

Talking pens

ISSUE 1
August 2013



Meet the team



Gold Award!



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PenWarehouse



penwarehouse



Welcome to the first edition of Talking Pens, produced by The Pen Warehouse to keep you up to date with our products and services as well as industry initiatives. Delivered to your door bimonthly, Talking Pens offers an insight into developments at The Pen Warehouse, an opportunity to put names to faces as well as competitions and exclusive promotions.



➔ One of my favourite pastimes is learning about the driving forces that determine the wealth and financial health of national economies, particularly our own. Consequently, I am often asked about the safest or most lucrative investment of the day. My reply is always the same: "Invest in yourself first and foremost before venturing elsewhere."

We have seen leading world economies close to ruination since 2008; banking crises, property collapses, currency devaluation - all fairly unpredictable so what is one to do? In my mind the answer has always been simple; invest in something that one can influence and for me that means living and breathing my company - The Pen Warehouse.

Of course hard work and focus are prerequisites for any successful business, but for my business to continue to thrive during a severe recession I need to do a lot more than that. I have surrounded myself with like-minded people that share the same vision as myself. I reinvest all profits in stock, designing unique products, better technology, infrastructure and most importantly in pioneering innovative industry services.

We have been reinvesting since our inception and it is a formula that really works for us. However, our product and service offerings are now so large that I often hear our clients say "I didn't know you supplied that!" This newsletter, the first of many, aims to provide a window into The Pen Warehouse so our clients can see more of our products, services and people; we hope you will find it informative. We are nothing without your support so feel free to provide constructive feedback whenever you can. Email justine@pens.co.uk or call us on 01252 796 886

Talking Pens at The Pen Warehouse

Established 15 years ago as a specialist designer and supplier of promotional pens, pencils and accessories printed in-house, The Pen Warehouse is a family firm which is well respected as an innovative, competitive yet dependable trade supplier.

which bring revolutionary ideas to market and enable our distributors to benefit from products with a point of difference. Neil explains: "Our catalogue currently includes ninety-two unique products designed in-house, along with our many other



With over 120 members of staff, we're always ready to meet your just in time deadlines

Our extensive catalogue, Pens Galore, displays our entire range of products from high quality executive metal pens to value plastic pens and pencils ideally suited to high volume promotions. As well as taking pride in our products we look after our people too; we are proud to offer training schemes, flexible working hours and shift patterns to demonstrate our commitment to the welfare and development of our staff.

The Pen Warehouse is one of the few promotional pen companies to offer exclusive products designed in-house. Managing Director Neil Cleere draws on an engineering background to design new styles and bespoke printing machinery,

ranges. Our breadth of product and printing processes mean that we can provide an unsurpassable combination of pens and print applications to match your customer's requirements."

A pioneer of full colour digital printing in the promotions industry, The Pen Warehouse is exploring the full potential of digital printing to deliver a completely different offering to the promotional pen and the personalised gift markets - you'll be able to find out more about these developments in future editions of Talking Pens.

Special offer!

The Absolute Ballpen range is available until the end of 2013 for the unbeatable price of 11p – including one colour print to the barrel!

With its simple design but sophisticated construction, the Absolute Ballpen range offers a generous print area on both barrel and clip in four different styles.

Visit our website for more information.



11p!

**until the end of 2013
Order today!**



Products

Contour Digital

offers industry's largest print area



The Contour Digital, an innovative redesign of the best selling Contour Ballpen, is proving a hit with distributors. Introduced to the market in June this year, the Contour

Digital Ballpen offers the largest print area in the industry thanks to its patent pending barrel shape, designed here at The Pen Warehouse. Its unique styling maximises the potential of photo-quality images produced by digital printing. New techniques enable these images to be printed up to a height of 10mm – a process which can also be replicated on round and curved pens.

The pen features a sculpted white barrel and a choice of 10 brightly coloured soft rubberised grips. Chrome clips and trims complete the smart overall look and the pen meets BS7272 requirements – the UK standard for pen caps and end closures.

