Diaries and planners have been a tool for success and efficiency in our personal and professional life for more than a century. Most of the people who want to be consistent and reliable at work or in their personal life will use a diary/planner. Some people use this tool to record their memories, others use it to plan the future. Meanwhile, creators use it to document their thoughts and inspirations.

Nowadays big corporations use diaries and planners as a marketing and branding tool. Business executives have come to realize the benefits of such a tool taking into consideration that a diary/planner is used for a year. Accordingly, your brand or advertisement incorporated into the diary will live for a year on your target’s desk. Unlike the effect of a billboard or a TV ad that costs so much more meanwhile its durability is not to be compared with that of a diary/planner.

MOIC-Egypt has been a specialist in making diaries for years, either for corporate or personal use. Along the years we managed to acquire the license to produce diaries with the brand name Pierre Cardin (Cardin is an Italian born French fashion designer currently known world wide as one of the very few fathers of modern haute-couture) the acquisition of such a license entailed that we comply with quality standards that suit such an international name, but was and is worth the effort, as it gives our product an added value and classifies it in a different category from its competitors in the market. In MOIC-EGYPT we have the flexibility & capability to personalize such products according to your corporate or personal needs.

**MOIC Personalization Options**

1. Blind or color embossing  
2. Cover made with corporate colors.  
3. Profile & advertisement inserts.  
4. Customized bookmark or ribbon.  
5. Customized packaging.  
6. Metal name plate engraving + printing.  
7. Logo embroidery (up to 12 color).  
8. Logo water mark on all pages

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Pierre Cardin, born Pietro Cardin, is an Italian-born French fashion designer who was born on 7 July 1922, at San Biagio di Callalta near Treviso.

Cardin moved to Paris in 1945. There, he studied architecture and worked with Jeanne Paquin after the war. He worked with Elsa Schiaparelli until he became head of Christian Dior's tailleur atelier in 1947.

Cardin founded his own house in 1950.

He began with haute couture in 1953.

“Espace Cardin” (opened 1971) in Paris, formerly the “Théâtre des Ambassadeurs”.

He was also contacted by Pakistan International Airlines to design uniforms for the flag carrier. The uniforms were introduced in 1966 to 1971 and became an instant hit.

Cardin was a member of the Chambre Syndicale de la Haute Couture et du Prêt-à-Porter from 1953 to 1993. Like many other designers today, Cardin decided in 1994 to show his collection only to a small circle of selected clients and journalists. After a break of 15 years, he showed a new collection to a group of 150 journalists at his bubble home in Cannes.

He purchased Maxim’s restaurants in 1981 and soon opened branches in New York, London, and Beijing (1983). A chain of Maxim’s Hotels are now included in the assets.

In 2001, Cardin purchased the ruins of the castle in Lacoste, Vaucluse that was once inhabited by the Marquis de Sade; he has partially renovated the site and holds music festivals there.

Cardin also owns a palazzo in Venice named Ca’ Bragadin, although Cardin has claimed in several interviews this house was once owned by Giacomo Casanova in reality it was once the home of Giovanni Bragadin di San Cassian, bishop of Verona and Patriarch of Venice.

Pierre Cardin was also designated UNESCO Goodwill Ambassador in 1991.

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We Misr October Industrial Co. SAE are granted a license agreement to use the PIERRE CARDIN trademark from PCL SA the owner of PIERRE CARDIN trademarks in class 16 according to the international classification of products & services of the World International Property Rights Organization of Geneva.

Class 16 as referred above includes a line of desk accessories including desk blotter (mats), binders, desk & pocket agendas, photo albums, pads, etc.
NEW SOFT TOUCH Hardcover

PC/DD10

Day to Page: Daily Diary
Size: 16.5 x 24 cm
Number of sheets: 216
Paper: 70 gsm, cream paper
Printed color: Grey / Black
Binding: Hardcover book binding
Colored Pages: World, Continent maps & International flags
Cover: Hardcover with pen slot & elastic closure
Packaging: Shrink wrapped
PC/EDD10
Day to Page: English Daily Diary
Size: 16.5 x 24 cm
Number of sheets: 216
Paper: 70 gsm. cream paper
Printed color: Grey / Black
Binding: Hardcover book binding
Colored Pages: World, Continent maps & International flags
Cover: Hardcover with pen slot & elastic closure
Packaging: Shrink wrapped

