

BMW Group DesignworksUSA

Press release
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Design as lever for business success: Partnership between writing instruments manufacturer senator® and BMW Group subsidiary DesignworksUSA. **Announcement of unique service for companies.**



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Munich / Groß-Bieberau. BMW Group subsidiary DesignworksUSA and German writing instruments manufacturer senator® are commencing a long-term design partnership. senator®, one of the largest international suppliers in the promotional products industry, is adapting its strategy to put a stronger focus on design. Over the next three years, BMW Group subsidiary DesignworksUSA will be working for senator® exclusively on all key design themes for writing instruments, providing consultation, conceptual work and implementation support in the development of the company's new products.



Focus on design: More shapes, more colors, more choice.

senator® sells its products in 88 countries around the world. Last year a total of 235 million writing instruments found their way to companies, to be used as promotional platforms. In January 2015, senator® announced an extension of its service by offering more colors, more shapes, more surface options and a larger variety of product personalisation possibilities. With the presentation of 50 different colors at PSI fair in January the first official step has already been made. Sonja Schiefer, Director of the DesignworksUSA studio in Munich sees a great merit in the new design focus at senator®: "The decision to make design a driving force of their new pen generation is an expression of the company's vision and confidence," she explains. "The new design strategy covering the whole writing utensil portfolio is already in place. We are now entering the form development phase and will reveal the first new pens later this year", Schiefer adds.

World debut in promotional products market: "Your Personal Pen".

senator® and DesignworksUSA jointly developed a globally unique service called "Your Personal Pen". It addresses companies looking for a writing instrument tailored specifically to their brand beyond a printed message on the clip. "senator® and DesignworksUSA share the philosophy that the design of a promotional pen should reflect the brand's DNA down to the last detail", senator® CEO Dr. Korte sums up the idea behind the new offering. "With this service which no other company currently offers, we are giving companies the opportunity to individualize their promotional pens to make them fit their brands like a tailor-made suit in terms of shape, color and surface design", he adds.

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BMW Group DesignworksUSA

BMW Group DesignworksUSA is a creative consultancy that's been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich, and Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future.

www.designworksusa.com

Facebook: <https://www.facebook.com/BMWDesignworksUSA>

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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senator®

Since 1920 senator® has been a provider of promotional products. The company is one of the leading global producers of writing instruments in the market of promotional products. With clients in 88 countries and with 235 million pens sold in 2014 senator® is one of the most successful providers of promotional pens in the market. Subsidiaries in England, France, Benelux, India and China and a network of international sales partners form the basis for the high degree of internationalization of senator®. The company is part of the Merz-Group which has its headquarters in Frankfurt am Main.

www.senator.com