

# Talking

From 

# pens

## MECHANICAL MARVELS



From the wreckage of HMS Pandora, to the innovate design of Alonzo Cross, the mechanical pencil has come a long way. Our new range of mechanical pencils combine this legacy with contemporary design and are a great way to add some style to a promotional campaign.

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PenWarehouse



@penwarehouse

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



→ Since our last issue of Talking Pens, we've managed to win the prestigious PAGE Supplier of the Year Award, and as it's our fourth in a row, I believe it to be a vote of confidence in the approach and direction we are taking with our customer service. My rationale on the importance of impeccable service to distributors is as follows.

Our industry is changing rapidly and the large international pen suppliers that primarily supply the end-user are actively building infrastructure to dominate the promotions industry over the coming years, through web-to-print and enormous, centralised telesales operations. I believe this will ultimately lead to mass media advertising because their declared target revenues are in the high hundreds of millions of Euros.

Where does that leave the traditional trade-exclusive supplier-distributor relationship? Clearly it poses an enormous and existential threat in the medium and long term. If our distributors are frozen out of the supply chain, then we as trade-exclusive suppliers, are also frozen out.

I cannot influence distributors' decisions on whether or not to solely support trade-exclusive suppliers, but I can influence how we service you.

Every member of staff here at The Pen Warehouse is aware of the importance of providing total customer satisfaction so that we enable our distributors to win orders from these large international end-user pen suppliers based on service. We offer a no conflict-of-interest service, fast turnaround and unrivalled printing options, all backed up by huge, UK-based warehouse stock.

We are planning for the future and with your support the future is bright.



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.

## Free Express Services

No-Minimum.co.uk has a wide range of promotional products that can be personalised and dispatched with industry-leading express services. And just as there are never any set up fees with No-Minimum.co.uk, these express services are available free of charge.

A number of popular stationery products are dispatched in just 24 hours. The budget-friendly **Absolute Extra Ballpen** has a cylindrical barrel perfect for digital printing, while the **Triangular Highlighter** has a large printable surface to show off a full-colour design. Also dispatched the next working day are the **Spectrum Ballpen** and the **Spectrum Max Ballpen**, the latter with a barrel engineered to have an increased print area.

Currently on a three-day express service, the **Electra Ballpen**, in beautiful anodised aluminium, looks stunning when laser engraved, while the new **Electra Inkredible™ Roller** features our new **Inkredible™** ink technology for an ultra-smooth writing experience.



Finally, the best-selling **Contour Digital Ballpen** and **Contour Extra Ballpen** can also be turned around in just three days with full-colour digital printing.

We can offer such fast expedited services because of the streamlined way No-Minimum.co.uk is set up. The platform is fully automated, with the user able to go online and place an order themselves. The order is sent to be printed or engraved on the latest technology, then dispatched directly to the customer in plain packaging. There's no need to call a sales team and no waiting to receive artwork proofs – everything is done online through our easy-to-use, award-winning website.

We're expanding our range of express products all the time, including non-stationery items such as mint containers and USB flash drives. As you'd expect, our free express services are subject to maximum order sizes.

For more information on our express services, or to find out how you can get your own free eCommerce site to sell directly to your customers, contact [support@no-minimum.co.uk](mailto:support@no-minimum.co.uk).

## Inkredible™ New Addition

New to No-Minimum.co.uk, the **Electra Inkredible™ Roller** is something special. It takes the much loved aesthetic of the Electra Ballpen, including its appealing anodised finish and contemporary design, and adds in the new **Inkredible™** refill. This is an innovative new ink technology that is ultra-low viscosity to give the feel of a rollerball without the need for a cap.

The result is a budget-friendly pen that has an incredibly smooth writing experience and a high perceived value.

The Electra Inkredible™ Roller is available in six stunning metallic colours. It can be laser engraved on a 3-day lead time. To find out more, contact [support@no-minimum.co.uk](mailto:support@no-minimum.co.uk).







# Products

## MECHANICAL MARVELS



The Lucerne Mechanical Pencil



The Vogue Mechanical Pencil



The Electra Mechanical Pencil

The earliest known example of a mechanical pencil was found in the wreck of HMS Pandora, which sank off the coast of Australia in 1791. During the following century, a range of mechanisms were introduced to improve on this basic design, including the addition of a spring to propel the lead.

Alonzo Cross, founder of Cross pens, is credited with inventing the first propel-repel mechanical pencil in 1879. This differed from existing designs in that the lead could be both advanced and retracted, and was a forerunner to today's modern incarnation.

The Pen Warehouse has three fantastic new models of mechanical pencil, perfect for a promotional campaign or corporate gift.

The **Lucerne Mechanical Pencil** is resplendent in chrome with gold plating, making it the ultimate executive pencil. It's supplied with a luxury gift box and is also available as a set with the matching **Lucerne Rollerball**.

Meanwhile, the **Vogue Mechanical Pencil** has a satin silver barrel, complemented by chrome trim. It can also be paired with the **Vogue Metal Ballpen** to create a fantastic gift set.

Both of these mechanical pencils can be spot colour printed and laser engraved, including the option of our incredible 360° laser engraving, and are available on a standard 5-day lead time.

