



## Get The “Hot” New Pen From Pilot

**I**t sounds like something out of the latest spy film: ink that vanishes when it gets too hot and reappears when it is super-cooled. But this writing material of the future isn't something that will be coming soon to a theatre near you. It is actually here now, in the form of Pilot's revolutionary new FriXion Ball Pen.

The FriXion continues Pilot's long tradition of innovation by employing thermo-sensitive ink. This new-generation writing material vanishes when subjected to high temperatures – like that created by the friction from the pen's high-tech rubbing tip. Because this tip is not a traditional eraser, it produces no messy smears or rubber “crumbs.” Instead, errors simply vanish, cleanly and completely. In fact, if a large block of text needs to be erased, the tip needn't be used at all; a hair-dryer or microwave will do the trick!

And that's where the benefits of this power pen start to get really interesting. Erase something you didn't mean to? No problem. Simply place the paper in the freezer and the words will soon reappear. This makes the FriXion a great learning tool for kids and a way for them to have fun with secret messages. Adults will appreciate writing with the permanent and professional look of ink while having the convenience of quickly being able to correct mistakes.

With its bold, energetic design, comfortable hand feel and smooth flow, the FriXion has the hallmarks that Pilot customers have come to expect. And, with thermo-reactive “Metamor Ink” and advanced friction producing tip, the pen is clearly poised to draw a roadmap for fans to follow into the future of writing.

The FriXion is available in six colours from pen merchants everywhere. Be sure to get yours before they vanish ... as they're clearly designed to do.