PC/OD10
Day to Page: Daily Diary
Size: 20.5 x 14.3 cm
Number of sheets: 216
Paper: 60 gsm. white paper
Printed color: Grey / Black
Binding: Hardcover book binding
Colored Pages: World, Continent maps & International flags
Cover: Hardcover with pen slot & elastic closure
Packaging: Shrink wrapped
PC/DD20
Day to Page: Daily Diary
Size: 20 x 26 cm
Number of sheets: 216
Paper: 70 gsm. cream paper
Printed color: Grey / Black
Binding: Hardcover book binding
Colored Pages: World, Continent maps & International flags
Cover: Synthetic leather portfolio cover with pen slot & elastic closure
Packaging: Duplex board box
PC/EDD20
Day to Page: English Daily Diary
Size: 20 x 26 cm
Number of sheets: 216
Paper: 70 gsm. cream paper
Printed color: Grey / Black
Binding: Hardcover book binding
Colored Pages: World, Continent maps & International flags
Cover: Synthetic leather portfolio cover with pen slot & elastic closure
Packaging: Duplex board box

PC/WD20
Day to Page: Weekly Diary
Size: 20 x 26 cm
Number of sheets: 88
Paper: 70 gsm. cream paper
Printed color: Grey / Black
Binding: Hardcover book binding
Colored Pages: World, Continent maps & International flags
Cover: Synthetic leather portfolio cover with pen slot & elastic closure
Packaging: Duplex board box

PC/OD20
Day to Page: Daily Diary
Size: 16.5 x 23 cm
Number of sheets: 216
Paper: 60 gsm. white paper
Printed color: Grey / Black
Binding: Hardcover book binding
Colored Pages: World, Continent maps & International flags
Cover: Synthetic leather portfolio cover with pen slot & elastic closure
Packaging: Duplex board box
Meeting Series

PC/DD25

Day to Page: Daily Diary
Size: 20 x 26 cm
Number of sheets: 216
Paper: 70 gsm. cream paper
Printed color: Grey / Black
Binding: Hardcover book binding
Colored Pages: World, Continent maps & International flags
Cover: Synthetic leather portfolio cover with pen slot
Packaging: Luxury box
### PC/EDD25
- Day to Page: English Daily Diary
- Size: 20 x 26 cm
- Number of sheets: 216
- Paper: 70 gsm. cream paper
- Printed color: Grey / Black
- Binding: Hardcover book binding
- Colored Pages: World, Continent maps & International flags
- Cover: Synthetic leather portfolio cover with pen slot
- Packaging: Luxury box

### PC/WD25
- Day to Page: Weekly Diary
- Size: 20 x 26 cm
- Number of sheets: 88
- Paper: 70 gsm. cream paper
- Printed color: Grey / Black
- Binding: Hardcover book binding
- Colored Pages: World, Continent maps & International flags
- Cover: Synthetic leather portfolio cover with pen slot
- Packaging: Luxury box
Executive Series

PC/DD30 (with pen)

Day to Page: Daily Diary
Size: 20.5 x 26 cm
Number of sheets: 216
Paper: 70 gsm. cream paper
Printed color: Grey / Black
Binding: Hardcover book binding
Colored Pages: World, Continent maps & International flags
Cover: Synthetic leather portfolio cover with pen slot
Packaging: Luxury box
### PC/EDD30 (with pen)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day to Page</td>
<td>English Daily Diary</td>
</tr>
<tr>
<td>Size</td>
<td>20.5 x 26 cm</td>
</tr>
<tr>
<td>Number of sheets</td>
<td>216</td>
</tr>
<tr>
<td>Paper</td>
<td>70 gsm. cream paper</td>
</tr>
<tr>
<td>Printed color</td>
<td>Grey / Black</td>
</tr>
<tr>
<td>Binding</td>
<td>Hardcover book binding</td>
</tr>
<tr>
<td>Colored Pages</td>
<td>World, Continent maps &amp; International flags</td>
</tr>
<tr>
<td>Cover</td>
<td>Synthetic leather portfolio cover with pen slot</td>
</tr>
<tr>
<td>Packaging</td>
<td>Luxury box</td>
</tr>
</tbody>
</table>

### PC/WD30 (with pen)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day to Page</td>
<td>Weekly Diary</td>
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<tr>
<td>Size</td>
<td>20.5 x 26 cm</td>
</tr>
<tr>
<td>Number of sheets</td>
<td>88</td>
</tr>
<tr>
<td>Paper</td>
<td>70 gsm. cream paper</td>
</tr>
<tr>
<td>Printed color</td>
<td>Grey / Black</td>
</tr>
<tr>
<td>Binding</td>
<td>Hardcover book binding</td>
</tr>
<tr>
<td>Colored Pages</td>
<td>World, Continent maps &amp; International flags</td>
</tr>
<tr>
<td>Cover</td>
<td>Synthetic leather portfolio cover with pen slot</td>
</tr>
<tr>
<td>Packaging</td>
<td>Luxury box</td>
</tr>
</tbody>
</table>
Desk Planners

