

People

INTRODUCING...

...John Brinded



Meet John Brinded. He's our Accounts Manager and is responsible for running the finances of the company.

When we asked how long he's been with The Pen Warehouse, he opened up a spreadsheet, entered some formula, rattled the buttons on a well-worn calculator, and told us it was (approximately) 14.23436719724 years.

When he's not adding up stuff and then subtracting other stuff, John likes to watch his beloved West Ham or listen to Anne-Sophie Mutter play. He also has a passion for Italian food and would love to visit the three Michelin star Piazza Duomo restaurant in Alba. We've heard it's even better than KFC and they hardly use a microwave for anything.

The Brindster lives with his wife, two sons and two cats, while four chickens are last in the domestic pecking order.

John describes his personality as optimistic and forward-looking. We think it's good to be forward-looking or you tend to bump into things.

When we asked what makes John angry, he cast his chair aside and bellowed "TAX RETURNS! HMRC!". After we sat him back down and got him a glass of water and a shot of horse tranquilizer, we asked him again. "I get angry if I miss Claire Danes in Homeland" he told us with a dreamy, distant look on his face that was somehow even more unsettling...

Pen2Paper

We continue our series of illuminating features that bring a new perspective on pens and writing. The latest instalment of Pen2Paper looks at the history of erasing written text...

For as long as there has been writing there have been errors and the need to erase them.

The first writing implements and surfaces were made for mistakes, as the wet clay used in tablets could simply be smoothed over and new letters formed with the stylus. It is likely that the complexity of the glyphs used in the first written languages seen in Egypt and Sumer (now in southern Iraq) resulted in many mistakes being made as each glyph would be formed individually. It is estimated that Sumerian cuneiform had approximately 1000 different glyphs in its infancy.

In the early Middle Ages, the removal of ink from parchment would be completed with a solution of milk mixed with oat bran. Over time, the original ink would begin to reappear faintly underneath the new writing which has enabled modern scholars to decipher their original contents.

The Victorian era saw the invention of the ink scraper which was a fine pointed and very sharp metal tool used to carefully scrape the ink from the page when mistakes were made.

To read the full article, visit www.pens.co.uk/pen2paper.



The Aggie Has Landed

Our lovely Sales & Customer Service Manager, Aggie, recently visited Eagle Radio with stationery sets from The Pen Warehouse. These were given to local school children to reward them for doing well in their studies. Aggie is pictured with Eagle Radio's Lewis Mason.



We're Keen on the Keen

Connor Goldson is an apprentice Digital Print Technician. He joined us seven months ago and has been learning the ropes with hard work and enthusiasm. To help us find more keen young people like Connor, we'll soon be launching an Apprenticeship Scheme. This will be a great opportunity to learn a vocation in an innovative and forward-thinking company. More details coming soon.



News

Another Award for Our Collection

The Pen Warehouse is proud to have won Specialist Supplier of the Year in the Sourcing City Awards. A record number of votes were cast by distributors and suppliers in the prestigious industry awards, with The Pen Warehouse taking the top spot in one of the supplier categories.

Managing Director Neil Cleere said: "We are delighted to have won the Specialist Supplier of the Year award again this year, particularly as the competition for this prestigious award has never been so hard-fought. Thanks to everyone that voted for us and for those that didn't we will have to try even harder next year."



Thanks also to the entire Pen Warehouse staff - this award is for all your hard work and dedication.

Making an Exhibition of Ourselves

trophex



A big thank you to everyone who came to see us at the PSI 2016 show in Dusseldorf and the Promotional Product Expo in Coventry. It was great catching up with old faces and meeting new, and we're pleased that there was so much interest in our new range for this year.

Our No-Minimum.co.uk platform was also represented at Trophex 2016 at the NEC in Birmingham and will be there again 19th-22nd March for The Photography Show.

Visit stand A110 to find out how No-Minimum.co.uk can help distributors attract new business.

OUT NOW

Pens Galore Edition 18



The latest edition of our Pens Galore catalogue is out now. 2016 sees some great new additions, including our fantastic Pen+ sets, the Atomic USB Ballpen with USB Flash drive, and the Linea Pro Ballpen with a concealed precision stylus. We've also put a twist on some best-selling favourites - the Contour-i Metal Plus has a barrel designed for an increased print area and the Electra Enterprise Ballpen is an even more cost-effective version of the Electra Ballpen.

Because we invest in the latest technology, we offer a 5-day standard lead time, with many products also available on express services. The Electra Ballpen range can be turned around in 48 hours, while the Panther Ballpen range can be dispatched the same day.

Pens Galore can be overprinted with your own details to send to your end users.

For more information or to request your FREE copy of Pens Galore 18, email sales@pens.co.uk or call 01252 400 270.

