekly Planner 2021

Softcover

**NEW!** Our all-time favourite **Weekly Planner** is now available as a **Softcover** too – in **Medium** and **Pocket** format. One week is presented on a double page to provide you with a perfect overview along with enough space to enter all your appointments.











JANUARY 2021		JANUARY 2021	
4 MONDAY		7 THURSDAY	
5 TUESDAY		8 FRIDAY	
6 WEDNESDAY		9 SATURDAY	10 SUNDAY
WEEK 1		WEEK 1	

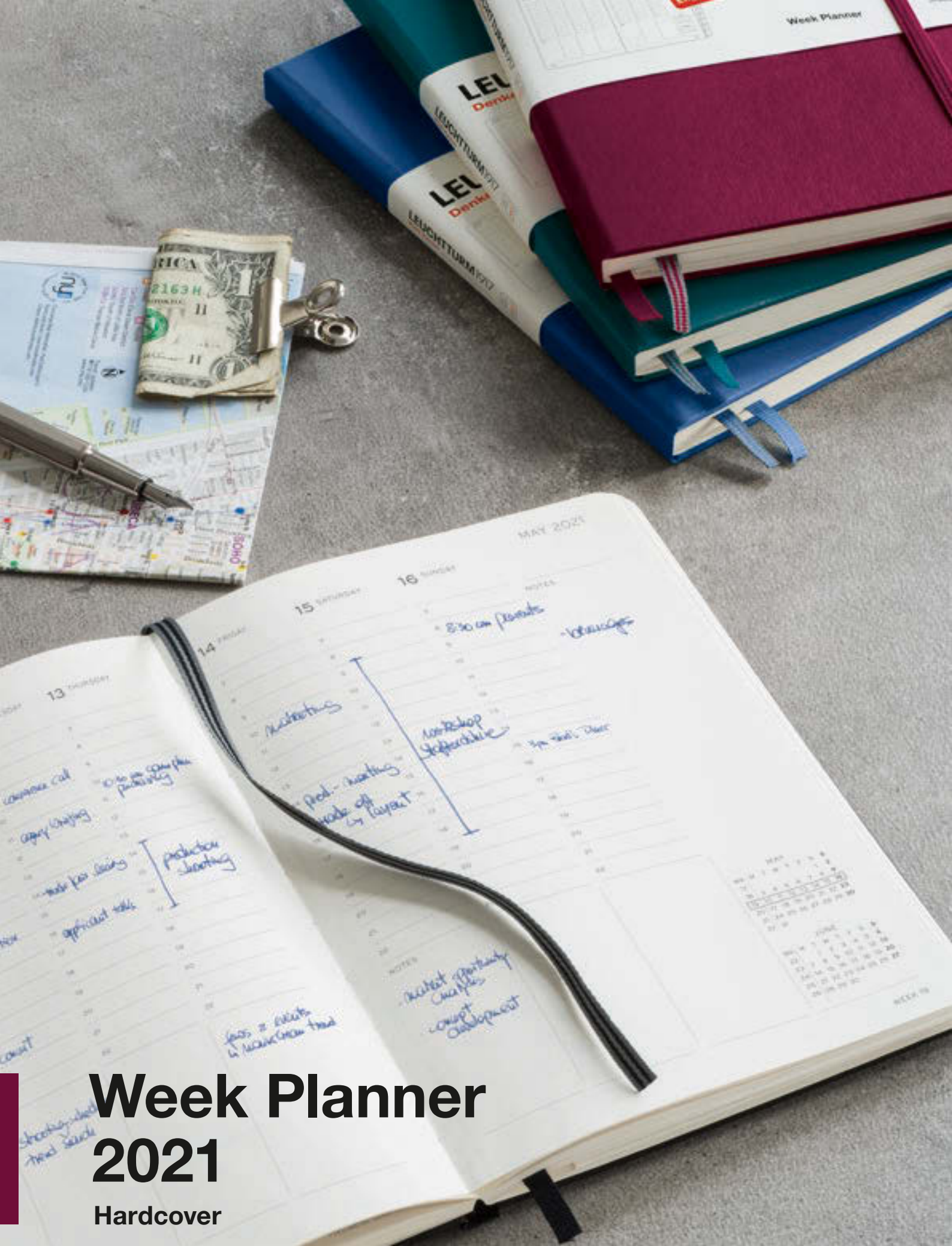
### Product details

- Overview 2020, 2021 and 2022
- Year planner Jan 2021 – Dec 2022
- Phases of the moon and international holidays
- Project planner
  
- Expandable pocket
- Detachable pages for notes
- 2 bookmarks
- Self-adhesive labels for archiving
- 80 g/m<sup>2</sup> acid-free paper
- High ink compatibility

### Weekly Planner | Softcover | 12 months

		Medium 145 × 210 mm	Pocket 90 × 150 mm
<b>Black</b>		362048	362056
<b>Port Red</b>		362049	362057
<b>Pacific Green</b>		362053	362059
<b>Navy</b>		362055	362060
<b>Powder</b>		362050	–
<b>Denim</b>		362054	–
<b>Sage</b>		362052	–
<b>Bellini</b>		362051	362058



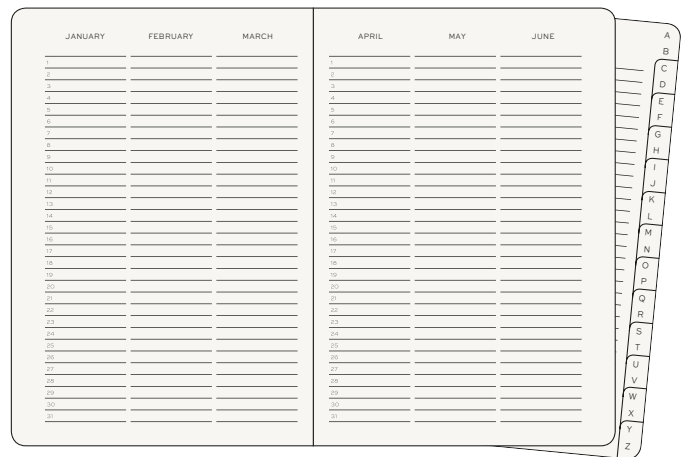


# Week Planner 2021

Hardcover

As with the Master planner, our Medium Week Planner includes a separate column for both Saturdays and Sundays. In Pocket size, Saturday and Sunday share a column. One week extends across columns covering a full double-page spread. One hour time slots per line (from 7 am to 10 pm). For detailed daily planning and a clear overview of your week.






