







## Highlighter Research

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### Highlighter - Wikipedia, the free encyclopedia

<http://en.wikipedia.org/wiki/Highlighter>

-  Although Avery Dennison Corporation invented and trademarked the name Hi-Liter, they did not invent the felt pen.
-  In 1962 the first felt-tip pen was invented in Japan by Yukio Horie
-  "dry mark highlighters", which are sometimes advertised as being useful for highlighting a Bible or other books with extremely thin pages.
-  Dry highlighters (occasionally called "dry line highlighters") are highlighters that, instead of having a felt tip, have applicators that apply a strip of highlighter tape, similar to audio cassette tape. Unlike standard highlighters, they are easily erasable.
-  felt-tip pen filled with transparent fluorescent ink
-  Avery Dennison invented the "Hi-Liter" although the actual technology was created by the Japanese.


### Avery Dennison - Wikipedia, the free encyclopedia

[http://en.wikipedia.org/wiki/Avery\\_Dennison\\_Corporation](http://en.wikipedia.org/wiki/Avery_Dennison_Corporation)

-  Avery Dennison Corporation (NYSE: AVY) produces pressure-sensitive materials (such as self-adhesive labels), office products, and various paper products. R. Stanton Avery founded Avery in 1935. The Avery Dennison Corporation was created in 1990 by a merger of Avery and Dennison. Avery Dennison is a considerably large company and ranks 382 on the Fortune 500 list. The Avery logo was created by Saul Bass, a graphic designer known for his motion picture title sequences.





### Color Design Blog / 13 More Great Color Legends by COLOURlovers

<http://www.colourlovers.com/blog/2007/07/03/13-more-great-color-legends/>

-  The introduction of dyes allowed a wider array of colors to be used, which led to the pens' popularity amongst children and for artistic uses. In 1963, Avery Dennison Corporation created a fibre-tip pen that they named the "Hi-Liter." These translucent-ink pens were marketed to illuminate, or highlight, text while leaving the underneath marking still visible. Although Avery was the first to dub the name, all such pens are commonly called "highlighters." Originally the pen came in pastel shades, but in 1978 the first fluorescent pens were introduced. Today the most common color of highlighter is yellow, as it was the first fluorescent shade introduced, but they can also be found in purple, pink, green, blue, and orange.

### History of Pens and Writing Instruments

<http://inventors.about.com/library/inventors/blpen.htm>

-  In 1952, Sidney Rosenthal began marketing his "Magic Marker" which consisted of a glass bottle that held ink and a wool felt wick. By 1958, marker use was becoming common, and people used it for lettering, labelling, marking packages, and creating posters.
-  In 1989, Binney & Smith, best known for its Crayola products, and the leading children's marker manufacturer, enters into a licensing agreement for exclusive rights to the Magic Marker brand name... In 1991, after three years of product development, Binney & Smith introduces a revamped, redesigned and improved Magic Marker line that includes highlighters and permanent markers [magic markers become thinner]... In 1996, fine point Magic Marker II DryErase markers are introduced for detailed writing and drawing on white boards, dry erase boards and glass surfaces."
-  According to the now defunct Magic Marker website: " In 1952, inventor Sidney Rosenthal developed and began marketing the first felt tip marking device. A chubby, squat glass bottle to hold ink with a wool felt wick and writing tip [this describes the unusual appearance of the first magic markers], Rosenthal named his new marking device Magic Marker because of its ability to mark on almost every surface..."
-  The modern fiber tip pen was invented by Yukio Horie of the Tokyo Stationery Company, Japan in 1962. The Avery Dennison Corporation trademarked Hi-Liter® and Marks-A-Lot® in the early '90s. The Hi-Liter® pen, commonly known as a highlighter, is a marking pen which overlays a printed word with a transparent color leaving it legible and emphasized.

### Science and Society Picture Library - Search

<http://www.scienceandsociety.co.uk/results.asp?image=10236933>

-  The fibre-tip pen (bottom), was invented in Japan in 1962 by Masao Miura and Yukio Horie

