

# Writing Instruments

Essential sourcing intelligence

September 2011

US\$395

## China supplier profiles

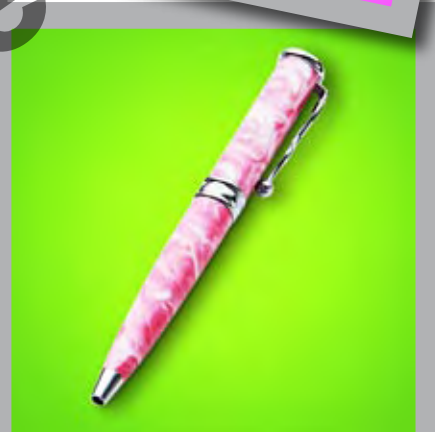
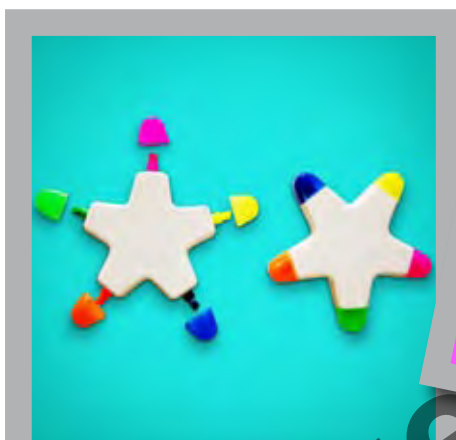
Detailed profiles of 23 companies with verified manufacturing and export credentials

## Product gallery

Specifications and full-color images of 66 top-selling products

## Industry trends

Coverage of current issues, plus insight into products, pricing, R&D and supply centers



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## WRITING INSTRUMENTS

China's writing instruments industry is maintaining a positive outlook for 2012 even as export sales merely inch along this year.

Customs statistics show that in the six months to July 2011, the country's outbound shipments of scribbling tools exceeded \$767 million, rising less than 1 percent YoY. North America, the EU and the Asia-Pacific region accounted for more than one-third of revenue collectively.

Apart from sluggish growth, swelling material and labor costs are major challenges. To counter them, suppliers are implementing various efficiency projects that can generate savings.

As regards boosting the top line, makers are launching R&D initiatives that will improve product appeal. Most endeavors concern ecological safety and aesthetic upgrades. The first trend is also supported through modified manufacturing processes.

### Key findings

1. Although fewer suppliers will augment capital expenditure in the coming year, budgets are not being cut because of the need to improve capability. To this end, companies are increasing automation in their factories. Fully computerized plastic-injection machines, assembly lines, and printing and packaging equipment allow them to reduce the number of workers at each step. These also expand output, minimize waste and improve quality.
2. North America and the EU will remain the key markets for the majority of suppliers. The areas are driving the industry toward adopting the environmental protection trend. Under efforts to go "green", makers are utilizing fast-maturing wood, and recycled plastic and paper for barrels. Companies are lowering energy consumption, and supporting projects for reforestation and reduction of carbon emission.
3. Businesses are enhancing product attractiveness based on the tastes of different market segments. They consult with design firms to come up with trendy styles.
4. Some manufacturers are improving functionality. Initiatives for pens include lengthening fixing time for erasable ink and enhancing writing fluency. In markers, heightened ink utilization, and offering models that are refillable or have replaceable cores are emphasized.
5. Product prices will increase due to mounting fabrication costs. About one-third of interviewed suppliers intend to limit adjustments to 5 percent, but one-fifth will raise quotes more than 15 percent.

### Scope & methodology

This report covers the major products of China's writing instruments industry, namely ballpoint, gel, fountain, rollerball and multifunction pens, pencils, markers and highlighters.

Each category has its own section discussing design trends specific to the line. It also details the features and prices of low-end, midrange and high-end models. The material sources are included as well.

Further, the chapter elaborates on the industry composition, highlighting key characteristics of the different types of companies and where they are located.

The Industry Overview explains suppliers' strategies for bolstering profit amid flat export sales.

Zhejiang is the largest production center. Reflecting this fact, 32 percent of featured companies come from the province. The majority of interviewed

businesses are private locally owned manufacturers.