Following cutting edge technical developments at The Pen Warehouse, full colour printing is now available on very low quantities. Despite its quality style and weight, prices for the Contour Digital start from just 20p each due to low set up costs.

Can you guarantee the safety of the products you're selling?

The Contour Digital Ballpen range has passed the stringent BS 7272 safety test which checks that end closures cannot cause asphyxiation.



The lowest cost Ball pen with full colour, all-round digital image produced by us to your specification

FREE!



Rob Hayes, Marketing Manager at The Pen Warehouse says: "Brands no longer have to compromise above the line campaign identities when utilising promotional pens for below the line activation. We have redesigned the industry's most popular selling promotional pen specifically for full colour digital printing, providing an exceptionally large print area and allowing highly complex and detailed logos to be applied directly to the substrate. Coupled with our most recent investments in new generation full colour digital machines, we have an unbeatable offering with this product."

You can find the Contour Digital Ballpen on page 119 of the Pens Galore catalogue. For more information, call The Pen Warehouse Customer Service team on 01252 400 270.



Top spot for Supersaver Foto Ballpen

A competitive price point and a 360° print area have made the Supersaver Foto Ballpen a best seller.

From just 25.3p for 2000 pens with full colour digital wrap and FREE origination, the Supersaver Foto Ballpen is the most inexpensive full colour pen on the market.

Available in a choice of eight trim colours, the Supersaver Foto Ballpen can also be printed one colour to the front or the reverse of the barrel for even tighter budgets.

"The Supersaver Foto Ballpen is a recent innovation, yet is already a popular choice with price conscious customers thanks to its unrivalled price point and free origination charge for full colour print" explains Sales and Customer Services Manager, Terri Baker.

Find the Supersaver Foto Ballpen on page 121 of the Pens Galore catalogue or visit www.promotional.tv/aa053 for a product demonstration.



The magic behind multicolour printing

Neil Cleere explains the technology behind multicolour printing on wooden pencils



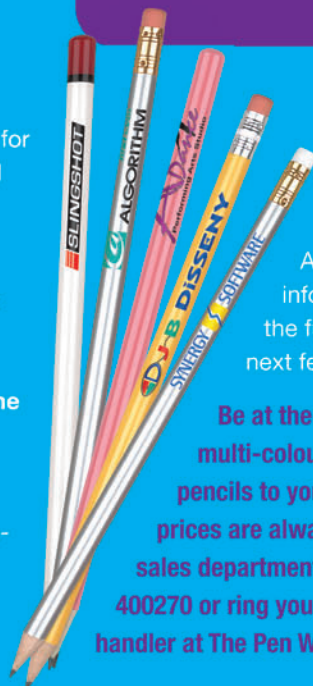
Wooden pencils are often forgotten as an effective medium for corporate promotions, despite their broad appeal. Nearly all but niche markets, such as educational establishments, ignore it as a contender to spearhead a marketing campaign.

It's a common misconception that printing on pencils is limited to just one colour because of the restrictive technical capability of almost all trade suppliers. However, The Pen Warehouse offers printed pencils with up to **three line colours printed in close registration around the barrel** following investment in bespoke machinery to exploit the full potential that multicolour printing can offer.

This means that pencils can now be branded with more complex, eye-catching logos and considered for small and high volume promotions particularly for hotels, conference centres and the building industry. (See the Standard WE (With Eraser) and the Standard NE (No Eraser) on pages 107 and 110 of Pens Galore).



Technology



And after almost twelve months of research and development, The Pen Warehouse is ready to launch **full colour peripheral printing to a height of 6mm**.

An industry first, we'll be bringing you more information about the new developments on the full colour decoration of pencils over the next few months.

Be at the vanguard of distributors offering multi-colour printing on wooden pencils to your clients. Samples and prices are always available from our sales department so call us on 01252 400270 or ring your normal account handler at The Pen Warehouse.



The Pen Warehouse rolls out direct digital printing onto cylindrical barrel pens



We are all very aware of the limitations of conventional printing and even direct digital printing when it comes to printing cylindrical pens in full colour photographic images.

Transfer printing can produce high quality images but is no good for small orders. Direct digital printing is great for small orders but has a very limited print height on a curved barrel - usually restricted to 4-6mm to avoid "misting" and distortion.

