

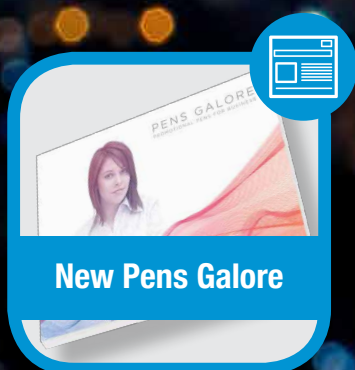
ISSUE  
16

# Talking

From  the pen warehouse

# PENS

## 2017 PRODUCT PREVIEW



New Pens Galore



Pierre Cardin



Amazing Grace

We look ahead to some of the exciting new products coming next year, including our exclusive Pierre Cardin writing collection.

Continues on page 3.

NEWS • OFFERS • PRODUCT FEATURES • LATEST TECHNOLOGY • COMMUNITY

Visit us  
online



[www.pens.co.uk](http://www.pens.co.uk)



PenWarehouse



@penwarehouse

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



It's that time of year again, where we reflect on the last twelve months and finalise our plans for the coming year.

We are certainly living at a time where the rate of change in the international political and economic landscape is changing at an unprecedented pace. Unparalleled levels of migration, the rise of nationalism, negative interest rates, deflation, ineffective quantitative easing, and cyber and conventional terrorism all contributed to an unsettling tone for 2016.

'Certainty' was in short supply and this was felt in our own trading activity where some months performed very uncharacteristically; some exceeding expectations and others disappointing.

Although weak Sterling is potentially a headwind to trade in 2017, here at The Pen Warehouse we are very optimistic for the year ahead. Having worked hard at developing the Pierre Cardin brand throughout the whole of 2016 we will be ready to launch at the beginning of January.

We've spent a great deal of time ensuring that quality of manufacture is paramount, so we have been very careful in selecting our manufacturing partners in the Far-East. Indeed most of our Pierre Cardin partners already manufacture for the major retail pen brands.

Our 2017 edition of Pens Galore has just gone to press. It is packed with new and exciting pen ranges that we want to share with you in January at PSI and PPE exhibitions and we look forward to seeing you there. In the meantime, thank you for your support in 2016 and we look forward sharing our success with you in the coming year.



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.

## Introducing...



## REWARDS

No-Minimum.co.uk has just launched a brand new loyalty scheme – No-Minimum Rewards. This offers prizes for its best performing customers. There will be a new competition and prize every two months, with the first being £100 of Laithwaite's vouchers for the distributor with the most orders of the Spectrum Max Ballpen before the end of the year.

The Spectrum Max Ballpen has been specifically designed for high-quality digital printing so is ideal for a full colour design. It can be ordered from just a single piece using the streamlined online ordering system and is dispatched in just 24 hours.

No-Minimum Rewards is a great way to get something back, while taking advantage of a 24/7 system offering the highest-quality digitally printed and laser engraved promotional products. Orders placed directly by a distributor, and orders placed through their own No-Minimum Bespoke eCommerce sites, all count towards the total, so encourage your customers to win you that prize!

An editable eshot is available to send out to your customers to help you drive orders – this is available at [traq.no-minimum.co.uk/e-shots](http://traq.no-minimum.co.uk/e-shots).

For more information and to find out how you can get involved, email [support@no-minimum.co.uk](mailto:support@no-minimum.co.uk)



## Balfour Ballpen – New to No-Minimum.co.uk

The beautiful Balfour Ballpen is now available through No-Minimum.co.uk, meaning it can be ordered with no MOQ and no setup fees. The Balfour Ballpen is an attractive twist-action metal ballpen with great contemporary executive styling. It comes in a range of four smart colours. The black, blue and red versions have a soft touch rubberised finish for an appealing tactile feel. A white version is also available with a painted finish.

What really makes the Balfour shine, however, is its unique Chromark™ engraving. This patented process involves engraving through the surface material to reveal a chrome substrate. The result is bright, vivid mirror-finish engraving that matches the Balfour's chrome trim.

The Balfour Ballpen can be ordered 24/7 using our online ordering system. It will be engraved and dispatched in just 5 working days.

Contact [support@no-minimum.co.uk](mailto:support@no-minimum.co.uk) for more details.





# Products

# COMING IN 2017

Here are just some of the fantastic new lines available next year...

## Bella Ballpen

A beautiful aluminium push-button ballpen with an appealing contemporary design. Choose from a wide range of stunning anodised colours complemented by smart chrome trim.

