



The Writing Fields®

flex®
book



ECOSMILES

C O L L E C T I O N 2 0 2 2



IN SEARCH OF TRUE VALUES

WHO WE ARE

Welcome to our journey into the magical world of note-taking, where anything could happen, even the unimaginable. Our fascinating story begins on the day writing was invented and continues until the day **Flexbook**, a revolutionary innovation in bookbinding was established as a brand, which is now made available in more than 35 countries around the world.

It all started in Athens in 1960, when Theodoros Chasapakis, a bookbinding artist, was first involved with special editions and handcrafted books. In 1994, the company was passed on to the new generation, Grigoria and Dimitris Chasapakis, who brought in their own new perspective.

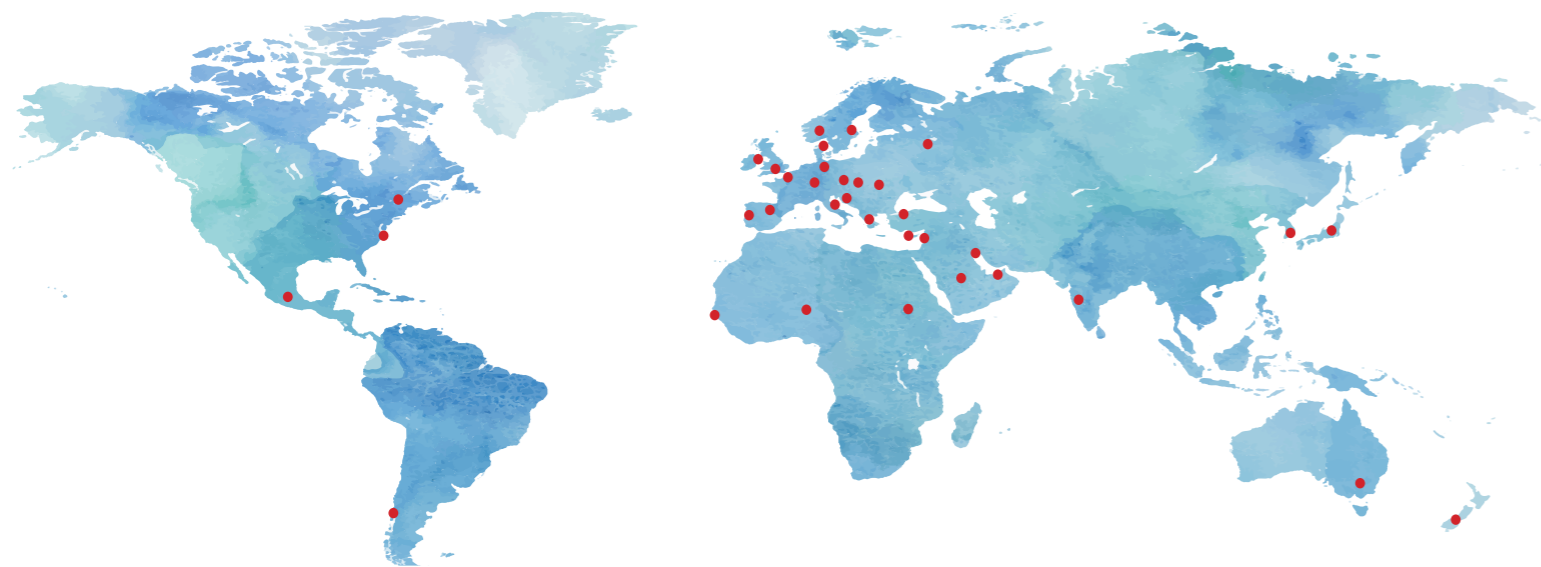
Meanwhile, after 2 years of research and decades of experience across the entire spectrum of bookbinding technologies the company invented **Flexbook**, a new bookbinding method, which makes books, notebooks and diaries incredibly durable and flexible.

This method, with its emphasis on materials, design, and innovation, was indeed so unique that it quickly gathered enthusiastic followers internationally. Since then the evolution of the company has been extremely rapid and very soon it was able to offer a range of unique products covering the areas of note taking and business gift.

Today, uniting our voice with the voice of people around the world who seek values not just produce, we support the sustainability of our planet with a commitment to participate, in every possible way, to a big change towards this direction.

