



A WINNING TEAM

Meet Laura Wilson and Sunita Gurung, Account Managers at The Pen Warehouse who tell Talking Pens more about their roles.

Talking Pens: How long have you worked at The Pen Warehouse?

Laura: Since December 2010, so just over three years.

Sunita: I'm fairly new to The Pen Warehouse and have been working with the sales team for a couple of months following my training.

Talking Pens: What is your role at The Pen Warehouse?

Laura: I am an Account Manager, which involves speaking with customers, sending paperwork for approval, getting orders into production, making sure orders are running on time and dealing with any issues which arise as a result. I also help with administration, raising orders and assisting Distributors with quotations.

Sunita: I've had various roles since I started which has helped me to get to know the company. I've worked in the artwork department, samples department and I'm now working in sales as Laura's team-mate.

Talking Pens: What motivates you?

Laura: Receiving positive feedback from customers, particularly if I have sorted out an issue for them. It's also really satisfying to know that my colleagues are able to come to me for information or advice and I'm able to help them.

Talking Pens: What changes would you make to improve your job?

Laura: A larger desk for all of my paperwork would make life a bit easier! Actually there's not a lot that I would change about my role as I really enjoy working as part of a great sales team.

Talking Pens: How do you see yourself progressing within the company and how could training help to achieve this?

Laura: I am happy in the role I am currently in but I'd like training in other areas so that I can broaden the spectrum of what I can do within the company at a later date.

Sunita: I would love to work in the Accounts department someday.

A great outlook for children at Bellevue

Children at Bellevue School were thrilled to receive an assortment of pens, pencils and other stationery items from The Pen Warehouse in March. Customer Services Manager Terri Baker and Alice Trethewey, Customer Service Administrator, presented the goodies to five year old Aailyah from Cherry Tree Class and Deputy Head Jan Boyton.

Jan said: "We were delighted with the stationery and the little coloured biro packs will be lovely to reward children with when they have learnt their spellings! Pupils and staff would like to thank The Pen Warehouse for their generous donation."



Quick Fire Round

What was the last film you saw?

Laura: Robocop 3 (You gotta love a retro film!)

Sunita: The Shawshank Redemption

What was the best present you have ever received?

Laura: My engagement ring

Sunita: My parents bought me plane tickets to go back to Nepal on holiday

Most memorable moment?

Laura: Getting engaged on Christmas morning 2012

Sunita: Graduating from Bournemouth University

Envoy Supplier of the Year award



The Pen Warehouse was thrilled to learn recently that we have been awarded the Envoy Supplier of the Year award. Speaking about the award, Neil Cleere said: "We're delighted to win this prestigious industry award and would like to thank everyone who voted for us. We will endeavour to continue supporting distributors through our ongoing commitment to new product development, innovative platforms & services and exceptional customer service."



Liz limbers up for Crisis!

Supplier Services Manager at Sourcing City, Liz Young ran her second London Marathon in April. The Pen Warehouse was pleased to sponsor Liz and congratulate her on her marathon effort.

Liz raised over £2000 for Crisis, the national charity for single homeless people. Liz says: "This was my second marathon - it was a really great experience but incredibly tough. I am thankful to everyone who sponsored me and helped to raise funds for Crisis."



win
a case
of wine!

Find a little room in your suitcase for an issue of *Talking Pens* when you next go on holiday and you could be the winner of a case of wine.

Submit a picture of yourself with this or another issue of *Talking Pens* at your holiday destination and we'll choose the best at the end of the year.

Email your pic to
justine@pens.co.uk

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Pen to Paper

The Pursuit of Penmanship

Communication is a facet shared by all animals; yet only humans have developed neurologically to be capable of recording those words in written form. So significant is this development in history, that the term 'prehistoric' is traditionally associated with the time before writing was developed.



The establishment of the first schools took place shortly after the first writing system in Sumer, approximately 5,500 years ago. Boys from wealthy families would spend their days at the tablet house which was named after the clay tablets on which the cuneiform script was copied by the pupils.

Once a range of writing instruments and writing surfaces became available, it was possible for variations in the appearance of handwriting to develop.

The invention of the printing press in the 1450s had a dramatic impact on the appearance and perception of penmanship. Just as popular handwriting scripts, such as Gothic, had influenced Gutenberg's early typefaces, with the development of copper plate engraving in the 16th century, new more ornate handwriting styles grew in popularity.

