

**ONLINE®**

Germany • since 1991

*Online  
The Fashion of Writing*

**Company Presentation**

# A Family Business



Pen enthusiasts in 2nd generation (Thomas, Alexander, and Alexandra Batsch)

# About Us



- Family business founded in 1991 by pen enthusiasts Thomas and Alexandra Batsch
- Aim: Manufacturing of **writing instruments for all Design- and Fashion-lovers**. Made in Germany.
- About 100 employees working for Online in Neumarkt
- The unique pens can be purchased in more than 60 countries around the globe
- Corporate building is hosting a permanent gallery of penmanship („Galerie der Schriftkunst“)



# Where to find us

## Neumarkt in der Oberpfalz, Germany



# The Brand „ONLINE“



- Focus on design oriented pens for students, young adults and young at heart
- Yearly changing collections and continuous improvement of products
- Recent launch of wide creative assortment
- The name „ONLINE“ to express a relation between being up-to-date and traditional writing – standing for design and innovation – Made in Germany.
- Our values:
  - Passion for writing
  - Quality and sustainability
  - Focus on regional location in Neumarkt, Bavaria

# ONLINE Schreibgeräte – Since 1991

**1991**

Company founded

Launched Fountain Pens  
Piston Fountain Pens (eco-friendly)

**2001**

Launched College



**2003**

Purchased & extended corporate building

Launched „Back to school“ lines

**2007**

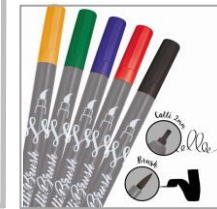
Installed ultramodern logistic systems

**2014**

Launched App „ONLINE Discovery“

**2017**

Launched Inspiration.Line



**1995**

Move to Berggau

Launched ONLINE ink cartridge rollerball Combi-cartridge



**1999**

Move to Neumarkt

Launched Best Writer



**2006**

Launched TOP.LINE



**2009**

Launched Vision

**2008**

Extended administration building

**2016**

New logistic center  
New production site

Launched Campus II  
College II

**2015**

Launched Switch Plus Air



**2020**

Launched 2nd LIFE re-PET series magiXX erasable ink cartridge pen

# Our Products



## YOUNG.LINE

### School



## INSPIRATION.LINE

### Creative



## Smart Gadgets



## TOP.LINE

### Gifts



# School (1)



## YOUNG.LINE Collection (1)

- Young, stylish, surprising
- Brings new dynamic into the classroom in many shapes and colours for all writing enthusiasts – both young and young-at-heart!

### Fountain pen – Lefty – Best Writer

- Ergonomic grip for relaxed writing pleasure
- Elegant but robust iridium nib in M, F and EF
- Left-hand fountain pen, hones specifically for left-handers
- Best writer calligraphy pens available in three different nib widths
- Refillable with ONLINE cartridges or standard ink cartridges
- Quality-tested, piece by piece



# School (2)



## YOUNG.LINE Collection (2)

### Rollerball

- Fluid, soft feel writing thanks to extraordinary Magic Ball
- Ergonomic soft-touch grip
- Ideal for right- and left-handers
- Refillable with ONLINE cartridges or standard ink cartridges
- magiXX erasable ink based rollerball

### Ballpoint pen

- High-quality metal clip
- International size, large-capacity refills

### Ideal gift sets

All writing instruments are available as high-quality gift sets

# Creative

## INSPIRATION.LINE Collection



- Creative assortment with high quality pens and accessories for lovers of creative lettering and calligraphy:
- Calli.Brush: double tip brush pen with calligraphy nib, available in different kinds of packaging (in bamboo box, roll pouch), available in over 24 colours
- Bullet Journals
- Handlettering Sets
- Calligraphy sets
- Accessories like ink bottles and converters
- And many more

# Smart Gadgets

## Modern Writing



- Smart Gadgets made of innovative, sustainable materials and designed to make your everyday life easier:
- 2nd Life series: products made from recycled PET, such as plastic bottles and drinking cups for a cleaner environment
- Mini Portemonnaie mini ballpen fitting into every wallet
- Multifunctional pens with up to 4 different functions
- Stylus tip pens for easy usage with smartphones and tablets and for secure, hygienic usage at ATMs
- And many more...