OUR FRIENDS ARE EVERYWHERE

USA | CANADA | IRELAND | FRANCE | GERMANY | AUSTRIA | HUNGARY | PORTUGAL | GREECE | SWITZERLAND | NORWAY | UK | DENMARK | U.A.E. | INDIA | SOUTH KOREA | SWEDEN | CYPRUS



SPAIN | CROATIA | ROMANIA | AUSTRALIA | RUSSIA | MEXICO | TURKEY | LEBANON | NIGERIA | SUDAN | KUWAIT | SAUDI ARABIA | GAMBIA | ITALY | JAPAN | CHILE | NEW ZEALAND

We had never imagined that people from 35 countries would share with us the same dream, the same experience. From Mexico to Australia and South Korea, from the US and Portugal to Chile, we have friends in 35 countries who love, not just what we create, but what we are.



flex[®]
book

THE ORIGINAL



**FLEXBOOK
THE ORIGINAL**

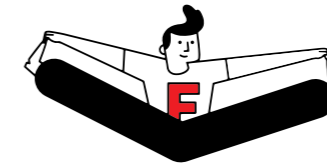
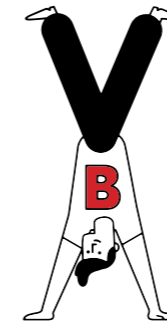
Thanks to their unique bookbinding technology Flexbook products fold backwards, open and remain opened. They also offer extremely greater durability than products with conventional bookbinding allowing books, diaries, notebooks to be opened thousands of times more without breaking. In order to guarantee these unique product characteristics each Flexbook product must always carry the special authenticity hologram.

**FLEXBOOK MEANS FLEXIBILITY
AND ENDURANCE BEYOND360°**

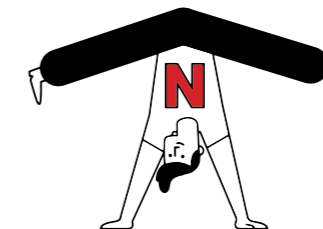
In order to achieve both durability and flexibility a new bookbinding technology was required. Flexbook products have made an impact as they introduced new groundbreaking features, which cannot compare with what has been available to the consumer globally. Far beyond the conventional 360°, this innovative bookbinding method combines endless flexibility with ultimate endurance under any possible set of circumstances.

flex[®]
book

ADVANTAGES



BEYOND[®]360



**B INNOVATIVE WITH
REVOLUTIONARY
TECHNOLOGY**

New innovative technology.
The originality of our products
is guaranteed with a special
authenticity hologram.

**E FLEXIBILITY
BEYOND 360°**

Opens 180° and
folds 360° but total
flexibility goes far
beyond 360°.

**Y OFFERS ENDLESS
DURABILITY WITHOUT
BREAKING**

With thousands of more
openings in the most
demanding circumstances.

**O OPENS FLAT WITH
NO EMPTY SPACE IN
THE MIDDLE**

Easy scanning and
photocopying.

**N YOU CAN WRITE
FROM END TO END**

Offers greater continuous
writing surface from end
to end.

**D LONGER PRODUCT LIFE
AND THE LOOKS OF
CLASSICAL BOOKBINDING**

Provides extended product life
thanks to the specially designed
and sewn spine.

FLEXBOOK COLLECTION

WHEN NOTE-TAKING IS A FORM OF ART



Our international Flexbook collection which has been loved all over the world.

ECOSMILES

A SMILE FOR THE PLANET



COVER MADE OF CHERRY

FROM CREATIVE UPCYCLING OF AGRICULTURAL RESIDUE

NEW
arrivals

Ecosmiles is our new ecofriendly line of notebooks, made exclusively from natural resources, which bring a smile for the planet. Enjoy covers from cherries, kiwi fruit, coffee, real olives, with an amazing inside from citrus fruit and make your own contribution for the effort to preserve the earth, where we live on.

They are produced from the superb eco paper line Crush, a new product launched by the Italian paper manufacturer Favini, which comes from the creative upcycling of agricultural residue by replacing up to 15% the virgin tree pulp. Crush paper includes by-products from citrus fruits, grapes, cherries, lavender, corn, olives, coffee, kiwi fruits, hazelnuts and almonds. These natural raw materials are saved from landfill and used to make these distinctive papers, making better use of natural resources and minimizing as much as possible the use of paper from tree pulp.

