

# NULL SIGN

Don't limit your creativity

Don't limit  
your  
creativity

NU  
SIGN



# 01

## About

Nusign is a sub-brand of Deli, which is a creative, stylish and personalized brand for office supplies, office electronics, student stationery and gifts.

Integrated German design concept into Shanghai design thinking, Nusign represents young generation idea and lifestyle.

# NU SIGN



# 02

## Value

Full of life

Refined touch

Always on the move

Nusign is focusing on the product design, developing individual range to meet the demand of different consumer groups.



# 03

Nusign's vision is to develop a creative office lifestyle.

## Vision



# 04

Nusign products express consumers unique personality and taste.

## Mission



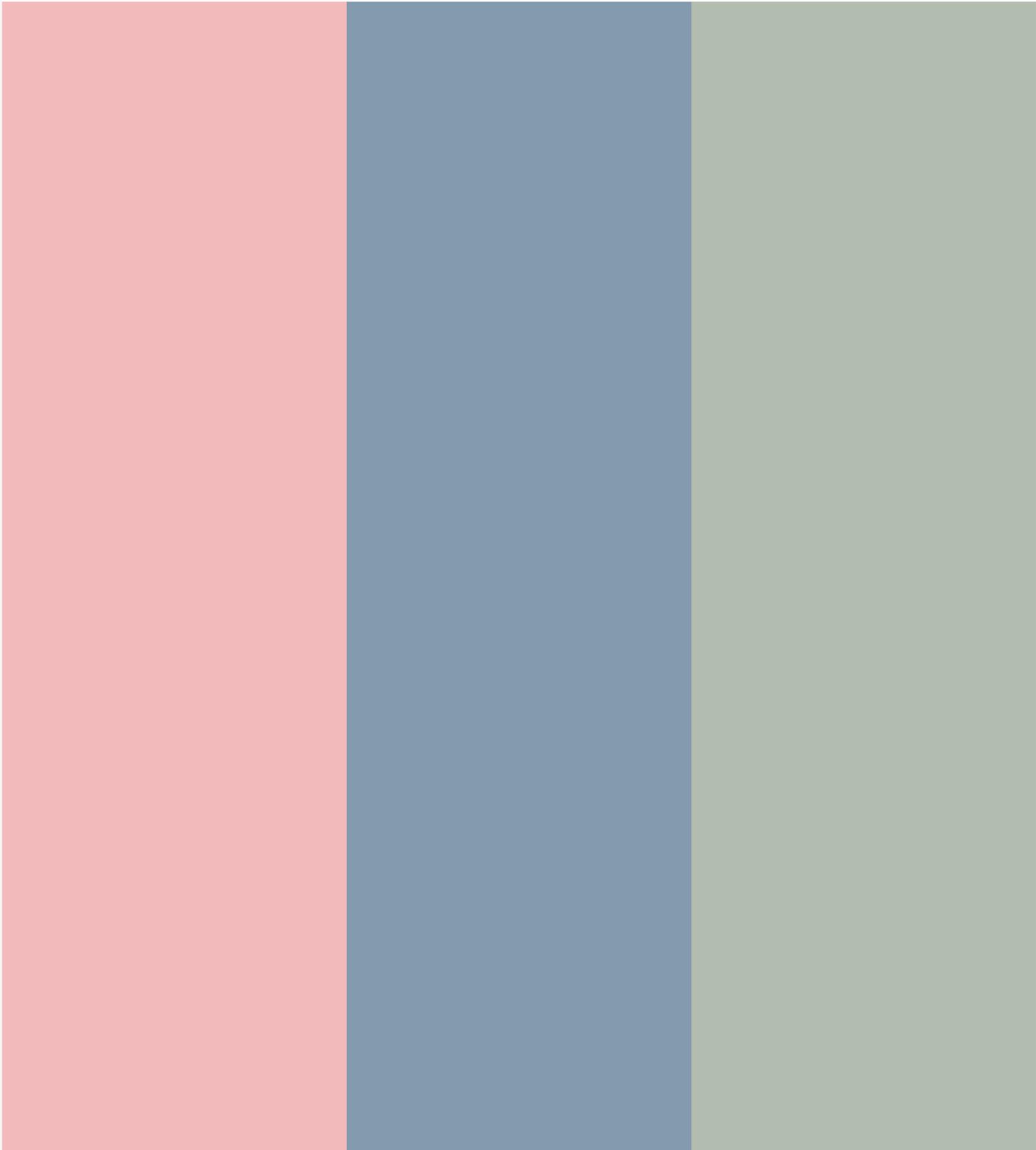
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Positive and confident people,  
fashion-leading consumers,  
who pursue individuality and style.