The Week Planner is also available as an 18-month planner (see page 103).



### Product details

- Overview 2020, 2021 and 2022
- Year planner Jan 2021 – Dec 2022
- Phases of the moon and international holidays
- Project planner
- Separate **booklet** for birthdays, anniversaries and addresses
- Expandable pocket
- Detachable pages for notes
- 2 bookmarks
- Self-adhesive labels for archiving
- 80 g/m<sup>2</sup> acid-free paper
- 100 g/m<sup>2</sup> acid-free paper in Master size
- High ink compatibility

### Week Planner | Hardcover | 12 months

		Master 225 × 315 mm	Medium 145 × 210 mm	Pocket 90 × 150 mm
<b>Black</b>		362068	362069	362074
<b>Port Red</b>		–	362070	–
<b>Pacific Green</b>		–	362072	–
<b>Navy</b>		–	362073	–
<b>Bellini</b>		–	362071	–





# Daily Planner 2021

Hardcover



**A full page for every day including Saturday and Sunday.** Each hour has one line (from 7 am to 10 pm). For daily planning.






This layout is available in three sizes and in five assorted colours.



**Product details**

- Overview 2020, 2021 and 2022
- Year planner Jan 2021 – Dec 2022
- Phases of the moon and international holidays
- Project planner
- Expandable pocket
- Detachable pages for notes
- 2 bookmarks
- Self-adhesive labels for archiving
- 80 g/m<sup>2</sup> acid-free paper
- 100 g/m<sup>2</sup> acid-free paper in Master size
- High ink compatibility

**Daily Planner | Hardcover | 12 months**

		Master 225 x 315 mm	Medium 145 x 210 mm	Pocket 90 x 150 mm
<b>Black</b>		362092	362093	362098
<b>Port Red</b>		–	362094	–
<b>Pacific Green</b>		–	362096	–
<b>Navy</b>		–	362097	–
<b>Bellini</b>		–	362095	–



Softcover



# Monthly Planner with Notebook 2021

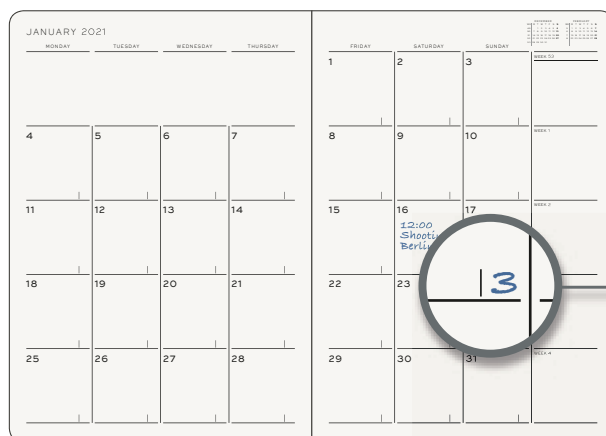
Softcover

**Adapted to modern and fast-paced lifestyles, this planner model combines the advantages of a clear and concise planner with a fully-fledged notebook.**

The Monthly Planner features a double page spread for each month, with weeks listed horizontally underneath one another. The planner starts in November of the previous year and lasts for 16 months.

The notebook section can be found behind the diary and covers 138 pages. Boxes for cross-references and page numbers link the Monthly Planner with the notebook.

Available in Composition (B5) and Paperback (B6+) Softcover formats.



### Cross-referencing






There is a small box after each date in the overview for cross-referencing the page number in the notebook section.



### Product details

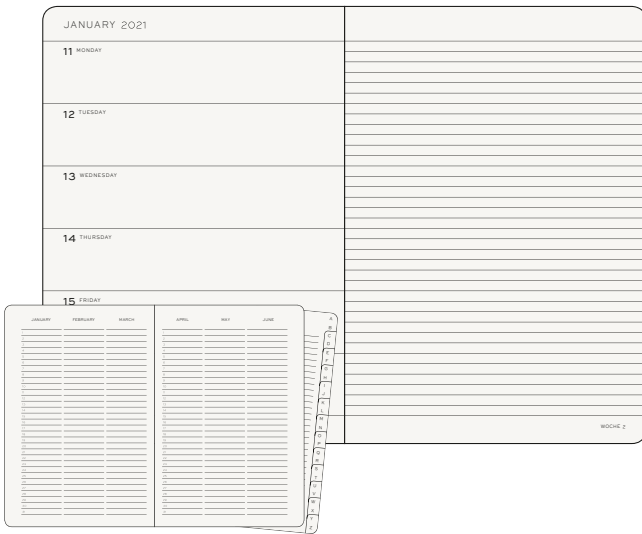
- 138 numbered notebook pages with blank table of contents
- Nov 1<sup>st</sup> 2020 – Feb 28<sup>th</sup> 2022
- Overview 2020, 2021 and 2022
- Year planner Jan 2021 – Dec 2022
- Phases of the moon and international holidays
- Project planner
- Expandable pocket
- Detachable pages for notes
- 2 Bookmarks
- Self-adhesive labels for archiving
- 80 g/m<sup>2</sup> acid-free paper
- High ink compatibility

### Monthly Planner with Notebook | Softcover | 16 months

	Composition	Paperback
<b>Black</b> 	362125	362130
<b>Port Red</b> 	362126	362131
<b>Pacific Green</b> 	362128	362133
<b>Navy</b> 	362129	362134
<b>Bellini</b> 	362127	362132



Delivery from April 2020!








### Product details

- July 1<sup>st</sup> 2020 – Dec 31<sup>st</sup> 2021
- Overview 2020, 2021 and 2022
- Year planner Jan 2021 – Dec 2022
- Phases of the moon and international holidays
- Project planner
- Separate **booklet** for birthdays, anniversaries and addresses
- Expandable pocket
- Detachable pages for notes
- 2 bookmarks
- Self-adhesive labels for archiving
- 80 g/m<sup>2</sup> acid-free paper
- High ink compatibility

Every double page features one page with the full calendar week on the left and a ruled notebook page on the right.