Crush is FSC™ certified, produced with EKOenergy, GMO free, Acid free, Elemental Chlorine Free (ECF), Carbon black free and contains 40% post-consumer recycled waste, resulting in a 20% reduction in carbon footprint.



“Enjoy covers from cherries, kiwi fruit, coffee, real olives, with an amazing inside from citrus fruit and make your own contribution for the effort to preserve mother earth where we live on.”



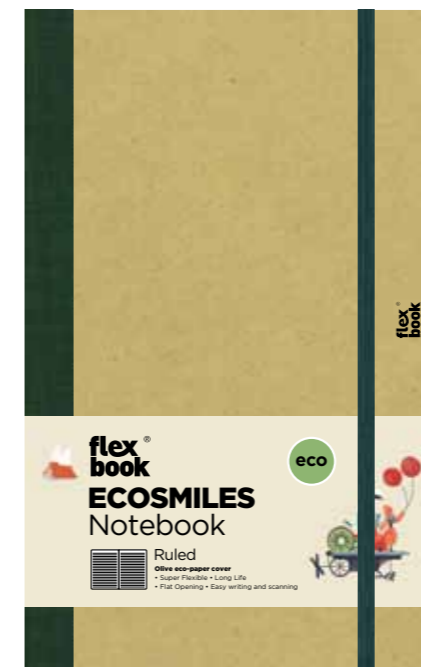


COVER MADE OF COFFEE

ECOSMILES Notebook

NEW
arrivals

Our amazing brand new line of eco notebooks is now available in four different cover options, each with its own distinct personality: coffee, kiwi, cherry and olive. The cover is made of Favini Crush ECO paper from the natural materials mentioned above, the flyleaf is Favini ECO coffee paper and the inside is Favini ECO citrus paper 100gsm. All 4 eco notebooks come in one unique size 13x21 cm. They offer 192 ruled pages, rounded corners , a promo card describing our new ECO concept and logo with black embossing.



Coffee

Kiwi

Cherry

Olive

FEATURES

- › Flexbook with elastic band closure
- › Cover from Favini Crush ECO paper from natural materials (coffee, kiwi, cherry, olive)
- › Flyleaf from Favini Crush ECO coffee paper
- › 192 ruled pages
- › Favini Crush ECO citrus paper 100 gsm
- › Black embossing
- › Rounded corners
- › ECOSMILES promo card
- › Themed ECOSMILES paperband
- › Includes 10-fold brochure with Flexbook history in 6 languages

13x21cm / 5,12 x 8,27 in

21.00100 Coffee

21.00101 Kiwi

21.00102 Cherry

21.00103 Olive

All genuine Flexbook binding products have the holographic label. Innovation patented.

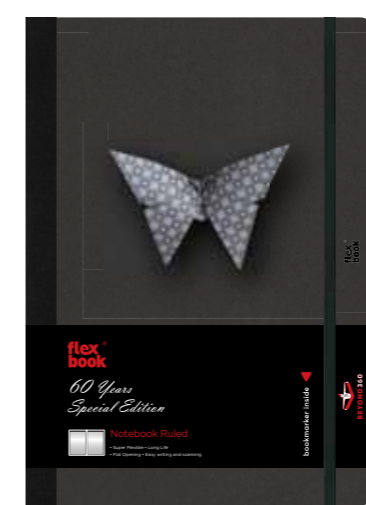


60 YEARS SPECIAL EDITION

DEDICATED TO A LIFE ACCORDING TO OUR DREAMS

It's already more than 60 years since we first spread our wings for a flight into the magic world of writing and note-taking. On the way we were lucky for having had the chance to create a new voice that went beyond the commercial norms of marketing. In order to celebrate this great occasion, in 2021, we presented our new Flexbook "60 Years Special Edition" notebooks dedicated to a life according to our dreams. They mark a new era for our product launch strategy, since we will be presenting from time to time, lines of products with a limited time span aiming at Flexbook fans throughout the world. Our 60 Years Special Edition Notebooks are offered in 2 useful sizes: 17x24cm with ruled pages or 13x21cm with dotted pages, each with its own original origami cover design.

