



C. JOSEF LAMY GMBH
Grenzhöfer Weg 32
69123 Heidelberg
www.lamy.com

LAMY ideas – The New Shape

Florentine Hötzel
Marketing/Kommunikation
Telefon: +49 6221-843 117
Fax: +49 6221-843 339
E-Mail: presse@lamy.de

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The Heidelberg writing-instrument family company has been enhanced with the addition of the innovative LAMY ideas. With its characteristic shape – the cross-section of the model shows a stylised droplet shape – the LAMY ideas complements the brand's portfolio with an exciting silhouette. Clever detail solutions accentuate the ingenious design.

A stylised droplet shape forms the design basis of the latest writing instrument in LAMY's product portfolio, the LAMY ideas. The cross-section of the housing combines a triangle, which is rounded off at the corners, with a circle, thus defining the overall contours of the model. The characteristic silhouette is emphasised by its free form element in the grip which gives the LAMY ideas an unusual contour.

"The beginning of the project was the teardrop shape as a cross-section. It was convincing, both aesthetically and ergonomically. We realized that this idea was viable. This could become a real LAMY," explains Harald Gründl, one of the founders and managing directors of the Viennese design office EOOS, which designed the LAMY ideas for Lamy.

All the systems in the LAMY ideas are – with the exception of the springs and front parts – made of all-metal, thus dispensing with plastic. The housing consists of robust brass, the surface of which is enriched with high-quality palladium. A solid and separately-sprung clip of polished stainless steel completes the appearance of this writing instrument. The clip's special feature, which is due to the housing's geometry, is that it is positioned slightly to the side of the centre line; this protects the pen from rolling away.

The LAMY ideas was designed for Lamy by the Viennese design studio, EOOS. It is fitted with a special spring which was first launched in the LAMY aion in 2017. A newly-shaped nib was developed especially for the fountain pen in this series, whose unconventionally-proportioned contours now also gives the LAMY ideas an avant-garde character.

The opening mechanism is also unusual and was developed especially for the LAMY ideas. "The LAMY ideas is a technical masterpiece," says Gründl. "Instead of a screw cap, the LAMY ideas has a bayonet catch. But manufacturing the different components is also challenging and required a lot of technical coordination work."

The LAMY ideas is available both as a fountain pen and a ballpoint pen and is 100% 'Made in Germany', as are all the Lamy products from Heidelberg.



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