### Weekly Planner & Notebook | Hardcover | 18 months

		Medium 145 × 210 mm
<b>Black</b>		362140
<b>Port Red</b>		362141
<b>Pacific Green</b>		362143
<b>Navy</b>		362144
<b>Bellini</b>		362142

# Weekly Planner & Notebook 2021

18 Months








### Product details

- July 1<sup>st</sup> 2020 – Dec 31<sup>st</sup> 2021
- Overview 2020, 2021 and 2022
- Year planner Jan 2021 – Dec 2022
- Phases of the moon and international holidays
- Project planner
- Separate **booklet** for birthdays, anniversaries and addresses
  
- Expandable pocket
- Detachable pages for notes
- 2 bookmarks
- Self-adhesive labels for archiving
- 80 g/m<sup>2</sup> acid-free paper
- 100 g/m<sup>2</sup> acid-free paper in Master size
- High ink compatibility



One double-page spread per week.  
A column per day.

### Academic Week Planner | Hardcover | 18 months

		Master 225 × 315 mm	Medium 145 × 210 mm	Pocket 90 × 150 mm
<b>Black</b>		362152	362153	362158
<b>Port Red</b>		–	362154	–
<b>Pacific Green</b>		–	362156	–
<b>Navy</b>		–	362157	–
<b>Bellini</b>		–	362155	–

# Academic Week Planner

18 Months

**Paper and cardboard storage solutions in the distinctive LEUCHTTURM1917 design.** Did you know that the Springback binder was the first item in our product range? We have over 100 years of expertise with products that offer solutions to help create more order in everyday life.

# Storage



<b>Cases and Boxes</b>	→	<b>106</b>
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# Page 6

# Business Card Cases



**It looks like a small notebook from the outside.** However, it acts as a stylish yet handy case for up to 25 business cards. This practical case can be used to collect business cards but is also ideal for bank and loyalty cards etc.



## Business Card Case

65 × 100 × 15 mm, with elastic closure

Black		350140
Berry		355970
Orange		350144
Azure		350143
Army		350141





# Book Boxes



**The LEUCHTTURM1917 Book Box in notebook design is simple back-to-back elegance for your bookshelf.**






The box is an all-purpose storage star and ideal for creative minds. The dust-free design neatly stores everything in one place – from entire projects including all relevant documents and material samples to memorabilia from your last holiday.

Its A4 format has a depth of 5 cm. Slip the attached elastic band over the lid to close securely. As with our notebooks, the Book Box comes with a set of self-adhesive labels for identification.



### Book Box

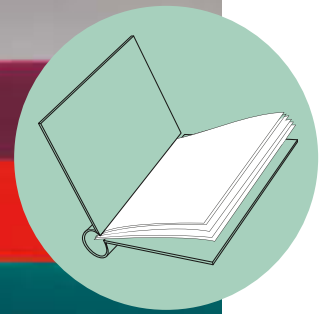
255 × 340 × 60 mm, with elastic closure

Black		342482
Port Red		361663
Red		347210
Pacific Green		361662
Navy		350410
Anthracite		350413

# Peka-Springback Binders







**Since 1917 - irreplaceable for organising yourself and inspiring your creativity.**

Springback binders allow you to bind documents, menus, recipes, photo prints and much more with very little effort, in a system that is as secure as a book yet highly flexible. With a durable, wipe-clean cover and an inside lining made of card.

All springback binders are supplied with a set of labels for labelling the cover and spine.



**Peka-Springback Binders | A4**

220 x 305 mm, 25 mm spine  
for approx. 150 sheets

<b>Black</b>		318056
<b>Port Red</b>		361661
<b>Red</b>		341740
<b>Pacific Green</b>		361660
<b>Navy</b>		337226
<b>Anthracite</b>		345720

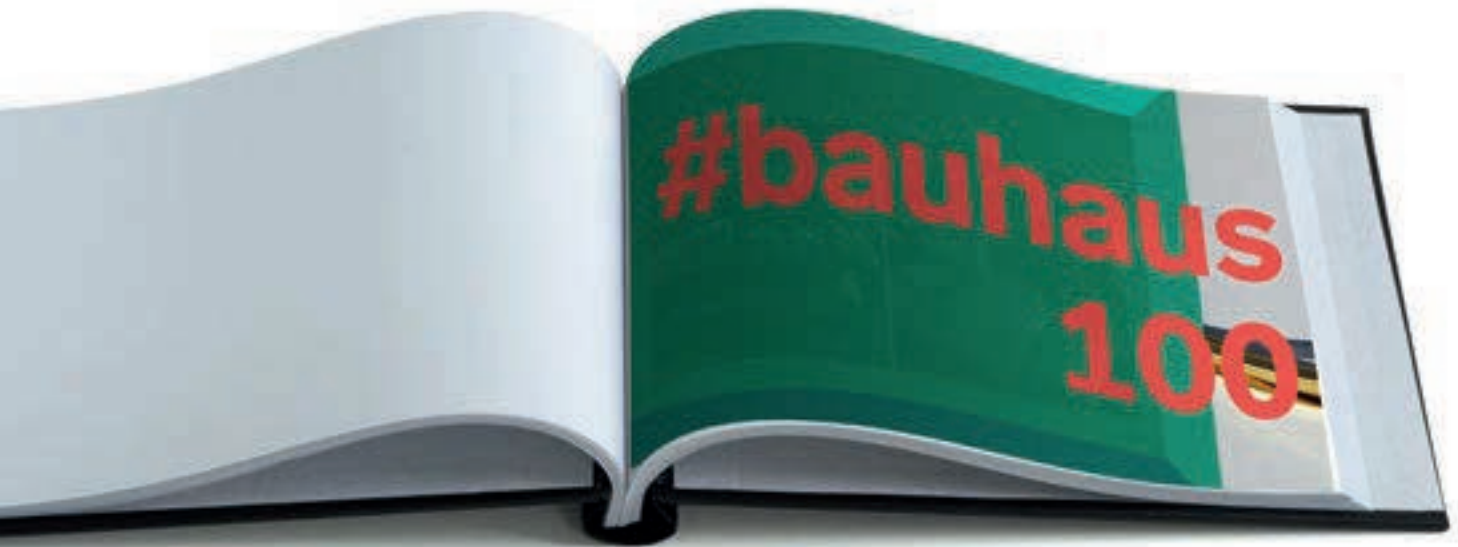


# Peka-Springback Binders

## Special Sizes

Our springback binders can be used in many ways. For example, as a stylish menu card. Alongside our colourful classics in we can now meet additional requirements in terms of capacity and size.

