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## **The new LAMY dialog cc: Sophisticated technology in a delicate package**

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**In the new LAMY dialog cc, Lamy presents a capless fountain pen in a compact size with an elegant look: its high-quality gold nib with platinum and rose gold finish can be completely retracted into the barrel thanks to an ingenious twist mechanism.**

Based on the advanced technology of the LAMY dialog capless twist-action fountain pen, the LAMY dialog cc continues to write the success story of this model. At the same time it possesses a convincing range of smart innovations: significantly shorter and more compact than its forebear, the LAMY dialog cc is distinguished by its handy format, which makes it the ideal companion even when travelling. The elegant reduction of the design is emphasized by the deliberate omission of a clip.

The delicately worked nib, made of high-quality 14kt gold, is finished with robust platinum and delicate rose gold. Thanks to an ingenious twist mechanism, it glides elegantly into the inside of the container and back out again. When the nib is retracted, it is protected from damage and drying out by a ball valve. This clever trick is the only way to do without a cap and the LAMY dialog cc makes the most of it.

The LAMY dialog cc is available in two versions: in matt blue and in high-gloss white. Elegant accents are provided by the end cap and the logo badge on the side, which also prevents the pen from rolling away, making a clip superfluous. Both are in elegant rose gold and provide an emotional vibrancy. In addition to the unique technology and the high-quality workmanship, largely accomplished by hand, it is precisely these well thought-out details that give the LAMY dialog cc a particularly elegant appearance.

The new LAMY dialog cc will be available from September 2021.



## **About Lamy**

Around the world the LAMY brand stands for high-quality designer writing instruments with a timelessly modern aesthetic and perfect functionality. In 1966, the LAMY 2000 model established the clear, unmistakable design language that still characterises the style of all the brand's products today - the Lamy design. Each year, Special Editions continue to set trends and inspire handwriting fans around the world with innovative colours and finishes. By the anniversary year 2026, Lamy will have launched further new models and pioneering product concepts.

As an independent family company, since its foundation in 1930 Lamy has been firmly committed to Heidelberg as its only production centre, guaranteeing consistently premium quality "Made in Germany". Sustainability is the principle underlying all entrepreneurial action in the sense of bringing responsibility into our real lives. Behind this is a clear commitment to positive economic performance under ecologically sound production conditions and corporate social responsibility that helps to strengthen society.

With an annual production of over 8 million writing instruments, Lamy is today not only the market leader in Germany, it has also developed to become a sought-after lifestyle brand around the world. Lamy generates a good half of its turnover abroad. The brand is now represented in more than 80 countries with over 15,600 sales outlets worldwide, including around 200 mono-brand stores.

Lamy is continually reinventing itself, proving that writing instruments are more than utensils: as lifestyle accessories they have become important companions for millions of people, giving expression to their pleasure in writing by hand and expressing their individual personality.

You can find out more about Lamy online at [www.lamy.com](http://www.lamy.com)