









TABLE OF CONTENTS

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Exclusively Distributed in the USA By Creative Art Materials, Ltd.



SOME OF OUR FRIENDS:

- Lapo Elkann Moka Fiat 1
- Russell Crowe Manometro Chronograph 2
- 3 Cesare Prandelli Manometro
- 4 Elle Macpherson Manometro
- 5 Paul Newman Contagiri





3•6•5

 $3 \cdot 6 \cdot 5^{\circ}$ manufactures and markets writing products that express the creative genius of the designer Giuliano Mazzuoli who has for some time now dedicated himself to the realization of prestigious wristwatches that are sought after and worn by many celebrities. They are pens, planners, and notebooks with clean and original ergonometric forms that perfectly adapt to every occasion with taste and elegance.

Produced and assembled in Italy, the products by $3 \cdot 6 \cdot 5$ are unique and represent a true example of the artisanal quality of products made in Italy. One needs to only think of the patented *Stifflexible* cover system, created in 1997 from the desire to recuperate an ancient binding technique observed in a prestigious Florentine library by Giuliano himself: a sturdy cover that holds many pages together and is easy to consult. It's an ancient process that has been modernized and adapted to the most innovative artisanal techniques that combines the quality of the materials with an extraordinary flexibility and resistance to wear.

The 3•6•5 product lines are able to combine great precision to the passion of master artisans who like tailors from old times are able to "sew an outfit" to measure and make it suitable for any occasion.



Advertising Campaign for Giuliano Mazzuoli's Manometro Photo: Oliviero Toscani





stif**flexible**





stiffle ible



stif**flexible**







stif**flexible**

Underground





stiffle ible







stiffle ible



stiffle ible

stiffle ible









stiffle ible





stiffle ible



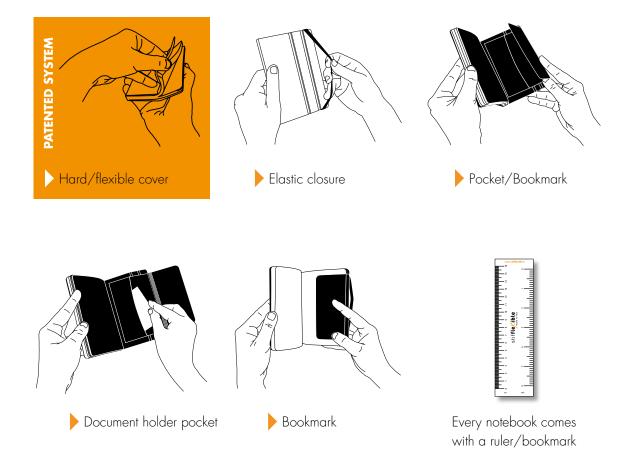
stif**flexible**



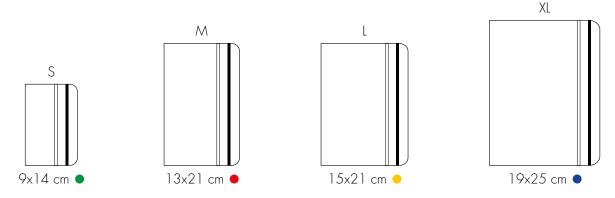


n innovative system patented by Giuliano Mazzuoli, the designer and founder of the company, is at the foundation of the new **Stifflex** collections that are born from the talent and the creativity of a number of young graphic designers who by giving a free outlet to their fantasies have conceived the covers for

the new collections of notebooks in the Urban Series, Vintage Surfing, Surfside, Art, Calaca, Skull, Chess, Scrubbles, Underground, Cocktail, Camouflage, Fresh Fruit, Historical Notes, Pop, Campbook, Fluo Love, Fluo Marilyn, Wild Pearl, Mrs. Crocodile, Animals Smile, Icon, Flora, New Fresh Fruit, Custom Garage, Gasoline collections.



FORMATS



The notebooks are made with uncoated ivory-colored paper of 80 g.

in the 9x14 cm, 13x21 cm, 15x21 cm and 19x25 cm formats.