We have responded to regular customer requests for a 'Landscape' springback binder, which can be used, for example, by artists to store and display their drawings in the right format.



### Peka-Springback Binders | Special Sizes

	A4 Landscape 305 × 220 mm	A4 220 × 305 mm	A5 165 × 220 mm
<b>Capacity</b> (with 80 g/m <sup>2</sup> paper)	approx. 150 sheets	approx. 500 sheets	approx. 150 sheets
<b>Spine</b>	25 mm	45 mm	25 mm
<b>Black</b>	356057	303202	300582







Sheet music with a yellow pencil resting on it.

Blank white notepad with a silver clip.

Yellow folder or binder.

## LOUIS JOUVET (1887-1971)

Louis Jouvet, directeur de la scène et à l'époque chef d'orchestre, a permis au théâtre de retrouver son sens et son plaisir. C'est ainsi qu'il a fait revivre l'art de la scène, à la fois acteur, metteur en scène, directeur d'orchestre, et à la fois compositeur, chorégraphe, scénariste et directeur de la production.

Il est né à Lorient, le 12 mai 1887, dans une famille de musiciens. Il a étudié au Conservatoire de Lorient, puis au Conservatoire de Paris. Il a été directeur de l'Opéra de Lorient, puis de l'Opéra de Paris. Il a été directeur de la Comédie-Française, puis de l'Opéra de Paris. Il a été directeur de la production de l'Opéra de Paris.

Il est mort le 12 mai 1971, à Paris, à l'âge de 84 ans.

FRANCE



1887-1971

FRANCE



1887-1971

Document with a red seal and handwritten text, possibly a certificate or archival record.

# Certificate Portfolio

The 20, 40 or 60 sturdy, document-quality clear punched portfolio pockets enable a protective yet appealing presentation of certificates, deeds and other important documents.

**For storing important documents securely; also suitable for the stylish presentation of printed documents.**

# Conference Portfolio

The strong clip, pen holder and corner pocket make this classic conference portfolio case both elegant and functional. With double-guarded

binding. High-quality finish with stitched, double-edged edges and a luxury faux leather cover.

# Music Portfolio

We provide a variety of ways to store sheet music and lyrics. Composers use our Master Slim notebook featuring ruling especially for writing down musical notation. Others appreciate the

advantages of a springback binder. This is a simple music folder where you can store music sheets as well as copies or tissues.


## Music Portfolio

A sturdy and attractive portfolio case with elastic closure and two transparent corner pockets for copies or handkerchiefs. Three elastic rubber bands for attaching sheet music.

## Music Portfolio with hand strap

An additional, sturdy elastic strap at the back. Simply place your hand inside and the case can be held securely with one hand, e.g. in the choir, leaving the other hand free to turn the page.


**Certificate Portfolio** | Overall size 255 × 325 mm, Pocket size 218 × 295 mm

		20 pockets	40 pockets	60 pockets
<b>Black</b>		314763	320023	342494

**Conference Portfolio** | 260 × 325 mm

<b>Black</b>		332041
--------------	---	--------

**Music Portfolio** | 265 × 335 mm

		Without hand strap	With hand strap
<b>Black</b>		339269	317520

**Use your point of sale as a stage to showcase your products.**

In addition to shop fitting systems, we offer you displays and communication material to perfectly present our products and the LEUCHTTURM1917 brand. We also offer constantly changing visual merchandising concepts to promote new products and special editions.

# Sales

# promotion



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# 7

# otion

# Basics



# Colour concept

Our experience has shown that a significantly better sales result can be achieved by adhering to two principles:

## Principle 1

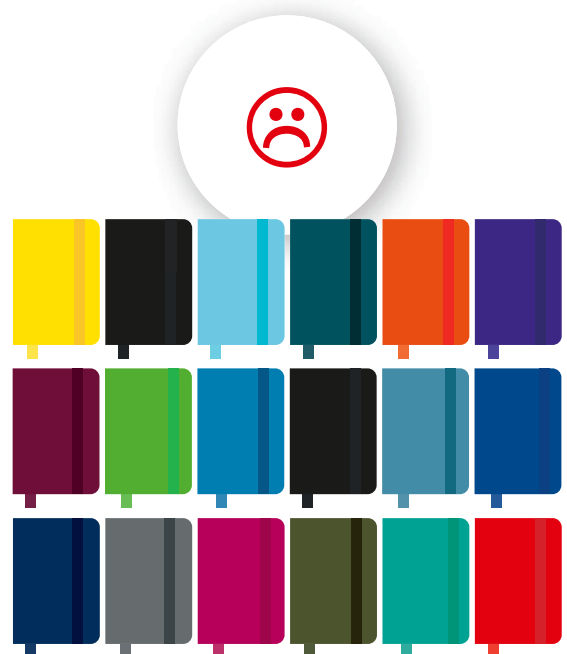
Colours should always be presented in blocks – this achieves maximum impact.

## Principle 2

Notebooks should always be presented in blocks of the right colour family.



**The natural gradation of the colour spectrum should be used as guide.** It may be helpful to divide the range of colours into colour groups and present these accordingly.





# Shopfitting systems



**Illuminated shelf 1 m | 103 × 219 × 56 cm**

For 30× Pocket, 110× Medium, 5× Master Classic and 20 Master Slim Hardcover notebooks and 35× Pocket, 40× Paperback and 40× Composition Softcover notebooks.  
Also for 40× Pen Loops and 60× pencils.

Item No.: 345531

# Illuminated shelving

Ideally positioned to illuminate LEUCHTTURM1917 notebooks, their colours and features. A light is located underneath the shelving to let the notebook colours shine in all their glory. New products and highlights – such as the Muted Colours range shown below – should always be presented on the upper level.



## Illuminated shelf 2 m | 205 × 219 × 56 cm

For 60× Pocket, 220× Medium, 10× Master Classic and 40 Master Slim Hardcover notebooks and 70× Pocket, 80× Paperback and 80× Composition Softcover notebooks.  
Also for 80× Pen Loops and 120× pencils.