To produce this report, Global Sources interviewed a wide range of suppliers. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a survey designed to provide insight into price trends, sales outlook and target markets in the next six to 12 months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

### Global Sources supplier rankings

★★★★★

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

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## Asia Sky International (Hong Kong) Ltd



INQUIRE NOW

Ballpoint and gel pens take up Asia Sky's entire production of writing instruments. About 168,000 pieces are manufactured and exported in a month, generating \$1 million annually. This represents 17 percent of the company's total sales. All shipments go to North America, where the maker will continue to strengthen its foothold. Every year, \$500,000 is invested in R&D.

Despite upcoming price increases exceeding 15 percent due to surging raw material outlay, the supplier expects overseas revenue to decline in 2012. Nonetheless, Asia Sky will expand capital spending by more than 50 percent to boost competitiveness.

Established in 2005, the Guangdong province-based company has 100 full-time employees.



**Model:** ASN27

**MOQ:** 1,000 pieces

**Description:** Banner ballpoint pen; ABS; oil-based viscous ink; steel ball; 0.5mm tip; various designs; logo printing; 15x1.3cm; 15g

See more popular export models in the [Product Gallery](#).

### Company facts

Year established	2005
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Shenzhen (Guangdong)
Factory location(s)	Shenzhen (Guangdong)
No. of full-time employees	100
Annual sales (all products)	\$6.0mn
Annual R&D spending	\$500,000

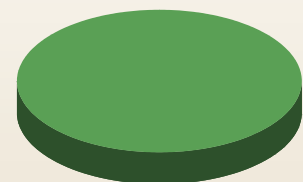
### Sales & output: Writing instruments

Annual sales	\$1.0mn
Share of total sales	17%
Annual export sales	\$1.0mn
Total monthly capacity	210,000 pieces
Average monthly output	168,000 pieces
Capacity utilized	80%
Average monthly exports	168,000 pieces
Export ratio	100%

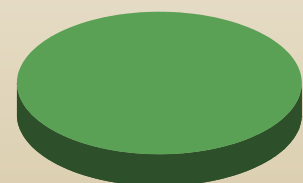
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### Exports by product



### Exports by market

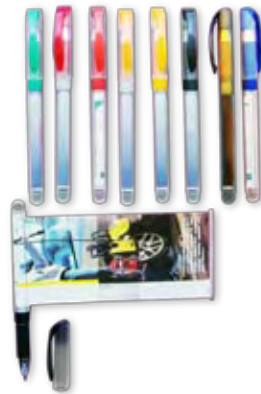


## PRODUCT GALLERY

### Pens



**Asia Sky**  
 (profile page 17)  
**Model:** ASN27  
**MOQ:** 1,000 pieces  
**Description:** Banner ballpoint pen; ABS; oil-based viscous ink; steel ball; 0.5mm tip; various designs; logo printing; 15x1.3cm; 15g



**Asia Sky**  
 (profile page 17)  
**Model:** ASN33  
**MOQ:** 1,000 pieces  
**Description:** Banner gel pen; ABS; steel ball; 0.5mm tip; various banner designs; logo printing; 14.8x1.3cm; 16g



**Asia Sky**  
 (profile page 17)  
**Model:** ASN62  
**MOQ:** 1,000 pieces  
**Description:** Banner ballpoint pen; ABS; oil-based viscous ink; steel ball; 0.5mm tip; various banner designs; logo printing; 14.8x1.5cm; 15g



**Bescon**  
 (profile page 19)  
**Model:** Beeco-01  
**MOQ:** 1,000 pieces  
**Description:** Set of two ballpoint pens, two pencils with 7mm diameter, sharpener; recycled paper or wood; oil-based viscous ink; steel ball; graphite core; 9.5x5.5cm recycled paper case; 110g



**Fujian East**  
 (profile page 21)  
**Model:** BP2  
**MOQ:** 10,000 pieces  
**Description:** Ballpoint pen; ABS; oil-based viscous ink; steel ball; 0.7 or 1mm tip; 13.7x1cm; 10g; custom tip sizes accepted



**Fujian East**  
 (profile page 21)  
**Model:** BNP1  
**MOQ:** 10,000 pieces  
**Description:** Banner ballpoint pen; ABS; oil-based viscous ink; steel ball; 0.7 or 1mm tip; 14.6x1cm; 1.3g; custom logos, banners, tip sizes accepted

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