05

Core  
Consumer  
Image



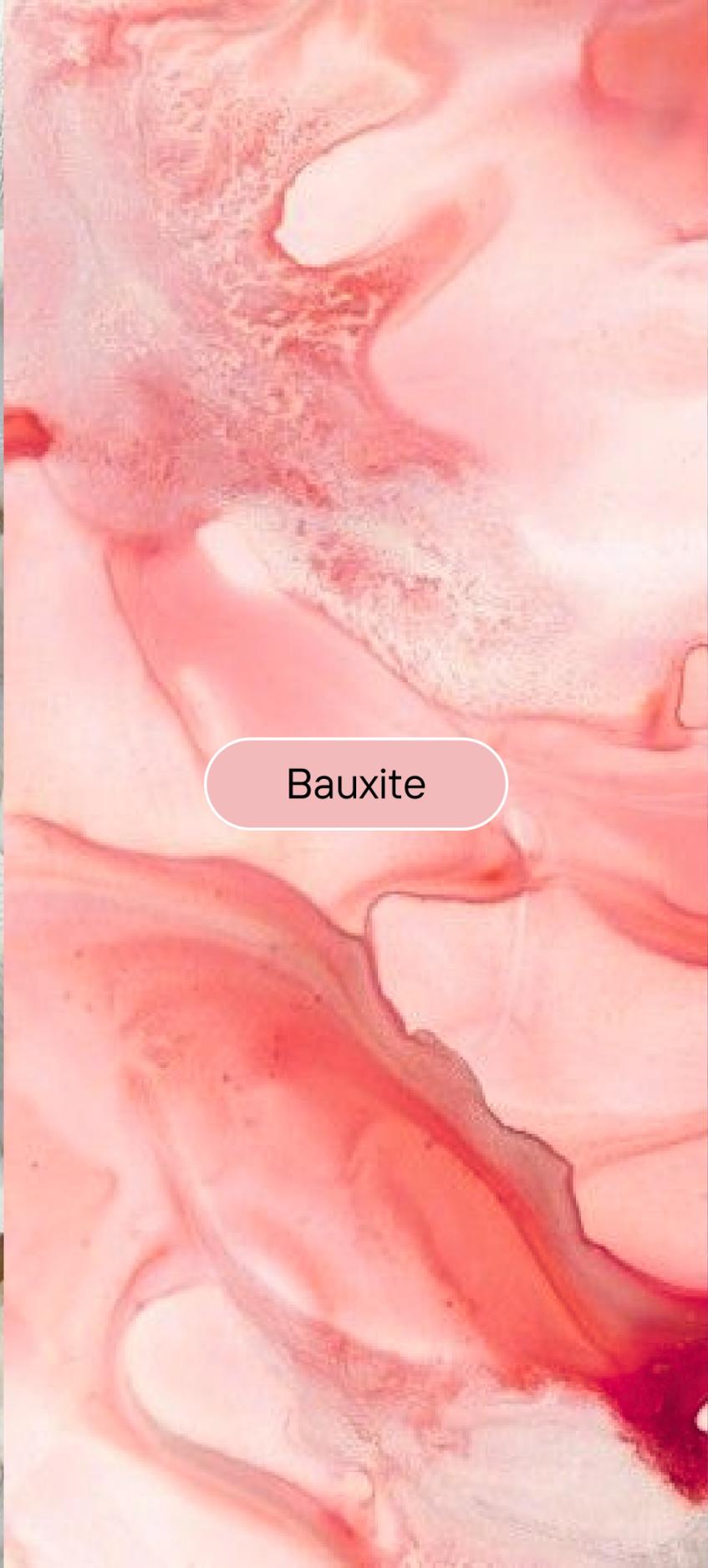


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**BRAND  
COLORS**



Pure White



Bauxite



Azurite Blue



Pine Cone







# Blue

*Blue is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.*

Surveys in the U.S. and Europe show that blue is the colour most commonly associated with harmony, faithfulness, confidence, distance, infinity, the imagination, cold, and sometimes with sadness. In U.S. and European public opinion polls it is overwhelmingly the most popular colour, chosen by almost half of both men and women as their favourite colour.





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NuSign  
Product  
Offer

# 01

## Desk Organization

The way of having a simple life is to put away things in their place and use them well.



**Well Organized**

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## Desk Organizer Set

No. ENS001

Modular design for free style of organization