Item No.: 354658

# Illuminated gondola



**Illuminated gondola | 132,5 × 142,7 × 68,8 cm**

For 55× Pocket, 220× Medium and 20 Master Slim Hardcover notebooks and for 40× Paperback and 40× Composition Softcover notebooks. Also for 60× Pen Loops and 120× pencils.

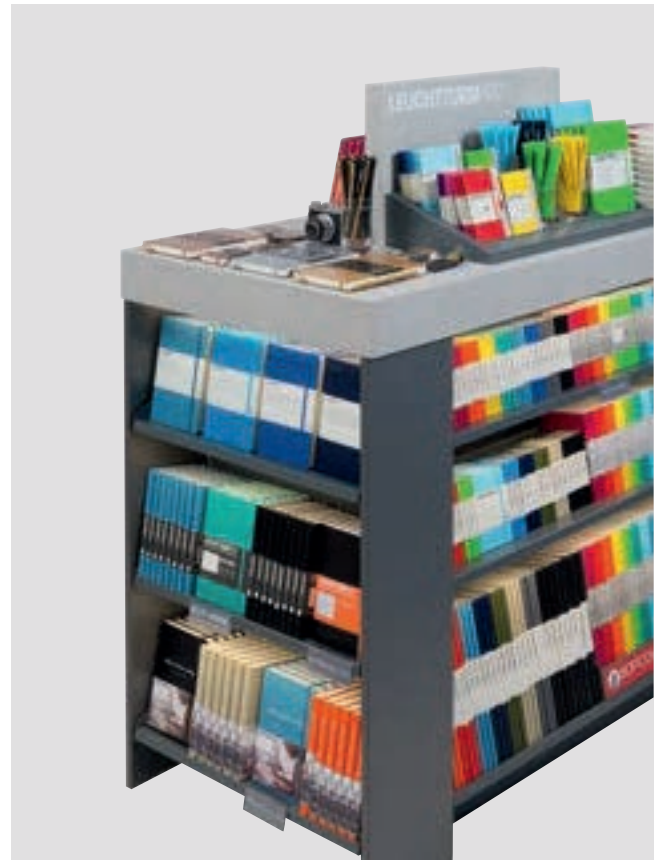
Item no.: 359354



Customers like to be inspired and are always on the lookout for a surprise. Time and again, they want to touch, try out and let the products, including their quality, give them a feeling of inspiration. We've taken these needs to heart and have developed a gondola with shelves that light up and display various features to promote sales.

#### **Table top with concrete look**

A tabletop made of imitation concrete and a 60 cm-wide screen enable you to highlight the latest arrivals. This encourages the customer to pick up the items on display and inspect them more closely.



#### **Illuminated poster frame**

An illuminated frame is located on the end of the book cabinet where an A1 poster can be inserted. Specific topics or new arrivals can be highlighted here.

If you need further information or have any individual requirements, please ask your sales agent or contact us at: [sales@leuchtturm1917.com](mailto:sales@leuchtturm1917.com) or tel.: +49 (0)4152 - 801-0

# Bookends and shelf talkers

These can be used to better distinguish the product families of the LEUCHTTURM1917 notebooks on shelves.



## Bookend | Grey

This bookend features a horizontal and vertical clear pocket for advertising cards.

Size (W / H / D): 225 × 250 × 150 mm

Item. Nr.: 347376



## Shelf talker

The shelf talker can be fixed to the shelves with a glue dot. The advertising card is placed in a transparent pocket. Available in two different widths.

**Wide version** size (W/ H / D): 225 × 40 × 150 mm

Item no.: 358159

**Narrow version** size (W/ H / D): 113 × 40 × 150 mm

Item no.: 358160

Please note!

Bookends and shelf talkers do not contain any advertising cards. Please order the suitable Advertising cards.

## Advertising cards | for the bookend or shelf talkers

	for bookends	for shelf talker wide	for shelf talker narrow
<b>LEUCHTTURM1917 Logo</b>	358338	358345	358352
<b>Softcover notebooks</b>	358339	358346	358353
<b>Paperback (B6+)</b>	362740	359634	359635
<b>Some Lines A Day</b>	358497	358506	358513
<b>Bullet Journal®</b>	358341	358348	358355
<b>Planners 2021</b>	362745	362747	362746
<b>Change Journal</b>	360529	360531	360530
<b>Muted Colours</b>	362741	362281	362280
<b>Sketchbooks</b>	358502	358509	358516



LEUCHTTURM 1917  
DETAILS MAKE ALL THE DIFFERENCE.  
RED DOTS  
POWERBLOC 2017 EDITION

Rheinmetall

LEUCHTTURM 1917  
Denken mit der Hand



# Tower and counter displays









These displays have a modular construction and can therefore be altered or extended at any time. They rotate and each module is supplied with transparent clip bars for price labelling. Perfect for presenting notebooks and/or planners.












# Modular design

Construct your unique display in modules. We would be happy to provide you with suggestions or advise you regarding mounting.

## 40cm Tower display (measuring 40 × 40 cm)

	Display crown Height: 15 cm	With acrylic frame for replacing the display header	332992
	Module Mini Height: 13 cm	4 sides to hold 21 Hardcover notebooks	344121
	Module Pocket Height: 17 cm	4 sides to hold 18 Hardcover notebooks / 27 Softcover notebooks / 9 Daily Planners / 18 Weekly Planners	322875
	Module Paperback Height: 21 cm	4 sides to hold 21 Softcover notebooks	358333
	Module Medium Height: 23 cm	4 sides to hold 13 Hardcover notebooks / 22 Softcover notebooks / 8 Daily Planners / 15 Weekly Planners	335486
	Module Composition Height: 27 cm	4 sides to hold 16 softcover notebooks / 11 Monthly Planners with Notebook	350546
	Module Master Height: 34 cm	Four sides to hold 7 Master Classic / 10 Master Slim / 5 Daily Planners / 9 Weekly Planners	331979
	Floor pedestal	Rotating, with four castors, two lockable	303534

## 27cm Tower display | 27cm Counter display (measuring 27 × 27 cm)

	Display crown Height: 15 cm	With acrylic frame for replacing the display header	312798
	Module Mini Height: 13 cm	4 sides to hold 12 Hardcover notebooks	344120
	Module Pocket Height: 17 cm	4 sides to hold 10 Hardcover notebooks / 14 softcover notebooks / 5 Daily Planners / 10 Weekly Planners	327614
	Module Paperback Height: 21 cm	4 sides to hold 10 Softcover notebooks	358332
	Module Medium Height: 23 cm	4 sides to hold 6 Hardcover notebooks / 9 Softcover notebooks / 4 Daily Planners / 8 Weekly Planners	300653
	Module Composition Height: 27 cm	4 sides to hold 6 Softcover notebooks / 5 Monthly Planners with Notebook	350547
	Module Master Height: 34 cm	11 Master Classic notebooks per module / 17 Master Slim / 6 Daily Planners / 13 Weekly Planners	330095
	Floor pedestal	Rotating, with four castors, two lockable	318317
	Counter pedestal Height: 6 cm	Rotating	328489

# Display tower accessories

Helpful accessories are available to enhance the functionality of the display:



## Display cards for planners 2021

Turn a notebook display into a planner display – in the blink of an eye.