# Perfect Presents

## TOP.LINE Collection



- Extraordinary, elegant collection
- Fine writing instruments in sophisticated designs, marked by fascinating combinations of precious materials
- Magnificent packaging and cases turn each writing instrument into a special kind of gift
- High-level brand cooperations, e.g.
  - Swarovski: Crystal Celebrities embellished with Crystals from Swarovski®
  - James Rizzi: Vision James Rizzi Special Edition

# Key Accounts DACH Region

Department  
Store



MANOR<sup>®</sup>

Supermarket/  
Hypermarket



real<sup>+</sup>

Book store



Stationery  
Store

McPaper

STAPLES<sup>®</sup>

E-Commerce



Non-food Retail

NANU-NANA



LIBRO

PAGRO  
DISKONT

iden

# Key Accounts Germany

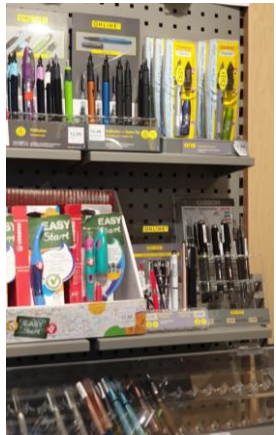
## Karstadt Kaufhof



- Second largest Department Store Chain in Europe, with 243 branch offices and 28.000 employees all across Europe (as of 2019)
- ONLINE products available in 180 branches (as of June 2020)
- Cooperating for more than 25 years
- More than 500 listed ONLINE products, available in Displays and Modular Towers and Walls:
  - 70 Top Line articles in Modular Furniture
  - 300 Young Line articles in Modular Furniture
  - Bestselling articles in the creative segment: Calli.Brush

# Key Accounts Germany

## McPaper



- Germany's leading stationery shop chain with 368 branch offices all across the country
- Market share of 14,1% (2017) in terms of sales in this segment
- ONLINE products available in 330 shops
- More than 100 listed ONLINE products, available in Displays and Modular Towers:
  - Young Line
  - Perfects Presents

**McPaper**

# Key Accounts Germany



## Globus

- One of the leading Hypermarket chains in Germany
- Running 47 self-service stores in Germany
- Available ONLINE assortment:
  - Young.Line (School shops)
  - Inspiraion.Line
  - Smart Gadgets, including sustainable 2nd LIFE series





# Key Accounts Germany



## Thalia

- Chain of more than 200 book shops in Germany, Austria and Switzerland
- Available ONLINE assortment (in modular towers and walls):
  - Top.Line products
  - Young.Line products



# Key Accounts Germany



## Müller

- More than 800 branch shops all across Germany and six other European countries
- Cooperating for more than 20 years
- More than 200 listed ONLINE items
- Available ONLINE assortment:
  - Top.Line products
  - Young.Line products
  - Inspiration.Line items