Accessory Tray (medium) / 1pc



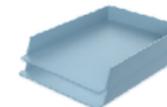
Accessory Tray (small) / 1pc



Accessory Tray (large) / 1pc



Accessory Tray (square) / 1pc



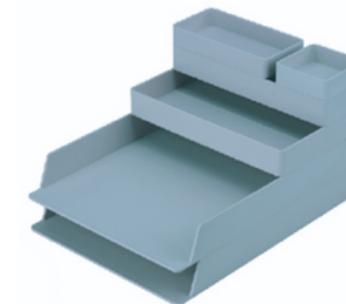
Accessory Tray / 2pc



Pine Cone



Bauxite



Azurite Blue



Pure White

Product Size: 324x239x45mm

Outer package: 51.5x35.5x37.5cm

Pack: 1/-/12

Sales package: Color box

# NLSIGN



## Desk Organizer Set

No. ENS003

A set for all the office need

Modular design for free  
style of organization

Pine Cone

Bauxite

Azurite Blue

Pure White



File Tray / 2pcs



Accessory Tray  
(large) / 1pc



Accessory Tray  
(medium) / 1pc



Accessory Tray  
(small) / 1pc



Accessory Tray  
(square) / 1pc



Magazine Holder / 1pc



Pen Holder / 1pc



Tape Dispenser / 1pc



Calculator / 1pc



Stapler / 1pc



Scissors/ 1pc



Cutter Knife/ 1pc



Ruler/ 1pc

Product Size:

340x152x255mm

Outer package:

56x50.5x39cm

Pack:

1/-/6

Sales package:

Color box

# Tissue Dispenser

No. NS911

Rounded corner for safe use

Anti-slip silicone base

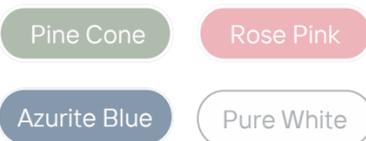
Hollow base for easy open

Product Size: 175x120x108mm

Outer package: 54.5x51x46cm

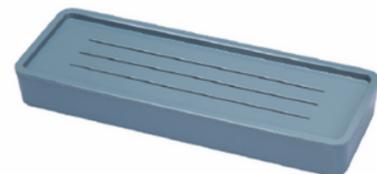
Pack: 1/-/48

Sales package: Color box

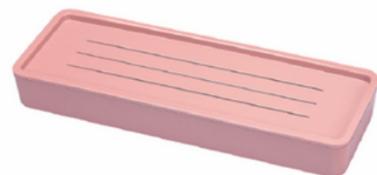


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Azurite Blue



Bauxite

# Storage Box

No. NS024

Foldable structure to save space

Product Size: 231x84x31mm

Outer Package: 50x38x36cm

Pack: 1/-/72

Sales package: Color box

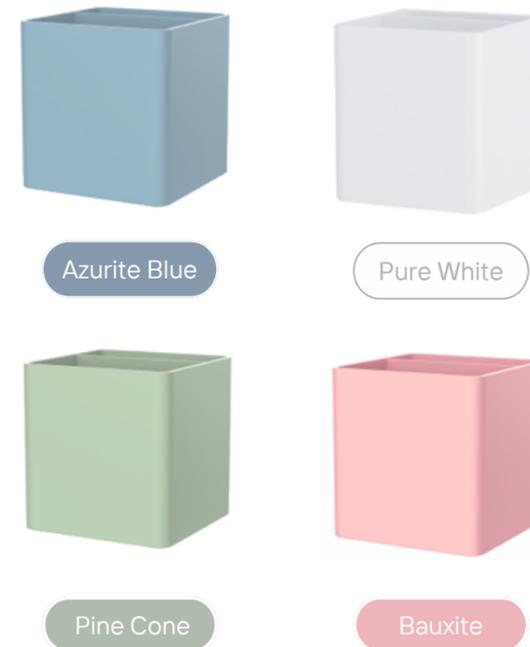


# Pen Stand

No. ENS011

Inside divider for efficient organization  
Anti-slip silicone base design for stability

Product Size: 84x84x86mm  
Outer package: 57.5x39.5x42cm  
Pack: 1/48/96  
Sales package: Color box



NEXT IN THE PIPELINE



# Desk Organizer Set

No. ENS950

Anti-slip base design for stability  
Rounded corner for safe use

Product Size: 120\*155\*96mm  
Outer Package: 67\*40\*44cm  
Pack: 1/-/48  
Sales package: Color box



# 02

## Desk Stationary

A few bright colors illuminate your dull desktop layout and set you in a better mood.

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## Creative Style

# Calculator

No. ENS042

Ergonomic view design 12-digits display

Dual power for a better battery life

Product Size: 163.6x106x19mm

Outer package: 58x36.5x28cm

Pack: 1/20/80

Sales package: Color box



Pure White



Pine Cone



Azurite Blue



Bauxite

# Calculator

No. ENS041

Special design for comfortable usage

12-digits big display

Dual power for a better battery life

Product Size: 165.3x103.2x14.7mm

Outer package: 52.5x43.5x27.5cm

Pack: 1/10/80

Sales package: Color box



Pure White



Pine Cone



Azurite Blue



Bauxite

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# Scissors

No. ENS051

- Pure White
- Bauxite
- Azurite Blue
- Pine Cone

Product Size:	70x60x180mm
Outer package:	53x46.6x40cm
Pack:	1/12/96
Sales package:	Color box



Anti-slip silicone base included for convenient and stable storage



Titanium plated blade for long durability and anti-sticky performance



# Desk Vacuum

No. NS198

Patent technology and powerful suction for efficient cleaning

Durable nylon brush for long life usage

Product Size:	89x89x67.5mm
Outer package:	39x29.5x30.5cm
Pack:	1/-/48
Sales package:	Color box



2x AA

# Foldable Clipboard

No.5011

Classic business style

PP material for not easy to deform

2.0mm foam

Product Size: 325x245x12mm

Outer package: 53.5x49.5x37.5cm

Pack: 1/ 24/96

Sales package: OPP bag

Pure White

Azurite Blue

Bauxite

Pine Cone



# Sticky Notes

No.NS116

4 colors and 2 type size notes

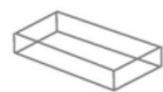
Large-capacity

Product Size: 155x78.5x30mm

Outer package: 52x27x28.5cm

Pack: 1/12/72

Sales package: Color box + PET box



ABS material for durable usage



77g/㎡ paper, 4 color sticky notes 150s/color



# Stapler

No.ENS084



Bottom storage for 100 staples

Product Size:	110x34x56mm
Outer package:	39x24.5x28.5cm
Pack:	1/12/72
Sales package:	Color box