27cm Display  
40cm Display

Item no.: 362752  
Item no.: 362755

## Display cards for Softcover notebooks

Turn a notebook display into a Softcover display - in the blink of an eye.

27cm Display  
40cm Display

Item no.: 354155  
Item no.: 354157



## Display adapter

The practical way to present Pen Loops or flyers. Simply attach between two modules.

Size (W / H / D): 100 × 120 × 70 mm

Item no.: 343757

## Pen Loop Wobbler\*

An effective eye-catcher that can be easily attached anywhere and immediately makes it clear what the product is used for.

\*Wobbler does not include pen.  
Item no.: 345714





# Displays for Pen Loops and pencils

Customers do not actively look for Pen Loops. However, with our POS displays on the counters or spinners they provide good additional sales.



## Pen Loop-Display for 20 Pen Loops

This display has been designed to present the Pen Loop effectively in the smallest possible amount of space. It is the perfect set-up to push impulsive buying behaviour – suitable for table or shelf presentation.

Item no.: 362224

## Pen Loop-Display for 40 Pen Loops

This display has been designed to present the Pen Loop effectively in the smallest possible amount of space. It is the perfect set-up to push impulsive buying behaviour – suitable for table or shelf presentation.

Size (W / H / D): 210 × 200 × 190 mm



Item no.: 350726



## Pencil display

Glass with logo engraving for up to 30 pencils.

Item no.: 357761

# Table displays

**Our table displays combine perfect presentation and product communication at the POS.**

Either made from printed MDF panels, delivered as an assembly kit and constructed using a push-fit system or without assembly made from clear acrylic.



## Step display

This step display is well suited to present notebooks of different formats – either Hard- or Softcover. Exemplified filling with Softcover notebooks: 48× Composition and 20× Pocket or 10× Master Slim, 12× Medium and 20× Pocket.

Size (W / H / D): 480 × 180 × 320 mm

Display only, no books

Item no.: 350727

## Wooden display

This display presents 20 Medium Hardcover notebooks – which is equivalent to two packaging units. The colours really stand out against the grey background.

Size (W / H / D): 385 × 320 × 215 mm

Display only, no books

Item no.: 347230



## Wave display

Ideal for Medium notebooks. These displays can be presented together, either next to or behind one another (e.g. in front of a wall) and provide a striking yet harmonious look at the same time. Ideal for presenting new colours.

Size (W / H / D): 95 × 160 × 620 mm

Display only, no books

Item no.: 350728



### Jottbook display

The new Jottbooks: Slim-line, flexible, and practical when you're on the move. This display shows off the advantages of the Jottbooks and presents them in a customer-friendly way in the various sizes, colours and rulings. For 24 x Pocket (double pack) and 30 x Medium (double pack).

Size (W / H / D): 310 x 460 x 215 mm

Display only, no books

Item no.: 347222



### Acrylic display

Suitable for presenting our notebooks and planners in the format Pocket, as well as for Medium or even Master.

Size (W / H / D): 500 x 210 x 170 mm

Display only, no books

Item no.: 339918

### Business Card Case display

This display is ideal for the perfect impulse purchase – for up to 30 Business Card cases.

Size (W / H / D): 230 x 65 x 240 mm

Display only, no caes

Item no.: 350725





# Displays and POS materials for Muted Colours:

Muted Colours are most attractive when they are presented together as an autonomous range as a secondary or highlight presentation. We offer a variety of options for a dedicated presentation.



## 27cm Counter display Muted Colours

Modules can be ordered separately, see page → 127

Display card Muted Colours  
Display card logo

Item no.: 362282  
Item no.: 362283

## Metal frame for Muted Colours

24 Hardcover notebooks (6 per colour) or  
32 Softcover notebooks (8 per colour) can be  
presented in this metal frame.

Metal frame A3,  
Display only, no books  
Foam board

Item no.: 362722  
Item no.: 362278



### Wooden display for Muted Colours

20 Hardcover notebooks (5 per colour) or 32 Softcover notebooks (8 per colour) can be presented in our wooden display.



Display only, no books  
Foam board

Item no.: 347230  
Item no.: 362285

### Step display for Muted Colours

Perfect display for combining Hardcover and Softcover notebooks Muted Colours. The example shown here is filled with 32 Hardcover notebooks (8 per colour) and 24 Softcover notebooks (6 per colour).



Display only, no books  
Foam board  
Sticker for Step display

Item no.: 350727  
Item no.: 362278  
Item no.: 362279



### Muted Colours poster

Poster A1 Portrait  
Poster A1 Landscape

Item no.: 362324  
Item no.: 362325



# Displays for themebooks and editions

## Display Some Lines A Day

Equipped with notebooks,  
4 x per colour, 16 in total

Size (W / H / D): 385 × 320 × 215 mm

Display, equipped

Item no.: : 355925



## Display Bullet Journal®

Equipped with Bullet Journals® in Black, Emerald and Nordic Blue, 6 x per colour, 18 in total.

Size (W / H / D): 385 × 320 × 215 mm

Display, equipped

Item no.: 358229



## Display RED DOTS Edition

Equipped with RED DOT Edition notebooks  
in Royal Blue, Army and Anthracite  
6 x per colour, 18 in total.

Size (W / H / D): 385 × 320 × 215 mm

Display, equipped

Item no.: : 358230







### Sketchbook easel

Modeled on an artist's easel, this display leaves no doubts as to the artistic purposes of the sketchbooks it holds. The wooden display is made from robust MDF. We supply the display as a self-assembly kit which is simple to construct. For 14 x Master, 11 x Square, 44 x Medium and 18 x Medium Landscape Sketchbooks.

