

Düller

JAPANESE QUALITY × GERMAN TRADITION

We dedicate Düller to stationery lovers in all over the world.

A German name “Düller” is chosen to associate the brand with traditional German stationery.

Thinking about sophisticated stationeries, we always reach to German made.

Their well evaluated design and practical function is attractive people a lot and

we surly believe that it is the reason why so many famous stationary brands are come from Germany.

Duller is a stationery brand, which is combining German tradition with qualified Japanese manufacturing.

Affection for writing today

In modern society, the way people communicate and collect information has changed dramatically due to the widespread use of email and the internet. Today, it is almost impossible to have daily lives without using electronics devices. Also, we would not be surprised about the fact that we make a day without "writing" at all. In fact, we are increasingly alienated from "writing" however, why the number of stationery lovers aren't decreasing? We wonder there is no one who does not have any writing gadgets even today. Why? How can we define "Fair stationery"?



Commitment for "Fair stationery"

Stationeries are always lying by people. Some consumers choose stationery by function, some by price, brand, color or material. The criterion of "Fair stationery" for consumers is infinite in variety. At the same time, production-side has also broad interpretations about stationeries. There are stationeries first-class qualities with fist-class prices. On the other hand, we often see stationeries achieving high cost performance. For both consumers and manufacturers, it is very difficult to convert their both ideal form of "Fair stationery" into one tangible form.

Thinking from a different angle, if it were such difficult to define "Fair stationery" for everybody, we start to seek "Fair stationery" in our own. To stat this development, we set Germany products as our principle which is minimal and sturdy.



Germanism and Düller

We associate design of Germany with minimalism, high quality, functionalism, decent, durability, and operability. We believe that those key words are not only the fruit of Germany designers' design and production, but also the representation of "Germanism" and their lifestyle. For Germany who those believe that rationalism is virtue, excessive decoration is just ugly. Also, simple-form products are better to keep products clean. We believe that Germany consumers are the one who influenced manufactures to make those simple, high quality and user-friendly products. In the 1920s, Movement which was lead by General Art school "BAUHAUS" appealed their idea, "Less is More", to consumers and reinforced the consumers' idea that simple, in terms of design, function, operation, and care is ideal form of products. We think that this movement and their nature "Germanism" reflect today's Germany products which are admired in all over the world.



Empathy and Pursuing for manufacturing of Düller

We start Düller project, aiming to make products which provide relief and comfort to consumers. We emphasize and pursuit materials, tactile impression, color-ways, and definitely design and quality.



Our commitment for Düller design

Stationery can be fit comfortably in one's hand. Over thousands of years and through thousands of people hands, form and function are naturally selected, and they are truly valued. We believe that there is no need to make a show of being different for those cultivated form and function. In this design world, adding something means nothing.



Helvetica Neue Bold

Düller

Helvetica Neue Roman

Das Ergebnis aus intensiver und professioneller Designarbeit ist I.D.E.A Internationals neue Düller Schreibwaren-Kollektion. Die außergewöhnliche Kombination aus Deutschem Geschmack, Eigenständigkeit und Japanischer Handlichkeit verleihen Düller eine Sonderstellung im Schreibwarenmarkt.

Düller vereint Deutsche und Japanische Tradition in einer ausgezeichneten Kollektion und steht nicht nur für universelles, sondern auch für fusioniertes Design und setzt somit neue Maßstäbe für Schreibwaren auf der ganzen Welt. Denn erst ein Design, das eine Vielzahl von Elementen verschiedener Herkunft bündelt, macht es eigentlich möglich für Jedermann den Zugang zum Produkt zu finden. Im modernen Zeitalter der Globalisierung wünschen wir nicht nur den Zugang zum universellen Produkt zu schaffen, aber den Lebensstandard im Büro, am Schreibtisch, zu Hause und Unterwegs durch die Düller-Kollektion zu erhöhen. Dass der Kunde das Gefühl hat etwas Besonderes und Seltenes in den Händen zu halten ist uns am aller wichtigsten.

