



People



A WINNING TEAM

In this issue of Talking Pens, we catch up with Account Managers Leanne Wright (left) and Aggie Szlezak (right) who are part of The Pen Warehouse's award winning customer service team.

Talking Pens: What do you like best about your job?

Leanne: Interacting with customers and being part of a team which works hard to deliver the best service.

Talking Pens: Why should customers choose The Pen Warehouse?

Aggie: Because we're constantly evolving and developing new products to offer distributors exclusive items with unbeatable print areas and at a competitive price point.

Talking Pens: What's your favourite product?

Aggie: The new System Pen range is very exciting because it gives distributors so much more choice to offer their customers and at the lowest price point on the market.

Quick Fire Round

What would you save in a fire?

Aggie: Leanne!

Leanne: And I'd save Aggie!

Last place you went on holiday?

Aggie: Athens.

Leanne: Playa de las Americas in Tenerife.

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

Aggie: A house somewhere hot and travelling around the world.

Leanne: A house, my family and a long holiday somewhere really hot.

I bet you didn't know that...

Aggie: speaks Italian.

Leanne: was the Prom Queen at her school prom.



No ifs or butts for employees at The Pen Warehouse

The Pen Warehouse is helping staff to improve their health with a stop smoking initiative.

The company is funding two employees every month to attend the Allen Carr Easyway Clinic. The clinic has helped millions of people across the world to stop smoking and employees at The Pen Warehouse will now be able to join them.

The course costs £250 per person, which will be met by The Pen Warehouse, and employees will be able to attend during working hours. The company is also funding a trial of electronic cigarettes, providing ten employees each with a pack worth £20.00.

Account Manager, Leanne Wright said: "I have been smoking for about nine years and have tried to give up before using nicotine patches. I'm now trying the electronic cigarettes and I can go all day without a cigarette - it's the best approach I've tried. I think it's great that The Pen Warehouse values the health of its employees and is investing in schemes like this."

Speaking about the initiative, Neil Cleere, Managing Director at The Pen Warehouse added: "Approximately 25% of our employees smoke but helping to keep our staff in good health is in everyone's interest; if I can lengthen the life of any one of my staff by just one day I will regard it as worthwhile."

→ Our catalogue contains unique products designed in-house, along with many other ranges

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



News

Helping to make a difference



Charitable efforts by The Pen Warehouse team stepped up a gear before Christmas as the company backed a range of initiatives to support a number of charities.

In November we sent a shipment of pens, pencils and accessories to Pens4Kids UK which aims to help children worldwide by providing educational supplies. Another shipment made its way soon after destined for Operation Christmas Child which fills hundreds of shoeboxes with gifts for children in need.

Recently we've supplied Bumpy's Fund with pens for fundraising. The fund has been set up to support Elizabeth May Jones ('Bumpy'), a little girl who lives locally and who is bravely fighting a very rare type of pancreatic cancer. Over £5000 has been raised so far which will be donated to the Royal Marsden Hospital where Elizabeth is receiving treatment. Proceeds from the fund will also help to aid her recovery with a recuperative holiday.

You can find out more about Bumpy's Fund and Elizabeth's brave journey at www.facebook.com/BumpysFund.

Thank you to everyone involved!

Join the Conversation...

Connect with us on Twitter, Facebook and Google +



On the road ... again

The new year heralded a fresh round of major trade shows with PSI and the Trade Only National Show taking place in January.

PSI saw an uplift in footfall this year at their event in Dusseldorf and this was reflected by an increased number of visitors to The Pen Warehouse stand. The show brings together suppliers and distributors and presents the latest developments in the promotional product industry. Our sales team talked to over 250 distributors from across Europe about our range of promotional writing instruments and exclusive lines such as the Contour Digital Ballpen (read more about this on page 3).

Just two weeks later, the sales team headed to Coventry for the Trade Only National Show. Running over two days, the show enabled The Pen Warehouse to showcase a host of products from the Pens Galore catalogue (see page one for more information about this year's edition) including the new System Pen range. We also revealed more at the show about how we're developing the No-Minimum website to equip distributors with an additional tool, with which to compete against online retailers such as Vistaprint and Moonpig.