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Talking Pens

the Pen warehouse

ISSUE 12



NEWS • OFFERS • PRODUCT SPOTLIGHTS • LATEST TECHNOLOGY • COMMUNITY

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www.pens.co.uk



Welcome to the latest edition of Talking Pens, keeping you up to date with products and services from The Pen Warehouse.



A whole year's worth of product and concept development has been condensed into our new 2016 Pens Galore catalogue and I believe this year is one of our most prolific.

In previous years, we introduced new industry concepts such as web-to-print, Promotional TV, themed LogoClips, multicolour printing on pencils, direct to product digital printing, interchangeable System™ pens, the Supersaver™ range and many more. This year we've introduced over thirty new products but most notable is the introduction of two main industry-first concepts: Pen+ and Inkredible™.

The Pen+ concept is where we marry a complementing promotional product with one of our pens and present them in low-cost, retail-style packaging. Both the product and packaging can be personalised and displayed in a manner that has not been seen in our industry before and at a price that is not restrictive. Specially developed mix and match colours have been introduced to our range to ensure the components in our Pen+ sets complement each other.

Inkredible™ is a new-generation refill that performs like a rollerball, but in a retractable pen. Previously, all rollerballs required a cap to prevent the ink from drying out but this latest development means that, for the first time, rollerball-style pens will be available from The Pen Warehouse at the price of ballpoint pens. You have to experience the smoothness of writing to believe it. We are working furiously to develop an entire range with this new technology but we are starting off with a very low-cost plastic pen, the Supersaver™ Fine Roller, and a version of our ever-popular Electra Ballpen.

In addition to the above major concept developments, we are also delighted to announce that The Pen Warehouse has secured the UK & Ireland licence to develop an entirely new range of pens for Pierre Cardin. We've gone back to the drawing board with their entire range of pens and packaging to ensure we bring to market a standard of quality and excellence normally associated with top brands. We have already put in six months of development work, much of the tooling is nearing completion and we expect to launch by no later than mid-2016. These are exciting times indeed, so please bear with us.

NO MINIMUM NO SET UP FEES

No-Minimum.co.uk is an automated web-to-print system designed to process online orders of digitally printed and laser engraved promotional products quickly and easily. There are no minimum order quantities and no set up fees.



No-Minimum.co.uk now offers a range of executive writing instruments in appealing presentation sets. These add extra value and impact to a metal promotional pen and make ideal corporate gifts or beautiful campaign giveaways.

The Giotto Metal Ballpen is made from brushed chrome and comes with a Parker-style refill. It's paired with its Mechanical Pencil sibling to make an attractive and functional set. They come with the PB50 presentation case which has a satin interior and a hinged lid.

The Techno Metal Set is a flock-lined PB30 presentation case containing the contemporary-styled Techno Metal Ballpen, with its satin finish and polished trim, and the Techno Metal Rollerball, which is a capped pen with a quality German refill. Both pens are available with black, blue or silver barrels.

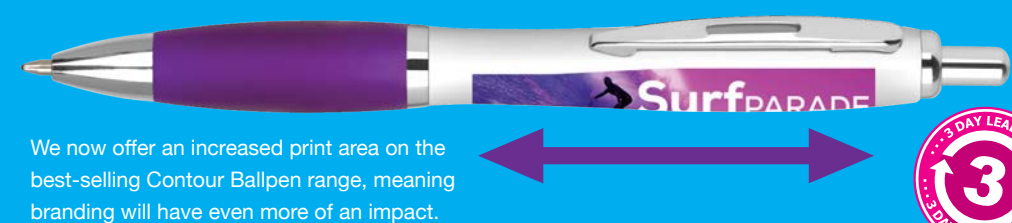
Also presented in the PB30 case, the Harrier Metal Ballpen is paired with the Harrier Metal Pencil. These are available in black or blue and offer a high perceived value at a budget-friendly price.

Finally, the Monaco Set is comprised of the Monaco Ballpen and Mechanical Pencil. These have a metal grip and contemporary clip design. They live in a LPC 996 double presentation box, which has a window in the lid to show off the attractive executive pens within.

Each of the above pens can be laser engraved using the latest precision technology.

The pen sets are dispatched with a rapid five-day lead time and there's no pesky MOQs or origination charges.

Increased Contour Print Area



We now offer an increased print area on the best-selling Contour Ballpen range, meaning branding will have even more of an impact.

Visit www.no-minimum.co.uk for this and other stationery products.

Products

Inkredible™ Innovation

We're excited to tell you about our latest innovation – Inkredible™. This is a new refill technology designed to allow a smoother writing experience. The ultra-low viscosity ink can be applied with little pressure and flows effortlessly to give an unparalleled feel.