free 100 staples



24/6 26/6



Pure White



Pine Cone



Azurite Blue



Bauxite

# Mini Stapler

No. ENS083

Portable design with stylish colors  
Free 640 staples

Product Size:	135x95x33mm
Outer package:	13.5x45x24.5cm
Pack:	1/12/144
Sales package:	Blister



Pure White



Pine Cone



free 640 staples



24/6 26/6



Azurite Blue



Bauxite

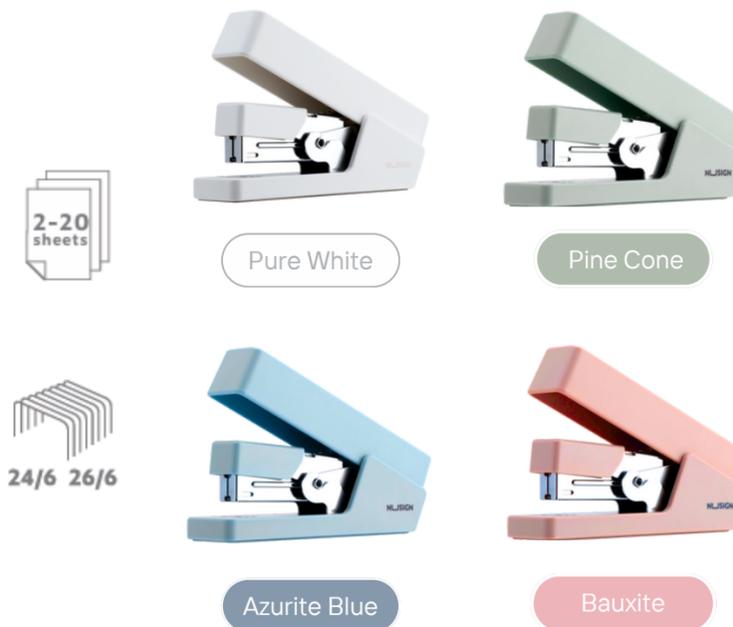


# Effortless Stapler

No. ENS081

Deli patented 60% effortless stapler for one-touch stapling  
Anti-skid TPE base  
ABS cover and metal pull bar for extra durability

Product Size:	138x43x70mm
Outer package:	63x29x19cm
Pack:	1/12/48
Sales package:	Color box