Also new for 2016, the **Electra Mechanical Pencil** is a budget-friendly option that will still have real impact. Its sleek silver barrel and chrome trim give it a high perceived value, while its large print area makes it a great vehicle for branding with spot colour designs. We can print and dispatch the **Electra Mechanical Pencil** in just 48 hours.

To find out more, call our Sales Team on 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk).

## Impress for Less with the Supersaver-i Ballpen



Our Supersaver range represents fantastic value for money. In fact, we think it's Europe's most budget-friendly range of promotional pens.

The **Supersaver-i Ballpen** is the latest addition to this cost-saving family. The twist-action ballpen has a slim form and contemporary styling, meaning it has a great look that belies its entry-level price. Its matt finish makes it pleasant to hold, while the touchscreen stylus is always useful in our increasingly digital age. The metallised trim and metal clip complete the most attractive member of the Supersaver range.

With six colours to choose from, each with an almost metallic look, there's bound to be a Supersaver-i Ballpen to suit any campaign. A 40mm x 18mm print area is ideal for spot colour designs and we'll turn around your order in just five days.

To find out more, call The Pen Warehouse Sales Team on 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk).

# How We Print Your Pens

We use a variety of printing techniques to get your artwork on our pens and pencils. Here are the most common:

- **Screen Printing** – a traditional, cost-effective printing method using a screen made from fine mesh stretched over a frame. The artwork is on a light-sensitive film which is used to create a stencil. Ink is then applied to the screen and is only able to pass through the shape of the stencil to form the image on the product surface. **Ink colours:** Pantone Solid Uncoated
- **Pad Printing** – this method uses a silicone pad to transfer the artwork from an etched metal plate. Ink is spread finely over this plate, then picked up by the pad and applied to the product surface. Pad printing is extremely versatile due to its ability to print on three-dimensional surfaces and curved shapes. **Ink colours:** Pantone Solid Uncoated
- **Digital Transfer Printing** – this technique involves digitally printing images onto a specially formulated film and then heat transferring the artwork directly onto the product surface. This method allows photographic-quality full-colour reproduction. We are one of the few suppliers to produce our own digital transfers in-house and have pens specifically designed to take advantage of this process. **Ink colours:** CMYK

**Direct Digital Printing** – inkjet technology is used to fire microscopic droplets of ink on top of one another. This creates an almost limitless spectrum of colours, gradients and shades, enabling photorealistic images to be printed directly to the pen's surface. Artwork is printed directly from the electronic file so there's less setup involved. **Ink colours:** CMYK.

## Balfour Ballpen

A marketing message will really shine with the new **Balfour Ballpen**. Its **Chromark™** engraving means that etched designs will appear bright and vivid with a mirrored chrome effect. The twist-action metal ballpen has a modern executive design, while its soft touch rubberised finish makes it comfortable to hold.

The Balfour Ballpen is also available in two fantastic **Pen+ Promo Sets**. These are added-value promotional gifts pairing some of our best writing instruments with keyrings or USB sticks in full-colour printed packaging.

To find out about the Balfour Ballpen or Pen+ Promo Sets, email [sales@pens.co.uk](mailto:sales@pens.co.uk) or call 01252 400 270.

## Absolute Bargain

Not only have we dropped the prices on the popular **Absolute Ballpen Range**, we also offer a 24-hour express service for no additional charge.

Choose from four fantastic models in the Absolute range, including the **Absolute Extra Ballpen** with its white barrel perfect for multi-colour printing, or the **Absolute Frost Ballpen** with its appealing transparent body.

Email The Pen Warehouse Sales Team at [sales@pens.co.uk](mailto:sales@pens.co.uk) or call 01252 400 270.



## Plus Size Branding

NEW



At The Pen Warehouse, we're always looking to improve the products we offer, even if that means redesigning pens and components ourselves. We took the barrel of the Contour-i Metal Ballpen and subtly re-engineered it to increase the print area. The result is the **Contour-i Metal Plus Ballpen**, a twist-action aluminium writing instrument with a whopping 55mm x 20mm branding area. It's available in five metallic colours and includes a stylus for touchscreen devices. Choose from spot colour printing or laser engraving on our standard five-day lead time.

For more information, call The Pen Warehouse Sales Team on 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk).





## People

### INTRODUCING...

## ...Stacey Holder

Stacey Holder is one of our lovely Customer Service Advisors and has been with us since September 2015.

Stacey has already made a great impression with her cheerfulness and is regarded as the office chatterbox. January 21st 2016 is a hallowed date at The Pen Warehouse. That was the last time anyone got a word in edgeways.

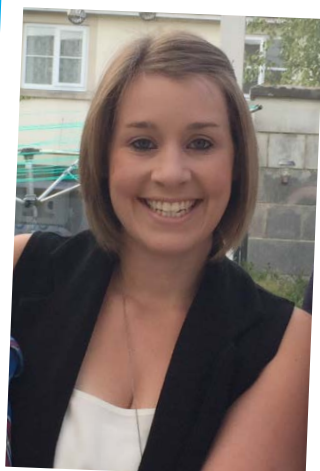
Stacey is very hard-working and approachable. She describes her personality as happy, and most definitely loud.