Size (W / H / D): 640 x 1713 x 600 mm

Display only, no books

Item no.: 347135

### Step display Sketchbooks

The step display presents the sketchbook in all for available formats:  
For 8 x Master, 8 x Square,  
12 x Medium, 8 x Medium Landscape.

Size (W / H / D): 500 x 380 x 170 mm

Display only, no books  
Foam board

Item no.: 350727

Item no.: 362724



### Display Leuchtkraft

Display with each  
5 x Azure – Sehnsucht,  
5 x Nordic Blue – Wanderlust,  
5 x Royal Blue – Zeitgeist and  
5 x Navy – Fernweh.

Size (W / H / D): 385 x 320 x 215 mm

Display, equipped

Item no.: 358330

Display only, no books

Item no.: 358329



# Change Journal: Displays and POS materials

So much more than a notebook – our dedicated POS materials help explain and present the theme book in the best possible way.

## 1. Display for Change Journals

Display incl. 5 journals per colour  
Size (W / H / D): 385 × 320 × 215 mm  
Item no.: 360446

## 2. Poster display A4

Size (W / H / D): 210 × 300 × 98 mm  
Item no.: 361689

## 3. Sample book – Medium A5

Item no.: 361691

## 4. Sticker

Item no.: 361647

## 5. Poster – A1

Item no.: 361368



5



1

2

3

4

# POS materials



## Sample books

Give your customers an opportunity to discover the advantages of our notebooks. We have developed sample books especially for our customers, which highlight their special features. Order these free sample books regularly, so that your display and shelf always looks pristine.

Sample book, Master Slim

Item no.: 343537

Sample book, Medium

Item no.: 343540

## Stand up-displays

### Poster display A4

Acrylic stand-up display for promotional images in A4 – perfect for the planner season.  
Size (W / H / D): 210 × 300 × 98mm

Item no.: 362769



### Presenter

The presenter enables optimal display of one Medium and one Pocket notebook. The acrylic sleeve at the back makes it easier to replace advertising material.

Size (W / H / D): 248 × 340 × 100mm

Item no.: 362758

### Bookrests

This small acrylic bookrest highlights our notebooks. Ideal for dressing shop windows or tables.

Size (W / H / D): 105 × 150 × 100mm

Item no.: 334223





# Posters

As decoration or for brand presentation. Order a LEUCHTTURM1917 poster in size A1 or contact us for a customised poster for your window display.

Books and Pencils



Bullet Journal®



# Flyers

Product flyers help communicate the variety and features of LEUCHTTURM1917 notebooks at the point of sale, while also saving space.



The A6 format fits perfectly in our display adapter (see p. 128). This means that the flyers can be presented where they are needed – next to the product.

Flyer  
Display adapter

Item no.: 346230  
Item no.: 343757

Colourstack



Colour gradient LEUCHTTURM1917



**Posters A1**

	594 × 841 mm	841 × 594 mm
<b>Books and pencils</b>	358290	
<b>Change Journal Books</b>	361368	
<b>Change Journal Key Visual</b>	361360	
<b>Colourstack</b>	358227	
<b>Muted Colours</b>	362324	362325
<b>Bullet Journal®</b>	358186	
<b>Colour gradient</b>	355714	

**Not just any notebook – your notebook.**

Cover colour, format, ruling, elastic band and bookmark – discover the variety of our infinite combination possibilities. **Do you already know about our name embossing service?** Offer your customers personalised added value – it's easy because, as your partner, we're with you all the way.

# Customi



Name embossing  
Finishing



142  
146

8

sation


























## Fonts

Choose between two different fonts for your personalised embossing:





















1 **Grotesk 24 pt**  
letter height 6 mm

2 **Antiqua Bodoni 20 pt**  
letter height 5 mm

### Covers

	Black
	Purple
	Port Red
	Berry
	Red
	Orange
	Lemon
	Fresh Green
	Emerald
	Pacific Green
	Azure
	Ice Blue
	Nordic Blue
	Royal Blue
	Navy
	Army
	Anthracite
	Powder
	Denim
	Sage
	Bellini

### Embossing foils

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

### Pen Loops

	Black
	Purple
	Port Red
	Red
	Orange
	Lemon
	Fresh Green
	Emerald
	Pacific Green
	Azure
	Ice Blue
	Nordic Blue
	Royal Blue
	Navy
	Army
	Anthracite
	Powder
	Denim
	Sage
	Bellini
	Gold
	Silver
	Copper





# Service for your clients: Name embossing on notebooks

Offer your customers an extra special service, with individual name embossing on notebooks from LEUCHTTURM1917.

The customer chooses a LEUCHTTURM1917 notebook in the shop, provides the name to be embossed and pays you. You transfer the order to us and we send the finished embossed notebook to your shop or, if required, to the customers address.



## Your Customer Service

In order to ensure that you are best equipped to offer your customers this bespoke service, we offer an embossing kit for free.

The embossing kit consists of:

- 3 sample notebooks (Master, Medium, Pocket)
- A4 poster display
- A schedule
- Order forms

Are you interested in customised products?  
Contact us.





# Notebooks are brand ambassadors.

Combine the individuality of your brand with the individuality of a notebook and refine this with an embossed logo. Whether blind or colour-embossing – turn your brand into a constant companion for your customers or employees.







LES LIONS  
Official Representative

LEGGHTUBER

Everything starts  
here & there.

VIENNA  
DESIGN  
WEEK  
A City  
Full of  
Design

Design  
Better  
or  
Die

fadfest

Paramount  
CHANNEL  
LA CHAÎNE  
MADE IN HOLLYWOOD

Paramount  
CHANNEL  
LA CHAÎNE  
MADE IN HOLLYWOOD

CLOSED

STONE  
90°  
WASHED

ur  
tern

Nickelodeon



# Wrapband and premium packaging

Use the wrapbands for your own communication and give the notebook the perfect outfit to make a good first impression. It's not just the content that counts, the packaging is also important. Our gift boxes can also be customised with a UV print.







# Refined or custom-made

According to your wishes, we can fully customise our notebooks for you, even with a small order.

