

# nusGa

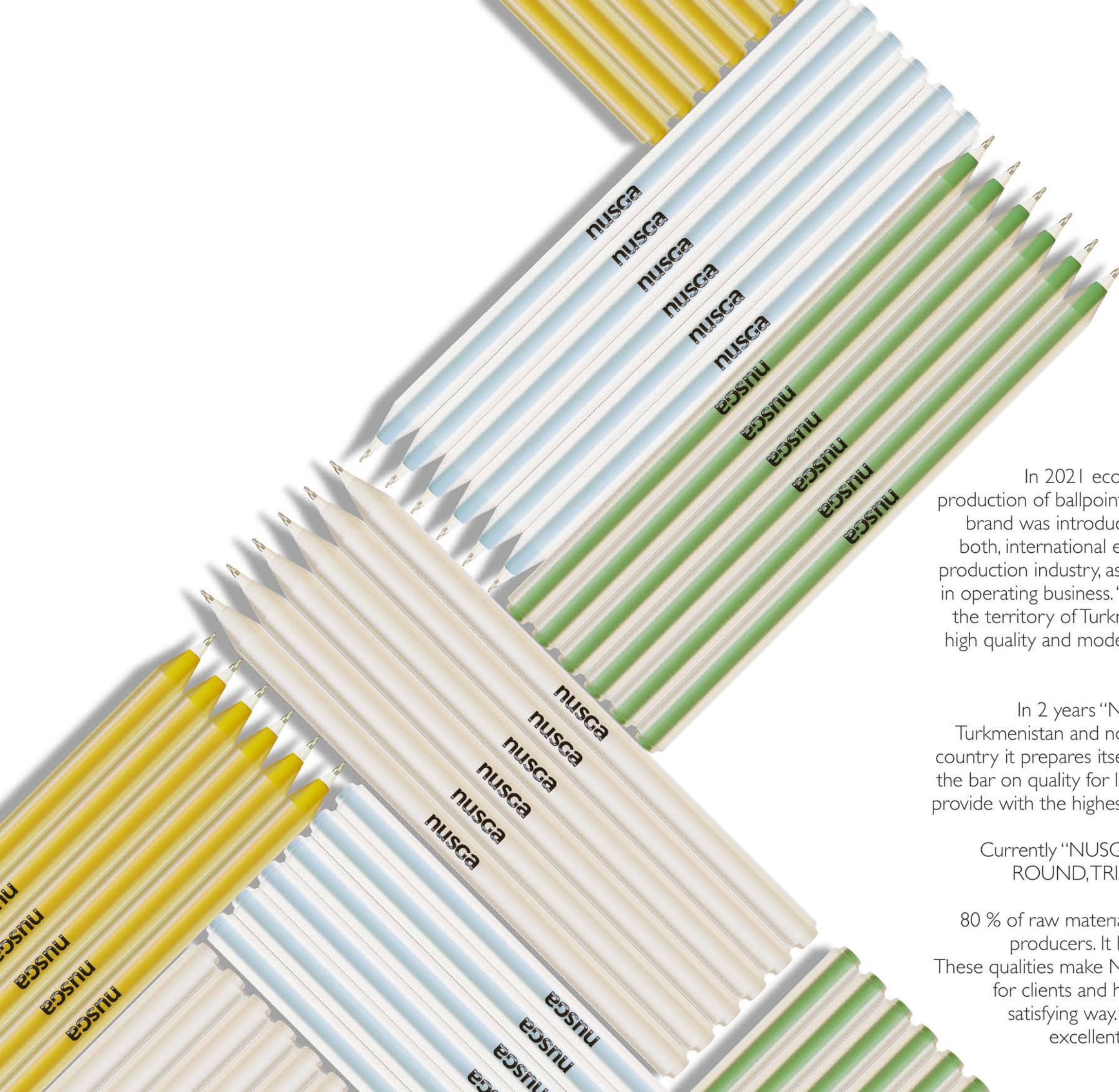
*Write your story.*



**Made in Turkmenistan.**

Ballpoint pens.





## WRITE YOUR STORY WITH NUSGA.

In 2021 economic society "Gundogar Shohlesi" launched production of ballpoint pens under the brand name "NUSGA". The brand was introduced as writing instrument that combines itself both, international experience and advanced technologies in pen production industry, as well as the local entrepreneurship approach in operating business. "NUSGA" is represented as the firstmover in the territory of Turkmenistan in pen production industry with the high quality and modern design that can compete with global level writing instrument manufacturers.

