

Talking pens

ISSUE 2
October 2013

Introducing



Web to Print is Here!



Eco Pencil Offer



Room for Margin

COMPETITION!

Win £250

towards your office Christmas Party!

There's still time to enter! See page 4

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PenWarehouse



penwarehouse



Welcome to the second edition of Talking Pens in which we'll tell you more about our 18 month development initiative that I believe is a game-changer for our industry: Trade Web to Print.



→ You will be familiar with internet based suppliers such as Vistaprint and Moonpig which supply personalised greeting and business cards in very low volumes and prices. You may not be aware that there is a growing tendency for these companies to also advertise promotional gifts.

This, I believe is a very serious threat to our distributor network and consequently to the sustainability of the traditional supplier/distributor relationship. We believe our **No Minimum** online ordering system will empower distributors to counter this threat as orders can now be placed for as little as a single item, engraved or printed in glorious full colour. We have teamed up with Snap Products to provide a wide choice of promotional gifts; the full details of which can be found in this newsletter.

This is just the first stage of our Web to Print initiative that will allow you to order promotional items in low volume at great prices at the click of a mouse button, so keep a close eye on future announcements.

We have numerous projects under development at The Pen Warehouse; some covering product development and others aimed at distributor support services. All of these initiatives will be rolled out over the coming months and years.

The Industry's First Web to Print System



Micro businesses are an increasing part of the British economy and should be a ripe market for promotional business gifts, yet minimum order quantities of 250/500+ units have made products such as printed pens or branded business card holders uneconomical for many of these businesses.

Even larger organisations have found that personalising business gifts for individual customers isn't always cost effective and increasingly on-line printers such as Vista Print are taking larger shares of the personalised promotional gift market.

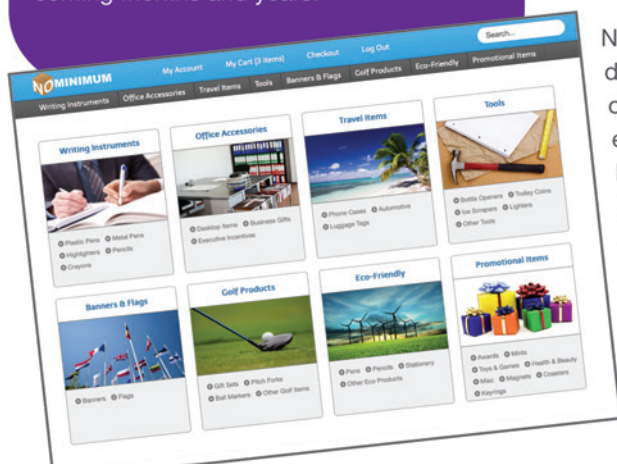
That's why The Pen Warehouse and Snap Products have used their specialist industry knowledge to develop the innovative no-minimum website (www.no-minimum.co.uk) which allows distributors to place orders **online for quantities starting at as little as one unit.**

when approved enables the artwork to be sent directly to the printers. Once printed, the products are then despatched directly to customers under plain cover.

As well as opening up new markets for distributors and increasing product choice, the no-minimum 24 hour online ordering system also offers a saving in origination costs. As all ordering takes place on-line, administration costs are reduced and the saving is passed onto distributors. To benefit from the cost saving, typically £15 rather than the standard origination cost of £30, distributors need to place and complete their order on-line. A real-time live chat service is available to answer any queries.

Neil Cleere, Managing Director of The Pen Warehouse says: "Minimum order quantities create a barrier for small businesses and franchisees that wish to make use of promotional merchandise as a sales and marketing tool. As pioneers in the promotional gift industry, we wanted to provide an effective solution for distributors which enabled them to respond positively to enquiries they would previously have had to turn away."

Visit www.no-minimum.co.uk today to set up your account.



No-minimum uses the latest full colour digital print technology and a unique on-line ordering service to offer an extensive range of promotional business gifts for personalisation or very small, targeted promotions by sole proprietors, franchise owners and freelancers. The fully automated ordering system swiftly allows distributors to place an order online and view a proof onscreen, which



Products



Green Credentials

make Contour Eco a natural choice



A winning combination of style and sustainability makes the Contour Eco Ballpen the perfect choice for anyone seeking an attractive promotional pen with eco credentials.

Special offer!

The leaves may be turning brown but we're going green this autumn with a range of special offers on our eco pencils.

We're offering price drops on our FSC Pencils, Recycled Paper Pencils and our Recycled Plastic Pencils.

Our FSC Pencils are made from Forestry Stewardship Council (FSC) certified wood which means that products can be traced back to the original forest of origin and are guaranteed to be from sustainable sources. The FSC Pencil features silver ferrules and a pink eraser and is available in eight colourways.

Prices from just **0.067p** per pencil!

Recycled Paper Pencils are made from recycled paper with a painted finish and are available in seven colours with a white eraser. Our Recycled Plastic Pencils are suitable for single colour printing only.