Notebook Ruled



- FEATURES**
- › Flexbook with elastic band closure
 - › Textured art paper cover
 - › Themed flyleaf
 - › 192 ruled pages
 - › Fabriano ivory paper 85 gsm
 - › Rounded corners
 - › FLEXme bookmark
 - › Special Edition paperband
 - › Includes 10-fold brochure with Flexbook history in 6 languages

RULED
17x24 cm/ 6,69x9,44 in
21.00097 Black

Notebook Dotted



- FEATURES**
- › Flexbook with elastic band closure
 - › Textured art paper cover
 - › Themed flyleaf
 - › 192 dotted pages
 - › Fabriano ivory paper 85 gsm
 - › Rounded corners
 - › FLEXme bookmark
 - › Special Edition paperband
 - › Includes 10-fold brochure with Flexbook history in 6 languages

DOTTED
13 x 21 cm / 5,12 x 8,27 in
21.00098 Red

All genuine Flexbook binding products have the holographic label. Innovation patented.



VISIONS

WHEN YOUR BOOK'S SPINE BECOMES A CREATIVE CANVAS

Who said that the classic Flexbook spine would never change? Our Visions line offers unique book spines with special patterns that everyone adores. Notebooks come with the "all angles" pattern in white on black background and diaries with black elements on red background. Notebooks are offered in 2 different sizes: 13x21cm and 9x14cm and diaries in 13,8x20,4cm. The quality design elements include Fedrigoni black special art paper covers, a pocket and a FLEXme bookmark.

Notebook Ruled



bookmark
inside



FEATURES

- › Flexbook with elastic band closure
- › Specially designed spine of black background with white symbols
- › Fedrigoni special black art paper cover
- › 192 ruled pages
- › Fabriano ivory paper 85 gsm
- › Inner paper pocket
- › Black embossing
- › Rounded corners
- › FLEXme bookmark
- › Includes 10-fold brochure with Flexbook history in 6 languages

13x21 cm/ 5,12x8,27 in
21.00091 Black spine - white angles

9x14 cm/ 3,54x5,51 in
21.00092 Black spine - white angles

All genuine Flexbook binding products have the holographic label. Innovation patented.

English Daily Diary



bookmark
inside



FEATURES

- › Flexbook with elastic band closure
- › Specially designed spine of red background with black symbols
- › Fedrigoni special black art paper cover
- › Fabriano ivory paper 70 gsm
- › Inner paper pocket
- › Black embossing
- › Rounded corners
- › FLEXme bookmark
- › Includes 10-fold brochure with Flexbook history in 6 languages

CONTENT

- › 416 pages in total - Weekend in 2 pages
- › 12 pages with useful information
- › Year planners 2023-2024
- › Calendars 2022-2023-2024
- › International dialing codes - E.U. Countries holidays
- › Monthly planner at the beginning of each month
- › Telephone index

13,8 x 20,4 cm / 5,43 x 8,03 in
21.00090 Red spine - black angles



ADVENTURE

Notebook

TRAVEL TO THE EDGE OF EARTH

For all of us urban nomads, here is a line with durable quality leatherette covers. It will endure heavy use and will keep your thoughts and ideas safe wherever you are. They come with ruled or dotted inner pages. Ruled for those who love the feeling of focus provided by parallel lines or dotted for those who prefer to let their ideas fly free over blank spaces for the sake of creativity. Ruled notebooks come in 5 great colours with our favorite red being the most recent addition, while dotted notebooks come with off-black covers. All Adventure notebooks are available in all our 3 standard sizes, with a pocket and a FLEXme bookmark.



bookmarker
inside



FLEXme BOOKMARKER

Something to remember?
Our **FLEXme** bookmarker
is your daily companion in
spotting and highlighting
your most important notes.

