



The Writing Fields®

flex[®]
book



I♥CACTUS

CACTUS SAVES THE PLANET

C O L L E C T I O N 2 0 2 5

INTRODUCING BLACK CACTUS

WHO WE ARE

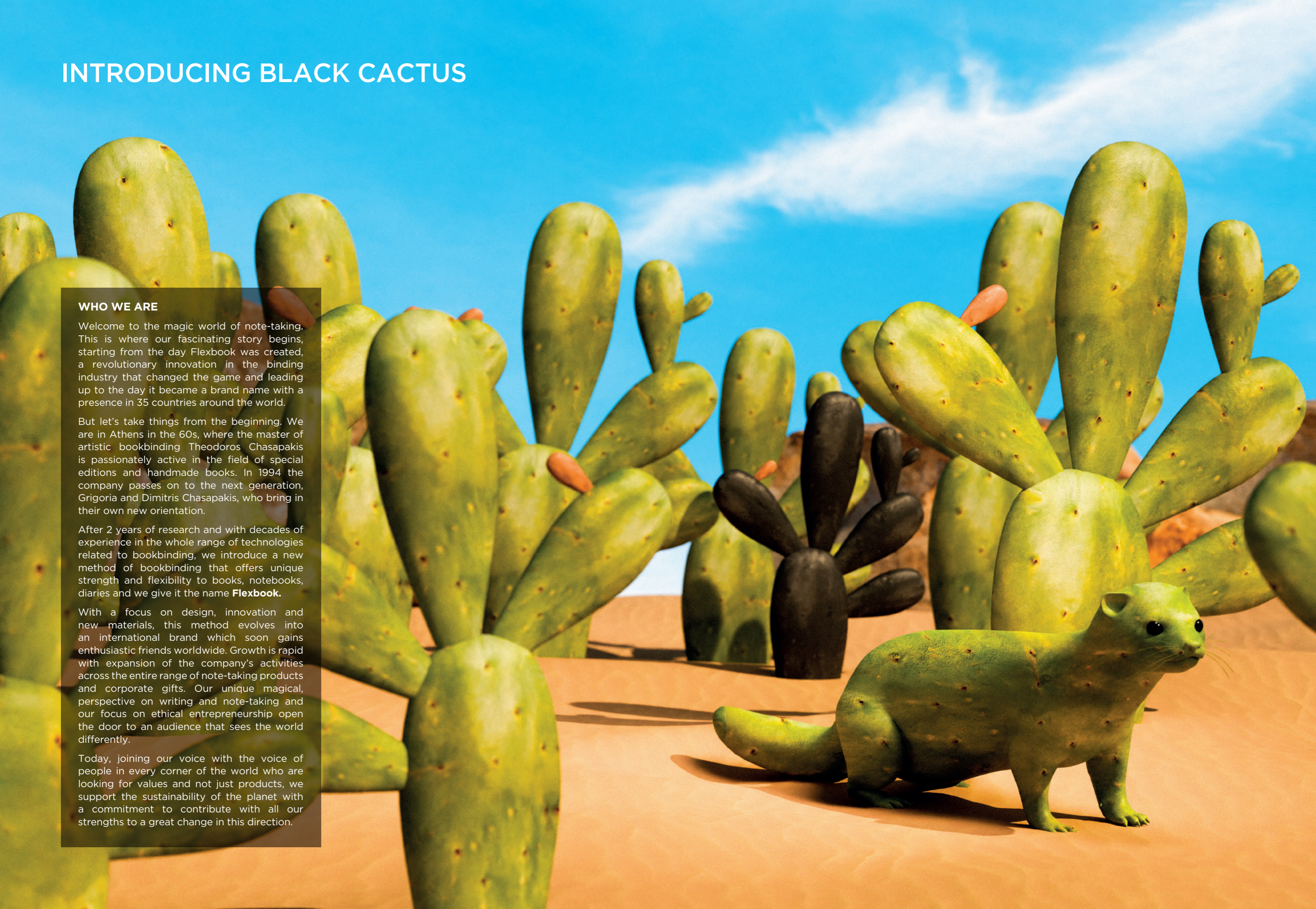
Welcome to the magic world of note-taking. This is where our fascinating story begins, starting from the day Flexbook was created, a revolutionary innovation in the binding industry that changed the game and leading up to the day it became a brand name with a presence in 35 countries around the world.

