



People



## A WINNING TEAM

Meet Liz Leggett (left) and Kerry Kerr (right), 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?

**Liz:** 2 years 9 months.

**Kerry:** Just over 8 months.

**Talking Pens:** What is your role?

**Liz:** I'm a Customer Account Manager. I'm the first point of contact for our customers and I deal with all customer queries, orders, prices and deliveries.

**Kerry:** I'm also an Account Manager; it's my job to raise all the orders and see that all artwork is completed correctly. I also spend my day helping customers with all sorts of queries, ranging from the small to the unusual!

**Talking Pens:** What motivates you?

**Liz and Kerry:** We motivate each other!

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

**Liz:** I'd like to have additional training in every area of the company especially printing and purchasing so that I can understand more about the way The Pen Warehouse is run. This will help me pursue further opportunities within the company in different departments.

**Kerry:** I'm happy with my progress since I started at The Pen Warehouse, but with all the new skills I'm learning constantly, I would eventually like to make my way up to running my own team.

## Quick Fire Round

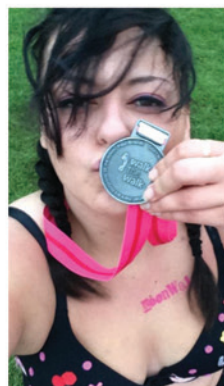
**What was the last film you saw?**

**Liz:** Maleficent.

**Kerry:** Schindler's List. And I'm still sad about it!

## Supporting Brandon's wish to walk

The Pen Warehouse is pleased to support Brandon's wish to walk. Brandon lives in Hampshire and, as he was born 10 weeks premature, has Cerebral Palsy which means that he cannot walk unaided. Brandon's family are fundraising for vital post-op therapy following an operation to help him walk. You can find out more about Brandon's fundraising appeal at [www.justgiving.com/brandonswishtowalk](http://www.justgiving.com/brandonswishtowalk)



## Bra-vo to Liz!

Account Manager Liz Leggett helped to raise more than £1000 when she took part in the London MoonWalk in May.

Liz and her friends walked 13.5 miles across London wearing customised bras as part of the annual event, which raised a total of £3.5 million to help fund research into breast cancer and provide physical and emotional support for people living with breast cancer.

Liz said: "The MoonWalk was great fun but also very challenging. We were delighted to raise so much for Walk the Walk. A large amount of contributions came from my customers at The Pen Warehouse so I'd like to thank them as well as everyone else who sponsored me."

Thank you to all who donated!

**What was the best present you have ever received?**

**Liz:** A 90 minute recording studio session where I could make my own CD. It was a brilliant experience.

**Kerry:** My puppy, Murphy, when I was 11. Best dog in the world!

**Most memorable moment?**

**Liz:** The day I got my new car, which is a red Mini.

**Kerry:** Seeing my boyfriend again after he completed his 8 month tour of Afghanistan. It was an indescribably amazing feeling.



News

## The Pen Warehouse scoops another gold at the PAGE Awards

The Pen Warehouse scooped gold at the PAGE Awards last week, when the specialist supplier of promotional writing instruments picked up the PAGE Partnership Gold Supplier of the Year Award for the second year running.

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, where Sales Manager Nick Clewlow collected the award on behalf of The Pen Warehouse.

Speaking about the award, Managing Director Neil Cleere said: "We're delighted to win the PAGE Partnership Gold Supplier of the Year Award for the second year running and would like to thank everyone who voted for us. We have introduced a number of ground-breaking initiatives designed to support distributors and strengthen the industry in the face of increased threats from internet based companies. However, we won't be resting on our laurels but will continue to innovate using the latest technology and printing techniques."



Debbie Illingworth, Rachel McCormish & Nick Clewlow

## The Pen Warehouse wins Envoy Award

The Pen Warehouse was thrilled to be named Supplier of the Year in this year's Envoy Awards.

Neil Cleere, Managing Director of The Pen Warehouse 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 to support distributors through our ongoing commitment to new product development, innovative platforms and services and exceptional customer service."



Pictured is Becky Thorne, Sales and Marketing Executive at The Pen Warehouse (right) accepting the award from Hannah MacGregor from Trade Only.

## WHERE IN THE WORLD?

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](mailto:justine@pens.co.uk)



WIN a case of wine

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the **pen** warehouse

# Talking pens

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Pens Galore 2014



The Abacus Range



Envoy & PAGE Awards

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→ We are absolutely delighted to have won both the 2014 Envoy and PAGE catalogue group awards for supplier of the year within the last couple of months. This was our second PAGE award, having also won it in the previous year.

