

ANCHOR
PENS & STATIONERY



GreatWhite Global Pvt. Ltd.

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Writing Instruments & Stationery

2020-2021



FACTORY



Built on a strong foundation of trust, quality & safety, **ANCHOR** Group with over 50 Years of experience has evolved into a dynamic and versatile business conglomerate with interests in Electrical & Wiring Products, Writing Instruments, Stationery & FMCG, Paints, Leasing & Finance, Real Estate & More. With a legacy of and a track record of building incredible brand equity by delivering a great value proposition to the customer, **ANCHOR** Group having diversified its offering across businesses and is seeking a paradigm shift in markets and aggressively seeking growth across all its business verticals.

Writing Instruments & Stationery Division

ANCHOR Group has wide range of Writing instruments & Stationery Products that cater to the consumers day-to-day needs. Designed to be different, **ANCHOR** Pens offer a smooth and comfortable Writing experience. Every pen in our range from plastic to metal, from roller ball to ink, Pencils, etc, focuses on quality and convenience to consumers. With stylish designs, exquisite finishes and cost effective solutions, **ANCHOR** aims to set new benchmarks on the Global Writing Instruments market.

ANCHOR Group has production facility at Sukesh (Pardi), Gujarat, in India. The Group has also forayed in the international market and is introducing new and innovation designs to capture the imagination of all ages of consumers, specially Gen-X.

Inspiring Designs

ANCHOR in-house design team is a powerhouse of innovation, creating new designs which are clear differentiator in the market place. Dynamic team goes to great length to ensure that the inspired designs stay true to the original concepts and stand out among competition.

Manufacturing and Quality Assurance

ANCHOR Manufacturing facilities spread over many acres at Sukesh (Pardi), Gujarat, is equipped with the best Injection Moulding, Pen Assembly and Automatic Refill Manufacturing facilities, backed by fully equipped tool room and in house design team. Quality processes & standards are rigorously followed, and only the finest quality pens reach in the hands of the consumer.

Offerings

ANCHOR & **ITALIA** Stick & Retractable Ball Pens, Gel Pens, Metal Ball, Roller Pens, Refills & Stationery



Ball Pen



Ball Pen

Gel Pen

Metal Pen

Pencil

ANCHOR

SLIM



TRIVO



JAZZ



TRI-PRO



REFILL: 0.7mm & 1.0mm
INK COLOUR: 

ROMA



PETRA



PETRA GRIP



FINE-X



REFILL: 0.7mm & 1.0mm
INK COLOUR: 

ITALIA

Ball Pen

ANCHOR

I POINT



I-POINT GRAND



TIVOLI



GRIPPO



REFILL: 0.7mm & 1.0mm
INK COLOUR: 

STATUS



EVO



EPIC



STELLA



REFILL: 0.7mm & 1.0mm
INK COLOUR: 

ITALIA

ANCHOR

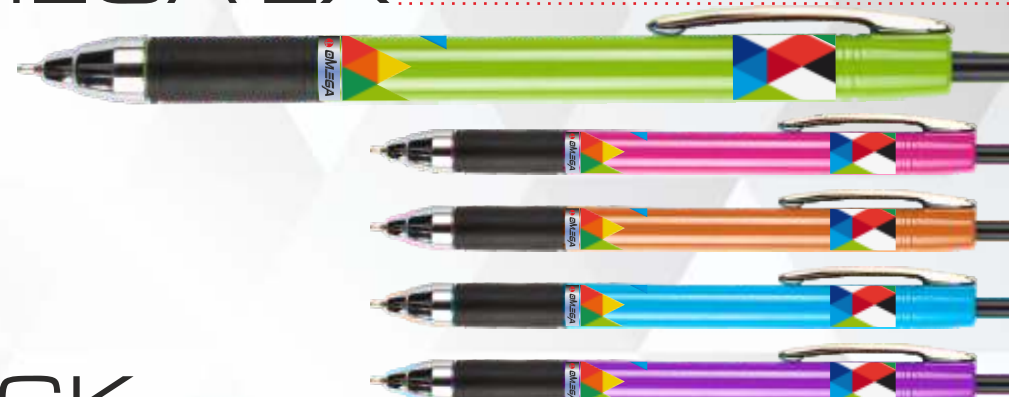
ELENA



OMEGA



OMEGA EX



CLICK



REFILL: 0.7mm & 1.0mm
INK COLOUR:

