

CARAN d'ACHE
SWISS MADE



The daring fusion of elements and Swiss Made quality



PRESS RELEASE



Materials
in fusion

When a writing instrument emerges from a fusion of the elements

It was born in a genuine explosion of creativity. It's name?

Alchemix. A pure, elegant writing instrument that draws its strength from elements in fusion. Like ancient alchemists carrying out new experiments, Caran d'Ache engineers have been inspired by the essence of the materials to give this collection a dynamic character that is reflected in the periodic table....

This approach has produced four models with real emotional strength, designed to meet the rigorous standards of the Swiss Made label. During the two-year development stage they were the subject of an in-depth study carried out with a tightly targeted group of customers, retailers and distributors. The objective: to exceed their expectations with a modern, technical line intended for everyone who appreciates design and a high quality of writing.

Alchemix also brings a new dynamic to the Caran d'Ache Office line with a contemporary touch in each detail of the collection, including the innovative packaging that reflects the personality of the writing instrument. In the world of **Alchemix**, the pleasure of writing is transmitted with unusual energy - something you can fully explore in our **Alchemix** brochure produced in the indispensable tablet format.