There can be no doubt that instruction in penmanship has changed dramatically with the dawning of the digital age. Research has proven however, that young children learn to read and write far more effectively using conventional methods with pencil and paper, rather than computer-aided literacy packages. As the world grows smaller with the remarkable developments in digital communication, there remains something refreshing about the ability to express ideas in a written format that is as unique as your fingerprints.

To find out more about the pursuit of penmanship, read the full article at www.pens.co.uk/pen2paper



Talking pens

the
pen
warehouse

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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.



Our aim, as always, is to be at the spearhead of change within the promotions industry and looking back over the years we have been responsible for many industry-firsts, including, several years ago, twenty four hour express service and more recently, web to print. However, one aspect of our business that has never changed is our trade-only status and it will continue as the bedrock of our trading policy for the future. Increasingly, we are seeing threats from what are fundamentally end-user suppliers now trying to harvest the trade route using industry stalwarts to open doors offering perniciously charmed benefits, such as all-in pricing.

I remember several years ago one of the industry's leading trade suppliers asking distributors "Is your supplier actually your competitor" and it didn't go down too well with some sectors of the trade. However, it is a very relevant question, probably more so today than ever before and I would ask distributors, when placing orders, to be mindful of the support that trade-exclusive suppliers need to stay in business.

Here at The Pen Warehouse we do not expect blind loyalty, particularly where pricing is concerned. We understand that distributors have to live in the world as it is and not the way they want it to be.

Therefore, we guarantee to beat any published prices offered by these companies so that distributors who value the benefit of supporting trade suppliers can remain loyal without compromising the commercial viability of their own business.

Free setup offer!

The Spectrum, the Spectrum Max and the Spectrum Max Colour Ballpens are available with a free setup and free 24 hour express delivery on orders of over 2000 units until Monday 30 June 2014. The Triangular Highlighter is also available with free setup and 24 hour express delivery on orders of over 1000 units.

The standard Spectrum Ballpen with oval cross-section provides a very large print area, by pen standards, but our in-house designed and patented Spectrum Max offers a unique profile that extends the print area by a whopping 25%. Both lines feature a chrome trim and a comfortable rubberised grip in eight attractive colours and can be printed in a single colour or full-colour. The Spectrum Max Colour Ballpen features a coloured barrel and can be printed with a choice of spot colours. The Triangular Highlighter is a handy three in one product with magenta, yellow and green nibs and a generous print area for a full-colour print.

Springing into action at the Trade Only Shows

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 such as the System Ballpen range and find out more about the benefits of the No-Minimum bespoke websites.

Speaking about the Spring Shows, Sales Manager Nick Clewlow said: "With so much recent innovation at The Pen Warehouse we had a lot to discuss with distributors at the show. Everyone was keen to understand more about the advantages of creating a bespoke No-Minimum website as there's so much potential in new markets for personalised gifts and promotional products."



place your order before 30th June



Products

No-Minimum offers free Ecommerce ready tool to boost business

Business Gift Houses now have an extra tool in the fight against the threat to the promotions industry from VistaPrint, MoonPig and eBay, thanks to a FREE customisable Ecommerce website from www.no-minimum.co.uk.

Recognising that small orders for promotional items have presented limited opportunities for distributors, www.no-minimum.co.uk has invested significant sums to produce an off-the-shelf, web to print platform which allows end users to place orders in exactly the same way they would on VistaPrint.

The www.no-minimum.co.uk bespoke Ecommerce site gives distributors the opportunity to increase revenue by selling small order personalised products and gifts online to consumers, sole traders, franchisees and small businesses. Competitive prices for products allow distributors to undercut VistaPrint and still make a margin. To further maximise profit, the bespoke web to print system features the perfect solution for online payments. Distributors do not need a merchant bank account or a payment services provider and more importantly, they will never need to pay an invoice for the orders from their no-minimum website. Instead, customers will make a single credit card payment for the total value of the order and the profit from the order is automatically paid into a nominated bank account. A secure login allows distributors to securely view their transaction history and payments at their convenience.