# Cutter

No. ENS065

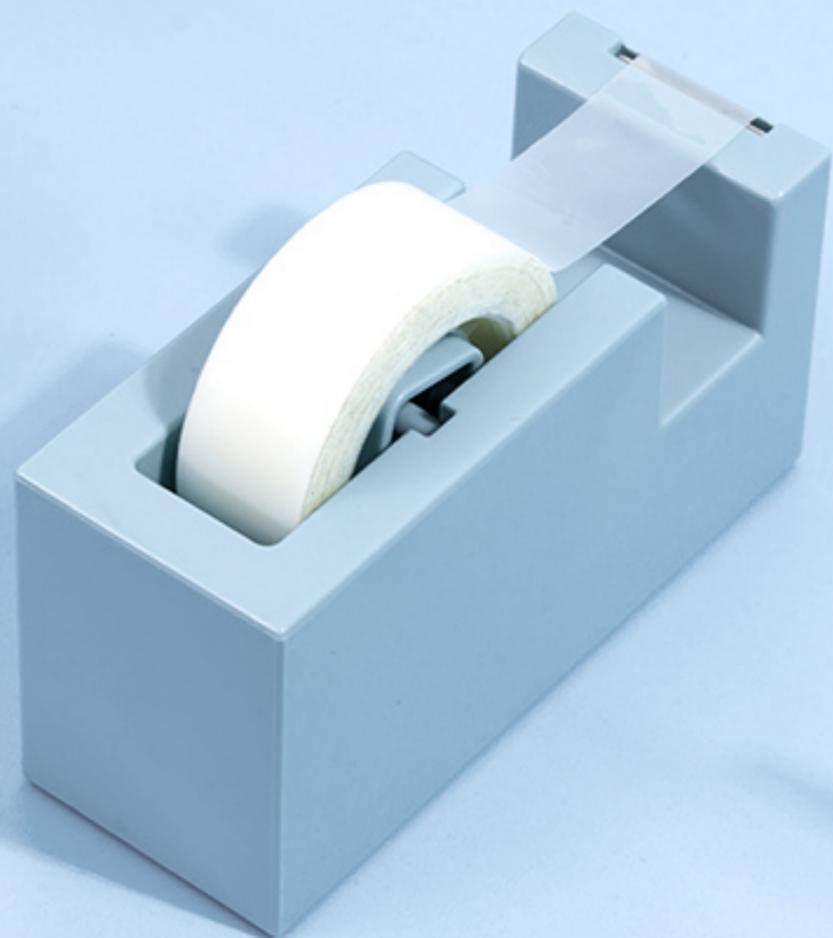
Mini type unpacking cutter  
Contrast color button

Product Size:	12mm blade
Outer package:	57.5x30x23.5cm
Pack:	1/24/288
Sales package:	Color Box

NEXT IN THE PIPELINE



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## Tape Dispenser

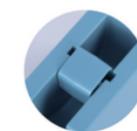
No.NS121

Minimalist design with anti-slip pad for comfortable use

Product Size:	114x45x59mm
Outer package:	39.5x25x21cm
Pack:	1/-/48
Sales package:	Color box



Sharp blade for easy cutting



Smooth roller for easy tape dispensing

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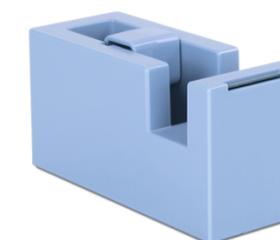
Pure White

NLSIGN



Pine Cone

NLSIGN



Azurite Blue

NLSIGN



Bauxite

## Tape Dispenser

NO.ENS123

Safety design with hidden blade  
Built-in pen holder



Hidden cutter safe to use



Semi-automatic cutting convenient and fast

Pure White

Pine Cone

Azurite Blue

Bauxite

Product Size:	134x52x64mm
Outer package:	46x30x24cm
Pack:	1/-/48
Sales package:	Color box

# 03

## Writing instruments

Only in the free process of writing,  
we can express our emotions and  
enjoy our imaginations.

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## Inspiring Writing



# Gel Pen

No.NS552

One-hand rotate to dispense for easy usage  
Integrated pen body



Pure White

Pine Cone

Azurite Blue

Bauxite



Product Size:	0.5mm/Black
Outer package:	41x32x36.5cm
Pack:	1/50/400
Sales package:	Color box

# Gel Pen

No. NS649

Smooth formula

New generation exquisite tip + imported upgraded ink

Triangular pen design for comfortable grip

Single EVA bag packaging

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Pure White

Pine Cone

Azurite Blue

Bauxite



Product Size:	0.5mm/Black
Outer package:	50.5x38x28.5cm
Pack:	10/120/720
Sales package:	Color box



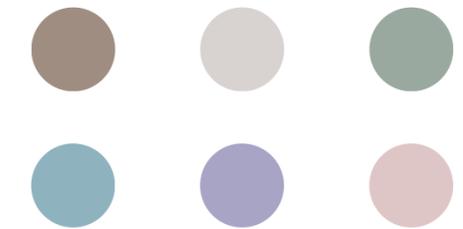


# Highlighter

No. NS701-1

Double-sided highlighters with a thin and thick tip  
 Comfortable grip with triangular shape  
 A variety of Japanese style color designs, writing romance.

