

## History of the company Pelikan



### 1838

In 1832 chemist Carl Hornemann founded his own colour and ink factory in Hanover Germany. Here at Pelikan though we tend to consider the 28th of April 1838 as the founding date, as it was the date on the very first price list. All company anniversaries are therefore based on this date.



### 1842

On the 15th of June, Hornemann purchased some property in the Hainholz area of Hanover. The idea was to start production on a larger scale after previously having to cook and press the ink in a farmyard 30 km away from Hanover.



### 1863

Günther Wagner obtained the position of chemist and plant manager. He took over the company in 1871 and registered his family emblem, which showed a Pelican, as the companies logo in 1878. It was one of the first German trademarks ever. In order to be able to deliver to Austria, which at the time controlled parts of northern Italy, the Czech republic, Hungary and Croatia, a factory was built in Eger that at a later stage then moved to Vienna.



**1881**

The production halls were enlarged. The company employed an additional 39 people and Fritz Beindorff. It was his job to visit customers in Austria, Russia and Italy.



**1895**

Fritz Beindorff then married Günther Wagner's oldest daughter in 1888 and took over the company. Office products for copying, stamping, sticking and erasing were added to the assortment of the time. Due to the vast additions to the assortment, the production halls underwent large expansion.



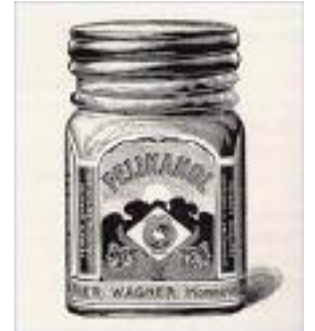
**1896**

Pelikan started to produce Indian ink. The foreign companies that were at that stage dominating this market segment could not compete.



## 1901

This year saw the birth of Pelikan's famous ink series 4001. In the previous year the company's 236 strong workforce achieved an amazing turnover of 1 million Gold Marks. 1904 saw the introduction of "Pelikanol" – a white adhesive paste. Up to the 1960's this Product was a revolution in sticking paper.



## 1906

The company purchased property on the Podbielskistrasse. The area provided 13,000 m<sup>2</sup> of office and production space. The then modern building, that is now a historically protected monument of the city of Hanover, was built after no further extensions were possible on the previous facilities. The turnover had now reached 2 million Gold Marks.



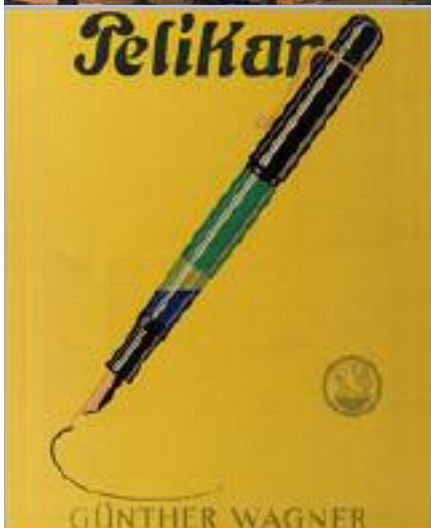
## 1912

Pelikan has been supporting the preparation of Art classes for years now. This was documented in the magazine entitled "Der Pelikan" that appeared for the first time in 1912. In this magazine, the opinions and ideas of well-known artists and teachers from Germany and abroad were published in the opening column of each edition. It showcased art lessons, techniques, materials and different art experiences. The magazine was published up to 1971.



## 1913

This year was the company's 75th anniversary. The factories size was doubled and 1057 people were now employed. The turnover increased to 4.4 million Goldmark.



## 1929

This was the year in which the Pelikan fountain pen was born. It was well known for its trademark Green shaft, technically innovative ink flow and transparent ink window. The differential piston mechanism was a true revolution of its time.



## 1931

Pelikan released its first water colour paint box under the description 735 D/12. It was the first time that opaque water-colours became available to school pupils. It replaced the then popular transparent watercolours. The paint box was first Yellow on the outside with a coloured stripe and White on the inside. This was slightly modified in 1950 (see picture). It was Pelikan's water colour paint box that has accompanied most German pupils through their school days.



**1934**

A cheaper version of the Pelikan fountain pen, now known as “model 100”, was released under the product description “Rappen”. A mechanical pencil was also released carrying the Pelikan brand name.