ITALIA

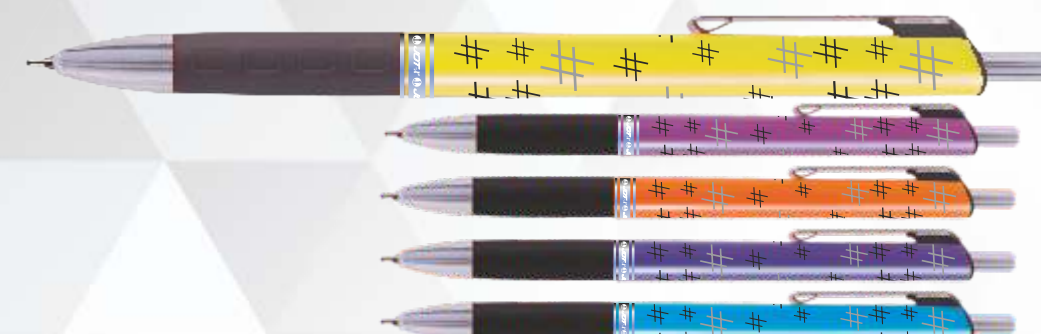
FORCE



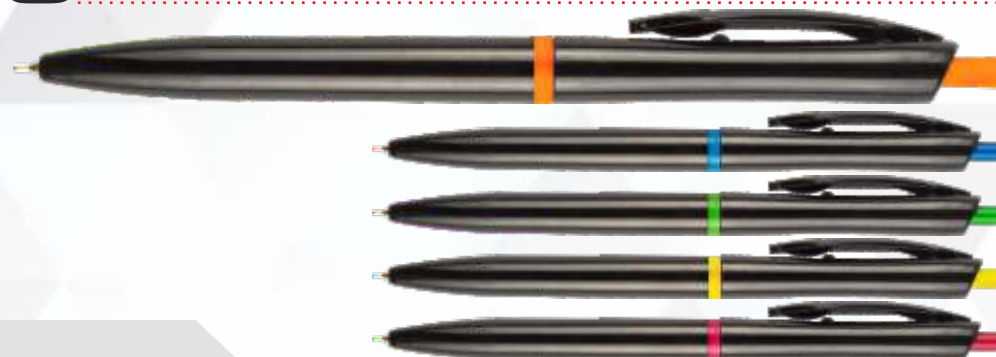
JET PRO



JET X



VITO



REFILL: 0.7mm & 1.0mm
INK COLOUR:

ANCHOR

DELLA



PUNTO



SPEEDO



ATOM



REFILL: 0.7mm & 1.0mm
INK COLOUR:

ANCHOR

ITALIA

Della
Pens for Gen-Z...



Write Neat Write Clean...

Ball Pen

ANCHOR

VITO

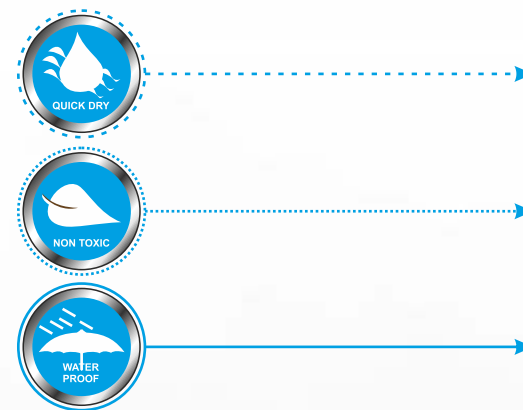
Pens for Gen-Z...