Green
C = 100%
M = 0%
Y = 30%
K = 75%

Blue
C = 100%
M = 100%
Y = 0%
K = 70%

Red
C = 25%
M = 100%
Y = 0%
K = 75%

White
C = 1%
M = 0%
Y = 2%
K = 0%

Black
C = 70%
M = 70%
Y = 70%
K = 100%

Our considerable thoughts for Düller brand logo and colors

The image of Logo came up with the idea to describe simple and sturdy German artisans works. Sturdy and burly German stationeries are loved for many years with its simple design. Düller logo is showing our hope that Düller will be loved as the one from Germany.



Metal pen case+Pen Set DLR022

Coloured anodized aluminium body. Colours and finish give a smart quality appearance. The set in enclosed in matching metal pencase, this item is very suitable as a small gift.



Aluminum Ballpoint Pen



Aluminum Mechanical Pencil

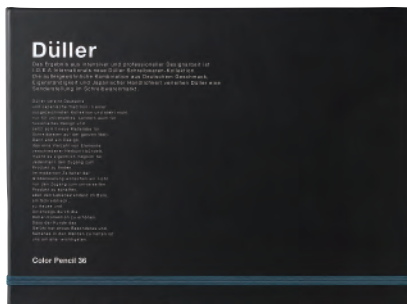




Highlighters

DLR006

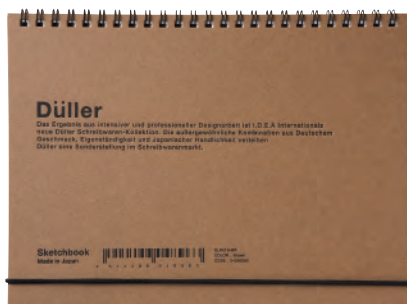
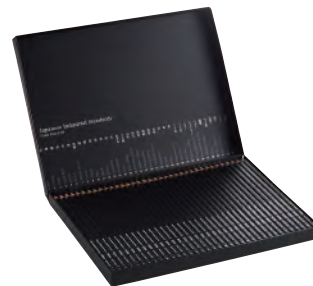
This innovative Textmarker has been developed from a 360 year Japanese tradition, based on Japanese-style-ink-brushing. The pens, in traditional Japanese colors, can be used for both writing text and drawing the finest lines.



36 Color Pencils

DLR007

Co-development with a Japanese based colored pencil maker to achieve an exceptional colourset. Recommend for use together with the same size sketch book.



Sketch Book

DLR019

Containing recycled paper this, so called "GA = Green Aid" file paper, is not only environmentally friendly but has a special textured writing surface. Recommend for use together with the same size box of 36 coloured pencils.



MEMO PAD/SHORT

DLR015

Colorful memo pads which have a variety of uses in combination with other items. It is perfectly suited for use with a travel organizer.



Memo Pad/Long

DLR016

Colorful memo pads which have a variety of uses in combination with other items. It is perfectly suited for use with a travel organizer.



Stand Pen

DLR021

Colored in anodized aluminium, this Stand Pen with its beautiful shape adds distinction to any desk. Not just for your personal use, this pen and stand will add elegance and style to your office or shop counter.





Ring Note

DLR017

Containing recycled paper this, so called "GA = Green Aid" file paper, is not only environmentally friendly but has a special textured writing surface.



Croquis

DLR018

Containing recycled paper this, so called "GA = Green Aid" file paper, is not only environmentally friendly but has a special textured writing surface. Includes a practical pocket on the back cover.



Travel Organizer

DLR026

A very functional travel organizer. It will hold almost all items you need for travel in a single item; Air-plane tickets, Passport, Coins and credit cards etc... Recommended in combination use with the Düller Memo Pad.



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Please feel free to contact us with any questions.

We will be happy to offer you information anytime.