

CROSS®

2009 PRODUCT GUIDE



new CROSS® AFFINITY



Reminiscent of commanding writing instruments from the 20th century, our sleek new design is finely crafted of lustrous, high-gloss crystalline resin. The jewel-like finishes are elegantly detailed with polished chrome appointments and an ingot-style insignia on the clip. The Selectip® Rolling Ball and Fountain Pen feature a twist-off cap; the Ballpoint has classic twist-action propel/retract feature. Affinity delivers impressive Cross® quality and value to a new generation.

SPECIAL INTRODUCTORY LAUNCH PRICE

Opalescent Black

Fountain Pen with stainless steel nib

#AT0426-1 **\$100 \$80**

Selectip Rolling Ball Pen #AT0425-1 **\$85 \$65**

Ballpoint Pen #AT0422-1 **\$70 \$50**

Crimson Red

Fountain Pen with stainless steel nib

#AT0426-2 **\$100 \$80**

Selectip Rolling Ball Pen #AT0425-2 **\$85 \$65**

Ballpoint Pen #AT0422-2 **\$70 \$50**

Jewel Blue

Fountain Pen with stainless steel nib

#AT0426-3 **\$100 \$80**

Selectip Rolling Ball Pen #AT0425-3 **\$85 \$65**

Ballpoint Pen #AT0422-3 **\$70 \$50**



A fashionable design inspired by the Art Nouveau era. The swirling peacock-feather pattern shimmers over ivory pearlescent lacquer, and is enhanced with accents of silvery engraving that add intrigue and dimension. The pen is accented with lustrous chrome appointments, a graceful curved clip and jewelry-like center band. Behind its fancy dress lies a well-balanced medium diameter barrel and lifetime of Cross engineering. **\$65**

Cardinal Red
Ballpoint Pen #AT0082WG-58

Peacock Green
Ballpoint Pen #AT0082WG-59

Raven Black
Ballpoint Pen #AT0082WG-60

new CROSS® SENTIMENT



Our charming new design brings romance to everything from love letters to daily lists. Adorned with a removable jewelry-like heart-lock charm and accompanied by an interchangeable key charm, Cross Sentiment can also be accessorized with a meaningful charm from your own collection. The exquisite hand-polished, high-gloss or pearlescent lacquer finishes are accented with a glittering pavé-textured center band, and each comes with a velvet drawstring pouch for safekeeping.

Ebony Black
polished chrome appointments

Fountain Pen with stainless steel nib
#AT0416-2 **\$100**

Selectip Rolling Ball Pen #AT0415-2 **\$85**

Ballpoint Pen #AT0412-2 **\$70**

Scarlet Red
polished chrome appointments

Fountain Pen with stainless steel nib
#AT0416-3 **\$100**

Selectip Rolling Ball Pen #AT0415-3 **\$85**

Ballpoint Pen #AT0412-3 **\$70**

Pearlescent Ivory
10 Karat gold plated appointments

Fountain Pen with 10 Karat gold plated nib
#AT0416-4 **\$110**

Selectip Rolling Ball Pen #AT0415-4 **\$95**

Ballpoint Pen #AT0412-4 **\$80**



Our new limited-editions are a charming way to help Cross out breast cancer. For every purchase, we'll donate 10% of the Retail Sales Price to Susan G. Komen for the Cure®.

The New Cross Sentiment Breast Cancer Awareness pen, adorned with a pink enamel ribbon charm and glittering pavé-textured center band, is meticulously finished in soft pearlescent pink with polished chrome appointments.

Our New Breast Cancer Accessory Pouch is small, but can make a big difference in supporting the cause. Like our other Autocross Leather accessories, it's crafted of full-grain leather with a supple feel and signature perforated detailing. Features include a zippered top with outside pocket, a pink ribbon-patterned poly-satin lining and Cross mini pen with pink enamel awareness ribbon.

Ballpoint Pen #AT0412-1U \$55

Accessory Pouch #AC221-16U \$50

Available In U.S., Mexico, Panama And Venezuela Only

Susan G. Komen for the Cure® is a registered trademark of the Susan G. Komen Breast Cancer Foundation, Inc.

CROSS CUFFLINKS



Elegant accents link up to famous Cross pen designs, so you can perfectly coordinate your look.

A **NEW!** C-SERIES

Sleek curves of stainless steel, inset with perforated detailing and fastened with hex-nut accents. **\$70**

Carbon Black #AC217-2 (shown)
 Monaco Blue #AC217-3 (shown)
 Champagne #AC217-4 (shown)

B **NEW!** CLASSIC

An understated and elegant blend of classic Cross design elements, in rhodium plate with choice of center accents. May be engraved with initial monogram. **\$50**

Satin Rhodium #AC218-1 (shown)
 High-Gloss Black #AC218-2 (shown)
 Polished Gold Plate #AC218-3 (shown)

C CONICAL \$55

Gold Plate #AC160-1 (shown)
 Rhodium Plate #AC160-2
 Crystal Rhodium Plate #AC160-3

D AUTOCROSS® \$65

Black Leather / Rhodium Plate #AC180-1 (shown)
 Bronze Leather / Rhodium Plate #AC180-2
 Purple Leather / Rhodium Plate #AC180-3

E TOWNSEND \$70

Ruby-Tone #AC178-1 (shown)
 Emerald-Tone #AC178-2
 Quartz Blue #AC178-3

F APOGEE®

Black Star Enamel #AC179-4 (shown) **\$75**
 Frosty Steel Rhodium Plate #AC179-5 **\$75**
 Satin Rhodium #AC179-6 **\$75**
 Gold Plate Twill #AC179-1 **\$80**
 Rose Gold Plate Twill #AC179-2 **\$80**
 Silver Plate Twill #AC179-3 (shown) **\$80**

CROSS COUNTRY TIMEPIECE COLLECTION

Precision-engineered of stainless steel with dependable Swiss quartz movements, each is crafted with jewelry-quality detailing, engraved dials and unique crowns inspired by our legendary writing instruments. All feature hardened mineral crystals and are water resistant. Two-year warranty.