- 9x14 cm: comprised of 144 pages of which 96 are lined, 32 are blank, and 16 are graphed.

- 13x21 cm 15x21 cm, 19x25 cm: comprised of 192 pages of which 144 are lined, 32 are blank, and 16 are graphed. The graphed pages are perforated and easily detachable.

The product is certified FSC[®].

DISPLAYS

The *Stifflexible* displays are supplied already assembled and are made in alveolar cardboard in a havana brown color so that the entire production maintains unaltered the standards of environmental sustainability and respect for the environment in which the company as always based its policies.



EXPO1 S

Counter display (9x14 cm) Measurements: cm 34x29x27 It can contain: 36 pieces, 9x14 cm



EXPO2 M

Counter display (13x21 cm and/or 15x21 cm) Measurements: cm 52x29x34 It can contain: 36 pieces, 13x21 cm and/or 15x21 cm



EXPO3 L

Floor display **Measurements:** cm 60x25x185 **It can contain:** 100 pieces, 9x14 cm 60 pieces, 13x21 cm 40 pieces 15x21 cm 30 pieces 19x25 cm 230 assorted pieces in total

URBAN SERIES



093M (13x21)

094M (13×21)

095M (13x21)

URBAN SERIES



098M (13x21)

URBAN SERIES



100M (13x21)

VINTAGE SURFING

- **CALFORNIA BLACK** CALIFORNIA BLUE CALIFORNIA RED

001S (9x14) 001M (13x21)

002S (9x14) 002M (13x21)



003M (13x21)

VINTAGE SURFING



004S (9x14) 004M (13x21)

007M (13x21)

005S (9x14) 005M (13x21)

006S (9x14) 006M (13x21)

VINTAGE SURFING



008M (13x21)

009S (9x14) 009M (13x21)

SURFSIDE



ART



ART



021S (9x14) 021M (13x21)

ANGEL LISA

022S (9x14) 022M (13x21)

CALACA



- 118M (13×21)
- 119M (13x21)

CALACA



053M (13x21)

050M (13x21)

054M (13x21)

CALACA

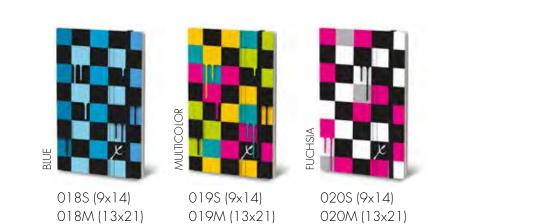




120M (13x21)







SCRUBBLES



023S (9x14) 023M (13x21)



024S (9x14) 024M (13x21)

UNDERGROUND - New York

- New! NYC BROOKLYN





New!

124S (9x14) 124M (13x21)



125S (9x14) 125M (13x21)

UNDERGROUND

STOCKHOLM Berlin

056S (9x14) 056M (13x21) 056XL (19x25)

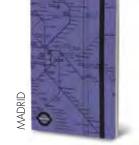


057S (9x14) 057M (13x21) 057XL (19x25)



058S (9x14) 058M (13x21) 058XL (19x25)

UNDERGROUND



059S (9x14) 059M (13x21) 059XL (19x25)



060S (9x14) 060M (13x21) 060XL (19x25)



061S (9x14) 061M (13x21) 061XL (19x25)

COCKTAIL



CAMOUFLAGE



FRESH FRUIT



HISTORICAL NOTES



HISTORICAL NOTES



HISTORICAL NOTES



HISTORICAL NOTES

have a dream (USA)





028M (13x21)









God save the Queen (UK)



025M (13x21)



032M (13x21)



031M (13x21)



030M (13x21)

026M (13x21)

029M (13x21)

HISTORICAL NOTES













CAMPBOOK



FLUO LOVE



FLUO MARILYN



WILD PEARL



141M (13x21)



New!