In 2 years "NUSGA" became the leading pen producer in Turkmenistan and now, enjoying the excellent reputation within a country it prepares itself to the global market success. NUSGA sets the bar on quality for local pen producers, and ensures its clients to provide with the highest level functionality as well as longevity for all its products.

Currently "NUSGA" is available in 5 different designs. They are ROUND, TRIANGLE, HEXAGON, TWIST AND AROMA.

80 % of raw materials for production are obtained from national producers. It has an ideal writing guarantee for 24 months. These qualities make NUSGA writing instruments perfect minimum for clients and helps them to portray their messages in most satisfying way. No matter which type is chosen, you get the excellent partner to share your ideas through writing.





## SOCIAL RESPONSIBILITY.

In the modern world where everything is digitalized "NUSGA" will serve as a reminder how a simple writing tool affects thinking abilities and fine motor skills.

NUSGA pens are thinking tools- they help people to develop in a holistic way.

As a young company we are committed to take part in enrichment of everyday and educational life of people, as well as becoming valuable part of social issues.

In short time, company has participated in several social and national level events for what was awarded with numerous certificates.

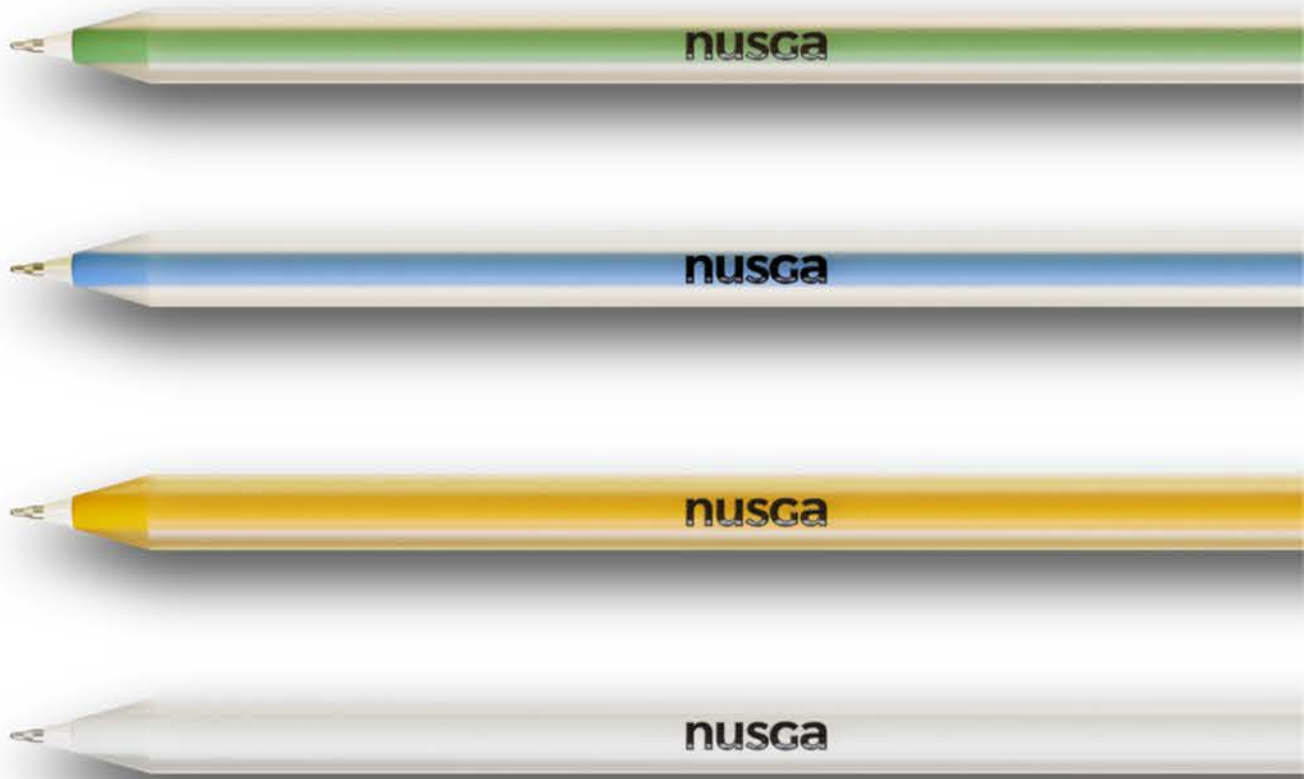




ROUND



**TIMELESS DESIGN, RELIABLE  
FUNCTIONALITY –  
A POPULAR CLASSIC FOR EVERYDAY  
WORKING LIFE.**