In addition, this year saw the first release of PLAKA – the hobby/decoration paint that has remained popular even until now.



**1938**

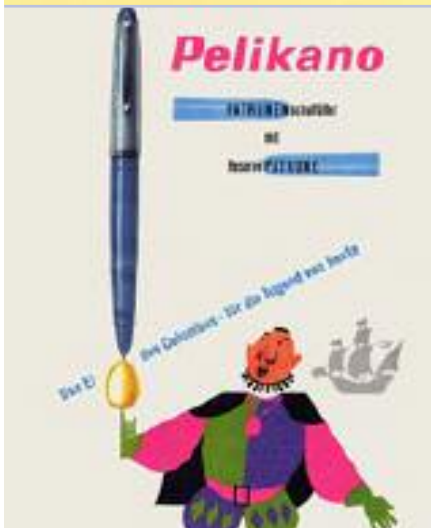
The 100 year anniversary catalogue was designed by professor O.H.W. Hadank, the same man who redesigned the Pelikan logo to the shape that it would remain for the next 60 years. 3700 employees celebrated in Pelikan factories in Hanover, Vienna, Danzig, Milan, Barcelona, Bucharest, Sofia, Warsaw, Budapest, Zagreb, Buenos Aires, Rio de Janeiro, Santiago de Chile as in many of the delivery facilities abroad. The Pelikan fountain pen model 100N was released.





## 1950

The post war trauma came to an end. The big German industrial boom started. At this time Pelikan released the fountain pen model 400. It is easily recognised due to its Black and Green striped shaft. This model was to become the most popular fountain pen in its price range.



## 1960

The Pelikan school fountain pen “Pelikano” was introduced into the marketplace. This Product was developed with the assistance of handwriting educators and expertise fountain pen constructors. The advantages of its ink cartridge filling system and ergonomic form were so popular, that in months it became the most popular school fountain pen - always finding recommendation from teachers.



## 1972

Pelikan produced its first ink eradicator under the name “Tintentiger”. It was praised because it was an easy and clean method of erasing Royal Blue ink. In 1974 the name was changed to “Pelikan Tintenblitz” and in 1977 it became “Super-Pirat”. It is the most sold ink eradicator in Germany.





## 1973

It reached the stage where the Podbielskistasse facilities in Hanover could no longer be expanded. The writing instrument production was moved to Peine/Voehrum which is approximately 30 km to the east of Hanover. Up until today, Pelikan pens, painting and office Products are still produced there.



## 1974

Pelikan developed the simplified Handwriting for beginners in collaboration with educators from this field of expertise. It was here where the company first displayed its educational competence regarding Handwriting. Due to this, the role of the Pelikano fountain pen became even more vital.



## 1978

The company's legal form is changed from a GmbH into a AG (= with shares). The shares were divided within the Beindorff family and 46 other owners. The company's balance sheet added up to DM 607.8 million.

The company's assortment was extended adding a wide range of Hobby and Game Products. There were also subsidiary companies producing office printers, projectors, data carriers, technical drawing aids and cosmetic products.



## 1982

The market was ecstatic. The excessive expansion of the assortment and a take over of the Photocopier Company Lumoprint in Hamburg finally resulted in insolvency. A reverse split of the shares in a ratio of 10:1 took place and Pelikan was taken over by Condorpart (Switzerland) in 1984. The company based mainly in Hanover was separated into various sub companies and parts were sold. Operations were from then onwards run by Pelikan International (later Pelikan Holding) in Switzerland. The Pelikan Holding AG – Zug/Switzerland started trading on the Swiss stock exchange in 1986.

## LIMITED EDITIONS



Blue Ocean, 1993

## 1993

In Autumn 1993 Pelikan's first Limited Edition (based on the 800 series) is released under the name "Blue Ocean". It was made in a Blue transparent colouring. A total of 5000 fountain pens were produced – 1000 were sold in a set with an additional ballpoint pen.

## 1995

The assortment of printing Products, inkjet cartridges etc. ended up becoming a separate division of distribution in 1994 which was then eventually sold to the American company Nucote in 1995.





## LIMITED EDITIONS



Kuala Lumpur, 1998

### 1996

GOODACE SDN BHD, a company owned by Hooi Keat Loo from Malaysia, took over the majority of Pelikan Holding shares.