142M (13x21)



143M (13x21)

WILD PEARL



- 144M (13x21)
- 145M (13x21)

MRS. CROCODILE



WILD PEARL

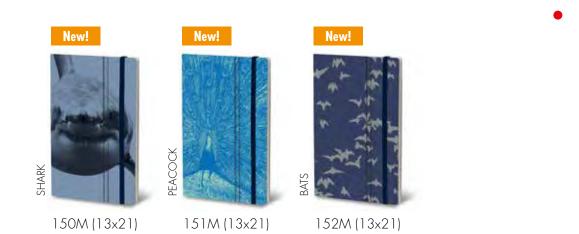


147M (13x21)

148M (13x21)

149M (13x21)

WILD PEARL



MRS. CROCODILE



ANIMALS SMILE





045M (13x21)

046M (13x21)

BEAR

ANIMALS SMILE



ICON





153S (9x14) 153L(15×21)

154S (9x14) 154L(15x21)

155S (9x14) 155L (15×21)

FLORA



ICON



073M (13x21)

072M (13x21)



071M(13x21)

NEW FRESH FRUIT



NEW FRESH FRUIT



CUSTOM GARAGE



086L (15×21)

087L (15x21)



GASOLINE



- 080L(15×21)
- 081L(15x21)

GASOLINE



CUSTOM GARAGE



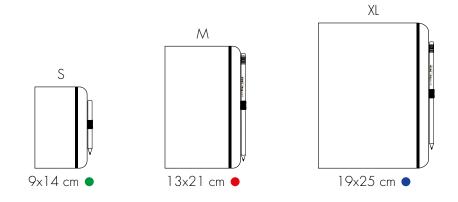
3•6•5



The name for the new *Stifflex* collection, with its essential and harmonious design, comes from the shortening of the name *Stifflex*.

It's a more classic version of our notebook that enhances the value of tradition and enriches it with new elements. A hard cover with a balanced shade and the inside pages either blank or lined are combined with an environmentally friendly pencil with an eraser made with recy-cled and recyclable material. Available in the *Basic* and *Leatherlike* collections, the notebooks in this line adapt perfectly to every occasion and above all are perfect for those who enjoy habits that respect values from other times.

FORMATS



The notebooks in this collection are made with 80 g. uncoated white paper. They are available in the 9x14 cm, 13x21 cm, and 19x25 cm formats made up of 144 pages. Every notebook comes with a pencil and is FSC® certified.

BASIC			HARD COVER NO	DTEBOOK WITH PENCIL
•				
•	BIACK	FE	BLG	AEILOW
Ruled sheets	aROO1S (9x14) aROO1M (13x21)	aROO2S (9x14) aROO2M (13x21)	aROO3S (9x14) aROO3M (13x21)	aROO4S (9x14) aROO4M (13x21)

bR002S (9x14)

bROO2M (13x21)

bROO1S (9x14)

bROO1M (13x21)

HARD COVER NOTEBOOK WITH PENCIL

bROO4S (9x14)

bROO4M (13x21)

bR003S (9x14)

bROO3M (13x21)



Blank sheets

LEATHERLIKE



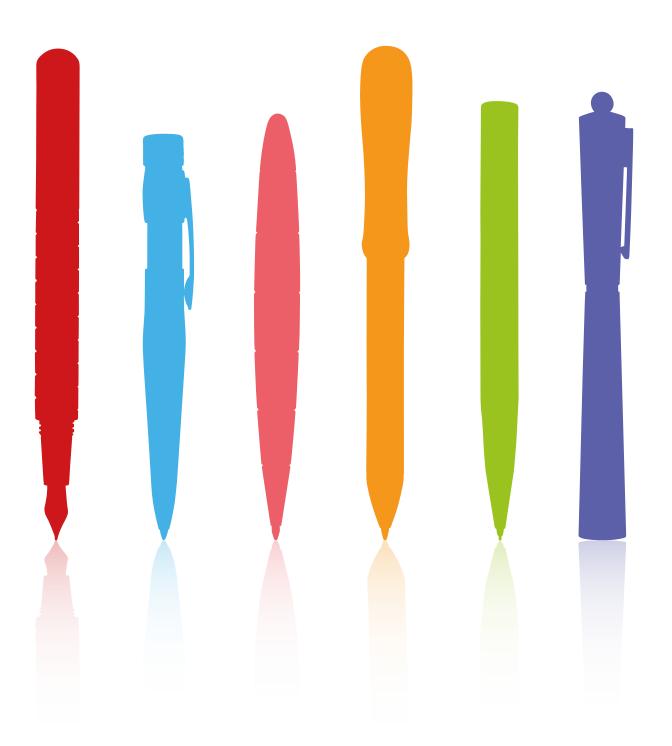


OUR PRODUCTION:

