

# THE PENSMITH™

Proprietor – The Pensmith Pty Ltd (ACN 077 619 517)  
Licensed Second Hand Dealer No. 10926 (Vic)

PEN REPAIRS & RESTORATION  
IMPORTING FINE WRITING INSTRUMENTS  
VINTAGE AND MODERN FOUNTAIN PENS  
www.pensmith.com.au

## NEWSLETTER – JULY 2019

### MOST POPULAR DIAMINE & KWZ INK COLOURS

In the last two years, the 10 most popular colours ordered by Australian retailers were:

#### DIAMINE

Jet Black  
Ancient Copper  
Onyx Black  
Sapphire Blue  
Blue Black  
Florida Blue  
Oxblood  
Twilight  
Registrars  
Red Dragon

#### KWZ

Azzure #5  
Honey  
Grapefruit  
Old Gold  
Brown Pink  
IG Green #3  
IG Green #4  
IG Blue #5  
IG Gumiberry  
IG Green Gold

### SOME DIAMINE COLOURS WILL BE WITHDRAWN

Whilst we are still distributing the entire Diamine range in 80 ml bottles in 107 colours, we will shortly be withdrawing unpopular colours. This is a difficult decision to make but with the falling \$ AUD and ever-increasing freight and warehousing charges, it is economic suicide for us to continue to stock “under-performing colours”

We have **discounted** the “under-performing colours” to **\$12.00 AUD per 80 ml bottle, plus GST, plus postage cost**. There is a minimum order of six bottles per order (of varied or a single colour) at this price.

Whilst we still have some stocks of the colours listed below, **if you need them, order them now** as they will not be imported again. The Diamine colours to be withdrawn are:

Amaranth  
Claret  
Coral  
Delamere Green  
Flamingo Pink  
Light Green  
Misty Blue  
Passion Red  
Pink  
Salamander  
Sunshine Yellow  
Washable Blue

Cerise  
Classic Red  
Dark Brown  
Emerald  
Havasu Turquoise  
Maroon  
Monaco Red  
Peach Haze  
Saddle Brown  
Scarlet  
Vermillion

We will upload new Order Forms to our website when stocks of withdrawn colours have been depleted.

### SAD CLOSURE OF ICONIC MELBOURNE PEN RETAILERS

Pen City and Tafts have been Melbourne’s leading pen retailers for decades. On 30 July 2019, Pen City announced that it has closed its iconic Elizabeth Street Melbourne store. Tafts have stated they will close their Collins Street store in mid-August 2019. We wish both their owners well. Sadly, they are yet further examples of valuable retail outlets feeling the pressure of alleged, on-line marketing giants who often promise the world and in reality, can deliver very little in terms of presence and service.

#### Postal Address

PO Box 177  
Berwick 3806  
Victoria  
Australia

Tel: +61 (0) 407 377 160  
www.pensmith.com.au  
pensmith@pensmith.com.au