As potential customers such as self-employed tradesmen, small businesses and consumers won't have access to expensive software tools such as Adobe Illustrator, www.no-minimum.co.uk has developed another ground-breaking feature – an extensive library of thousands of stock images which can be used to build a corporate identity or incorporated into a personal design. End users can search by industry type to find the perfect royalty free image to brand their business or produce a personalised gift. It's easy to add text and multiple images although the site also recognises industry-standard file formats such as EPS, AI and PDF.

Each www.no-minimum.co.uk website owner can easily customise their bespoke site with their logo and corporate colours as well as post custom content onto the site. No HTML coding is required and each owner can publish and change pages as required as well as set up links to social media accounts, write product descriptions and customise other aspects of the site's appearance. No-Minimum website owners can also purchase a new domain name or use the no-minimum sub domain for a quick and simple start to trading. Setting up an account is free, quick and easy at www.no-minimum.co.uk. More information about how the bespoke sites work can be found at www.no-minimum.co.uk/bespoke.



Neil Cleere says: "Although VistaPrint, MoonPig and eBay have continued to expand their reach into the personalised and business gift market and now feature on the first page of Google searches for personalised gifts, distributors have been unable to compete for business because of the limited profit in small orders. www.no-minimum.co.uk is the only supplier to have invested significantly in research and development to produce a revolutionary web to print Ecommerce tool which allows distributors to enter this marketplace for the first time."



All systems go for revolutionary new pen range

Marketers searching for a unique promotional gift to maximise branding opportunities using photographic quality images, now have the perfect pen with the introduction of the System range designed by specialists at The Pen Warehouse.

The System Ballpen range offers pens with near photographic quality print 360° around the barrel at very competitive prices and with the fastest lead times on the market – all 37 lines are available with 5 Day, 3 Day and 24 Hour Express Services.

Following investment of £800,000 in new technology, The Pen Warehouse has designed the industry's most comprehensive range of pens with a 'system' of interchangeable components to offer distributors an almost limitless number of style options and no minimum order quantities when placing orders through www.no-minimum.co.uk.

The System Ballpen range is based on three core models all boasting a full-colour digital wrap: a plastic pen at an incredible value-for-money price point, a plastic pen with a stylus for technology conscious organisations and a metal version, which is the only metal pen with full-colour digital wrap currently available on the market and which is ideal as an executive gift.

To enhance the System Ballpen further, the design registered range offers a variety of mix and match clips and tops on plastic, metal and stylus models.



A 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.

Thousands of royalty free images, searchable by industry type, allow customers to create their own corporate style or augment their current brand identity.

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 with a plastic clip in the 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 Ballpen 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, Marketing Manager at The Pen Warehouse says: "Full-colour digital wrap pens allow marketers to exploit the impact of photographic quality artwork in promotional marketing tools and maintain the identity of above the line creative campaigns when using promotional merchandise. Now companies have 37 lines to choose from as well as mix and match clips and tops to create a unique promotional gift with stunning images right around the barrel."



Technology

Metamerism and its relevance to distributors

Seasoned distributors will be aware of the problem in getting suppliers to print disparate promotional merchandise with identical Pantone matches. Most of us will have encountered the situation where we receive an order say, for a warm red to be printed on a pen, a mug and an umbrella for the same campaign and end up with rejections because the print appears to be a different colour on each product.



Distributors can reduce the risk of not achieving a commercial match by specifying that the colour required should fall within a tight colour range; usually two adjacent colours in the Pantone book. However, there is a scientific reason why it would be impossible to get a universally identical colour match across a range of promotional items because various materials require particular ink systems which in turn require completely different types of pigmentation. The spectral response of any specific pigment will vary under changing lighting conditions and this is widely understood, even by the layman. What is not generally known is that each ink system can be matched closely under a given light source, but when placed under another light source they will often look completely distinct from each other. This phenomenon is casually referred to as "Metamerism" but the scientific terminology is more accurately described as "Illuminant Metameric Failure".

OK, so we now know a bit about the reasons why these problems occur but really what distributors want to know is how the problem can be minimised so that orders are not rejected. Firstly, level with your customers and tell them that it will be impossible to get the colour matches to look the same across all products in different lighting situations. Ask them to specify a particular light source because your printers will assume you want the colours matched under daylight and your customers will be disappointed if they expect it to be the same under, say, fluorescent or tungsten lighting.