

Novus staplers and perforators in four new colours:

Enchanting dashes of colour for a personal statement

Lingen, 27 June 2023. Black, grey, blue ... office accessories often sit on our desks in neutral, uninspiring standard colours or disappear completely into a drawer. The colourful staplers and perforators from the Novus ColorID series demonstrate nicely that this doesn't have to be the case. Comprising established Novus products in stunning, modern shades, ColorID brings a personal touch to the professional styling of your workspace. Under the slogan "My Style. My Novus.," the brand manufacturer is now launching the campaign surrounding its four new on-trend colours, which lend an eye-catching quality to any desk.

The NOVUS B 2 staplers and NOVUS B 220 perforators are among the established mainstays of the Novus range. Continuing the ColorID series, these dependable office products are now available in four fresh, on-trend colours. With charming names like mellow mint, bright petrol, pretty lilac and smart grey, they will lend an enchanting dash of colour to your desk – perfectly coordinated and in established Novus quality. Contrasting black frames the colours perfectly, while the high-gloss finish helps the new shades stand out even more. "At this year's Ambiente trade fair we've already seen that our colour concept is squarely on trend," says Dominique Fanta, Sales Director Global Accounts & Europe and Brand Manager at Novus Dahle. Whether subtle and soft or a bright eye-catcher, as a matching set or a mixture from the collection: the new colour palette from Novus includes something for everyone.

New look, proven functionality

When it comes to functionality, reliability and premium workmanship, the devices deliver the same outstanding quality that users have come to expect from Novus. The B 2 staplers have a stapling capacity of 25 sheets, so they can effortlessly handle everyday tasks. Their top-loading mechanism makes inserting staples quick and easy, a reversible anvil allows for permanent or non-permanent stapling, and pinning is also an option. B 220 perforators are likewise a dependable companion in your daily working life. They can precisely and reliably perforate up to 20 sheets of paper. Other impressive features include the securely engaging paper guide with easily legible format markings, the non-slip base that can be partially opened for emptying and easily reclosed and the ability to accurately perforate a variety of formats.

Plastic-free packaging

The packaging of the new ColorID staplers and perforators has been completely redesigned with ecological aspects in mind. The new cardboard packaging is made of two parts that can be pushed together, and no plastic at all is used. This type of plastic-free packaging will gradually be rolled out for all Novus office equipment.

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About Novus Dahle

The products and system solutions from Novus Dahle GmbH help people work more conveniently and more efficiently. The specialist for innovative office technology stands for technically sophisticated devices and “German Engineering” and guarantees mature products at high levels of quality. Novus Dahle is a subsidiary of the emco Group headquartered in Lingen. The group operates internationally with 1,200 employees worldwide and an annual turnover of 150 million euros.

Contact

Novus Dahle GmbH
Anne Helderemann
Breslauer Straße 34–38
49808 Lingen (Ems)

Phone: +49 (0) 591-9140-243
Email: a.helderemann@novus-dahle.com
Internet: www.novus-dahle.com

Images and captions



“My style. My Novus.” – The Novus campaign focuses on individual colour statements, including in the office.



The 2023 ColorID update from Novus: B 2 staplers and B 220 perforators in four stylish colours.



A splash of colour for your desk: the new ColorID staplers and perforators from Novus.