Two years later the XVI Commonwealth games took place in Kuala Lumpur, Malaysia. To mark the occasion, the Pelikan Limited Edition Kuala Lumpur was released.



### 2000

Being one of the largest suppliers for retailers and superstores in Germany, Pelikan in this year resumed the distribution of Products from Pelikan Hardcopy. In doing so, Pelikan yet again began selling Products representing all individual areas of its core competence.



### 2003

On the 17th of March the company moved to its new office building on the Werftstrasse in Hanover. At around the same time, 125 years after its initial registration – the design of the Pelikan Logo has been altered and modified.



## 2005

On 1st October the company Geha-Werke GmbH, Garbsen, dealing in modern presentation technology and office shredders, merged with the Pelikan Vertriebsgesellschaft mbH & Co. KG, Hannover. Geha enjoys the status of an independent division, operating worldwide with its own marketing department, sales force and repair service.



## 2007

In January the Pelikan International Corporation Berhad (PICB), Malaysia announced that an Extraordinary General Meeting approved the acquisition of Pelikan Hardcopy Holding AG which henceforth legally belongs to the Pelikan Group. The acquisition had already been contractually regulated on 6th October 2006.

Over a decade ago, the Hardcopy business had been separated from the Group by the Pelikan Holding AG, a subsidiary of the Pelikan International, in the course of restructuring measures.



## 2007

Pelikan introduces the technology center for developing inkjet products in Wetzikon in Switzerland. The first product developed in this hotbed of ideas is the PowerPad.



**2008**

Start of the new merchandising company in Germany on 1.1.2008.

The main services of the "Re-Merch GmbH" are the realization of directed selling efforts, secondary product placement and campaigns as well as shelf and inventory monitoring.



**2008**

The innovative learn-to-write system griffix® is being introduced. griffix® is the first holistic product concept to consistently accompany the process of learning to write from the very beginning.

Apart from the "red dot design award" Pelikan received the desirable ISPA award for the griffix® product row at the Paperworld in Frankfurt.



**2008**

Another birthday child within the Pelikan family is the Geha brand. Geha turns 90.



## 2008

Pelikan celebrates its 170th birthday on the 28th of April 2008. The birthday celebrations are accompanied by numerous activities for commerce and consumers under the motto "170 years Pelikan".

The historic museum in Hannover offers a comprehensive review of 170-years of Pelikan history with the exhibition "Pelikan - a company does history".



## 2009

Pelikan on a new course with an expanded fleet with Pelikan PELIFIX® and Pelikan blanco®

Pelikan has always been a force for innovation and a highly competent pioneer in the gluing and correcting sector. With the brands Pelikan PELIFIX® for gluing and Pelikan blanco® for correcting, the products are available on the German, Austrian and Swiss market again.



## 2010

Half a century of Pelikano: the fountain pen from the long-established Pelikan company celebrates its 50th anniversary

The Pelikan company will have cause for celebration in 2010: the time-tested Pelikano school and junior fountain pen will be 50 years old! To mark this anniversary, a trendy new design version of the classic will appear in the colours red, blue and green.

**2010**

Acquisition of Herlitz AG

Pelikan International Corporation Berhad acquires Herlitz AG  
incl. the Logistikzentrum Falkensee.



## The story behind the patent registration of the Pelikan trademark and logo.

Almost two decades prior to the introduction of trademark laws on the 12th of May 1894, the company GÜNTHER WAGNER applied for its first trademark at the county court of Hanover.

After the introduction of the entry scroll at the Kaisers Patent office, the trademark was registered on the 26th of June 1895 and entered into the scroll on the 26th of February 1896. The application date is registered on the entry document.

One day earlier on the 25th of February 1896, the original Pelikan font and logo designs were entered into the scroll. Both of these are now patented in 150 countries world-wide.

**Pelikan**

registered on 25th of February 1896

As time has passed, the original form and style of the trademark have been adjusted and modified to suite the Zeitgeist of the time. The following graphs display how the trademark has evolved over the years.

**Pelikan** 

registered on 20th of December 1984

**Pelikan** 

2003

Pelikan Hanover – April 2003



1895



1913



1926

**Pelikan**



1957

**Pelikan**