Unfortunately, I was unable to attend both award ceremonies as they coincided with a surgical procedure on my back that required some hospitalisation and time for convalescence. Although I wasn't present, both awards are a very big deal for me, not least because it is the best recognition possible for the hard work and diligence of my staff, in sales, administration and production. No award carries more weight in terms of staff morale than to be recognised in such a way by the people we endeavour to serve. This is particularly true in light of the fact we are pitched against some of the toughest and most professional competition you would find in any industry.

However, from a personal perspective I tend to see areas of the company that require improvement or completely rebuilding. Central to these changes will be the company's drive to invest in the personal development of my staff and the systems and procedures they have to work with. For this reason we have taken Emma Meilack, one of our most senior customer services executives, to take charge of training personnel in both customer service and administration. This is an important first step for us as it marks the beginning of a culture of formalised training, starting with customer service and carrying through to quality control, efficiency and productivity. We really appreciate the awards but we also recognise that there is also significant room for improvement.

## 2014 Pens Galore Full Colour catalogue out now

The first Pens Galore Full Colour catalogue is now available. Featuring our entire range of full colour promotional writing instruments and accessories, the catalogue also provides detailed product specifications including print area diagrams plus more information on our PremierShip delivery options. It also features a handy RRP reference guide.



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.

## It's a wrap!

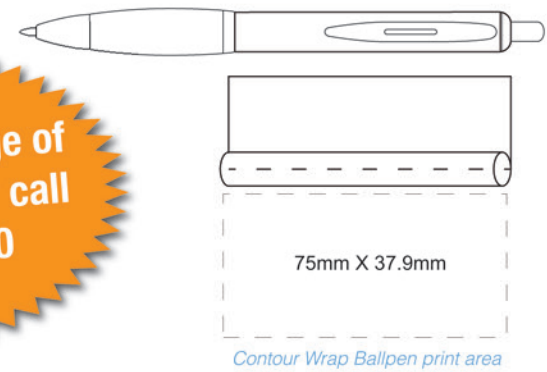
The new Contour Wrap is available with free origination until 29 August 2014.

Our in-house specialists have restyled the standard Contour Ballpen to allow distortion-free imaging over 360° around the barrel of the new Contour Wrap Ballpen, without compromising the original pen's aesthetic appeal.

The newly patented pen has an incredible 75mm x 37.9mm print area to reproduce photographic quality images around the entire barrel and add greater appeal.

The pen's comfortable rubber grip is available in ten different colours and a smart silver trim completes the look. Each pen is supplied with a high quality black ink refill and is childsafe as it meets the stringent BS7272 requirements.

To take advantage of this special offer call 01252 400270



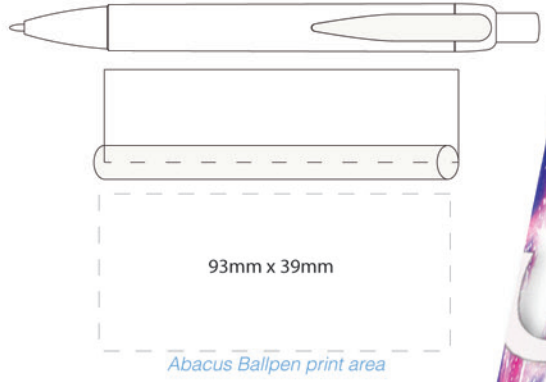
## Products

Countless promotional opportunities with

## The Abacus range

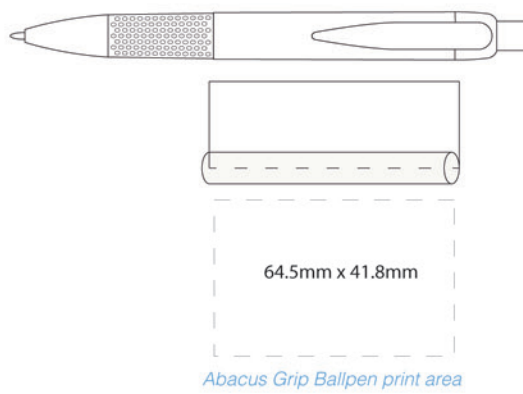
→ We've redesigned our popular Abacus range to offer improved value as well as a significantly larger print area.

The print proportions of the new Abacus Grip have been carefully sized for the reproduction of business card artwork to keep origination costs to a minimum, while the print area of the Abacus Ballpen measures an impressive 93mm x 39mm which makes it ideal for reproducing a photographic image.



Both the Abacus and the Abacus Grip feature chunky European styling and a satin silver trim designed to have wide appeal. The Abacus Grip also includes a rubber grip with a textured finish.

The Pen Warehouse offers Europe's largest range of full colour digital wrap writing instruments.