But let's take things from the beginning. We are in Athens in the 60s, where the master of artistic bookbinding Theodoros Chasapakis is passionately active in the field of special editions and handmade books. In 1994 the company passes on to the next generation, Grigoria and Dimitris Chasapakis, who bring in their own new orientation.

After 2 years of research and with decades of experience in the whole range of technologies related to bookbinding, we introduce a new method of bookbinding that offers unique strength and flexibility to books, notebooks, diaries and we give it the name **Flexbook**.

With a focus on design, innovation and new materials, this method evolves into an international brand which soon gains enthusiastic friends worldwide. Growth is rapid with expansion of the company's activities across the entire range of note-taking products and corporate gifts. Our unique magical, perspective on writing and note-taking and our focus on ethical entrepreneurship open the door to an audience that sees the world differently.

Today, joining our voice with the voice of people in every corner of the world who are looking for values and not just products, we support the sustainability of the planet with a commitment to contribute with all our strengths to a great change in this direction.





THE ORIGINAL



FLEXBOOK MEANS FLEXIBILITY AND ENDURANCE BEYOND360°

Thanks to their unique bookbinding technology Flexbook products fold backwards, open and remain opened. They also offer extremely greater durability than products with classic bookbinding allowing books, diaries, notebooks to be opened thousands of times more without breaking, regardless the intense of the usage. This is a totally new performance level that goes far beyond the conventional 360° that everyone is talking about. Furthermore, in order to guarantee these unique characteristics each product must always carry the special authenticity hologram that identifies it as an original Flexbook technology product.

ADVANTAGES BEYOND[®]360

- **INNOVATIVE WITH REVOLUTIONARY TECHNOLOGY**
New innovative technology. The originality of our products is guaranteed with a special authenticity hologram.
- **FLEXIBILITY BEYOND 360°**
Opens 180° and folds 360° but total flexibility goes far beyond 360°.
- **OFFERS ENDLESS DURABILITY WITHOUT BREAKING**
With thousands of more openings in the most demanding circumstances.
- **OPENS FLAT WITH NO EMPTY SPACE IN THE MIDDLE**
Easy scanning and photocopying.
- **YOU CAN WRITE FROM END TO END**
Offers greater continuous writing surface from end to end.
- **LONGER PRODUCT LIFE AND THE LOOKS OF CLASSICAL BOOKBINDING**
Provides extended product life thanks to the specially designed and sewn spine.

WE SHARE WE CARE

We share the same vision with people from all over the world who see an urgent need to do something for the world we live in. From USA to Belgium or New Zealand and from Japan to Germany or Chile people from 35 countries love our magical approach to the universe of note-taking.



AUSTRALIA	GERMANY	MEXICO	SOUTH KOREA
AUSTRIA	GREECE	THE NETHERLANDS	SPAIN
BAHRAIN	INDIA	NEW ZEALAND	SWEDEN
BELGIUM	IRELAND	NORWAY	SWITZERLAND
CANADA	ITALY	OMAN	TURKEY
CHILE	JAPAN	POLAND	U.A.E.
CYPRUS	KUWAIT	PORTUGAL	UNITED KINGDOM
DENMARK	LEBANON	QATAR	USA
FRANCE	LUXEMBURG	ROMANIA	

FLEXBOOK COLLECTION

A GALLERY OF OUR MOST POPULAR LINES OF PRODUCTS GLOBALLY



I♥CACTUS



FLEX GLOBAL
SKETCHBOOK



ECOSMILES

SMARTBOOK



FLEX GLOBAL
NOTEBOOK



ADVENTURE



VISIONS

The image features a green cactus llama as the central subject, standing on a sandy desert floor. The llama is made of a material that mimics the texture of a cactus, with small brown spots scattered across its body. It is surrounded by several types of cacti, including tall, columnar ones and shorter, branching ones. In the background, there are more cacti and a clear blue sky with a few wispy clouds. The overall scene is a vibrant, stylized representation of a desert environment.