# Key Accounts Germany



## Staples

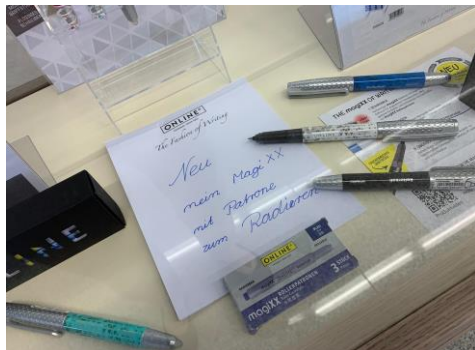
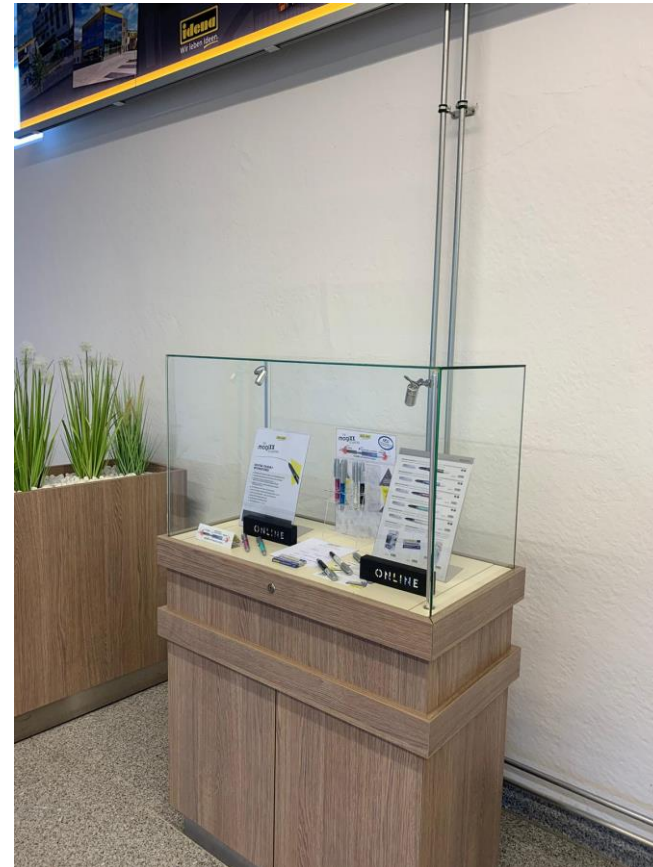
- Biggest office supply retailer worldwide (2.200 branch shops in 26 countries on 5 continents)
- Cooperating for more than 10 years
- More than 200 listed ONLINE items
- Available ONLINE assortment (in displays, and modular towers/walls):
  - Young.Line products
  - Smart Gadgets

**STAPLES**

**ONLINE®**

# Retail Germany

## Iden (Wholeseller)



# Retail Germany

## Boesner, Nürnberg (Art Supply)



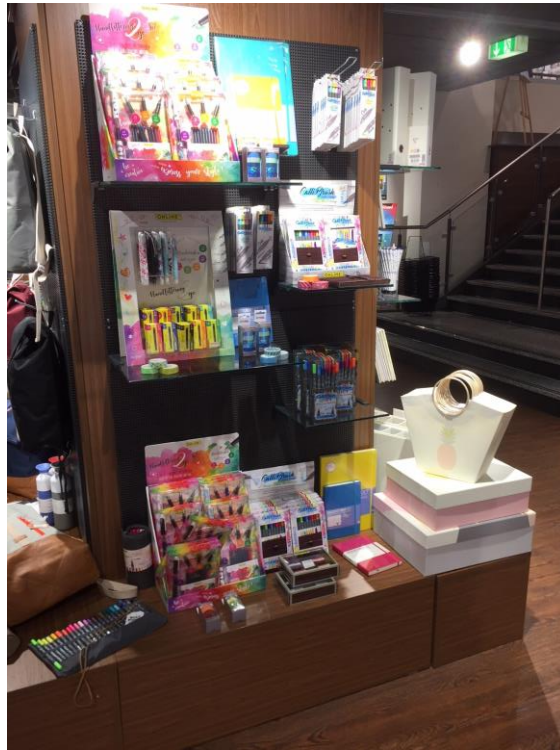
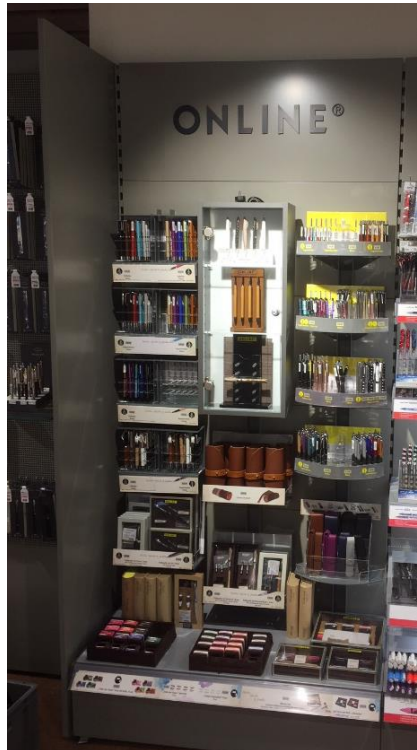
# Retail Germany