PC/35 (dated)
Size: 50 x 35 cm
Number of pages: 12
Paper: 100 gsm. white paper
Printed color: Grey / Black
Cover: Synthetic leather cover
Packaging: Laminated duplex board sleeve

DB2018 (dated)
Size: 9 x 15.5 cm
Number of pages: 734
Paper: 60 gsm. white paper
Printed color: Grey / Black
Cover: Printed two color (black / golden)
Packaging: Shrink wrappe

PC/33 (undated)
Size: 37.7 x 26.5 cm
Number of pages: 104
Paper: 70 gsm. white paper
Printed color: Grey / Black
Cover: Synthetic leather cover
Packaging: Laminated duplex board sleeve
# Customization Options

<table>
<thead>
<tr>
<th>Customer Specifications (manufacturing Capabilities)</th>
<th>Minimum order qty.</th>
<th>Price &amp; Delivery time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engraved metal plate standard size (4.4 x 1.2 cm)</td>
<td>5 Pcs</td>
<td></td>
</tr>
<tr>
<td>2 color printed metal plate size (4.4 x 1.2 cm) &quot;only solid colors applicable&quot;</td>
<td>250 Pcs</td>
<td></td>
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<tr>
<td>Blind Embossing</td>
<td>500 Pcs</td>
<td></td>
</tr>
<tr>
<td>Gold or Silver foil Embossing</td>
<td>500 Pcs</td>
<td></td>
</tr>
<tr>
<td>Silk Screen imprint</td>
<td>250 Pcs</td>
<td></td>
</tr>
<tr>
<td>Advertising inserts</td>
<td>1000 Pcs</td>
<td></td>
</tr>
<tr>
<td>Water mark on all pages (1 color)</td>
<td>5000 Pcs</td>
<td></td>
</tr>
<tr>
<td>4 color logo on all pages</td>
<td>5000 Pcs</td>
<td></td>
</tr>
<tr>
<td>Custom designed case</td>
<td>1000 Pcs</td>
<td></td>
</tr>
<tr>
<td>Specific leather color for case</td>
<td>2500 Pcs</td>
<td></td>
</tr>
<tr>
<td>Specified design for packaging (duplex board)</td>
<td>1000 Pcs</td>
<td></td>
</tr>
<tr>
<td>Specified design for packaging (luxury rigid box)</td>
<td>2500 Pcs</td>
<td></td>
</tr>
<tr>
<td>Logo Embroidery (up to 12 colors)</td>
<td>500 Pcs</td>
<td></td>
</tr>
</tbody>
</table>

All customer specified orders are made according to our clients design requirements + our suggestions and subject to sample approval.
Customization Procedure
Upon submitting your specified inquiry with MOIC sales representative a quotation is issued for your approval. After the design inputs are collected a sample or prototype is developed for your approval. Delivery periods apply once the prototype is approved together with the down payment.

Materials, Colors & Accessories
Depends on availability at the time of placing the order. Please check with our sales representative.

Proofing Options
- Colour paper proof
- Black and white paper proof
- Pre-production sample
- Digital proof

Tooling
Tooling (screens, pads, dies, plates and templates) remains MOIC property. All tooling will be held in a proper environment at MOIC for 36 months after the last order to manufacture. If a manufacturing order is not received for a specific design within a 36-month period, the tooling will be discarded due to inactivity. New set up and tooling charges apply if a tool has been discarded due to inactivity.

Logos and Trademarks
All customized products with corporate logos or registered trademarks is shown only to illustrate MOIC's logo reproduction capabilities. Merchandise bearing logos can be purchased only by the organisation to which the logo or trademark belongs and only through authorised MOIC distributors.

Cancellations/Changes to orders
Purchase orders which are cancelled or decreased while in process will be assigned a service charge.

The manufacturer reserves the right to change any design or specification without a prior notice.
We Misr October Industrial Co. SAE are granted in Egypt a license agreement to use the PIERRE CARDIN trademark from PCL SA the owner of PIERRE CARDIN trademarks in class 16 according to the international classification of products & services of the World International Property Rights Organization of Geneva class 16 as referred above includes a line of desk accessories including desk blotters (mats), binders, desk & pocket agendas, photo albums, pads, etc.

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