I♥CACTUS

CACTUS SAVES THE PLANET

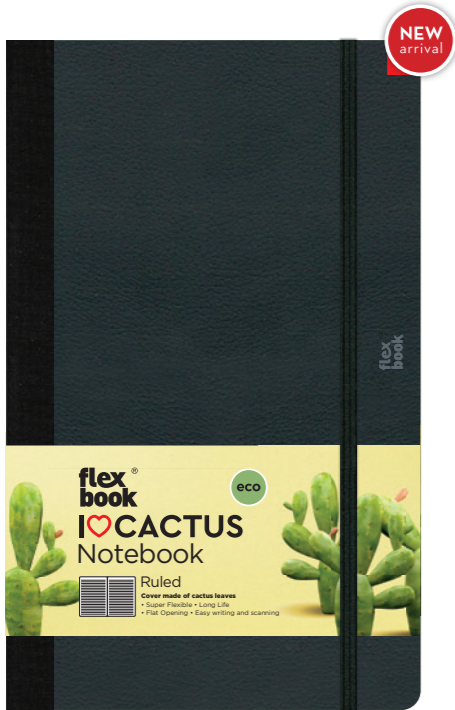
Our amazing I♥CACTUS line of eco notebooks, with covers made of sustainable plant-based leather from organically grown Nopal cactus leaves, is now big news all over the world. Cactus plants used for the production only require rainwater and earth minerals to grow and no herbicides, pesticides or irrigation of any kind are being used. This new material is a dream come true for all of us looking for an eco-friendly alternative to leather and it is totally adored by famous designers from the fashion industry and the luxury automobile industry. It is here to make an amazing contribution to the future of our planet by eliminating the need of leather made from animal skin or synthetic elements and by reducing the amount of plastic that ends up in the waste or our oceans. It offers great performance for a wide variety of applications and complies with the most rigorous quality and environmental standards. The cactus collection is growing fast and today we proudly present the third color of our collection, the new **Black Cactus Notebook**.

I♥CACTUS

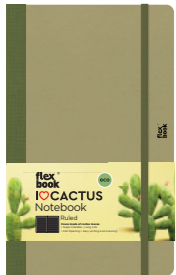
Notebook



A fantastic line of eco notebooks with covers made of sustainable plant-based leather from organically grown Nopal Cactus leaves. They are ruled and come in three perfect colors. The flyleaf is Favini ECO coffee paper and the inside is Favini ECO citrus paper 100gsm. All I♥CACTUS eco notebooks come in one unique size 13x21 cm. They offer 192 pages, rounded corners, a promo card describing our new concept and logo with black or grey embossing.



Black Shadow



Desert Sand



Cactus Leaves



FEATURES

- › Flexbook with elastic band closure
- › Cover from sustainable plant-based cactus leather made of organically grown Nopal Cactus leaves.
- › Flyleaf from Favini Crush ECO coffee paper
- › 192 ruled pages
- › Favini Crush ECO citrus paper 100 gsm
- › Black or grey embossing
- › Rounded corners
- › I♥CACTUS promo card
- › Themed I♥CACTUS paperband
- › Includes 10-fold brochure with Flexbook history in 6 languages

PROMO CARD



Included in
all I♥CACTUS products

13x21cm / 5,12 x 8,27 in
21.00122 Cactus leaves
21.00123 Desert sand
21.00127 Black Shadow



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

REVOLUTIONARY ECO NOTEBOOKS MADE OF CACTUS LEAVES



FLEXBOOK I♥CACTUS SERIES WINS GOLD INNOVATION AWARD

The Flexbook I♥CACTUS series of eco notebooks has been honored with the Gold Innovation Award by the Hellenic Academy of Marketing (E.L.A.M.) in the context of the “Made in Greece Awards” that highlight excellence in Greek Production. This significant recognition reveals the groundbreaking features of the new series, amazingly designed with cactus leaf covers, and its contribution to promoting sustainability. The award strengthens The Writing Fields’ commitment to developing products with ecological sensitivity and affirms the need for innovation to focus on a better future for our planet.



ECOSMILES

A SMILE FOR THE PLANET

Ecosmiles is the name of our wonderful eco notebooks, which bring a smile for our planet. With covers made from real coffee beans, kiwi, olive, cherry, lavender, almond and citrus interiors they give all of us the opportunity to do something about climate change.

Ecosmiles are produced from the superb eco paper line Crush, a new product launched by the Italian paper manufacturer Favini, derived from the creative reuse of agricultural residues that replace up to 15% of pure tree pulp.

