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## **PILOT PEN OFFERS SIMPLE SOLUTIONS TO GO GREEN ON EARTH DAY AND EVERY DAY.**

*PILOT'S ECO-FRIENDLY WRITING INSTRUMENTS HELP WRITE THE NEXT CHAPTER FOR A GREENER  
TOMORROW*

JACKSONVILLE, Fla. (April 22, 2013) – Nearly 2.5 million plastic bottles are dumped in landfills every hour. Pilot Pen is doing its part to help lower the amount of post-consumer waste by transforming plastic bottles into their B2P (Bottle2Pen) line. They also convert recycled materials into their refillable VBoard Master Dry Erase markers, which are part of the full BeGreeN line of recycled pens, pencils, and markers.

“Pilot is proud to be a part of the earth-friendly movement and to be an ongoing sponsor of the Keep America Beautiful organization,” said Ariann Langsam, Director of Consumer Marketing and Marketing Research. “Using our B2P pens and VBoard Master Dry Erase markers can be part of an everyday commitment to make our planet healthier and cleaner. It’s an easy way to go green and proudly express your stance on environmental issues.”

Made from 89 percent post-consumer recycled plastic bottles, the plastic from one bottle can be used to create approximately two B2P Gel pens. The B2P Gel pen uses the same gel ink as Pilot’s number 1 selling G2 pen, so you can have the same long-lasting, smooth writing experience that Pilot’s known for while also contributing to the recycling movement. B2P Ball Point, introduced in 2012, is composed of 83 percent post-consumer recycled plastic bottles. Both B2P Gel and B2P Ball Point pens are designed to resemble a translucent water bottle, allowing you to write with a clear conscience. Since they are also retractable and refillable, you’ll have a lifetime of smooth writing.

Pilot’s VBoard Master Dry Erase markers provide another simple way to go green. Made from 91 percent recycled content, VBoard Master markers are a responsible choice for doing the right thing for the environment. Vivid, dense ink

enables writing to be clearly visible from a distance, and the unique, patented Twin Pipe Feed System provides consistent color intensity from the first written word to the last. Most notably, the long-lasting ink is refillable up to four times, creating ultimate eco-friendliness and value.

To encourage green efforts all year long, Pilot Corporation of America is an official sponsor of Keep America Beautiful, the nation's largest volunteer-based community action and education organization dedicated to encouraging individuals to protect and preserve the environment by preventing litter, reducing waste, and beautifying communities.

### **About Pilot Pen Corporation of America**

*Pilot Pen offers superlative writing instruments renowned for quality, performance, cutting-edge technology and consumer satisfaction. Widely acknowledged as innovators, Pilot was first to introduce Americans to fine-point writing, currently maintaining the top share position in the gel and rolling ball pen categories. Pilot's line also includes the acclaimed Dr. Grip family of products featuring an ergonomic, wide comfort grip that reduces writing fatigue, as well as the notable Precise V5 and G2 lines. Pilot Pen manufactures and distributes from its state-of-the-art facility in Jacksonville, Florida; its parent company is the oldest and largest manufacturer of writing instruments in Japan. For more: [www.pilotpen.us](http://www.pilotpen.us).*

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