



The First in the Industry!

Antiviral Copper Ballpoint Pen

Developed Using Antimicrobial and Discoloration Resistant Copper Alloy
CLEANBRIGHT® by Mitsubishi Materials Corporation

Preserving the antiviral properties while overcoming the unwanted discoloration of copper

Kawagoe City, Japan, September 2, 2020 – Kotobuki has announced a new antiviral ballpoint pen product Cure29 using CLEANBRIGHT® copper alloy developed by Mitsubishi Materials Corporation that possess anti-discoloration properties, in an effort to develop a product to utilize the antimicrobial properties of copper in the midst of the novel coronavirus crisis.

Cure29 will be available in Japan from October 15, 2020 under the brand name PENAC, which is Kotobuki's brand familiar to the people of Europe. The product name Cure29 is an amalgamation of the English word "cure", chemical symbol "Cu" for copper and its atomic number "29".





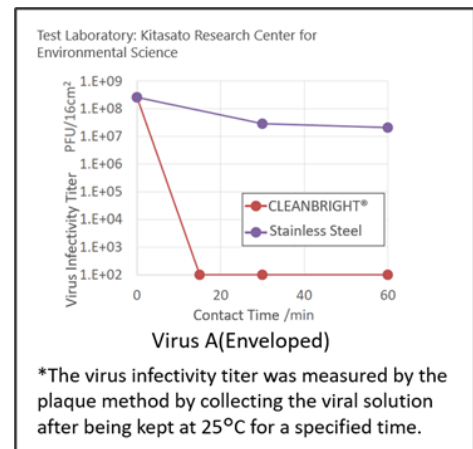
Copper is known for its antimicrobial properties and its ability to inactivate influenza and other viruses. On the other hand, copper is not widely used as a material for daily use as it tarnishes over time and is not aesthetically pleasing to the eye. When coating is applied to deter the discoloration, the antiviral effect is lost.

The Cure29 ballpoint pen is an innovative antiviral copper pen that eliminates the disadvantage of copper discoloration while maintaining the antiviral effect of copper.

Product Features

Highly antiviral and fast-acting

CLEANBRIGHT® by Mitsubishi Materials Corporation, which is used for Cure29, has high antiviral properties. In an experiment using virus A, it inactivated the virus in less than 20 minutes.



Highly resistant to discoloration

CLEANBRIGHT® by Mitsubishi Materials Corporation, which is used for Cure29, overcomes the disadvantage of

copper discoloration while maintaining its high antiviral effect to improve the product life.

Long-lasting antiviral effect

Copper's antimicrobial properties are said to be long-lasting and semi-permanent.

Cu STAR mark certified product

Cure29 is a Cu STAR mark certified product. Cu STAR certification is issued by Japan Copper Development Association to products using copper alloy with antimicrobial properties.

Cu STAR Mark



Certificate



Elegant copper pen with an antiviral metal body

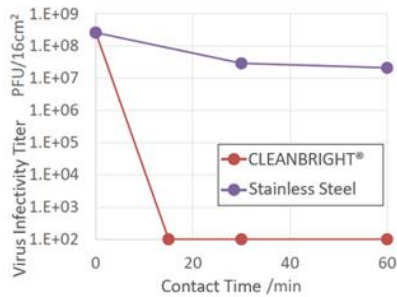
To maximize the antimicrobial effects of copper, CLEANBRIGHT® is used for the most frequently touched surface of the pen. With its simple sleek design and luxurious champagne gold color, Cure29 ballpoint pen blends well in any occasion, both formal or casual, as well as for use in public, social, and medical facilities where a large number of people may gather and share the pen.

Product Description

Product Name	Penac Cure29 Ballpoint Pen
Item Number	BP0307-GD-06
Ink Color	Black
Ball Diameter	0.7 mm
Barrel Color	Champagne Gold
Price	1,000 yen + tax

Antiviral Properties of CLEANBRIGHT®

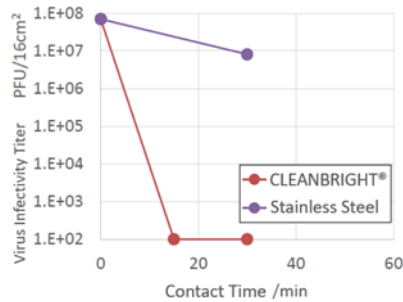
Test Laboratory: Kitasato Research Center for Environmental Science



Virus A(Enveloped)

*The virus infectivity titer was measured by the plaque method by collecting the viral solution after being kept at 25°C for a specified time.

Test Laboratory: Kitasato Research Center for Environmental Science



Virus B(Nonenveloped)

*The virus infectivity titer was measured by the plaque method by collecting the viral solution after being kept at 25°C for a specified time.

*The above is the result of a culture test. This by no means guarantee the antimicrobial performance of the product at the time of use as the conditions may differ in the environment of actual use.

Further information on antibacterial properties of copper alloys are available on the Japan Copper Development Association's website: <http://www.jcda.or.jp/english/tabid/117/Default.aspx>

About Kotobuki

Kotobuki Group has been leading the Writing Instrument Industry as the R&D and Manufacturing company in Japan and in the world. Our passionate desire to take our innovative ideas and produce high quality craftsmanship products for introduction into the marketplace has resulted in many new writing instrument products. In the background is our historical network of personal convictions not to only chase technology for its sake, but to pursue the greater possibilities available in each writing instrument. For more information, please visit <http://www.koto-com.co.jp/en>.

Contact

KOTOBUKI & CO., LTD.
138 Kujirai, Kawagoe, Saitama
JAPAN 350-0815

Phone: +81-49-233-3388

Contact Form: <http://www.koto-com.co.jp/en/contact/>