Speaking about the shows, Sales Manager Nick Clewlow said: "There was a real buzz around both shows, perhaps reflecting the renewed optimism in the economy. We saw lots of interest in the development of No-Minimum and the new System Pen range received very positive feedback."

Catch up with the sales team at the APG Spring Roadshows.



the
pen
warehouse

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Talking pens



Curvy Contour Digital



WINNER
SUPPLIER OF
THE YEAR
Supplier of the Year



System Range

NEWS • OFFERS • PRODUCT SPOTLIGHTS • LATEST TECHNOLOGY • COMPETITIONS

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Welcome to the latest edition of Talking Pens which keeps you up to date with products and services from The Pen Warehouse



Neil Cleere
Managing Director, The Pen Warehouse

2014 Pens Galore now available



Order Now!
CALL
01252 400270

Our latest Pens Galore catalogue is now available. Featuring a vast range of promotional pens, pencils and accessories, the catalogue also features a handy 'What's New' section so distributors can see all of our innovative new products at a glance.

The catalogue also provides detailed product specifications including print area

diagrams plus more information on our PremierShip delivery options.

As the catalogue is void of branding it is suitable for overprinting with your company details.

For more information or to order copies contact our marketing team on 01252 400270.

The Pen Warehouse makes a winning start to the year

The Pen Warehouse has made a winning start to the year with the award for Supplier of the Year at the British Promotional Merchandise Association (BPMA) Awards dinner.



Last year, the UK's leading supplier of promotional writing instruments garnered a clutch of prestigious industry awards, including the BPMA Innovative Product of the Year Award for its web-to-print technology, No-Minimum. The Pen Warehouse was also named Supplier of the Year in the Sourcing City Awards, The Promotional Union Awards and The PAGE Awards.

Over the last 18 months, The Pen Warehouse has developed a number of innovative new services and products to offer distributors more product choice, a competitive price point and no minimum order quantities through the ground-breaking No-Minimum website.

Investment in new technology has enabled the company to offer exclusive products with unsurpassed print quality, while staff development has helped to create an award-winning customer service team. Managing Director Neil Cleere said: "We're thrilled to be named Supplier of the Year once again and would like to thank everyone who voted for us. We recognise the pressures faced by distributors in light of increased competition from online retailers, and will continue to develop exclusive products and innovative services in 2014."



Curvy Contour heads straight for success

The Contour Digital Ballpen became an instant hit when it was launched to the market last year, and visitors to The Pen Warehouse's stand at PSI and TONS were keen to find out more about this and other lines in the range.

The Contour Digital Ballpen offers the largest print area in the industry without image distortion thanks to its patented barrel shape - an innovative redesign of the best selling Contour Ballpen by specialists at The Pen Warehouse.

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

The Contour Eco Ballpen delivers on both style and sustainability thanks to its eco credentials. One of a number of eco friendly



products in The Pen Warehouse's extensive catalogue, the Contour Eco Ballpen's sculpted barrel follows the styling of the other pens in the best-selling Contour range: the Standard ballpen, Extra, Argent, Colour and Frost.

Adding a modern twist to the traditional pen, stylus pens offer the smooth writing features of a classic pen, but include a useful capacitive stylus as a contemporary tool. The styli on the Contour-i Ballpens are compatible with both capacitive and resistive touch screen technology.

All lines in the Contour range meet the stringent child-safe regulations BS7272, the UK standard for pen caps and end closures, and contain documental quality ink refills. The range has a five day standard lead time but is also available on an accelerated three day express service.



System range meets all expectations

The new range of System ballpens is a range like no other. Boasting 37 lines, the System Pen delivers near photographic quality print 360° around the barrel at up to 40% cheaper than similar industry pens.

It has long been an aspiration of Managing Director Neil Cleere to bring to the industry a pen range that comprises a 'system' of interchangeable components, offering distributors an almost limitless number of style options. Now after 18 months in design and production and following an £800,000 investment in tooling and print technology, the System Pen range is a reality.

