

**Pica-Dry**<sup>®</sup>  
Longlife Automatic Pencil



The **new** standard.





## Maximum protection against dust & moisture

The push-button as umbrella cap and barrel with sealing ring cause a maximum all-round protection against external influences.



## Optimized design

New grip zones support the pull out and enhance the haptic experience. The sealing ring gives the closure a noticeable end point.



The new grip zone is a significant improvement for orientation.



## Power Lock

The new Pica-Dry® with newly developed Power-Lock mechanism offers a 3x higher and longer holding power than its predecessor, the best in its class until now. This reduces the possibility of the lead slipping in during long-term use to a minimum.

### Lead holding power

New Pica-Dry®

Predecessor

**3x**

more holding power



## Pica-Dry® – the **new** standard in professional marking.

### New: Increased protection of leads against breakage

The new Pica-Dry® refill cases offer significantly increased stiffness. Together with the new case-design this results in

- ✓ 4 times more rigidity against deflection
- ✓ 4 times more rigidity against torsion (twisting)
- ✓ a single lead can be taken out by just sliding it out of the case



The new Pica-Dry® Bundles are an ideal upselling instrument for dealers to increase sales.

A bundle consists of a Pica-Dry®-Marker and a refill set.

5 different article variants will be available:

- 30402** 1x 3030 + 1x 4020 Water soluble „MULTI-USE“ leads in 3 colors
- 30403** 1x 3030 + 1x 4030 Water soluble „MULTI-USE“ leads in graphite 2B
- 30404** 1x 3030 + 1x 4040 Water jet resistant special leads in 3 colors
- 30405** 1x 3030 + 1x 4050 Graphite leads especially for joiners
- 30407** 1x 3030 + 1x 4070 Water resistant summer leads [stable up to 70° C] in 3 colors

Available from April 2020.



## The new Core Center.

Focused expertise on your counter or on just one single shelf of 600 mm width only.

**New:** Developed for clear presentation in retail stores – the new lead display CE200/21 made of metal.

This perfect extension to the multi-display allows a permanent placement of the different refills, not only for the Pica-Dry®. With this, you prove your competence and are well prepared for the different marking requirements of your customers in industry and trade.

Please ask your Pica consultant, he will advise you competently and individually.

