



1/6 **moora - THE INFINITE PEN**

An inkless pen that will last forever. Recycled aluminum body and metal alloy tip.



Solution

The pen has a special lead alloy tip, which never runs out. It works on the principle of oxidation. The pen oxidizes the paper leaving a trail that resembles that of a pencil. And although the tip does wear out, it happens at a microscopic level without bringing any noticeable erosion over time.

The pen box uses secondary aluminum and cork. The cork is well known for sustainability of its production and the easy recycling of cork products and by-products.

Status: 15.06.2018



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What makes your product bold and innovative?

What makes moora unique is the property of writing indefinitely, without the need to refill. No need to refill means less disposed cartridges will end up in the environment. And a beautiful design as a bonus.



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Which target group is this product aimed at?

Everyone who uses a pen, really.



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Why is secondary aluminum the perfect material for your idea?

Secondary aluminum is just as durable, but more affordable than virgin aluminum.



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Fonts used: Josefin Sans.

Youtube video - <https://www.youtube.com/watch?v=AfZ-DOCc3AE>

A Second Life



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Creative's profile



Architempo PRO

Architect and Product Designer

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Packaging Design,
Communication Concept

ID: 61322. Last updated: 25.07.2017

jovoto

Status: 15.06.2018