ANCHOR

ITALIA

Gel Pen



Gel Pen

Metal Pen

Pencil

ANCHOR

ROMA GEL



STAR GEL



FANCY GEL



SPEEDO GEL



REFILL: 0.7mm & 1.0mm
INK COLOUR: 

ITALIA

X PRO GEL



STUDENT GEL



US GEL



LIVO GEL



REFILL: 0.7mm & 1.0mm
INK COLOUR: 

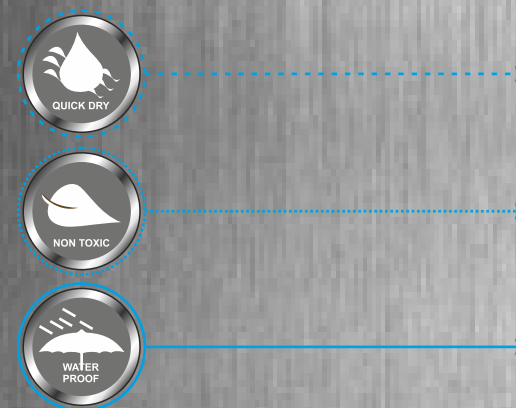


STATUERE



14 Beauty lies in the hands of the beholder

Metal Pen



ANCHOR

PIANO BALL



DELUXE BALL



SAFARI BALL



IKON BALL



REFILL: 0.7mm & 1.0mm
PACKING: 1 Pc Plastic / Metal Box
INK COLOUR: 

EXE. GOLD BALL



ZEST BALL



SPECTRA BALL



STYLUS BALL



REFILL: 0.7mm & 1.0mm
PACKING: 1 Pc Plastic / Metal Box
INK COLOUR: 

ANCHOR

CROWN BALL



BOND BALL



DONA BALL



DONA TWIST



REFILL: 0.7mm & 1.0mm
PACKING: 1 Pc Plastic / Metal Box
INK COLOUR: 

ITALIA

CRUZ



ARISTO SET




OPAL SET



SIGNATURE SET



REFILL: 0.7mm & 1.0mm
PACKING: Metal Box Set
INK COLOUR: 

ANCHOR

FREE FLO



Fountain Pens

STRIDE



Ink Colours: /



SUPREME



Ink Colours: /

PACKING: 1 Pen + 4 Cartridges
in Blister Card

ANCHOR

ITALIA

Stationery



Stationery

ANCHOR

GRIPPO



TWIST



TIP: 0.7mm
PACKING: 1 Pcs Pouch



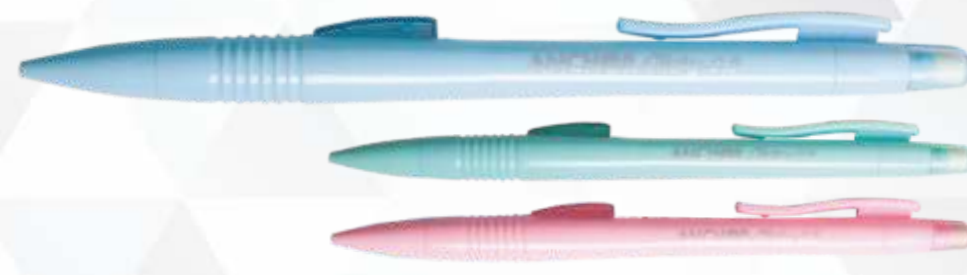
TRIO



CLICKY



TIP: 0.5mm
PACKING: 1 Pcs Pouch



XCL

ONYX 2.0

ONYX 2



TIP: 2.0mm
PACKING: 1 Pc Card

WOODEN



PACKING: 10 Pcs Box



ITALIA

COLOUR GEL PENS



PACKAGINGS



5/6 & 10/12 PCS POUCH



10/12 PCS BOX



50 PCS BOX



10/12 CARD WALLET



CARD BOX DISPLAY



PLASTIC DISPENSER

WATER COLOUR PENS



12 Assorted Colours



PLASTIC JAR



GIFT BOX



PL. BOX IN BLISTER CARD