

CROSS launch the world's first trackable pen with TrackR technology

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Lost pens a thing of the past

London, UK, Friday 17th March 2017 - Lost pens and misplaced mobile phones might just be a thing of the past, after a revolutionary new product was revealed by one of stationery's most forward thinking brands.

CROSS Pens, the revolutionary fine writing instruments brand, has developed its new CROSS Peerless TrackR, which could spell an end to the frustration associated with misplacing a treasured pen.

The CROSS Peerless TrackR works when paired with a state-of-the-art app. It then uses Bluetooth* and Crowd Locate technology to keep people in touch with their faithful writing tools while on the move.

If the pen falls from the pocket of a business suit or is left in a meeting on the other side of the world, the device can alert the owner to its last known location using the TrackR app.

When the pen's Bluetooth connection is disconnected from its paired mobile phone, TrackR's Crowd Locate community will automatically start searching for your pen. If one of the millions of TrackR app users walks by your missing pen while running the app, you'll receive a confidential update with your pen's last known location.

Furthermore, the pen can even help people find their misplaced mobile phones. Following a simple button press on the cap, the pen can alert people to their device's whereabouts, even when left in silent mode.

Available in both carbon black and head-turning quartz blue, the Peerless TrackR boasts the latest Bluetooth technology and is powered by two replaceable CR1220 batteries.

Nicola Shepherd, Marketing Director, EMEA at A.T. Cross, said: "We believe that the Peerless TrackR is a ground-breaking product, unlike anything else currently on the market."

"We know that a barrier to purchase a beautiful pen is the fear of losing it. Pens often assume sentimental value and are highly valued. Not only this, but they are a highly personal and important style accessory. With this in mind, we think that the Peerless TrackR will be one of our most successful products, as it clearly addresses a consumer need and will resonate with a great number of people."

CROSS has also unveiled an accompanying pen pouch that features a TrackR bravo device, to keep valuables and stationery essentials at hand, whatever the adventure.

The stylish pouch, which is detailed with an instantly recognisable yellow zip, houses the TrackR bravo device inside an integrated pocket.

The TrackR bravo can ring your phone just like the Peerless TrackR, making it a fashionable yet

functional accessory on-the-go or at your desk.

The CROSS Peerless TrackR (RRP £215) and CROSS Pouch (RRP £35) will be available in April 2017 from all fine stationery stockists or at Cross.com/TrackR.

Chris Herbert, CEO and co-founder, TrackR, commented; "We're ecstatic to continue expanding our works with TrackR program by partnering with well-known brands worldwide such as CROSS. The new Peerless TrackR Pen is another leap forward in effortless tracking, giving people peace of mind by relying on technology to remember where all our important items are located for us."

About CROSS

The story of the CROSS brand begins in 1846 when artisan Richard Cross, in partnership with his son Alonzo Townsend Cross revolutionised fine writing instruments. Their early mark of entrepreneurial excellence included tools refined through more than 100 patents and accented by the spoils of the California gold rush. Still positioned to set the bar for what it means to symbolize achievement, human potential and usable luxury, CROSS seeks to provide those possessing extraordinary vision and a strong entrepreneurial spirit with the tools needed to make their mark.

About TrackR

TrackR was founded in 2009 to make lost items a thing of the past. The company's app software, cloud databases and wireless devices revolutionize how consumers keep track of their items, thus creating a world where valuables are no longer lost. TrackR has shipped more than 4.5 million devices, is ranked #1 as the fastest growing company by Pacific Coast Business Times and #155 by Inc. 500. TrackR is backed by The Foundry Group, Resolute Ventures, IncWell Capital, Amazon Alexa Fund and Orange Fab. With TrackR, your search is over. TrackR is available at www.TheTrackR.com and retail outlets worldwide.

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