Available February 2017



## Electra Noir Ballpen

A bold twist on the best-selling Electra Ballpen, the Electra Noir Ballpen has a high gloss finish in a range of daring colours. The black trim adds to the contemporary design while the positioning of the rings allows a large area for spot colour printing or laser engraving.

Available March 2017



## Contour™ Tricolour Ballpen

A four-in-one ballpen with three coloured refills and a touchscreen stylus. The Contour-shaped barrel is ideal for spot colour printing. Choose from a range of popular grip colours.

Available February 2017

## Match Ballpen

A push-button metal ballpen with unique coloured engraving. The coloured chrome substrate is revealed when laser engraved, matching the coloured rubber grip and appearing vivid against the matt barrel.

Available March 2017



# Pens Packing Extras

Multi-function pens make great promotional products. As well as their writing function, the inclusion of additional features means they are more likely to be heavily used by a recipient, therefore increasing the exposure to a brand or marketing message.

We have an eclectic mix of multi-function pens to suit any scenario. The Atomic USB Ballpen is an office favourite. The slim twist-action plastic ballpen has a USB flash drive concealed at the end. This clips out of the top of the pen ready to be used whenever necessary. Unlike other USB-equipped pens, the Atomic USB Ballpen is lightweight and easy to use, while the touchscreen stylus adds to its tech credentials.

The Tradesman Ballpen is truly a jack of all trades. Not only does it feature centimetre and inch rulers, it's also packing a spirit level, two screwdrivers and a stylus. When laser engraved it would make a great alternative to a trade person's business card or gift for their clients.

Finally, the Contour Light Ballpen has all the benefits of the Contour Ballpen, with its large print area and popular design, but also comes with a handy torch. Operate the push-button once to extend the refill; push it again to switch on the LED light built into the tip. It's a great way to illuminate a brand.

To find out about these and our other multi-function pens, call 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk)

# 48-Hour Electras

A number of our best-selling Electra Ballpens are available on an incredible 48-hour Express Service. These include the Electra Ballpen with its rings positioned to give a larger print area than any other supplier can offer, and the Electra Touch Ballpen with capacitive stylus perfect for touchscreen devices.

To find out more about our 48-Hour Express Service, call The Pen Warehouse Sales Team on 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk)



Electra Ballpen

Electra Touch Ballpen

# Fantastic Full Colour Pencils

Not only do our Standard WE and Standard NE Pencils represent great value for money, the white versions can be printed with a full colour wrap to the entire barrel area. Our digital transfer technology allows photographic-quality reproduction of your artwork. The result is stunning branding that's impossible to miss.

Contact [sales@pens.co.uk](mailto:sales@pens.co.uk) or 01252 400 270 for more details.



Standard WE Pencil

Standard NE Pencil

# Pierre Cardin® PARIS Writing Collection

We're extremely proud of our new Pierre Cardin writing collection, available from January 2017. These are hand-crafted pens and notebooks developed with incredible attention to detail and using the latest manufacturing techniques. Each is inspired by French fashion for the perfect marriage of traditional and contemporary design.

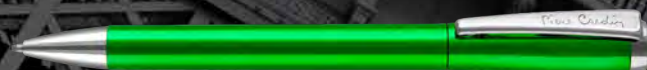
Here are just some of the fantastic products you can look forward to next year....



The quintessential statement of classical style and elegance, the Lustrous Ballpen is manufactured from polished brass and triple-plated in 22 carat gold or chromium. Each cap is hand-adjusted to fit precisely and the clip is hand-polished. Includes long-life German Dokumental™ refill.



A slim and elegant brass pen in a range of sumptuous pearlescent enamel finishes, with hand-plated chromium accents. The twist-action mechanism houses a refill with tungsten carbide Swiss tip and German Dokumental™ ink that will write for over 2,000 metres.



A contemporary-styled twist-action ballpen in a range of vibrant colours, coated with a recently developed metallised UV lacquer. The Avant-Garde Roller Includes the ground-breaking Inkredible™ refill for an ultra-smooth writing experience.



The latest injection moulding techniques allow the Fashion Ballpen to be produced at a competitive price without compromising on quality. Available in a wide range of colours with a slight metallic shimmer (excluding white and black versions). Features German Dokumental™ ink for longer writing length.



Atomic USB Ballpen

Removable USB  
Flash Drive



Tradesman Ballpen

Concealed  
Screwdrivers in the  
Tradesman Ballpen



Contour™ Light Ballpen



Contour™ Light Ballpen  
Lights up when push-  
button is depressed

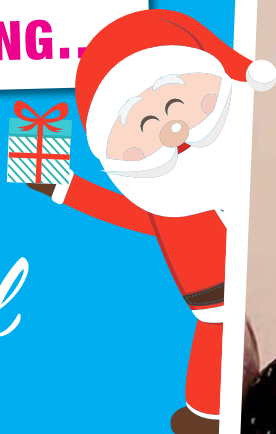




## People

**INTRODUCING...**

*Grace Mitchell*



Grace Mitchell is our HR Manager so is in charge of hiring, firing, retiring and sick note filing. She's been an invaluable member of The Pen Warehouse team for the last two years.