To provide distributors with a valuable point of difference, the design registered range offers a variety of mix and match clips and tops on plastic, metal and stylus models. Our new image library also allows non-corporate clients to combine images, text and background to produce professional artwork FREE OF CHARGE when orders are placed on-line at www.no-minimum.co.uk.

The library also includes a huge variety of symbols and icons which are ideal for use on LogoClips - an optional extra available with any pen in the System Pen range. This range of clips includes popular shapes such as awareness ribbons which are perfect for charities and a chef's hat which would create an ideal marketing tool for restaurants.

The development of the System Pen range and LogoClips follows the launch last year of our innovative No-Minimum web-to-print technology, which enables distributors to place orders with no minimum order quantities.

Rob Hayes, The Pen Warehouse's Marketing Director said: "On-line retailers such as VistaPrint and MoonPig are capturing more of the promotional business gift market. We're constantly striving for new innovations to enable distributors to keep one step ahead and the System Pen range provides incredible choice and the cheapest prices on the market. The combination of an eye-catching LogoClip, free image library and full transfer wrap around the barrel presents endless exciting possibilities."

Full details and images of the System Pen range and LogoClips are available in the latest edition of Pens Galore (see page 2 for more information about how to order your catalogues).



Pen to Paper

Continuing our series of illuminating features which bring a new perspective on pens and the promotions industry, this Pen2Paper looks at the history of hand preference.

Statistics suggest that approximately 8% of the world's population are left-handed and cave paintings that date from around 30,000 years ago, suggest that the percentage of left-handers has remained constant since this time.

In 2007, researchers from Oxford University identified a gene that indicated an increased likelihood of left-handedness. Research has also shown that the hand preference shown by babies sucking their thumbs in the womb correlates to their hand preference in later life.

Whilst left-handers have traditionally faced persecution from religious, cultural and even linguistic sources, academics now recognise that there are both sporting and academic benefits to being a 'lefty'. It can be no coincidence that such a high proportion of key political figures have been left-handed including the current US President and the British Prime Minister.

To find out more about the science, history and culture of handedness, read the full article from our Pen2Paper series at www.pens.co.uk/pen2paper



Understanding anodising

Neil Cleere explains how anodising successfully combines science with nature to create one of the world's best metal finishes.

An anodised coating is an accelerated oxide layer on the surface of metals artificially achieved by an anodising process. Although several metals are suitable for anodising, such as titanium, zinc and magnesium, aluminium is the most commonly treated metal.

The process gets its name because the part being anodised is connected to the positive pole (anode) of an electrical circuit, while immersed in a bath of electrolyte (typically dilute sulphuric acid). The negative pole (cathode) is often stainless steel and a direct current is passed through the electrolyte between the two poles. This causes hydrogen to be released at the cathode end and oxygen to be released at the anode end to cause a build up of aluminium oxide on the surface of the part.

This oxide layer for most commercial purposes is between 5 and 20 microns and is dependent upon the voltage used and duration of the process. Although anodised coatings are electrically non-conductive (insulators), the build up of the oxide layer continues during immersion because the coating is porous which means that the electrical process can still make contact with the base metal.

The porous coating will accept specially formulated aqueous dyes and so many decorative finishes have evolved to exploit the full potential of the unique metallic colours that can be achieved. Typical applications include cosmetic containers, industrial nameplates and in recent years, aluminium pens. In applications such as these, the surface of the pores have to be sealed to trap the dyestuff and to prevent unwanted ingress of other solutions during use. The sealing process usually involves immersing the anodised component in boiling chemicals such as nickel acetate or in boiling demineralised water for low cost applications.

Anodising is also generally used to increase the hardness of aluminium and also its wear-resistance as the finish is resistant to peeling. Anodised promotional pens are perfect for laser engraving, being able to withstand the extreme temperatures generated by the process whilst retaining the finest edge definition because of its anti-peel properties. Anodised finishes are also very suitable for overprinting and the level of adhesion is superior to printing on non-anodised components. Its ability to be readily decorated or marked has seen a resurgence of the anodising process in many advertising markets, not least the decoration of promotional pens.

