

G2®

THE #1 SELLING PEN IN AMERICA¹

- America's favorite, longest lasting,² smooth writing, quick-drying Gel Ink pen
- G2 ranks #1 in Pens and Gel with \$189M in dollar sales, with a 16% share of Pens and a 32% share of Gel³
- G2 offers 23 colors and 4 point sizes, offering the ultimate in customization and choice



IG21-BLK



IG25-GRN



IG23-RED



IG2M-GLD



ITG2-TRQ



IG27-BLU



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PILOT
POWER TO THE PEN!

pilotpenpromo.com

¹G2 is the #1 Selling Gel Pen Brand/Circana/Retail & Commercial/Dollar Sales/Data on file.

²Independent ISO testing: Average of G2 write out (all point sizes) compared to the average of the top branded gel ink pens tested (all point sizes). Data on file.

³Source: Circana/Retail & Commercial/Dollar Sales/52 weeks through April 1, 2023.