- Graphics production
 Printing
 Binding
 Production of stationery products







GIULIANO MAZZUOLI WRITING TOOLS

And ade from a solid bar of aluminum, the Giuliano Mazzuoli pens are made through an elaborate lathe and milling process done through the use of state-of-theart machinery. After that every single structural component is carefully finished and assembled by hand. The high standards of quality and a careful selection of the raw materials guarantee in each product a nearly eternal use.

Fountain pens, ballpoint pens and pencils that don't follow the classic canons for writing and reveal an authentic identity that combines planning research, functionality and aesthetics with a selection of modern colors. Above all, every product comes to life from the desire to relive and remember values from the past and from family experiences resulting in a collection of small "works of art" that also take inspiration from discoveries and exceptional inventions of Italian national history. A clean design, original shapes, prestigious materials and workmanship make it so that every Giuliano Mazzuoli pen is a unique artisanal jewel where every detail is looked after.

The entire line of writing instruments is produced in every phase in the heart of Tuscany through selected raw materials and the expertise of local labor creating a true example of made in Italy craftsmanship.



- 1 1923, Tavarnelle Val di Pesa Officina Meccanica Renato Bacci
- 2 1925, Flora Bacci and Galliano Bacci
- 3 1920, Renato Bacci with a bicycle that he manufactured





GIULIANO MAZZUOLI



hat do bicycles have to do with pens? Nothing. There is only a memory that makes me feel a particular bond with the Officina line ("officina" means mechanical workshop in Italian). The picture is from 1923 and the little girl in the picture is my mother. My grandfather Renato had a mechanical workshop with lathes and cutters with which he built handcrafted bicycles. At the beginning of the 1950s, with the advent of motorcycles in a hilly terrain like ours, the activity became obsolete and ended. A few years later, when I was about ten

years old, I found and kept an old wooden box with metal objects that had a strange form. For some years afterwards it was a treasure that I tried keeping secret. In November 1999 I found myself in a modern mechanical workshop and while I was looking around I saw the same objects. Forty years later they still fascinated me with their beautiful shapes and I wanted to let others appreciate them not as mechanical tools and so "Officina, Writing Instruments" were born.

Giuliano Mazzuoli

OFFICINA



PO1MN01 BP PO1MS01 FP

DESIGN

Micrometer Thread Knurler



Thread

P01MN05 BP P01MS05 FP



Knurler

PO1MN07 BP PO1MS07 FP







COLORS

Brushed chrome

AVAILABLE IN

Micrometer, Thread and Knurler: Ballpoint Fountain Pen



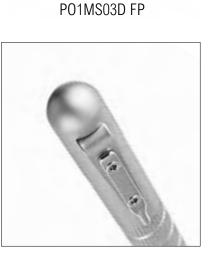
OFFICINA END MILL – COLOR



PO1MN03 BP PO1MS03 FP



P01MN03C BP P01MS03C FP



PO1MN03D BP

DESIGN

End Mill





COLORS

Brushed chrome Gunmetal Vintage ivory AVAILABLE IN

Ballpoint Fountain Pen



OFFICINA END MILL - BICHROME





PO1MN03B BP PO1MS05B FP

> P01MN03V BP P01MS05V FP

P01MN03R BP P01MS05R FP



End Mill









37 OFFICINA

COLORS

Red/polished chrome Blue/polished chrome Green/polished chrome AVAILABLE IN

Ballpoint Fountain Pen



OFFICINA CASSETTA

We called this version of Officina with the name "Cassetta" because just like in a toolbox case where you find various tools, countless accessories are found even in this package: "Easy Flow" ballpoint, colored ballpoint (in three colors), 2 mm pencil that exalt the functions of the pen. In the packaging are also four 2 mm leads (red - green - yellow - blue), a pencil sharpener, a pencil eraser, and an elegant leather pen holder available in three different colors.

