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## **FROM PLASTIC BOTTLE TO PEN, PILOT TRANSFORMS WRITING THIS EARTH DAY**

JACKSONVILLE, Fla. (April 16, 2012) – Almost every hour, nearly 2.5 million plastic bottles are dumped in landfills. Pilot Pen, widely acknowledged as writing instrument innovators, is transforming an environmental menace into an eco-friendly hero with its Bottle 2 Pen (B2P).

Made from 89 percent post-consumer recycled plastic bottles, one plastic water bottle can be used to create two B2P pens. Pilot's B2P Gel features the same vibrant gel ink as in their number one selling gel pen, the G2. The newest member of the B2P family, the B2P Ballpoint pen, is being introduced this year. It is made in the United States from domestically sourced bottles, and contains 83 percent post-consumer recycled plastic bottles. Both B2P pens are retractable and refillable for a lifetime of smooth writing and a clear conscience. B2P turns trash into treasure, reduces landfill waste and encourages recycling.

"Plastic bottles make up close to 50 percent of recyclable waste in landfills," said Ariann Langsam, Director, Consumer Marketing and Marketing Research. "As pioneers in the writing instrument industry, Pilot Pen wanted to find a way to recycle plastic water bottles to create a quality pen that is also good for the environment.

Also part of its earth-friendly line, Pilot's BeGreen V Board Master Refillable Whiteboard Markers are made from 91 percent recycled content. The long-lasting ink is refillable up to four times, creating ultimate eco-friendliness and value. 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.

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### **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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