When asked her favourite food, Stacey shouted "CHOCOLATE!" with a crazed look on her face. Her colleagues are apparently prepared for this eventuality and lob her the occasional Dairy Milk from a safe distance.

Stacey has two young children and nothing makes her happier than spending time with her family, while rude drivers and tutting really get her goat. (Note to Stacey's landlord: Stacey does not actually possess a goat.)

When we asked about her hobbies, Stacey told us "I love to shop". In truth, what she actually said was "I LOVE TO SHOP!!!!!!" while our ears rang and the London Metrological Office recorded a minor earthquake.

Stacey would love to travel to America and her dream is to buy her own house. Potential neighbours are advised to consider soundproofing their walls. We had more questions for Stacey, but she was too busy banging on about something or other, so we quietly slipped away...



## Wishing Ann Bon (Jovi) Voyage

We'd like to wish Ann Deacon a very happy retirement. Ann has been at The Pen Warehouse for 13 years and was our first ever female printer. She has loved working as a pencil screen printer and even named her machine "Jovi" after her crush, Jon Bon Jovi, whom she still hopes will sweep her off her feet.

Ann says she'll miss the wonderful friends she's made over the years, but won't miss the long bus journey into work every day. She plans to spend her newfound freedom with her family, particularly her grandchildren, as well as having the occasional well-deserved lie-in.

**All the best for the future, Ann, from everyone at The Pen Warehouse – you'll be missed!**



## Pen2Paper

We continue our series of features that aim to bring a new perspective on pens and writing. The latest instalment of Pen2Paper looks at the art, history and politics of graffiti...

In the crypt of the Basilica in Lourdes, south west France, the walls are covered with graffiti. The temporary boundary fences placed around the ruins of the World Trade Center were covered with graffiti within days of the September 11th terrorist attacks. These disparate places and times are connected not just by our common understanding of graffiti, but by our collective need to express often overwhelming emotions and leave our mark for others to identify with.

In Lourdes, the messages that appear on the church wall are messages of thanks from those who have experienced healing – some are scribbled on paper or ribbons, some painted on decorative plaques. The expansive areas that surrounded the Twin Towers in New York were covered with photographs, pleas for missing loved ones, together with prayers and countless unanswerable questions seeking an explanation for the unfolding tragedy.

Whilst our first thoughts at the word graffiti might be wanton destruction and ugly tags scrawled on public transport or derelict buildings, it seems that the tradition of the unsolicited public expression of beliefs and ideas is as old as humanity itself.

To read the full article, visit [www.pens.co.uk/pen2paper](http://www.pens.co.uk/pen2paper),  
or scan the QR code







## News

# Gambia Donations

The Pen Warehouse recently donated pens and pencils to Kaira Konko Scout Camp in Gambia. Based in the market town of Soma, Kaira Konko is a charitable organisation that offers support and education to local children who would otherwise have very few opportunities. It also carries out important community projects such as building new classrooms for Soma school and repairing local bridges.

Kaira Konko (meaning "hill of peace") is affiliated with Hampshire Scouts. Fundraiser Melanie Collins visited the site to hand out the pens and pencils to excited children.

To find out more about Kaira Konko, visit [www.kairakonko.com](http://www.kairakonko.com). Melanie also has a fundraising page at [uk.virginmoneygiving.com/helpgambia](http://uk.virginmoneygiving.com/helpgambia).



## Success in Catalogue Awards

We're proud to have been recognised in two respected industry awards. **The Envoy Catalogue Group** chose The Pen Warehouse as first place winners in the hard-fought Supplier of the Year award. The company also came third in the same category at the recent **Encore Catalogue** launch.

Managing Director Neil Cleere commented: "the Encore and Envoy catalogue groups represent fantastic partnerships for us and we're always delighted to be recognised by them. It's very rewarding to work with dedicated professionals who are as passionate about promotional products and customer service as we are."



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## Bears for the Brave



Be Brave Bears is an incredible charity that gives personalised teddy bears and other soft toys to children with life limiting illnesses. Each huggable companion is embroidered with the child's name, as well as words of encouragement for children more brave than most of us could imagine. The charity has only been running for a few months but has already homed hundreds of bears with deserving owners such as Sam, pictured with his personalised monkey.

The Pen Warehouse recently got involved by donating printed pens to help with their marketing efforts. To find out how you can help, visit [www.bebavebears.co.uk](http://www.bebavebears.co.uk).

## PAGE Award



The Pen Warehouse has won the PAGE award for **Supplier of the Year** – for the fourth year running!

The PAGE awards recognise outstanding service by distributors and suppliers in the promotional products industry. Members of The Pen Warehouse Sales Team attended the 25th annual awards dinner at the Brandon Hall Hotel in Coventry and were proud to accept the Gold award on behalf of the company.

Sales Manager Nick Clewlow told us: "the PAGE awards mean a great deal to us and it's always an honour to receive one. Winning Supplier of the Year for the fourth year in a row is testament to our fantastic team and their continued hard work, enthusiasm and commitment."