PO1MK01 MICRO CHROME PO1MK05 THREAD CHROME PO1MK07 KNURLER CHROME PO1MK03 MILL CHROME PO1MK03C MILL GUN METAL CHROME PO1MK03D MILL VINTAGE IVORY



DESIGN

Micrometer Thread Knurler End Mill

COLORS

Micrometer, Thread and Knurler: Brushed chrome

End Mill: Brushed chrome Gunmetal Vintage ivory





LEATHER PEN HOLDER

Tabacco Orange Yellow

FUNCTIONS

Ballpoint "Easy Flow" Ballpoint (in three colors) Pencil (2 mm) Colored Leads (in four colors)



OFFICINA QUATTRO TEMPI XL

The Quattro Tempi model is a product that can be easily convertible into different functions: - roller - colored rollers (in four colors) - 5.5 mm graphite pencil - fountain pen. In the packaging are five 5.5 mm pencil leads (graphite - blue - red - yellow - green), a fountain pen converter, a fountain pen ink cartridge, a pencil eraser, and a pencil sharpener. In the photograph below we show how this particular model is presented in the gift packaging and the pens that can be assembled from the parts found inside the packaging.





DESIGN

End Mill

COLORS

Brushed chrome





FUNCTIONS

Roller Colored rollers (in four colors) Fountain pen Graphite Pencil (5.5 mm) 5.5 mm leads in graphite + four colors (blue, red, yellow, and green)



OFFICINA LIMA

The Lima pen is inspired from the round file (lima in Italian) used by blacksmiths. It is a pen with three different writing functions (black ball point - red ball point - 0.5 mm pencil). Other accessories like the orange color highlighter, touchscreen stylus, a pencil eraser, and a kit of 0.5 mm pencil leads are also included in the packaging.