Being **GREEN** doesn't have to cost the earth



Quantity	500	1K	2K	5k	10k
FSC Wooden Pencil	0.129	0.096	0.086	0.076	0.076
Recycled Plastic Pencil	0.133	0.106	0.095	0.087	0.084
Recycled Paper Pencil	0.124	0.098	0.088	0.081	0.078
All above - Offer price	0.105	0.086	0.079	0.072	0.067

Visit www.pens.co.uk for more info



Available on a **FREE 3 day Express Service!**

The glossy white barrel is made from pellets of recycled plastic and stylishly shaped to give it the same sculpted form as its stablemates in the Contour range.

The Contour Eco Ballpen's large print area provides a clean backdrop for corporate logos or images, which can be printed on the barrel in up to six tailored spot colours to effectively promote environmentally conscious brands.

The pen is one of a number of eco friendly writing instruments available from The Pen Warehouse. The range also includes biodegradable pens, sustainably sourced wooden pencils and recycled sharpeners.

Rob Hayes, Marketing Manager at The Pen Warehouse says: "The Contour Eco Ballpen is the latest addition to the best-selling Contour Ballpen Range.

Maintaining the same compound shape as the rest of the family, the Contour Eco offers a stylish platform from which an organisation can promote their green credentials."



To order the Contour Eco Ballpen call **01252 400270** or visit www.pens.co.uk

The Pen Warehouse wins again at The Promotional Union Awards

The Pen Warehouse was on winning form at The Promotional Union Awards in September, when the specialist designer and supplier of promotional pens, pencils and accessories picked up the trophy for the 2013 Promotional Union Supplier of the Year.

Speaking about the award, Managing Director Neil Cleere said: "Investing in both the latest technology and staff development enables us to offer a winning combination of unique products and unsurpassed customer service. Following our success at The PAGE Awards earlier this year where we scooped the Gold Award for Best Supplier, we're delighted to be recognised once again as the industry leader."

Pantone Perfect

Neil Cleere explains the technology behind making an accurate colour match



You may be aware that supplying a pantone reference ensures the most accurate colour match, but did you know that the surface colour of a pen always influences the finished printed colour?

Our guide shows how the base colour of the pen substrate will affect the colour printed onto it and why it's not possible to produce accurate colour matches on any surface that isn't white. This image is not a simulation of the effect but is a precision colour scan of real screenprints on actual pens and can safely be used as a guide. As a general rule, bright colours printed onto dark surfaces will be the least accurate which is why it's advisable to order a printed proof if a colour match is critical.



At The Pen Warehouse we usually modify colour matches to increase their opacity when over-printing non-white materials. This makes the image appear better than if an unmodified ink was used. However, the result will never be an accurate Pantone match and in making the colour more opaque some clarity, or brightness, will be compromised.



Technology



Competition Update!

Absolute madness!

In the last edition of Talking Pens we featured an exclusive offer on the Absolute Ballpen. We also launched a competition offering a £250 contribution towards an office Christmas party for the company which places the most orders by Friday 29 November 2013. We promised to update you with details of the top orders placed - here's the leader board:

Everything Branded

Compugift

Boosters Ltd

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

Pen to Paper

Continuing our series of illuminating features which brings a new perspective on pens and the promotions industry, this Pen2Paper looks at the history of screen printing.

Screen printing can be simple or complex; it can require very little outlay or may need significant investment in the latest technology; it can be used to print thousands of items or just a single pen and is applied to a wide range of products from promotional pens to t-shirts with complex graphic designs.

The process has been used commercially for over a hundred years, but the concept originated over a thousand years ago when it was developed by the Chinese in 1000CE. Europe took some time to realise the benefits of screen printing until the 18th century when the French stencilled patterns onto shoes and fabrics. In the 20th century, screen printing became more mechanised, developing from a primitive wooden frame system over which stretching fabrics were placed, to machines using photo reactive chemicals.

Today screen printing more frequently uses eco-friendly techniques such as photo reactive stencils, while full colour CMYK printing is now mainstream and used on a host of business gifts.

As technology progresses, the boundaries of traditional printing processes will be pushed ever further to produce products which were once the stuff of science fiction books.



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



A WINNING TEAM

Account Managers Rachel McComish (left) and Debbie Illingworth (right) provide consistent, courteous support to distributors, on behalf of The Pen Warehouse, day after day. Their high standards of customer service helped The Pen Warehouse to win the Gold Supplier award at The PAGE Awards earlier this year. Rachel and Debbie took a few minutes out of their busy day to explain more to *Talking Pens*.

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

Rachel: Debbie and I are Account Managers which means we liaise with customers, prepare quotes and raise orders as well as deal with artwork and distribution.

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

Debbie: I love the interaction with my clients and colleagues and the buzz of meeting deadlines. I have progressed through the company to Account Manager and was thrilled when we won The PAGE Award for best supplier.

Talking Pens: Why should customers choose The Pen Warehouse?



Debbie: We give the best customer service by far. We always try to go above and beyond to ensure customer satisfaction. Rachel has delivered orders personally to ensure that they reach a customer on time while I have responded to emails even while on holiday to keep jobs on track.