Being introduced in 2021 ROUND remains one of the most popular and beloved products in the writing instrument market. Driven by the commitment to create a product that will serve people as an everyday tool it is the perfect on-the-go writing instrument. From the practical design of the tube to finest quality ink, each part is thoroughly brought together to ensure the finest writing experience.



Ink color	Tube
	
Lx-1000	0.7 mm

Packaging		
		
10 pieces 7 1 1 1	50 pieces	2000 pieces ±12.5 kg

TRIANGLE

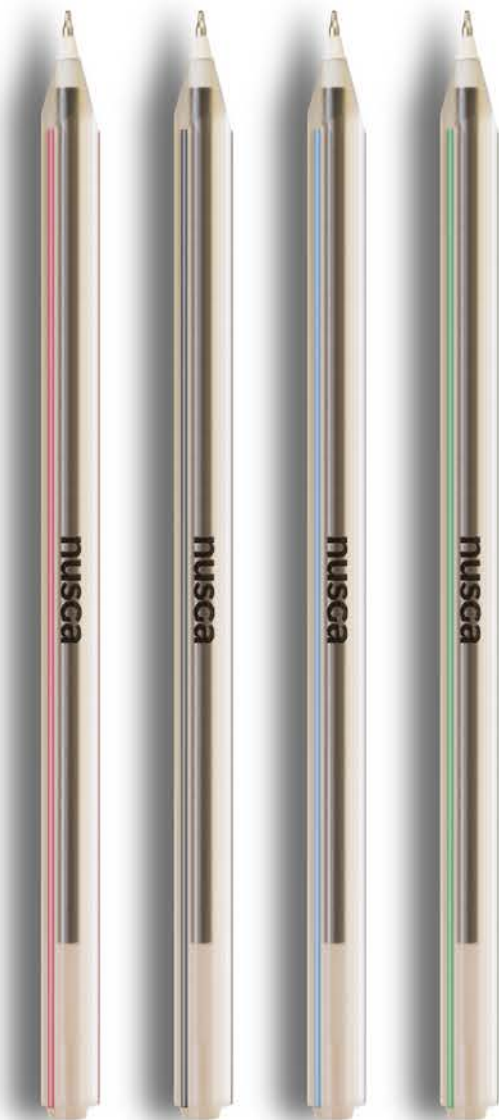


MADE FOR THE COMFORT.  
ICONIC, DOWN TO THE LAST DETAIL.

Triangle types are groundbreaking. This unique product inspired by the shape of the fingers while writing. Triangular shape provides a writer with a comfortable writing experience and protects fingers from rubbing effect.

These pens are be friend of people with sensitive skin, especially for children who are in the beginning of their writing journey. No pain. No calluses.

From conception to assembly, the attention to detail is second to none. Inspired by writing.



Ink color Tube



Packaging



10 pieces



50 pieces



2000 pieces ±12.5 kg



TWIST



## DESIGN WORTH HUNTING OUT: FUNCTIONAL, ROBUST AND RECOGNISABLE.

The eye-catching TWIST was introduced to the markets in the early 2022 and it immediately captured hearts of youngsters and took the company into dynamic new territory.

With its curved design and variety of color range, it helps to represent a creativeness and boldness of young generation and help them to put the confidence behind every word written.

Bold colors and modern design makes TWIST an ideal pen to re-write the rules.