When she's not resourcing humans, Grace enjoys geocaching and spending time with her family. She's been married to husband Jon for 12 years, so he clearly passed the interview, completed his probation period and is now on a long-term contract.

Grace's favourite foods are Italian and cheese, washed down with a nice glass of red wine. Her least favourite thing is two-faced people. We couldn't agree more. At least that's what we tell her to her face.

In her spare time, Grace is studying for a degree in HR Management. Yep, she bloody loves HR!

Grace is not the tallest of ladies. Her diminutive height makes her perfect for dealing with people as she never looks down on anybody.

Grace's ambition is to visit Canada. She should get cheap flights as she's technically classed as hand luggage.

## Christmas Jumper Day

We got into the Christmas spirit this week by donning Santa sweaters, Nativity knitwear and festive finery.

Staff at The Pen Warehouse and sister company Snap Products dusted off their festive jumpers to help raise money for Save the Children.

This fantastic charity seeks to help Children in poverty all over the world and their Christmas Jumper Day is just one of their fundraising initiatives. We were happy to support such a great cause while looking just a little bit silly!



## 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 AT Cross Company...**

The A.T. Cross Company is America's oldest manufacturer of writing instruments with a history that extends back for almost 170 years. The company was founded in Providence, Rhode Island in 1846 by Richard Cross, whose family boasted five generations of jewellers, originally hailing from the English Midlands. The first products made by the company were ornate gold and silver casings for wooden pencils.

The birth of Richard Cross' son, Alonzo Townsend, in 1846 gave the company its name. Alonzo T Cross shared his father's passion

for writing instruments and received his first US patent in 1876, by which time he had inherited the family business.

The era into which the A. T. Cross Company was founded saw great change in the writing instrument industry. Many writers were still using quill pens or had recently made the transition to more durable dip pens made from a range of precious or durable metals. Cross' contribution to this period of pen evolution was the first stylographic pen, often cited as a technological ancestor of the ball point pen in 1879, less than a decade before Lewis Waterman invented the first commercially viable fountain pen.

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





## News

### January Trade Shows

We're hitting the road in January and will be exhibiting at PSI and PPE.

If you're in Dusseldorf for **PSI** between 10th and 12th January visit us at **Stand 9C04** where we'll be showing off a number of new products. Or if you're attending **PPE** in Coventry on 25th or 26th January we'll look forward to seeing you at **Stand C10**.

PPE will also be the first opportunity to find out about our exclusive **Pierre Cardin** range – premium writing instruments and notebooks we've developed from the ground up with incredible attention to detail. We'll be proud to talk about the range at **Stand A32**.

We look forward to seeing many of you soon!



### Supporting Our Local Foodbank

We regularly support Farnham Foodbank – a great charity that helps local people in crisis.

Last year it gave three-day emergency food supplies to 1,230 people. We delivered a bumper crop of supplies at the end of November to help with the extra demand they receive at Christmas.

The Pen Warehouse Marketing Assistant Matt Mahoney met foodbank volunteers to find out about the incredible work they do.



Join the  
**Conversation...**

Connect with us on  
Twitter and Facebook

## Pens for Education

Porridge and Rice is an incredible charity that helps those living in extreme poverty in the slums of Nairobi. They focus in particular on children's education in the hope of empowering young people to break free from deprivation.

We were happy to help recently with a donation of pens and pencils. In return they sent us some great photos of the kids delighted to receive what we would consider everyday items.

To find out more about this charity visit [www.porridgeandrice.co.uk](http://www.porridgeandrice.co.uk).



## Coming Soon Pens Galore Edition 19

Look out for the latest edition of our flagship catalogue landing in January.

Pens Galore Edition 19 represents the widest range of promotional writing instruments in Europe with over 400 products to choose from, many designed in-house and exclusive to The Pen Warehouse.

We've added some great new lines for 2017, including a wide range of aluminium ballpens and products utilising our Inkredible™ smooth-flow refill technology for a premium writing experience without breaking the bank.

We're also proud to bring you a range of Hauser products, representing over 80 years of German writing instrument expertise.

As always, Pens Galore is free for distributors and can be overprinted with your own details, making it the perfect way to present a truly comprehensive range of promotional pens to end users.