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Product Size:	340x152x255mm
Outer package:	60.5x46.5x24.5cm
Pack:	1/-/6
Sales package:	Color box

# 04

## Notebook & Paper

As the time goes by we write  
down pages of notes to witness  
our efforts to grow.

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## Exclusive Noting

# Leather Cover Notebook

## No.NS281

80g/m2 paper, low resistance for better writing

Waterproof and wear-resistant

180° spreading

Product Size: A5/96 sheets

Outer package: 52x25.5x26cm

Pack: 1/12/36



lined pages

Pure White

Azurite Blue

Bauxite

Pine Cone



## No.NS203

80g/m2 paper, low resistance for better writing

Colorful PU cover with soft touch

Left half is lined and right half is line + invisible grid



lined pages



lined + grid pages

Pure White

Azurite Blue

Bauxite

Pine Cone

Product Size: A5/96 sheets

Outer package: 24x47x18cm

Pack: 1/12/24

Sales package: Shrink flm



# Loose-leaf Notebook

No.NS317

180° flat spreading for convenient writing

80g/m<sup>2</sup> paper and eye protection

Smooth writing without ink bleeding

Waterproof and wear-resistant

Product Size: B5/40 sheets

Outer package: 49.5x41.5x33.5cm

Pack: 1/12/48



Pure White

Azurite Blue

Bauxite

Pine Cone



# Notebook Refill

Multi specification loose-leaf

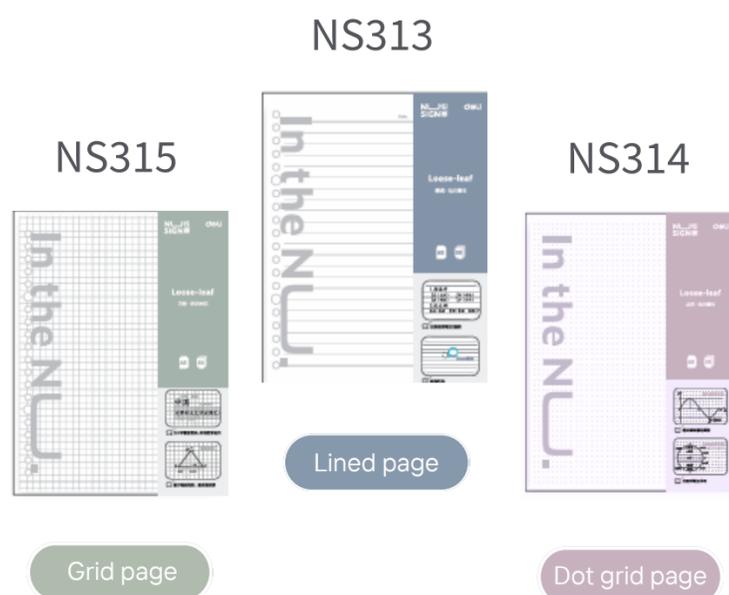
80g/m<sup>2</sup> paper and eye protection

Smooth writing without ink bleeding

Product Size: B5/50 sheets

Outer package: 40.5x28.5x40.5cm

Pack: 1/72/144





# Display Book

No.NS168

Thickened cover and 40 pockets  
With contents and page numbers

Product Size:	310x235x20mm/40P
Outer package:	57x52.5x35.5cm
Pack:	1/12/72
Sales package:	OPP bag



- Pure White
- Azurite Blue
- Bauxite
- Pine Cone

NEXT IN THE PIPELINE

- Pure White
- Azurite Blue
- Bauxite
- Pine Cone



# Level File

No.NS181

Thickened cover 9mm

Product Size:	310x235x20mm
Outer package:	57x52.5x35.5cm
Pack:	1/12/72
Sales package:	OPP bag

In the NUJ.