Off-Black



Elephant



Royal blue



Camel



Red

FEATURES

- › Flexbook with elastic band closure
- › Cover with fine textured leatherette
- › 192 ruled / dotted pages
- › Fabriano ivory paper 85 gsm
- › Inner paper pocket
- › Thermal embossing
- › Rounded corners
- › FLEXme bookmarker
- › Includes 10-fold brochure with Flexbook history in 6 languages

RULED

17x24cm / 6,69 x 9,44 in	13x21cm / 5,12 x 8,27 in	9x14cm / 3,54 x 5,51 in
21.00064 Off-Black	21.00068 Off-Black	21.00072 Off-Black
21.00065 Elephant	21.00069 Elephant	21.00073 Elephant
21.00066 Royal Blue	21.00070 Royal Blue	21.00074 Royal Blue
21.00067 Camel	21.00071 Camel	21.00075 Camel
21.00079 Red	21.00080 Red	21.00081 Red

DOTTED

17x24cm / 6,69 x 9,44 in	13x21cm / 5,12 x 8,27 in	9x14cm / 3,54 x 5,51 in
21.00076 Off-Black	21.00077 Off-Black	21.00078 Off-Black

All genuine Flexbook binding products
have the holographic label.
Innovation patented.

FLEX GLOBAL

THE WORLD IS OUR HOME

Our classic line, which took us all over the world some years ago, is always a hit due to its special design, great Fedrigoni covers, quality Fabriano paper inside and most of all due to a new philosophy in note-taking that places the emphasis on the magic of writing.

Notebook Ruled



Flex Global Ruled Notebooks

bring shape and order

to our everyday

note-taking adventures

as we move in a world

of constant changes

and unpredictable events.



17x24cm / 6,69x9,44 in
21.00010 Black
21.00011 Light green
21.00012 Red
21.00061 Turquoise

13x21cm / 5,12x8,27 in
21.00013 Black
21.00014 Light green
21.00015 Red
21.00062 Turquoise

9x14cm / 3,54x5,51 in
21.00016 Black
21.00017 Light green
21.00018 Red
21.00063 Turquoise

FEATURES

- › Flexbook with elastic band closure
- › Fedrigoni special black art paper cover
- › 192 ruled pages
- › Fabriano ivory paper 85 gsm
- › Inner paper pocket
- › Silver embossing
- › Rounded corners
- › Includes 10-fold brochure with Flexbook history in 6 languages

All genuine Flexbook binding products have the holographic label. Innovation patented.

Notebook Blank



FEATURES

- › Flexbook with elastic band closure
- › Fedrigoni special black art paper cover
- › 192 blank pages
- › Fabriano ivory paper 85 gsm
- › Silver embossing
- › Rounded corners
- › Includes 10-fold brochure with Flexbook history in 6 languages

17x24cm / 6,69x9,44 in
21.00001 Black
21.00002 Light green
21.00003 Red

13x21cm / 5,12x8,27 in
21.00004 Black
21.00005 Light green
21.00006 Red

9x14cm / 3,54x5,51 in
21.00007 Black
21.00008 Light green
21.00009 Red

Notebook Open date



FEATURES

- › Flexbook with elastic band closure
- › Fedrigoni special black art paper cover
- › 192 ruled pages with open date diary
- › Fabriano ivory paper 85 gsm
- › Silver embossing
- › Rounded corners
- › Includes 10-fold brochure with Flexbook history in 6 languages

17x24cm / 6,69x9,44 in
21.00019 Black
21.00020 Light green
21.00021 Red

13x21cm / 5,12x8,27 in
21.00022 Black
21.00023 Light green
21.00024 Red

All genuine Flexbook binding products have the holographic label. Innovation patented.

Smartbook Ruled



FEATURES

- › Flexbook
- › Eco paper cover
- › 160 ruled pages
- › Fabriano ivory paper 70 gsm
- › Silver embossing
- › Rounded corners
- › Includes 10-fold brochure with Flexbook history in 6 languages

21x29cm / 8,26x11,41 in
21.00051 Pink
21.00052 Light blue-green
21.00053 Orange
21.00054 Blue
21.00055 Yellow

17x24cm / 6,69x9,44 in
21.00035 Pink
21.00036 Light blue-green
21.00037 Orange
21.00038 Blue
21.00039 Yellow

Sketchbook Blank



FEATURES

- › Flexbook with elastic band closure
- › Fedrigoni special black art paper cover
- › 96 blank pages
- › 170 gsm extra weight / Special quality Munken paper
- › Silver embossing
- › Rounded corners
- › Includes 10-fold brochure with Flexbook history in 6 languages

22x31cm / 8,66x12,2 in
21.00025 Black
21.00026 Light green
21.00027 Red

15,5x21,5cm / 6,10x8,46 in
21.00028 Black
21.00029 Light green
21.00030 Red

All genuine Flexbook binding products have the holographic label. Innovation patented.