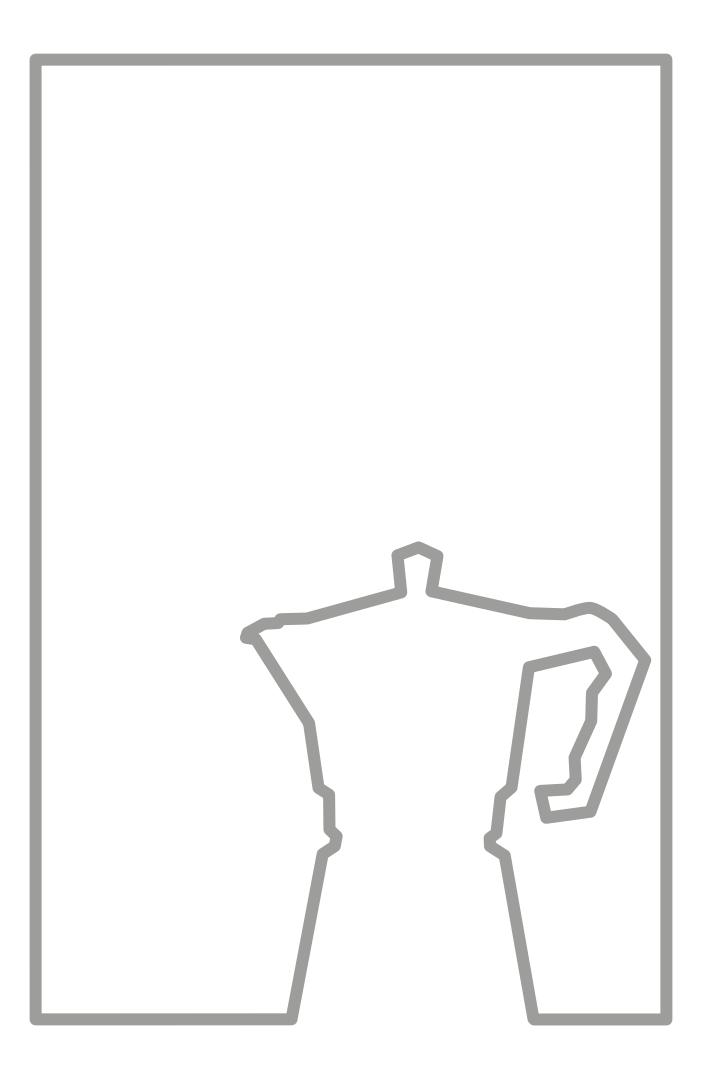
COLORS

Brushed chrome Black Red Polished chrome

FUNCTIONS

Black ballpoint Red ballpoint Pencil (0.5 mm) Touchscreen stylus Orange highlighter





GIULIANO MAZZUOLI

MO K A

ith the Officina line of pens I attracted the attention of the **«** most important people in the world of pens. Part of the success of those pens is also due to the country I come from. It is because I am Italian and I am part of the most important design culture in the world that I had to present a new pen. I thought it was impossible, but it all happened during a telephone call. I was doodling with my pencil when I interrupted my telephone call and said, "sorry, but I have to go ... I designed my new pen." I realized it was the coffee-maker only after I had drawn it. The inspiration came at the right time because even in this pen there is a memory from my youth. The so-called "American kitchens" hadn't become popular yet in Italy. In my arandmother's huge but minimally decorated kitchen there were four or five different size espresso-makers hanging on a wall above

a shelf. They were the only decorative elements in the kitchen and I had never seen my grandmother make coffee with them. She polished them every day. This was in the 1950s, the time in which the Moka, designed and produced by Alfonso Bialetti in 1930, started to become well known all over the world. It reached places in the world where uses and customs regarding beverages were completely different from ours and it was used as a decorative accessory just like my grandmother had done. I too see in this everyday object made up of two containers that screw into each other a masterpiece of design. Nothing is more difficult to design than simplicity and I wanted to dedicate a writing instrument to this jewel of design that is more than eighty years old now.

Giuliano Mazzuoli



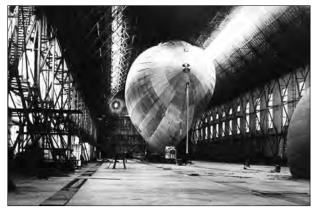
The MOKA pen is available in fountain pen and "pressurized" ballpoint versions.







1926 - Colonel Umberto Nobile and his little dog Titina



1928 - Italia hangar in Stolp



The Red Tent



1926 - Amudsen-Ellsworth-Nobile, Rome - Alaska, "Norge" Expedition



1928 - Italia parked at Vadsö



May 25,1928 - Dropping of the flag and the Cross on the pole



The Red Tent, July 12, 1928 - The Krassin at the red tent

GIULIANO MAZZUOLI

nobileitalia

UMBERTO NOBILE (Lauro, Avellino 1885 -Rome 1978) was one of the key figures in the history of flight.

A General in the Italian Royal Air Force, Nobile designed air ships all over the world, but he is mostly known for having flown across the North Pole twice. The first time was in 1926 at the request of Norway with the air ship NORGE, which he designed and commanded. The second time was in 1928 on an entirely Italian expedition aboard the air ship ITALIA. This last expedition ended dramatically when the ITALIA crashed into the ice due to adverse meteorological conditions, and the survivors were rescued after forty-eight days spent in the legendary "Red Tent."

The event and the subsequent fiery controversy tarnished Nobile's fame, and after being accused by the fascist regime he decided to voluntarily go into exile and move to the Soviet Union where he worked for five years building air ships.

At the end of 1936 he decided to go back to Italy, but due to political and personal difficulties he decided to leave again after accepting an offer to work in the United States.

