

# INSIDE OUT

IF IT "CAN'T BE DONE," Yair Greenberg is the type of entrepreneur who will find a way to do it. Nothing is as irresistible to the pen industry veteran and founder of the Yafa and Monteverde brands as the challenge of producing something unexpected. Greenberg has recently applied his considerable ingenuity to developing new styles and colors of ink refills and to creating a rollerball that uses fountain pen ink. But his latest challenge involves a new twist on the hand-painted pen—an attractively priced, durable and intriguing answer to pens featuring painted miniatures on their exterior surfaces.

The Monteverde Mega painted pen features art applied to the inside of its barrel. The key is a traditional Chinese method of reverse painting that has been used on other types of objects for 300 years.

Obstacles to reverse painting in pens included the small diameter of the pen barrel and getting paint to adhere to an acrylic surface. Both have been overcome in the Mega's oversized and specially primed barrel, for which a worldwide patent is pending. Three designs are currently available with more to come. The pen also lends itself to custom art, even portraits and logos.

More than simply inside out, Greenberg may yet turn the pen industry upside down.

*Video clips demonstrating the painting process are available online at [yafa.com](http://yafa.com). For more information, telephone 800.YAFA.PEN.*

Tiger, Great Wall of China and Flowers & Birds pens from Monteverde feature reverse painting on the inside of their transparent acrylic resin barrels. Each is limited to 395 examples, priced at \$395.