But now The Pen Warehouse can print round pens with a print height of up to 10mm. This new process is not limited to just cylindrical barrels but can also cope with compound shaped pens. (See our news item on the Contour Digital in this newsletter).

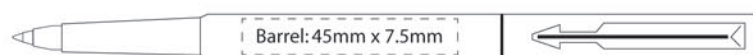
As well as increasing the print height around the barrel of the pen to a size unmatched by any other supplier, The Pen Warehouse has also improved print quality to provide a significantly higher definition and vibrancy; unseen in our industry to date.

Colour Range offering print areas up to 10mm in height we are confident we are delivering this solution. Our unmatched technical capabilities in full colour digital printing, puts The Pen Warehouse at the cutting edge of promotional printing and we expect to be announcing further ground-breaking services very shortly to ensure that the distributors that support us are able to provide a unique offering to their customers."

Panther Extra Ballpen Full Colour Digital Print Area



Parker Vector Rollerball Full Colour Digital Print Area



Standard WE Pencil Full Colour Digital Print Area



We can also now offer full colour digital printing on round pencils with an unrivalled print height of 6mm. This service is now available on the Standard WE and NE pencils. See pages 107 and 110 of our catalogue.

Rob Hayes, Marketing Manager at The Pen Warehouse says: "Being able to offer Full Colour Digital Printing onto pens with a cylindrical barrel shape is an exciting innovation for The Pen Warehouse. With over six years experience of Full Colour Digital technology we could have opted to launch this range long before today. However, we understood that to gain buy in from our distributors for this initiative we needed to deliver a print area that far surpassed any of the limited areas currently available. With selected lines in the Full

Find out more at www.pens.co.uk



Terri-fic!

Meet our Customer Services Manager, Terri Baker

With almost ten years service under her belt, there's not much Terri doesn't know about The Pen Warehouse. Talking Pens caught up with Terri to find out more....

Talking Pens: Tell us about your role at The Pen Warehouse

Terri: Having started at The Pen Warehouse as one of the Customer Services Team, I am now the Sales and Customer Services Manager leading a sales team of 18 which processes several hundred orders a week. As well as liaising with production to ensure that orders are correct and despatched on time, I handle customer queries too which could be a question about artwork format, colour reproduction or a product recommendation to suit a particular budget. No day is ever the same!

Talking Pens: What do you like best about your job and what have been your achievements?

Terri: I like working with people and I get to speak to a great deal in this role. I'm never bored as there's always a new challenge. Since I joined The Pen Warehouse, I have gained a BPMA qualification and I'm looking at future training opportunities provided by the company.

Talking Pens: Why should customers choose The Pen Warehouse?

Terri: I believe that people buy from people and as well as having the best range and the best prices in the industry, we also have the best staff! The Pen Warehouse is very good at supporting staff and if you love your job that's bound to enhance your experience with your customers.

Quick fire round

What would you save in a fire? Unfortunately I cannot narrow this down to one thing so it would be my Hermes Birkin while dragging my partner out with my free hand – I am great at multi-tasking!

Last place you went on holiday? I went to Cape Town, South Africa to visit my parents in December last year.

If you won the lottery, what would you spend the money on? Property, my friends and family.

I bet you didn't know that I... used to be a child model and was a regional figure skater from the age of 15.

Pen to Paper

In each edition of Talking Pens, we'll be introducing an illuminating feature which brings a new perspective on pens and the promotions industry.

Our first Pen to Paper sheds more light on the history of the pen...

Down the back of the sofa, lurking in your children's school bags and hiding in your desk drawer lays the most remarkable invention. An everyday item thousands of years in the making and one which is now very cheap, but had a £75 price tag when it was first invented by a Hungarian journalist, Lazlo Biro and developed by a French baron Marcel Bich – the ballpoint pen.

Today 14 million Bic Crystal pens are sold every day, making it the world's most popular ballpoint pen. In the mid 20th century however, the ballpoint pen was a revolution replacing the fountain pen as the most popular writing instrument. The fountain pen, patented by Lewis Waterman in 1884, had once also been an overnight success which eventually saw the demise of the quill.