FLEXBOX

A GIFT EVERYONE IS THRILLED TO RECEIVE

Now the magic of Flexbook note-taking comes in the perfect gift box, with the signature of “k2design”, Greece’s multi awarded design firm, comprising:

- › A top quality box made to last, which can be used by the consumer for future storage.
- › A prestigious ruled Flexbook notebook 13x21cm offering the unique Flexbook binding that guarantees it will last virtually forever. Flexbook notebooks are made of Fedrigoni (cover) and Fabriano (body) paper qualities, which are amongst the best in the world.
- › A refillable all metal ball pen by the famous Swiss manufacturer Premec.
- › A well-designed greetings card.

FlexBox comes in 2 different designs: “All Angles” & “Embrace me”

TECHNICAL DETAILS

a) FlexBox
Dimensions: 35cm (L) x 26,4cm (W) x 3,8cm (H)

b) Flexbook notebook with elastic band and rounded corners
This is an original Flexbook technology product. All genuine Flexbook binding products have the holographic label. Innovation patented.
192 ruled pages – 13x21cm / 5,12x8,27in
Fabriano Ivory paper 85gsm (FSC, Elemental Chlorine Free, Acid Free, Heavy Metal Absence, Biodegradable and Recyclable)
Cover: Fedrigoni board (FSC, Cotton, Elemental Chlorine Free, Acid Free, Heavy Metal Absence, Biodegradable and Recyclable)

c) Metallic Pen:

- › Premec Ball Pen
- › All metal
- › Writes 5km (approx.)
- › Refillable

ALL ANGLES

The “All Angles” design graphically illustrates the flexibility of Flexbook notebooks by making the different opening angles a design element.
Code: 90.00005



EMBRACE ME

The “Embrace me” design has a friendly huggy feel to it that describes the experience of holding and using Flexbook notebooks.
Code: 90.00004



BRING BRAND MAGIC TO THE STORE

WOODEN MODULAR DISPLAY OPTIONS

Designed exclusively for our company by award winning “k2design”, our new Retail Flex Concept incorporates a modular philosophy that takes **Flexbook** one step ahead. It offers flexible solutions and numerous different set-ups for every type of store, that customers will love. From single stands, to double stands, to in-store corners it creates a unique modern upgraded environment that brings the magic of handwriting at every single sales point.



- Wooden Floor Stand with showcase**
- MDF Floor stand with 6 modular metal shelves
 - Built-in Flexbook Technology Showcase
 - Labelling made of plexiglas
 - Dimensions (L) 42 x (W) 33 x (H) 185cm

- Wooden Floor stand without showcase**
- MDF Floor stand with 6 modular metal shelves
 - Labelling made of plexiglas
 - Dimensions (L) 42 x (W) 33 x (H) 185cm

- Wooden Table Stand**
- MDF Table stand with 3 modular metal shelves
 - Labelling made of plexiglas
 - Dimensions (L) 42 x (W) 33 x (H) 102cm



- Wooden Double Floor Stand**
- MDF Floor stand with 2 sides
 - Modular metal shelves (6 per side)
 - Labelling made of plexiglas
 - Optional: The built-in Flexbook Technology Showcase
 - Dimensions (L) 42 x (W) 49 x (H) 185cm

PLEXIGLAS & CARDBOARD DISPLAY OPTIONS



FLOOR STAND

- Showcase made of transparent acrylic (Plexiglas)
- Dimensions:
(L) 33cm x (W) 33 cm x (H) 170cm
- 5 shelves
- Storage cabinet in red color with closing door (melamine 16mm),
- Rotates 360°
- Wheels



TABLE STAND

- Showcase made of transparent acrylic (Plexiglas)
- Dimensions:
(L) 25cm x (W) 25cm x (H) 97cm
- Rotates 360°



CARDBOARD STAND

- Width 23.5 cm
- Height 42.5 cm
- Depth 31.5 cm





The Writing Fields®

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