Quick fire round

What would you save in a fire?

Rachel: My cat, my iPad and my DVD collection.

Debbie: My cats, my PS3 and my fishing rod.

Last place you went on holiday?

Rachel: Edinburgh.

Debbie: Lincoln.

If you won the lottery, what would you spend the money on?

Rachel: All the usual things, a house, a new car and something totally unnecessary like a statue of Patrick Stewart.

Debbie: I would buy a huge coarse fishing lake, and also a house large enough for me and my cats.

I bet you didn't know that...

Rachel: Owns over 200 bottles of nail varnish.

Debbie: Enjoys writing short stories.



Coast to Coast Walk

The Pen Warehouse's production team member Darren Clements stepped back in time recently to raise £2010 on a fundraising walk along the Hadrian's Wall Path in Northumberland.



Inspired by the courage shown by his friend Neil Young in his fight against terminal cancer two years ago, Darren and friend Ged O'Neil approached Cancer Research UK with their idea to walk the length of Hadrian's Wall and raise money for the charity. The 85 mile coast-to-coast walk from Wallsend in the east to Bowness-on-Solway in the west, took the pair seven days to complete.

Darren says: "Although Neil lost his fight against cancer, I hope that one day there will be a cure through research which is why I took on the challenge in his memory."

"I would like to thank my colleagues at The Pen Warehouse who were very supportive and contributed £300 to my fundraising total."

Great North RUN

The Pen Warehouse was pleased to support Ross Anderton, Sales Manager at Everything Branded, when he took on the Great North Run Challenge on 15th September. Ross was running for LOROS Hospice, which offers skilled nursing and medical care for people in Leicestershire and Rutland who are suffering a terminal illness. Ross says: "LOROS Hospice provides amazing care for people with cancer who are coming to the end of their lives. It needs to raise £4.5million each year to deliver its much needed services and relies on donations and participation in fund raising events to help cover costs."

"Thank you to The Pen Warehouse for your support."





A to B on the APG roadshow

Representatives from The Pen Warehouse took to the road again in September for the APG roadshow. The team visited Sandown Park racecourse in Esher and Manchester United

Football Club to showcase a range of products

including the Contour Digital Ballpen, which has been designed by The Pen Warehouse to deliver an even larger print area. The sales team also took the opportunity to show customers how The Pen Warehouse has used the latest technology to offer full colour printing on cylindrical barrel pens and pencils such as the Panther Extra Ballpen and the Standard WE (With Eraser) Pencil.

Speaking about the roadshow, Nick Clewlow said: "It's always useful to meet our customers to explain how The Pen Warehouse can offer them unique products and services. There was a lot of interest in the Contour Digital Ballpen as this product is new to the market and available exclusively from The Pen Warehouse. Distributors were impressed by the vibrancy of the full colour digital print and the unrivalled print area."

Room for Margin

opens new doors in the hotel market

As the leading trade only supplier of promotional pens, we're aware that distributors are increasingly excluded from the hotel and conference market because of a number of other suppliers that choose to deal directly with hotels and leisure groups. This means that distributors are at a distinct disadvantage when trying to compete for business as they have traditionally been frozen out of the market.

But help is at hand thanks to The Pen Warehouse, which is launching a new initiative to support distributors who want to target the hotel and conference industry. **Room for Margin provides distributors with a competitive price point and free origination on orders for hotel and conference customers to allow for viable margins.** Distributors who wish to take advantage of the Room for Margin offer will need to demonstrate that their order is genuinely for the target market in order to qualify for this generous promotion.

Terri Baker, The Pen Warehouse's Customer Services Manager says: "Our customers are increasingly finding that they are excluded from the hotel and conference market as they cannot compete against suppliers. Here at The Pen Warehouse we operate a strict trade exclusive policy so to help our valued distributors win some

STOP PRESS : STOP PRESS : STOP PRESS

LEGAL STATEMENT from Neil Cleere

The Pen Warehouse's declared status is unequivocally trade only. As such, we do not sell to the end user directly, nor through a cloaking company and our directors and shareholders have no stake monetarily or notionally in any company that sells directly to the end user.

It has become necessary to issue this statement in the light of feedback from the trade that one or two of our competitors are linking my company to the website www.supremepens.co.uk. We have no connection with this domain whatsoever, nor with the owners of the domain and the actual company behind it. Unfortunately, the ownership of the domain is not declared on www.who.is and this leads to some speculation. However, we regard the deliberate linking of my company to www.supremepens.co.uk as a malicious act designed to damage our good name in the trade and we reserve the right to commence legal proceedings against anyone repeating such inaccurate comments without further notice. Such legal proceedings will seek an injunction restraining the publication of such comments and a claim for damages and costs.



additional business from this previously unreachable market, we have responded with the Room for Margin initiative which we hope will give gift houses a competitive edge."

For more information contact our sales department on 01252 400270 or ring your normal account handler direct here at The Pen Warehouse.

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