Paper, still ubiquitous today, was originally developed in China during the 2nd century but did not become the most popular writing surface until the building of paper mills in the 14th century. Prior to this, people wrote on papyrus made from a reed plant originating from Egypt. Papyrus could not withstand folding and so early writers would cut the rolls of reed into pages and so the first books were made.

While tablets such as the iPad now represent the latest in communication technology, clay tablets or wax coated wooden tablets were once the biggest development in the evolution of pens and writing. These pre-historic tablets allowed writing and drawing to be portable, and no longer limited to the walls of caves which were used to record events in daily life for thousands of years.

Find the full version of this article at www.pens.co.uk

Competition!

Absolute madness!

This issue of Talking Pens features an exclusive offer on the Absolute Ballpen (see page 2) but if you needed another incentive to snap these up, then you'll be interested to know that we're offering a

£250 contribution towards an office Christmas party for the company which places the most orders by Friday 29 November 2013.

We'll be publishing updates in each edition of Talking Pens but if you can't wait until then, why not visit our Facebook page where we'll be regularly updating the leader board?

For full terms and conditions visit our website, www.pens.co.uk



Keep on Running!

Head of Merchandise Sales and Client Development at Charterhouse, Kim Sullivan stepped away from the desk and onto the streets of London to run the Marathon in April. Kim raised over £1000 for Orchid Cancer, the only UK charity to focus on male-specific cancers.



We were pleased to sponsor Kim and congratulate her on her marathon effort. Kim says: "I finished in 05:10:26, placing me at 26147th, which means that 8,853 people finished after me! It was an amazing day but the last 6.2 miles hurt. It was all worth it and I'm going to enter the ballot to try and get a place for next year! Thank you so much to all at The Pen Warehouse."

Well done Kim for your marathon effort!

Our catalogue includes ninety-two unique products designed in-house, along with many other ranges

Email us today for your copy at...
info@pens.co.uk



The Pen Warehouse scoops **GOLD** at The PAGE Awards

The Pen Warehouse scooped gold at the recent PAGE Awards, when the specialist designer and supplier of promotional pens, pencils and accessories picked up the trophy for Best Supplier.

The PAGE Awards recognise outstanding service by distributors and suppliers in the promotional business gift industry. Over 150 industry representatives attended the Awards dinner at the Arden Hotel and Country Club in the West Midlands, where Customer Services Manager Terri Baker collected the Best Supplier trophy on behalf of The Pen Warehouse.

Speaking about the award, Managing Director Neil Cleere said: "The Pen Warehouse routinely invests in both the latest technology and staff development to offer an extensive catalogue boasting unique product and customer service which is second to none. We're thrilled to be recognised as the industry leader and will continue to pioneer innovative industry services."

We're on the road again

Representatives from The Pen Warehouse took to the road in April for the Trade Only Spring Shows. Nick Clewlow and Peter Brooks met distributors from across the country as the Show visited Glasgow, Manchester, Slough and Stansted. Visitors to The Pen Warehouse stand were able to see new products, learn about special promotions and keep up to date with the latest technological developments.

Catch The Pen Warehouse team at the Trade Only APG in September.

Speaking about the Spring Shows, Nick Clewlow said: "The Pen Warehouse always looks forward to the Spring roadshows as there is a good mix of existing long established distributors and new customers."

Over 100 distributors visited our stand which featured around 50 different products. There was a lot of interest in our Absolute Ballpen special offer and we also received great feedback about our Contour Ballpen range and the Spectrum Max Ballpen."

Peter Brooks adds: "The Pen Warehouse has an amazing range of products so it can be difficult for customers to keep up with current product developments. These exhibitions provide us with the opportunity not only to show the new products but discuss their features more fully with distributors."

Don't lose touch...

We're always keen to share our new developments and to hear from you about your requirements and recommendations, so why not keep in touch with us via Facebook, Twitter or Google Plus? We'll be refreshing our presence on these sites over the next few months to make them more interactive with our customers.

