

Talking PENS

From 

 People

INTRODUCING...

Charlotte New



We have news of a new New. We're pleased to welcome Charlotte New as our Customer Services Manager.

Charlotte is a fantastic addition to our team and brings with her over 10 years' experience in the industry.

Her role involves managing the sales team, checking orders are processed as efficiently as possible, and liaising with Production to ensure deadlines are met.

Charlotte considers herself "a little bit OCD" and loves hoovering. This causes problems when sales staff are on the phone and she's poking around their feet with her extendible nozzle.

Charlotte is an expert baker and loves to cook with wine. Sometimes some of it even makes it into the food.

Charlotte lives with her partner Anthony and her cat Shady. We don't know why he's called Shady but suspect he runs an illegal catnip smuggling operation out of Charlotte's basement.

Each year, Charlotte likes to try an extreme sport. So far she's done skydiving and a zip line, with white water rafting next on the list. However, none of these are as dangerous as asking the sales team to do some overtime.

Terri and Lena Brave the Shave

The Pen Warehouse's Terri Baker and Lena Baker have bravely shaved their heads for a great cause. They are raising money for the Little Princess Trust, a charity that supplies wigs to children who have been affected by cancer. Our colleague Misiek has also got involved by shaving off his much-loved beard.

The Little Princess Trust was launched in 2006 and is especially close to Terri's heart as her cousin Amy is battling cancer at the age of just 14 years old. She recently had a tumour removed and has lost her hair as a result of her treatment.

Terri, Lena and Misiek have already raised over £900 with their endeavour. To read more about their story or to make a donation, please visit their Just Giving page at www.justgiving.com/fundraising/TerriLenaBaker.



 News

Give and Makeup

Account Manager Rachel McComish recently organised a collection of toiletries, makeup and everyday essentials for an incredible cause. Rachel discovered a charity called Give and Makeup who send these products to women's refuge shelters. It's a shocking fact that one-in-four women will experience domestic violence at some point in their lives.

Employees of The Pen Warehouse did their part by bringing in items such as shampoo, eye shadow and moisturiser, and amassed enough to fill several boxes.

We think Give and Makeup do a fantastic job in helping vulnerable women who have nothing.

If you'd like to find out more, check out www.carolinehiron.com/p/give-and-makeup.html.



 **Owls About That**

Turbary Woods Owl Sanctuary in Lancashire rescues and rehabilitates a variety of birds of prey, including hawks, eagles, vultures and owls. They house over 90 birds and are run exclusively by volunteers. Their funding comes from educational talks, public displays and sponsorships.

We were pleased to support the sanctuary recently with a donation of branded writing instruments.

Quite how an owl can use a pen or pencil we're not too sure.

To find out more about the great work the sanctuary do, visit www.turbarywoods.co.uk.



Cycle of Life

We are proud to be supporting Andrew Nash of Sussex Promotions in his sponsored bike ride for charity.



Andrew will be cycling from Land's End to John O'Groats to raise money for Rockinghorse Children's Charity, who fund vital medical equipment and support for sick children. The bike ride is also in memory of Andrew's friend Mo who was passionate about the charity.

Andrew's gruelling journey will be almost 1,000 miles, taking him from the south western tip of Cornwall to the most northern point of mainland Scotland. He will endure elevation twice the height of Everest along the way.

We wish Andrew all the best!

To find out more, or to sponsor Andrew, go to www.justgiving.com/fundraising/Mo-LEJOG-2016.

PEN+ PROMO SETS

Add some impact to a promotional gift with our stunning Pen+ Promo Sets. Best-selling pens paired with fantastic accessories, presented in full-colour printed packaging. We know you'll love them as much as we do.

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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 history of the pencil...

Graphite, used in the core of the modern pencil, is not the first example of an element hewn from the ground and used as a mark making tool. This process dates back to the very first examples of human art seen in the prehistoric cave paintings created using charcoal and chalk in the era between 40,000 and 10,000 BC.

These substances were ground and mixed into a paste with either saliva or animal fats and smeared onto the porous cave walls. So important were these prehistoric paints that the painters travelled far and wide to obtain the pigments.