Ink color Tube



Lx-1000 0.7 mm

Packaging



50 pieces

2000 pieces ±12.5 kg

# HEXAGON



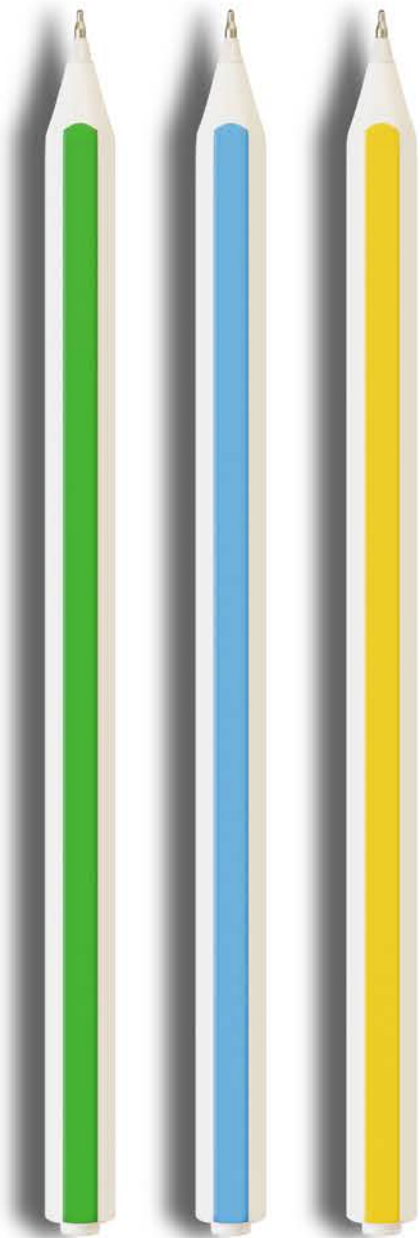
## A RELIABLE COMPANION.

As an introduction to the world of NUSGA, the HEXAGON is a great first step for those looking to display their ideas through their writing. Being highly professional and reliable, it is an ideal partner with unlimited potential.


With covetable colors and a distinctive shape, HEXAGON remains NUSGA's most popular pen and stands out as the iconic predecessor of NUSGA's pen legacy.

As every detail is refined to deliver a writing experience that is always dependable, these pens are especially popular in the office world.

Accessible, dependable and sharp it is the perfect partner for those starting out on the road to greatness and success.




Ink color



Lx-1000

Tube



0.7 mm

Packaging



50 pieces



2000 pieces ±12.5 kg





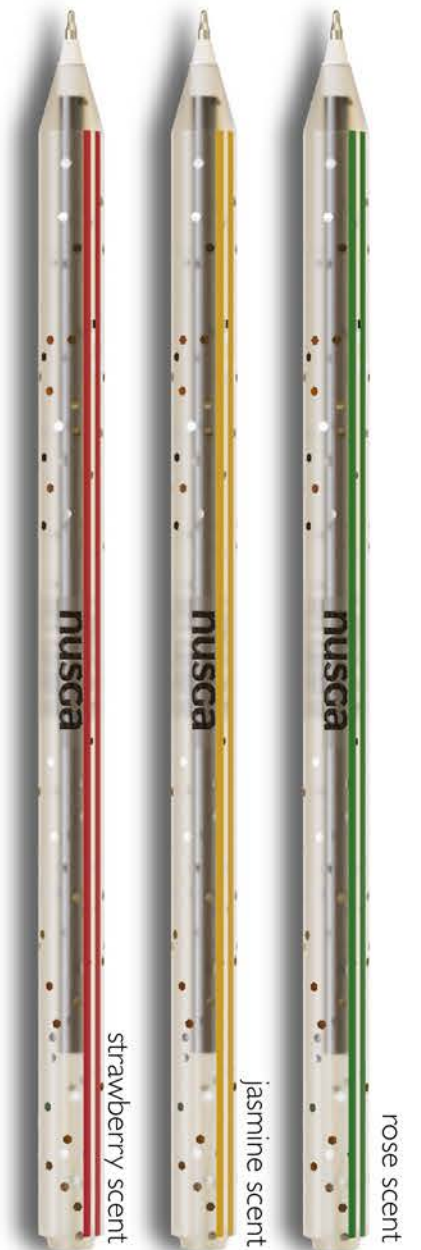
## MADE FOR CHILDREN, POPULAR WITH ADULTS: THE WRITING INSTRUMENT THAT BRINGS BACK MEMORIES.

AROMA has been launched in 2022 and was introduced as writing instrument that allows capturing thoughts and reimagining the future. It was designed in retro style that keeps up the joyful energy and makes your writing moments pop.