CHICAGO COLLECTION

Classic men's and women's styles inspired by the iconic Cross Century® and Townsend collections.

Water-resistant to 3ATM/30 meters/100 feet. New style features an elegant genuine Mother of Pearl dial

MEN'S

NEW! #WMAJ53 \$170



#WMAJ34 \$155



#WMAJ35 \$120



#WMAJ36 \$105



WOMEN'S

NEW! #WFAK39 \$140



#WFAK23 \$125



#WFAK24 \$110



#WFAK25 \$95



MANHATTAN COLLECTION

Elegant and refined tank styles for men and women, inspired by the fashionable finishes and details of our Apogee writing instruments. Water-resistant to 3ATM/30 meters/100 feet.

MEN'S

#WMAL45 \$220



#WMAL44 \$220



WOMEN'S

NEW! #WFAP40 \$180



NEW! #WFAP41 \$180



MILAN CHRONOGRAPH COLLECTION

Performance designs inspired by the timeless details of our classic and contemporary writing instruments.

Water resistant to 5ATM/50 meters/165 feet.

MEN'S

#WMAQ52 \$330



#WMAQ50 \$310



#WMAQ51 \$295





You'll flip for the new fold-over design with magnetic closure. Crafted of full-grain leather with signature perforated detailing, our new design provides easy access to your favorite Cross writing instruments, while protecting the luxurious finishes for years to come.

A SINGLE PEN CASE \$40

- Black #AC222-1
- Brown #AC222-9
- Pink #AC222-7
- Violet #AC222-15

B DOUBLE PEN CASE \$45

- Black #AC223-1
- Brown #AC223-9
- Pink #AC223-7
- Violet #AC223-15



Lightweight, durable and as meticulously engineered as our fine writing instruments, the scratch resistant aspheric lenses are precisely aligned and centered to reduce eye strain and increase comfort. Rimless styles have Edge Glow color for added style, and improved adjustable nose pads for a sure fit and better durability.



Faulkner. Modern glossy black frame with narrow lens style, matte silver-tone appointments.
RD0040-1 \$30



Byron. Rimless style with larger lens, polished silver-tone appointments and dark tortoise temples.
RD0080-1 \$30



Walker. Modern and feminine, two-tone black and dark tortoise frame with medium lens, polished silver-tone appointments.
RD0090-1 \$30



Joyce. Rimless, medium lens style with matte gold-tone appointments and amber tortoise temples.
RD0020-2 \$30



Clancy. Rimless deep lens sun reader with matte silver-tone appointments and matte dark grey temples.
RD0061-1 \$35



Melville. Rimless narrow lens style with matte silver-tone appointments and glossy black temples.
RD0030-2 \$30



Shelley. A fashionable full frame deep lens sun reader featuring a black frame with subtle crystal pink undertone.
RD0101-1 \$35

Add a letter A, B, C, D, E, F, G, or H after each SKU to specify the power.

RD0080-1A A = 1.00, B = 1.25, C = 1.50, D = 1.75, E = 2.00, F = 2.50, G = 3.00, H = 3.50

BEST SELLERS

MONEYPIECES



Bifold Card Case Wallet \$80

- AC197-1 Black
- AC197-9 Brown (shown)



Bifold ID Wallet \$65

- AC194-1 Black (shown)
- AC194-9 Brown



Passport Wallet \$55

- AC199-1 Black (shown)
- AC199-9 Brown



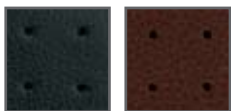
Slim Envelope Wallet \$90

- AC204-1A Black/Turquoise
- AC204-9A Brown/Pink
- AC204-7A Pink/Tangerine (shown)
- AC204-15 Violet/Violet



Passport Wallet \$75

- AC209-1A Black/Turquoise
- AC209-9A Brown/Pink (shown)
- AC209-7A Pink/Tangerine
- AC209-15 Violet/Violet



QUALITY WRITING INSTRUMENTS AND JOURNALS



C-Series
AT0396-3 Carbon Black (perforated), Fountain Pen **\$160**



Apogee
AT0122-1 Chrome, Ballpoint Pen **\$90**



Classic Century
4502 10 Karat Gold Filled/Rolled Gold (cap and barrel), Ballpoint Pen **\$70**



Cross Townsend®
AT0045-4 Black Lacquer/Rhodium Plated, Selectip Rolling Ball Pen **\$125**



Cross Sauvage
AT0312-4 Brown Tourmaline Lacquer/Giraffe Pattern, Ballpoint Pen **\$95**



Tech3
AT0090-5 Satin Chrome Multi-Function Pen **\$50**
(Black Ballpoint Pen, Red Ballpoint Pen and 0.5mm Pencil)



Century® Colors
AT0082-48 Poppy Red Lumina, Ballpoint Pen **\$50**



Cross Signature Journal
Medium \$25
AC210-1M Black & Grey



Cross Signature Journal
Small \$20
AC210-4S Pink & Red

CUSTOMIZED ACCESSORIES

Cross is the leader in personalized gifts, offering customization options on most of our business accessories. In addition to a wide variety of engraving options on our writing instruments, timepieces and select cufflinks, we also offer debossing on leather accessories.



Contact your Cross representative for more details, or visit www.mycrossbiz.com/crosspersonalization for more personalization options.

1-800-722-1719 | WWW.MYCROSSBIZ.COM