One theory about the origin of the term "lead pencil" lies with the ancient Romans who used styluses made from lead to scratch letters into tablets that were covered in a thin layer of wax.

The lead stylus had a flattened end that could be used for smoothing over and therefore erasing the unwanted text. Marking text onto a wax surface limited the early Roman script to straight lines, just as the first writing system, Sumerian Cuneiform, was comprised of triangular and other straight-edged symbols.

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

or scan the QR code



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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.



Neil Cleere
Managing Director, The Pen Warehouse

According to 'expert' predictions prior to the referendum, the UK economy should now be in total meltdown as a consequence of the vote to leave the EU. Unemployment was set to rise, the stock market was going to crash etc. and this would trigger an unparalleled recession.

None of these predictions proved to be accurate. In fact, the very opposite has occurred and the mood is now moving from 'Brexit' doom and gloom to 'Brenaissance', according to a recent article in Moneyweek. At least the 'experts' got one prediction correct and that was a drop in the value of sterling against other major currencies, but characteristically they kept quiet about the benefits this would bring for our exporters and UK tourism.

Devaluation of sterling is a double-edged sword for The Pen Warehouse – on the one hand it improves our competitiveness when we export, on the other it makes our imports more expensive. This latter consequence will ultimately result in an increase in our trade prices unless there is an FX correction in the medium term. However, we mitigate the short term impact that currency devaluation brings by holding a high level of inventory (purchased at favourable rates) and by buying currency forward.

We are delighted to announce that we are completely covered for the remainder of 2016 and that no increase in our trade prices will be necessary. In a world of uncertainty we hope this allows our distributor base to plan the rest of the year with confidence.



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 is proud to offer luxurious laser engraved writing instruments from revered brands Cross and Sheaffer.

Cross was founded in 1846 and is America's oldest manufacturer of high-quality pens. No-Minimum.co.uk carries three of its most popular lines, including the Stratford Ballpoint Pen, with its classic styling and polished chrome accents, and the slimline Tech 2, featuring smooth-glide stylus and lustrous chrome finish.

Also available on No-Minimum.co.uk are three luxury models from Sheaffer, renowned in the world of fine writing instruments since 1912. These include the Sheaffer Sentinel Colours, a brushed aluminium ballpen available in five coloured finishes, and the Sheaffer 100 Ballpoint Pen, representing 100 years of precision manufacturing with its high gloss coloured barrel and luxurious chrome trim.

Cross back their products with a lifetime guarantee, while Sheaffer offer a one year limited warranty. Each pen is available from just a single piece and benefits from an incredible FREE 3-Day Express Service.

Check out the full range at www.no-minimum.co.uk.



Three in Three for Free

No-Minimum.co.uk is always expanding its range of express products – now three models in the best-selling Electra range can be branded and dispatched in just three working days.

As well as the classic Electra Ballpen, with its stunning anodised finish and popular design, two new products can benefit from this free express service.

The Electra Inkredible™ Roller has our innovative Inkredible™ refill technology, allowing the smooth writing experience of a rollerball but in a budget-friendly push-button pen that doesn't require a cap. The Electra Soft Touch takes the aluminium body of the Electra Ballpen but adds a soft rubberised coating for a comfortable feel. Like the standard Electra Ballpen, its chrome rings have been moved nearer to the tip to allow a larger branding area.

For more information on express services, contact support@no-minimum.co.uk.



www.no-minimum.co.uk | support@no-minimum.co.uk

Products

PEN+ PROMO SETS



PS01

PS02

PS03

PS04

PS05

PS06

PS07

We have a fantastic new range of pen sets in retail-style packaging, ideal for promotional gifting.

Pen+ Promo Sets are an exciting new concept, pairing best-selling pens with a USB Flash Drive or keyring in appealing but low-cost blister packaging. They are a great way to add value and impact to a promotional gift.

Not only can the products be printed or laser engraved as normal, the cardboard backing can be digitally printed in stunning full colour, meaning incredible scope for branding.

There are currently seven fantastic Pen+ Promo Sets to choose from. These include the PS03 set which takes the hugely popular Electra Ballpen and adds a Kingston®

SE9 USB Flash Drive, and the PS05 set with the executive Balfour Ballpen and Hades Keyring.

