

PENLUX *Elite*



Above and right—Penlux Elite features a gold-plated section and slim barrel ring at the piston-filler's blind cap; Penlux Elite Honey and Burgundy PMMA resins in rod stock versions and after turning and polishing.

Bottom—Penlux stainless steel nib on a Masterpiece Grande Snowflake body, gold-plated stainless steel nib on a Masterpiece Delgado Macaw body, and the new 18 karat gold Penlux X Gladius nib by Yukio Nagahara.

"Quality is everything. I never compromise on quality because of a cost concern," Hsu says. "In order to attract the attention of pen lovers, a reasonable MSRP is essential. I believe customers will give us good feedback if we keep offering great quality with reasonably-priced products. I want pen lovers to be my repeat customers, not just a one-time business transaction."

Penlux is distributed in the United States by Itoya of America. Itoya President Don Takemura says of Penlux and Hsu, "The moment I saw the first Penlux Masterpiece Grande pen, I knew it was a winner. Larger size pens made out of beautiful acrylic rods, utilizing a high quality, metal piston-filling system, and with a street price under \$180? And then the Penlux Masterpiece Delgado came out with a street price of \$136, and I couldn't believe my eyes: an unbeatable value that every fountain pen lover needs to try!"

So what makes a Penlux pen such a great value? First of all, there is the piston-filling system, a proprietary filler based on piston-fillers from the 1950s. Unlike most piston-fillers, which are plastic injection molded, the Penlux piston-filler is modular, allowing Penlux to modify the filling system for different pen models.

"Therefore, we can change our pen designs very quickly," Hsu explains. "It's not very difficult to create a modular piston system for a large pen, however it's not easy at all with a smaller size. Our slimmer Masterpiece Delgado collection uses a smaller piston system that is not injection-molded, and we will have an even smaller piston-filling system coming very soon."

Additionally, all the metal components are made at the Penlux facilities using the lost-wax-casting process. The friction-fitting cap ensures that the nib remains secure and does not leak. Many of the PMMA resins that Penlux uses for its body structures are proprietary. Indeed, just about the only Penlux components that are completely outsourced are the JoWo nibs. The standard Penlux nib is a No. 6 stainless steel in widths of fine, medium, broad, or 1.1 mm stub; a 14 karat gold flexible nib and an 18 karat gold nib in widths of fine or medium are also available for an additional price.

Premiering at the San Francisco International Pen Show is the newest Penlux nib, a partnership with nibmaster Yukio Nagahara. The new Penlux X Gladius nib is a broad JoWo No. 6 in 18 karat gold that is personally ground by Nagahara and that features an engraved repeating-nib weave pattern.