## Weyers & Kaatzer



# Retail Germany

Ortloff, Köln



# Retail Germany

## Viehausen, Erkelenz





# Retail Germany

## Hutter, Freystadt



# Key Accounts Switzerland

## Manor

- Manor: Switzerland's largest department-store chain
- Cooperation of Manor and ONLINE Switzerland started in 2002
- Listed ONLINE segments:
  - Top.Line
  - Young.Line
  - Inspiration.Line



MANOR<sup>®</sup>

# Key Accounts Austria



## Libro

- Retail company with an assortment of more than 10000 products
- Around 230 shops in Austria
- Cooperating with ONLINE for approx. 10 years
- More than 300 ONLINE items listed at LIBRO & PAGRO
- Available ONLINE assortment:
  - Young.Line products
  - Inspiration.Line items

**LIBRO**

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- Cooperating with ONLINE for approx. 10 years
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  - Inspiration.Line items



# ONLINE Pen Worldwide



# Key Accounts Rest of Europe

Lifestyle  
Store



Supermarket



Bookstore



bruna

Stationery  
Store



HartiS  
papirica

E-Commerce



Nonfood Retail



# France

## Carrefour



- In 2020 special promotion with ONLINE bullet journals and pencil cases (all in all 50 different skus)
- ONLINE pen wall of 1.60m height x 1.33m width, available in 50 Carrefour hypermarkets across France
- Wall of 1.90m height x 1.33m width available in 166 hypermarkets across the country
- Starting from September 2020 permanent assortment with A5 Note books and pencil cases available in about 120 stores across France

Carrefour 

# Belgium

## FNAC

- Large French retail chain selling cultural and electronic products
- Operating nine stores in Belgium
- Listed ONLINE products:
  - Young.Line modular towers





# Belgium

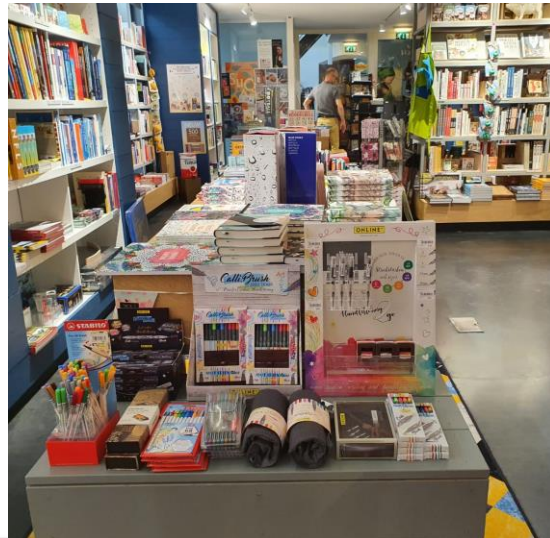
## Club

- Part of Standard Boekhandel Group
- Owning 44 libraries and papetery shops in Brussels and the French speaking part of Belgium
- Cooperating with ONLINE for approx. 25 years
- Listed ONLINE products:
  - 42 modular towers
  - 35 Stylus shops
  - Seasonal collections



# Netherlands

## Waanders, Zwolle



- Waanders: One of the most beautiful and famous bookstores in the Netherlands
- Located in a historic church in the city center of Zwolle
- Available ONLINE categories:
  - Inspiration.Line: Calligraphy, ink bottles and Calli.Brush

# Slovenia

## DZS

- Publishing house company with more than 60 years of experience in publishing
- DZS bookstores are offering stationery and other school supplies throughout Slovenia with bigger centers in all Slovene major cities and smaller ones in numerous other towns
- Cooperating with ONLINE for more than 15 years
- Available ONLINE categories:
  - Inspiration.Line: Calligraphy, Calli.Brush
  - Young Line (School range)