Or for the ultimate in customisation, the PS06 Pen+ Promo Set pairs a Mix and Match Contour Ballpen and Twister USB drive. A choice of 120 different colour combinations means something to suit any brand or promotion.

All Pen+ Promo Sets are available on a standard 5-day lead time.

Email The Pen Warehouse Sales Team at sales@pens.co.uk or call 01252 400270 for full details.

A WORK OF ARTEMIS



Not only does the new Artemis Roller look great on the outside, with an appealing contemporary design and beautiful anodised finish, it's also packing something Inkredible™ within.

The Artemis Roller is the latest writing instrument to take advantage of our innovative Inkredible™ refill. The low viscosity ink gives an ultra-smooth writing experience and has been developed not to dry out. This means the benefits of a rollerball without the need for cap.

The push-button Artemis Roller is made from aluminium and available in six vivid anodised colours. Its unique grip design gives it a modern appearance while a capacitive stylus adds a handy tech touch.

The Artemis Roller can be printed or laser engraved and is dispatched with a five-day standard lead time.

To find out more, call The Pen Warehouse Sales Team on 01252 400 270 or email sales@pens.co.uk.



3-Day Contour Stylus Pens

We understand the pressures of tight deadlines and so always seek to offer our best-sellers on the fastest possible lead times. We have a number of Contour stylus pens that are printed and dispatched in just three working days.

Four models in the Contour-i range are available with this rapid express service. Choose from the popular Contour-i Extra Ballpen, with its white barrel as the perfect canvas for a marketing message, or the Contour-i Argent Ballpen with its sleek silver barrel. The Contour-i Frost Ballpen is available in a wide range of frosted colours, while the Contour-i Noir Ballpen has a unique contemporary design.

Each pen comes with a capacitive stylus at the clip end making them the ideal touchscreen companion, while branding can be applied to a huge 60mm x 10mm maximum print area.

Call The Pen Warehouse Sales Team on 01252 400270 to find out more about the express Contour-i range, as well as our many other products with expedited lead times.



Contour™-i Noir Ballpen

New Contour Digital Refill Colours

The Contour Digital Ballpen is now available with a range of new ink colours.

As well as the classic black refill, you can choose from purple, green, pink and red ink.

The Contour Digital Ballpen has a barrel shape specifically designed for high-quality digital printing to a huge branding area; the new refills are jumbo-sized meaning they write for longer and so further increase the exposure of your full-colour message.

We still offer a rapid five-day standard lead time regardless of which refill is selected.

Which colour will you choose? Call The Pen Warehouse Sales Team on 01252 400270 and let us know!

Spectrum Max Touch Ballpen

The only way we could improve the Spectrum Max Ballpen, with its patented profile providing a huge print area and its suitability for stunning full-colour printing, was to add a touchscreen stylus.

So that's what we did.

The Spectrum Max Touch Ballpen is the best-selling pen made that bit more touchy. Its stylus is suitable for both capacitive and resistive touchscreens meaning it will work with any smartphone or tablet.



There's a wide range of grip colours to choose from, a print area that's 25% larger than the original Spectrum Ballpen, and we dispatch in just five working days.

Contact The Pen Warehouse Sales Team at sales@pens.co.uk or call 01252 400270.

Penny-Pinching PENCIL

Our Supersaver range has been developed to offer the best-value promotional pens in Europe – now a pencil has joined the budget-friendly line-up.

The Supersaver WE Pencil looks like a typical wooden pencil, but is actually made from composite material, allowing us to offer the Supersaver WE at an incredibly low price. Choose from a wide range of popular barrel colours, each complemented by a silver ferrule and pink eraser. A large print area is ideal for single-colour designs.

Not only is the Supersaver WE Pencil ideal for large campaigns on a budget, it's also perfect for tight deadlines. We offer an incredible three-day lead time with single-colour printing for a fast turnaround.

To find out more, contact The Pen Warehouse Sales Team on 01252 400270 or sales@pens.co.uk.

Supersaver™ WE Pencil