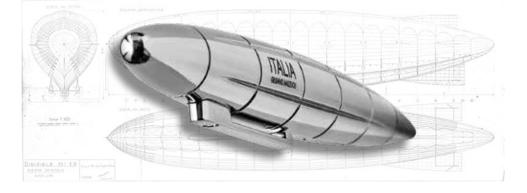
After the fall of Fascism in Italy in July of 1943, he moved back to Italy definitively and from 1946 to 1948 was an independent representative in the Constituent Assembly of Italy. His role in history and his accomplishments have been re-evaluated over the years and Nobile has been recognized for what he really was: a genius engineer, an able aviator, and an untiring explorer.

Talent, inventiveness, and passion were the key personality traits of Nobile; this combined with the fact that this extraordinary individual was from the Italian hinterland moved Giuliano Mazzuoli to create a pen in his honor. The NOBILE ITALIA commemorates this Italian genius through a synthesis of contemporary creativity and the high quality of the materials used.

The exclusive shape, inspired by the air ship ITA-LIA, makes this writing instrument more pleasant and functional to use.

The NOBILE ITALIA is born from the talent of Italian craftsmen. It is an original product with a modern design whose inspiration comes from a glorious past.

The care taken in the details and the selection of the materials make the NOBILE ITALIA a collector's pen, but the pleasure of the feel of its form (when taking it out from a bag or the pocket of a jacket), grip, and decisive writing stroke, make it unforgiveable to not use it every day.



NOBILE ITALIA

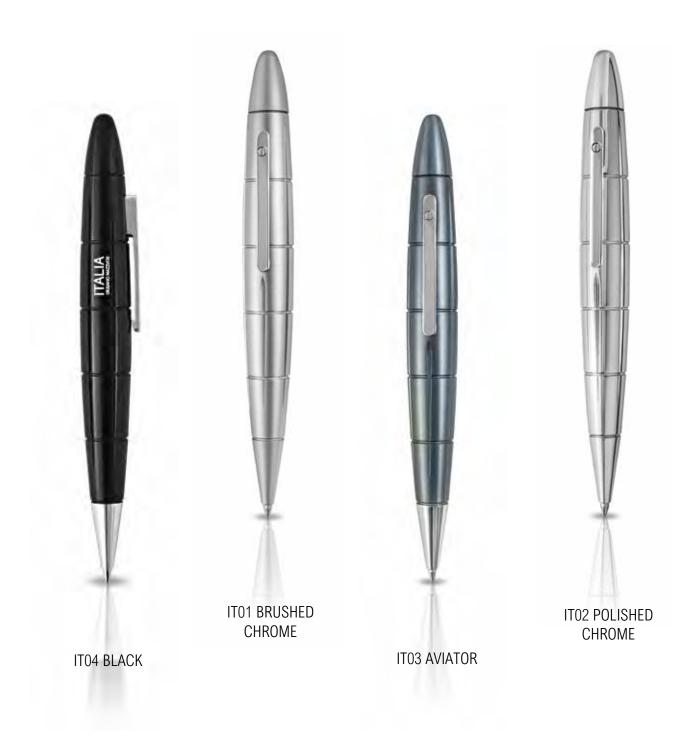
The Nobile Italia pen is available in 4 colors. In addition to the pen with ballpoint "Easy Flow" refill, the packaging contains: 0.7 mm pencil, 3 colored ballpoint refills, and a pencil eraser.



"The Nobile Italia pen is dedicated to all the men who made an extraordinary enterprise possible. They were men of courage who taught us that no objective is impossible to achieve."



nobileitalia



COLORS

Black Brushed chrome Aviator blue Polished chrome

FUNCTIONS

Ballpoint "Easy Flow" Pencil (0.7 mm) Ballpoint (in three colors)





GIULIANO MAZZUOLI

CASSIA

he Cassia is a road that is like a work of art. It's a road that has its origins in the distant 154 B.C., the year that the Via Cassia was built, and it celebrates and represents the Italian culture.

It begins in Rome at the Milvian Bridge and it goes all the way to Florence finishing on Ponte Vecchio, crossing places like the Bolsena Lake, the Crete Senesi, the Val d'Orcia, and Chianti, which make Italy well-known throughout the world. With the Cassia we wanted to pay tribute to this beautiful road where Giuliano Mazzuoli's grandfather had his bicycle workshop in Tavarnelle Val di Pesa at km 264 (there are in fact 264 kilometers to Rome and 36 km to Florence).