ECO NOTEBOOKS FROM NATURAL MATERIALS



Covers made of kiwi



Covers made of cherries



Covers made of coffee beans



Covers made of lavender



Covers made of olives



Covers made of almonds



ECOSMILES Notebook



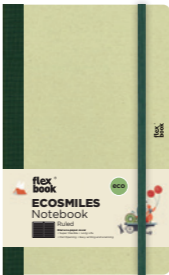
Lavender



Almond



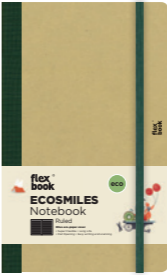
Coffee



Kiwi



Cherry



Olive

- 13x21cm / 5,12 x 8,27 in
21.**00100** Coffee
21.**00101** Kiwi
21.**00102** Cherry
21.**00103** Olive
21.**00120** Lavender
21.**00121** Almond



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

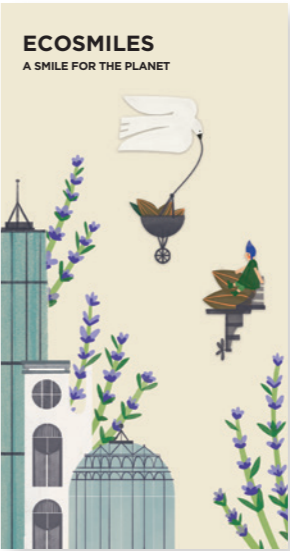


Our amazing line of eco notebooks is available in six different cover options, each with its own distinct personality: coffee, kiwi, cherry, olive, lavender and almond. The cover is made of Favini Crush ECO paper from the natural materials mentioned above, the flyleaf is Favini ECO coffee paper and the inside is Favini ECO citrus paper 100gsm. All 6 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.

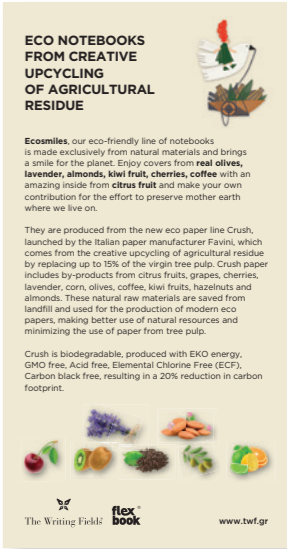
FEATURES

- › Flexbook with elastic band closure
- › Cover from Favini Crush ECO paper from natural materials (lavender, almond, 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

PROMO CARD



Included in
all Ecosmiles products





ADVENTURE Notebook

FREE YOUR SPIRIT - TRAVEL THE WORLD

Who is our travel companion in our endless adventures throughout the world? Our thoughts ideas and dreams will travel safe and easy in the pages of our perfect Adventure notebook. Here is a line with durable quality leatherette covers that will endure heavy use and endless mobility. 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, 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.



Off-Black

bookmarker
inside



FLEXME BOOKMARKER

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



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.

VISIONS

LIMITLESS IMAGINATION

Some people believe that notebook spines are simple binding tools with no special interest whatsoever. Our Visions line offers amazing creative book spines with great patterns that will make each book look more attractive and special. 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 bookmarker.

Notebook Ruled



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 bookmarker
- › 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



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English Daily Diary



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 bookmarker
- › Includes 10-fold brochure with Flexbook history in 6 languages

CONTENT

- › 400 pages in total - Weekend in 2 pages
- › 7 pages with useful information:
 - › Year planners 2026-2027
 - › Calendars 2025-2026-2027
 - › E.U. Countries & UK 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

FLEX GLOBAL

FROM SIMPLE WRITING TO INNER EXPERIENCING

Our classic line which is extremely popular around the world for its unique inner perspective, transforms simple note-taking into a true writing experience.

Notebook Ruled



Turquoise

With special design,
great Fedrigoni covers
and quality Fabriano
paper inside Flex Global
received great reviews from
consumers and specialized
media for its overall
quality and unique writing
philosophy.



Black

Red

Orange

17x24cm / 6,69x9,44 in
21.00010 Black
21.00012 Red
21.00061 Turquoise
21.00104 Orange

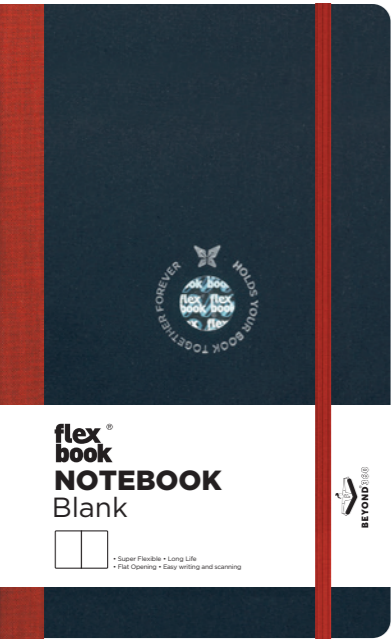
13x21cm / 5,12x8,27 in
21.00013 Black
21.00015 Red
21.00062 Turquoise
21.00105 Orange