The Supersaver™ Fine Roller is the first product to utilize Inkredible™. This is a slim retractable ballpen available in six colours and is the high-quality yet budget-friendly pen you would expect as part of the Supersaver™ range. The addition of Inkredible™ technology means the Supersaver™ Fine Roller feels like you're using a higher-priced rollerball, without the need for a cap.



You won't believe how smoothly a budget pen can write. The Supersaver™ Fine Roller is also great for branding with a large 43mm x 20mm print area on the barrel and 20mm x 5mm on the clip.

This is the first in a range of new writing instruments that will take advantage of Inkredible™ in 2016. Coming soon is an Inkredible™ version of the hugely-popular Electra Ballpen.

Contact sales@pens.co.uk or call 01252 400 270 to find out more.

Pen+ Adds Promo Appeal

Now there's a great new way to add value and branding impact to a promotional gift. Pen+ Promo Sets are an exciting new concept from The Pen Warehouse, pairing some of our best-selling pens with a keyring or USB Flash drive in appealing but low-cost blister packaging.

A total of seven Pen+ Promo Sets are now available. These include the PS03 set, which is the ever-popular Electra Ballpen or Electra Touch Ballpen paired with a Kingston SE9 USB Flash drive, and the PS05 set, which pairs our new executive Balfour Ballpen with a high-quality Hades Keyring.

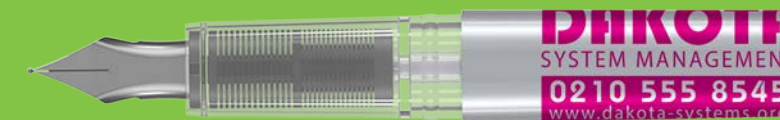
For the ultimate in customisation, the PS06 Pen+ Promo Set takes the Contour Ballpen and Twister USB Flash drive and allows you to mix and match component colours. Choose from 12 barrel colours which match the metal casing on the Flash drive; then choose from 10 grip colours to match the Flash drive's rubberised body.

Not only can Pen+ products be printed or engraved as normal, the cardboard backing can be printed in stunning full-colour to both sides. This means an incredible scope for customisation and promoting a brand.

For more information, call our Sales Team on 01252 400 270 or email sales@pens.co.uk.



Fountain Pen on a Budget



New for 2016, the Softflow 101 Fountain Pen has been specifically designed to offer a fountain pen writing experience at a budget-friendly price.

Made from plastic with a unique smooth ink delivery system, we think it's a great alternative to heavyweight metal fountain pens and is the perfect way to introduce a quality fountain pen into a campaign without breaking the bank.

The Softflow 101 Fountain Pen has a transparent lid and silver-coloured body, with a choice of black or blue trims. You can also choose between black or blue refillable ink. The Softflow 101 Fountain Pen has a large 40mm x 20mm print area for spot colour designs and is available on our standard five-day lead time.

Contact our Sales Team on 01252 400 270 for full details and pricing.

An Enterprising Solution



You love the Electra. We love the Electra. Now there's another reason to choose an Electra for a promotional campaign with the new Electra Enterprise Ballpen.

This is made from composite material to give the appearance of a metal pen but at an even more compelling price. The aesthetic of the Electra Ballpen is retained, with its popular shape and vivid finish available for the first time in a non-metal pen. End-users will continue to be impressed by a high-quality promotional gift, while distributors can pocket the savings.

The low-cost Electra Enterprise Ballpen has a large 40mm x 20mm print area for spot colour designs. It's available on our standard 5-day lead time, with the option of our incredible 24-hour service.

For more information, call 01252 400 270 or email sales@pens.co.uk

Atomic Ballpen is the BOMB

The Atomic USB Ballpen has come from the future. A bit like The Terminator, only less likely to kill you and more likely to effectively show-off a marketing message.



This is a plastic twist-action ballpen with a USB Flash drive nested in the top. Choose from white or silver barrel colours, six trim colours, and a range of memory capacities. Unlike other Flash memory pens, the Atomic USB Ballpen is slim and easy to use, while the USB is easily accessible thanks to its innovative design.

To find out more, email sales@pens.co.uk or call 01252 400 270.



We're proud to have become Pierre Cardin licensees for 2016, meaning we are to produce an incredible new range of products under the revered Pierre Cardin brand.

Because we have our own expert designers and engineers in-house, we're building the range from the ground up, based on the principles of high quality design, manufacturing and writing experience.

Our Pierre Cardin range has been in development for the last six months and is due for release around the middle of the year. You can expect highly specified writing instruments equivalent to the very best international retail brands.

Read the next edition of Talking Pens for more details.