Cassia is an Italian pen with an unmistakable style that brings us back to the era of Italian Modernism. The primary material is always aluminum. The ergonomic grip, the elegant but rigorous styling with a decoration at the top make this pen a symbol of Italian style.



The Cassia pen is available in 3 colors. In addition to the pen with ballpoint "Easy Flow" refill, the packaging contains: 0.7 mm pencil, 3 colored ballpoint refills, a pencil eraser, and a kit of rubber rings in 6 different colors.



PC264A3 PC264A1 BRUSHED CHROME PC264A2 RED

COLORS

Brushed chrome Red Black

FUNCTIONS

Ballpoint "Easy Flow" Pencil (0.7 mm) Ballpoint (in three colors) Colored rubber ring kit



CASSIA



GIULIANO MAZZUOLI

..... Formulapen **....**

rom Giuliano Mazzuoli's passion for automobiles and automobile racing comes the FORMULAPEN, whose lines recall the racing cars of the 20th Century.

Even the selection of the colors recall the competitions from the beginning of the 1900s in which a color was assigned to the automobiles from each nation participating in the world competition, "formula gran prix." Italy had "Racing Red" (Alfa Romeo, Maserati, and Ferrari). France had blue, the "Blue of France" (Bugatti). Great Britain had green, "British Racing Green" (Jaguar, BRM, and Aston Martin). Germany had white (Mercedes, Autounion, and BMW) that subsequently transformed to silver not for aesthetic reasons, but purely for competitive reasons since without paint the cars were lighter in weight. This is where the name "Silver Arrows" comes from for the German automobiles.



FORMULAPEN

The Formulapen is available in 4 colors. In addition to the pen with ballpoint "Easy Flow" refill, the packaging contains: a 0.7 mm pencil, 3 colored ballpoint refills, and a pencil eraser.







Formulapen



COLORS

British Racing Green Blue of France Racing Red Silver Arrow

FUNCTIONS

Ballpoint "Easy Flow" Pencil (0.7 mm) Ballpoint (in three colors)



OFFICINA ACCESSORIES

The Officina line, in addition to the "Writing Tools," expands its product line introducing 5 gift accessories that maintain intact and in a coherent way its creative line.



3 Hinge Money Clip



MANOMETRO TABLE CLOCK

Giuliano Mazzuoli's Manometro wristwatch is represented as a table clock in this version. The simple and essential design, and the clean dial with large numerals make the object original and elegant, as well as a perfect gift idea.

TECHNICAL CHARACTERISTICS

Case: cylindrical (316L) steel case with a polished finish; the back is closed with 6 screws. Crown: in steel positioned at 2 o'clock. Dial colors: black or ivory. Functions: hours, minutes, and seconds. Mechanism: Swiss Movement ISA caliber 2331/103. Dimensions: 61 mm (3h-9h) x 58 mm (12h-6h); Case height: 22 mm. Weight: 225 grams. Battery: 66 months duration.





WINDOW DISPLAY MATERIAL













CORPORATE GIFTS

The entire Giuliano Mazzuoli Writing Tools collection can be personalized with the logo or the graphics of your company. The personalization of the pen can be done through three systems: laser engraving, diamond-point engraving, or it can be milled and enameled. The packaging of the pen can be personalized with institutional photographs or graphics so as to create an object that coordinates itself perfectly with your company image. Many prestigious companies have personalized our pens in order to surprise their clients, employees, or their sales force with an original, high-quality product. In combination to the pens it is also possible to personalize our Stifflexible notebooks and agenda books. For more information please see www.stifflexible.it.













OUR PRODUCTION OF PENS AND ACCESSORIES:

- Planning
- Lathing
- Anodic and/or chromium-plating
- Assembling









NOTES

3-6-5



GIULIANO MAZZUOLI WRITING TOOLS



Premium Brand Art Materials and Writing Instruments

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