# Romania

## diverta

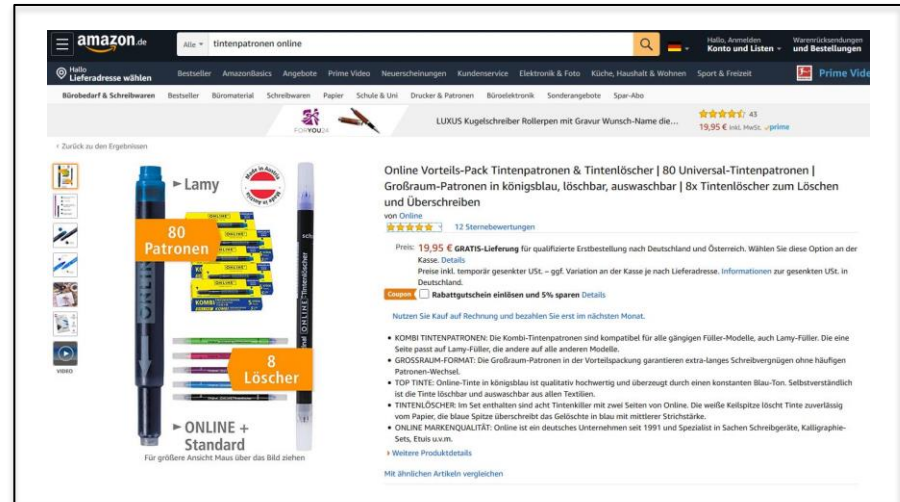
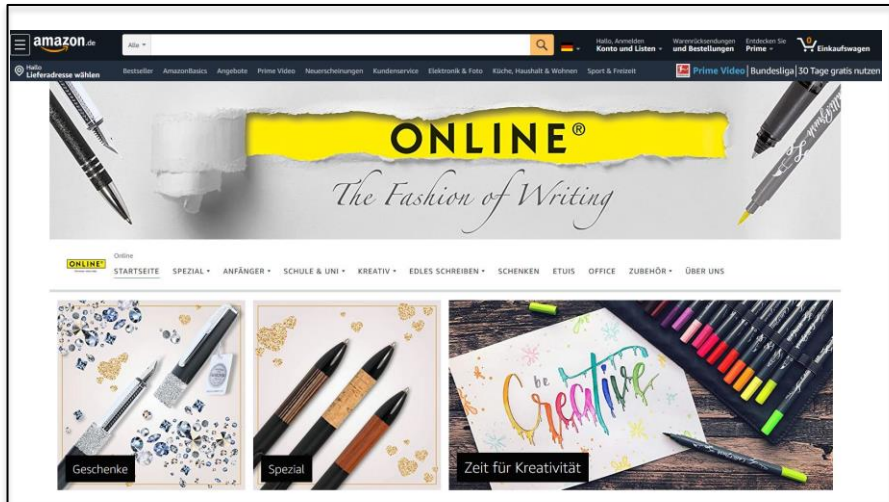


- Part of RTC Holding, one of the largest retail and distribution groups in Romania
- ONLINE is the 2nd strongest pen brand in diverta
- Cooperating for more than 15 years
- Listed ONLINE segments:
  - Top Line range
  - Young Line (School range)



# E-Commerce

## Amazon



# Key Accounts Asia Pacific

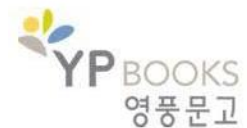
## Department Store



## Supermarket



## Bookstore



## Stationery Store



## Online Retail



## Non-food Retail



# China



- ONLINE shops available in bigger store chain in Shanghai, Suzhou and Changzhou
- More than 50 listed products from the Topline and Creative Line



# Thailand

## B2S

- Lifestyle category store
- Product range: local and international books; stationery for home, office, and school; educational toys; lifestyle gadgets from around the world.
- 109 stores throughout Bangkok and upcountry (as of 2018)
- Listed ONLINE segments:
  - Young.Line
  - Smart Gadgets
  - Top.Line
  - Inspiration.Line





# Thailand

## Tops Supermarket

- Tops Supermarket: Largest supermarket chain in Thailand, operating 120 stores nationwide
- ONLINE Mini Portemonnaie available in hanging displays at the supermarket checkout