9x14cm / 3,54x5,51 in
21.00016 Black
21.00018 Red
21.00063 Turquoise
21.00106 Orange



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Notebook Blank



Red



Orange

Black

FEATURES

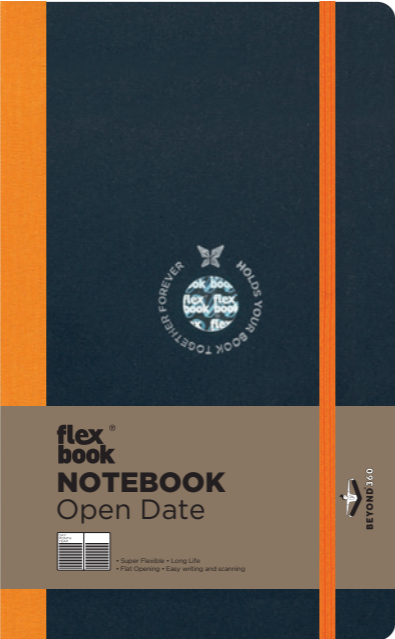
- › Flexbook with elastic band closure
- › Fedrigoni special black art paper cover
- › 192 blank pages
- › Fabriano ivory paper 85 gsm
- › Silver embossing
- › Rounded corners
- › Includes 10-fold brochure with Flexbook history in 6 languages

17x24cm / 6,69x9,44 in
21.00001 Black
21.00003 Red
21.00109 Orange

13x21cm / 5,12x8,27 in
21.00004 Black
21.00006 Red
21.00110 Orange

9x14cm / 3,54x5,51 in
21.00007 Black
21.00009 Red
21.00111 Orange

Notebook Open date



Orange



Red

Black

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
21.00021 Red
21.00107 Orange

13x21cm / 5,12x8,27 in
21.00022 Black
21.00024 Red
21.00108 Orange



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

Smartbook Ruled



Light blue-green



Pink

Orange

Blue

Yellow

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

13x21cm / 5,12x8,27 in
21.00040 Pink
21.00049 Light blue-green
21.00048 Orange
21.00047 Blue
21.00050 Yellow

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

9x14cm / 3,54x5,51 in
21.00056 Pink
21.00059 Light blue-green
21.00058 Orange
21.00057 Blue
21.00060 Yellow

Sketchbook Blank



Red



Orange

Black

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
21.00027 Red
21.00112 Orange

15,5x21,5cm / 6,10x8,46 in
21.00028 Black
21.00030 Red
21.00113 Orange



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LET THE BRAND TELL IT'S STORY

WOODEN MODULAR DISPLAY OPTIONS

Designed exclusively for our company by award winning “k2design”, our 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) 42cm x (W) 33cm x (H) 185cm

WOODEN FLOOR STAND WITHOUT SHOWCASE

- MDF Floor stand with 6 modular metal shelves
- Labelling made of plexiglas
- Dimensions (L) 42cm x (W) 33cm x (H) 185cm

WOODEN TABLE STAND

- MDF Table stand with 3 modular metal shelves
- Labelling made of plexiglas
- Dimensions (L) 42cm x (W) 33cm 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) 42cm x (W) 49cm 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

- Dimensions:
(L) 23,5cm x (W) 31,5cm x (H) 42,5cm

IN-SHOP PRESENTATION MATERIAL



CARDBOARD DISPLAY A4

- Dimensions: (L) 21cm x (H) 29,7cm
- 03.00001



FLEXBOOK TECHNOLOGY SHOWCASE (PORTABLE)

- Dimensions: (L) 40cm x (W) 22cm x (H) 19cm
- 03.00005



SHOP-WINDOW FLEXBOOK STICKER

- Dimensions:
(L) 20cm x (H) 20cm
- 03.00004



PAPER BOOKMARKS

- Dimensions:
(L) 4cm x (H) 17cm
(L) 4cm x (H) 11cm
- 03.00002 Large
- 03.00003 Small

CACTUS TO THE RESCUE





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flex
book

