

Write to create - the new Hexo

We type, we swipe, we post – so what role does handwriting actually still play? Writing is a process, a creative act, perfect for the young target group of digital natives, who need more space for their ideas than ever before and want to get them down on paper right away – without a screen.

“Write to create” is the theme for the new Hexo, which sets the stage for the creative force of writing as an analogue counter-trend – the ideal tool for making ideas grow. Its look is both striking and stylish: with its hexagonal aluminium shaft and cap in pink, silver and black, it brings a whole new perspective to creative writing, doodling and sketching. As a ballpoint pen, the Hexo comes with a large-capacity cartridge in standard format (line width B), with black, indelible ink. The fountain pen, with a partially black, stainless steel nib, is available in line widths M, F, EF and B and is suitable for both right-handers and left-handers. The rollerball pen can be used with either a fast-drying roller cartridge or a fineliner cartridge. All writing instruments are available in black, silver and pink.