ท็อปส์ มาร์เก็ต  
**Tops**  
market

# Japan

## Tsutaya Books Daikanyama



- The Tsutaya chain has over 1400 bookstores located all over Japan
- The most interesting Daikanyama store, the TSUTAYA for grownups, is tied to the theme of "A Library in the Woods."
- The stationery store offers a generous selection of writing implements, from functional pens to glass pens and feather pens.
- Available ONLINE segments:
  - Smart Gadgets, incl. ONLINE Mini Portemonnaie

蔦屋書店  
TSUTAYA BOOKS

# Hong Kong

## APITA Department Chain Store



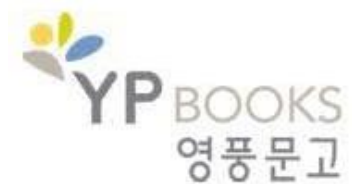
- APITA: Part of Japanese Uny retail group
- Available ONLINE segments at APITA stationery store:
  - Creative
  - Perfect Presents
  - Smart Gadgets



# Korea

## Young Poong Books (YP Books)

- YP Book: One of the three largest book store chains in Korea
- Available ONLINE series:
  - Top.Line:
    - Eleganza
    - Vision Magic
  - Young.Line:
    - Slope



# Australia



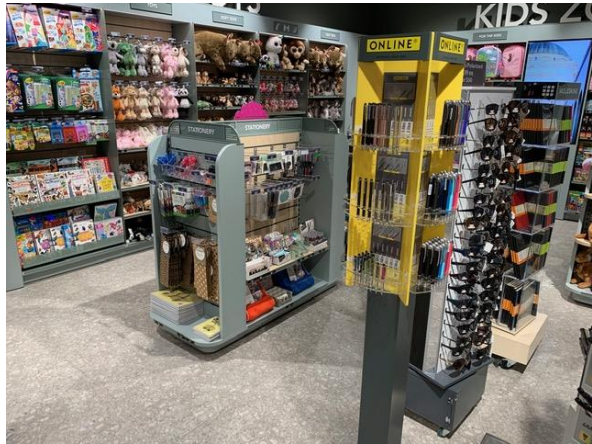
## Officeworks

- Chain of Australian office supplies stores
- Operating over 160 stores in Australia
- Available ONLINE categories:
  - Inspiration.Line calligraphy items
  - Young.Line school items



# Australia

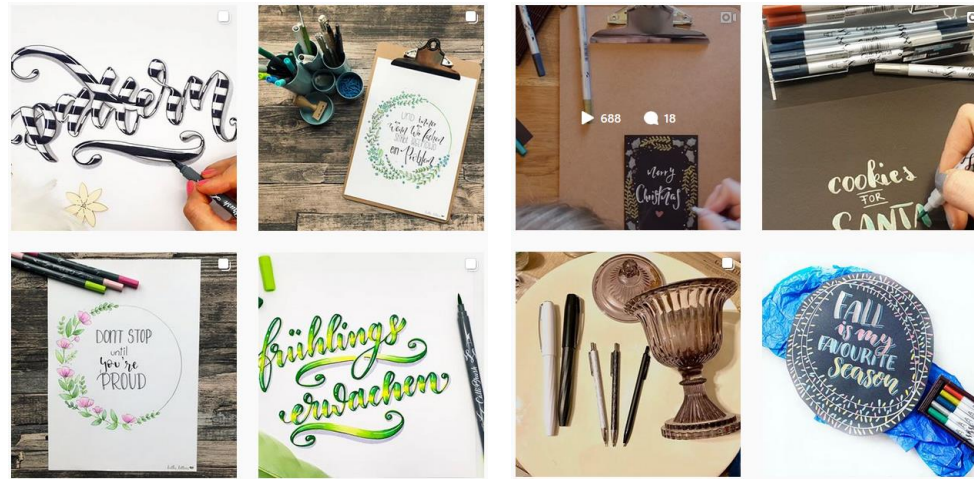
## Airport Business



- ONLINE spinners available in several Australian airport stores
- Available ONLINE categories:
  - Smart Gadgets
  - Young.Line school items

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Germany • since 1991



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