1

## Covers

Various cover colours or materials (e.g. genuine leather) are available to choose from. The covers can be printed (using the offset printing process) and laminated afterwards.

2

## Elastic enclosure bands and bookmarks

Choose the perfect combination of elastic enclosure band, bookmark and cover from a wide range of colour options.

3

## Endpapers

This page is used in notebook production to attach the book cover to the inner block. It consists of especially sturdy paper. You can design it according to your own ideas and requirements.

4

## Tip in page

An advertising or tip-in-page is an individually designed, single sheet that can be inserted anywhere in a notebook that has already been printed. It provides space for additional communication.

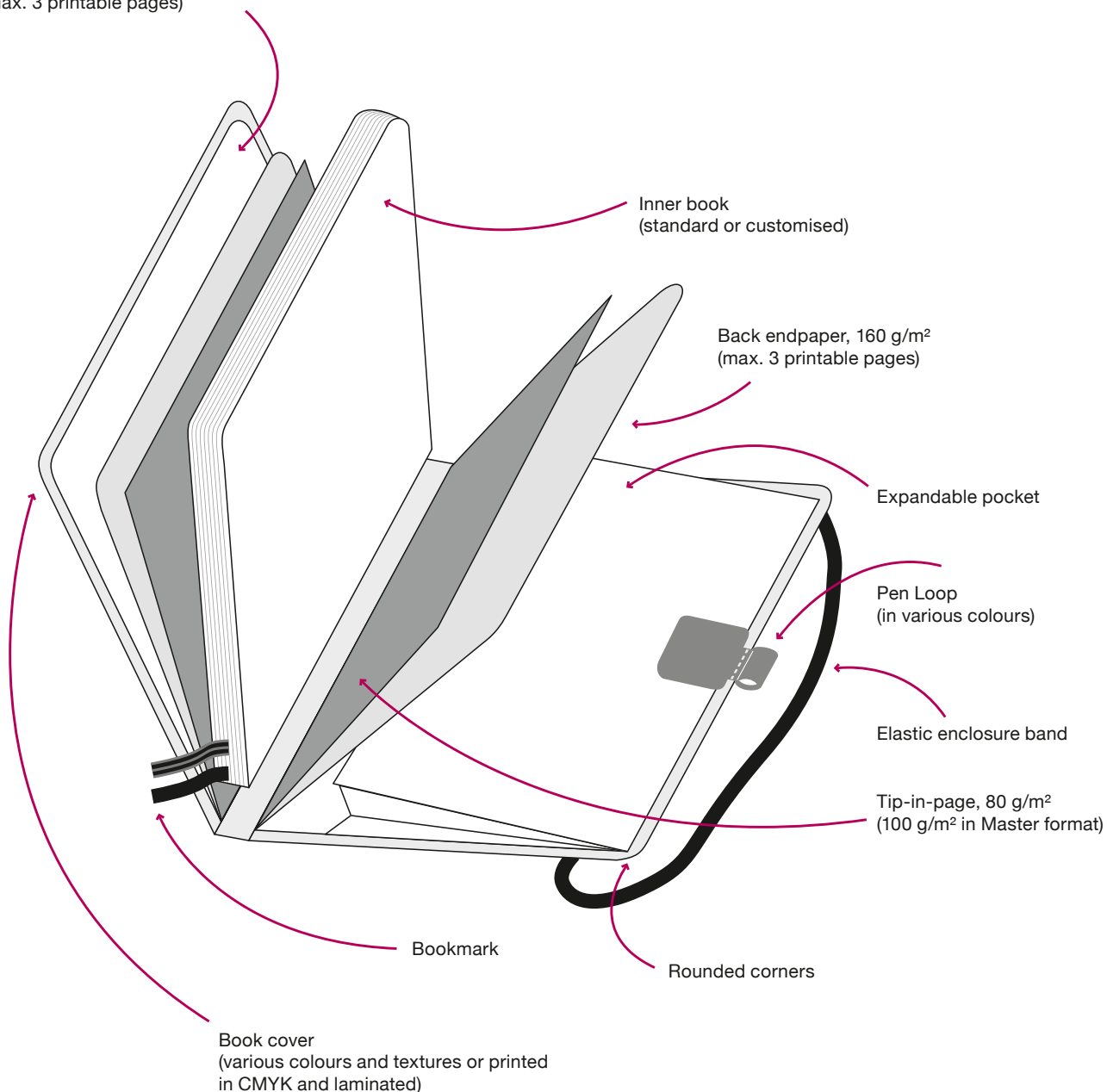




# Notebook components

Depending on your requirements, notebooks can be customised with regard to the different components along the production and supply chain. What is possible? We would be happy to advise you!

Front endpaper, 160 g/m<sup>2</sup>  
(max. 3 printable pages)



# Highlights 2019

Exhibitions, gatherings and sponsorship, embossing events, window display design, and much more. **LEUCHTTURM1917** has been turning heads around the globe.









# Contact and service

## LEUCHTTURM1917

[www.leuchtturm1917.com](http://www.leuchtturm1917.com)

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### Master Data

As an alternative to an EDI connection, we can also provide you with our product specifications as master data in Excel format.

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### Ordering via Email:

[sales@leuchtturm1917.com](mailto:sales@leuchtturm1917.com)

Request our order form as an Excel template and send us your orders at any time via email.

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### Article List with bar codes

[sales@leuchtturm1917.com](mailto:sales@leuchtturm1917.com)

We will gladly supply you with our article list with bar codes to simplify your ordering process.

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### Image Database

<https://photos.leuchtturm1917.com>

Download area for CI guidelines, logo and the latest photographic material. Please observe our usage and release policies.

Please request your access via

[marketing@leuchtturm1917.com](mailto:marketing@leuchtturm1917.com)

### Store Finder

On our website – [leuchtturm1917.com](http://leuchtturm1917.com) – we offer you the option of registering your shop free of charge in the area Store Finder. You'll then be visible to customers as an authorised LEUCHTTURM1917 retailer.

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### Social Media

As well as providing updates on our latest activities and products, we interact with our customers to gain interesting insights about our products.

Follow us on our social media channels!



→ [leuchtturm1917](#)



→ [Leuchtturm1917](#)



→ [Leuchtturm1917](#)

LEUCHTTURM1917

Denken mit der Hand\*

# Muted Colours



\*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.

# LEUCHTTURM1917



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