

Edinburgh firm Turtle Pens takes on the big boys!



A new Edinburgh based company, Turtle, is launching an attack on the giants of the pen industry by introducing two innovative pen collections; Turtle Work and Turtle Play. Featuring their patent pending SNAPback™ mechanism, Turtle pens represent an alternative to the traditional push pens.

To activate a Turtle pen, a user pulls back the rear casing prior to letting it “SNAPback.” Once the rear casing has recoiled to its starting position the nib is exposed.

The second interesting design element of a Turtle pen is its extendable casing (or “Turtle Head” as it is otherwise known). This element gives Turtle pens their unique appearance. During activation the nib pushes the Turtle Head out from within the pen transforming each pen from a steel cylinder into what now looks like a pen.

Richard Allan, Founder of Turtle Pens said:-“It all began with a random idea – how can I make a pen more interesting? In answering that question I believe we have created an innovative product which is both interesting and simply fun to use. Going forward we will continue to create quality writing instruments that surprise or go against the grain,”

Turtle Work pens have a simple and stylish stainless steel casing and elegantly combine sophistication with innovative design. Turtle Play pens are a combination of stainless steel, rubber and vibrant plastics – a contrast to match your more playful side. Each collection is available in two finishes. As part of an introductory offer, each pen comes housed in a stylish heavyweight stainless steel storage canister for no

extra charge. Turtle has plans to expand the range of pens to include other innovative collections and designs.

The founders of the company believe that Turtle is at the beginning of a long journey. Entering a market that is dominated by several big businesses is either very brave or just stupid. However, they tell us that it was once said “if you build it, they will come.”

Turtle is offering worldwide shipping direct from [their website](#). where you can also get more information about the pens, order a pen or find out about the brains behind the technology and design.

Turtle | Innovative Writing Instruments

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