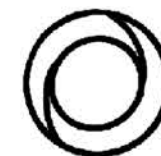
The outstanding point of AROMA pens is that it allows expressing the ideas using the original scents. Bringing together NUSGA'S original and unique design with aromatic scents and eye-catching colors AROMA let your thoughts grow beyond the paper.

Affecting not only one, but two human senses, it perfectly captures every written word in mind and makes them unforgettable.

Born original and available in three different designs and scents, which one will you choose?



**Ink color**   **Tube**



**Lx-1000   0.7 mm**

**Packaging**



**50 pieces**

**2000 pieces ±12.5 kg**



## PACKAGING.

Currently there are three types of packing available. They are 50 pieces box, office pack and student pack.

Student pack - 10 pieces

Office pack - 10 pieces

(7 blue, 1 green, 1 red, 1 black ink colors)



Box - 50 pieces



Master box - 2000 pieces

(box - 40 pieces or  
student/office pack - 140 pieces)



## EQUIPMENT.

The equipment was purchased from India's leading manufacturer of writing instrument machinery "Perfect system". The equipment allows assembling high quality products using superior engineering, modern quality and design control system. Manufactured pen products meet National and Global standards and are able to compete with the international rival companies.

Using the current equipment yearly production capacity of the firm is **45 million pens**.

## THE INK.

Ink and nib are only parts of "NUSGA" pens which are purchased abroad. A durable **stainless nib 0.7 mm** in diameter, produced according to the global standards, it complements the pen design and provides user with a comfortable, accurate and smooth writing experience.

Each "NUSGA" pen is fitted with rich and low viscosity ink lx-1000, which meets German standards. One of the best characteristics of our product is its longevity- each pen has a guarantee to **write for 3000 m**.

There are 4 available colours in stock - **red, green, blue and black**. As business will grow, demand and brand awareness increase, we are planning to add new ink colours in line, which will expand the production and types of "NUSGA" pens in the market.

## THE CAP.

The cap is made of polypropylene produced in the territory of Turkmenistan.

Simple and modern, it complements a unique design of pens.

It is decorated with a hole on the top that prevents chocking in the accidents.





BRAND



EVEN SMALL COMPANIES CAN MAKE A  
BIG DESIGN STATEMENT: THE BALLPOINT  
PEN BY THE MASTER OF SIMPLE SHAPES.

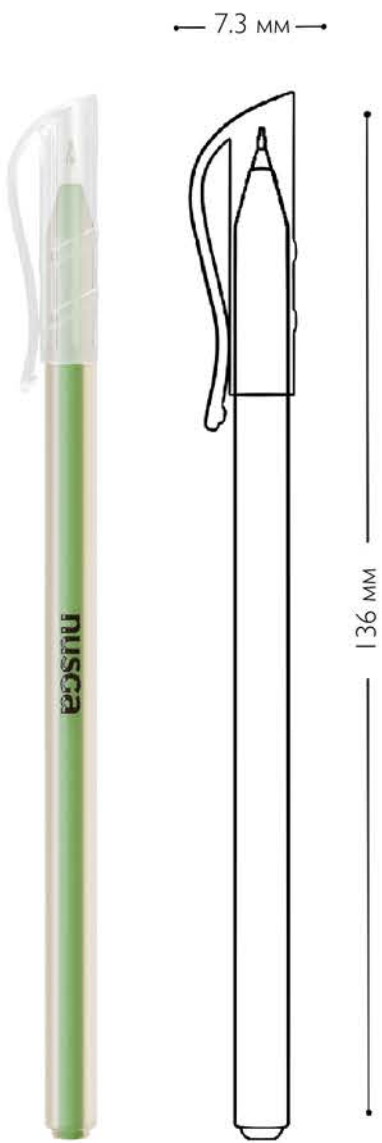
YOUR PEN – YOUR RULES

Nusga gives you opportunity to customize a pen  
according to your will.

You can:

- 1. Place your logo on our pen
- 2. Change the color of the tube
- 3. Pick your favourite ink

Minimum number of pens ordered to customize the product should be  
100000 pieces (25 masterboxes).



Ink color



Lx-1000

Tube



0.7 mm

Packaging



10 pieces



50 pieces



2000 pieces ±12.5 kg