To order the Abacus range call 01252 400270

## Get to the point with a pencil

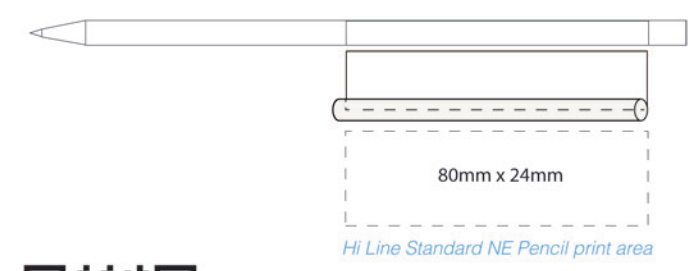
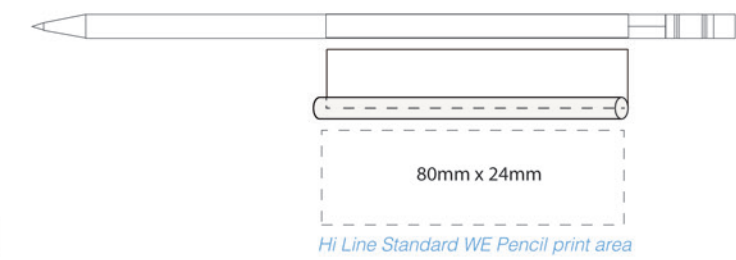
→ Despite their broad appeal, wooden pencils were often overlooked as an effective medium for corporate promotions because printing was restricted to either single colour or a small print area in multicolour.

All of that changed when we installed high speed machinery for accurate spot colour printing in up to three colours a few years ago. However, we were always mindful of the trade's need for full colour photographic images that could be wrapped around the pencil and we are pleased to announce that we have now installed new hybrid technology to meet these market demands.

This means that pencils such as the Hi Line can now be branded with more complex, eye-catching logos for both corporate promotions and souvenirs.

For companies wishing to project an environmentally aware image, both the Recycled Plastic Pencil and the FSC Wooden Pencil can be printed with up to three line colours on the white version. The FSC pencil is produced using wood from sustainable sources which can be traced back to the original forest of origin.

Multi-colour printing is an option for most colours in the Oro range. The Oro features gold ferrules and a white eraser and is available in fourteen colourways.



Call The Pen Warehouse on 01252 400270 to order

## Pen2Paper

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

If we have to sign our name to something, it is recognised as a representation of ourselves in law. The fact that it is a serious criminal offence to forge the signature of another person indicates the gravitas of this unique marker. If we have a strong visual memory, we can often identify the handwriting of a relative or close friend and this is seen as part of who they are.

Whilst writing systems and therefore handwriting has been in existence for more than 5000 years, early handwriting styles would have been largely restricted by the writing instruments available. Today primary school children still learn to first print letters individually before adopting a 'joined-up' script from eight years old. It is at this stage that an individual's handwriting begins to demonstrate its own unique markers. It is this idea, that handwriting is as unique as its owner that forms the basis of graphology.

The notion of a person's handwriting revealing their character was first discussed in a book by an Italian doctor of medicine and philosophy, Camillo Baldi in 1625. Those who have an interest in the analysis of handwriting range from forensic experts who can determine whether several written samples share the same author, to those who believe that the angle and size of writing or pressure with which words are written reveals character traits of the writer.

Extensive studies of graphology have revealed insufficient empirical data to validate it as a science, but despite the objections of scientists to graphology, it remains true that it is only human nature to desire good penmanship skills with which to impress others.

To find out more about the history of handwriting analysis, read the full article from our Pen2Paper series at [www.pens.co.uk/pen2paper](http://www.pens.co.uk/pen2paper)



## Technology

## No limits to improved No-Minimum bespoke Ecommerce site

→ The new No-Minimum bespoke e-commerce site, which gives distributors a new route to market by selling personalised products and gifts online to consumers, sole traders, franchisees and small businesses, now boasts more products and improved features.

The No-Minimum bespoke website gives business gift houses everything they need to sell promotional products online with no minimum order quantities. It provides smaller distributors with a sophisticated VistaPrint style site completely free of charge.

Recent improvements to the site include:

- A clearer search facility for a wider range of images including foregrounds, backgrounds, cartoons and icons
- Simplified search navigation to make product searches faster and more accurate
- Improved font display and visualisation



Many more products have been added to the site too, including the patented Snap Lanyard which is available with either a circular or elliptical shaped fitting and features a safety release break and trigger clip. No-Minimum has harnessed in-house design expertise and print to dispatch branded lanyards within just 48 hours of receiving an order.

The large print area on the connector disc can be digitally printed with a company logo in full colour while the three part 20mm wide lanyard is available in five popular colours.

The range of touch screen technology products has been expanded too. New to No-Minimum, the iPhone 4 and 5 Credit Card Cases feature credit card storage on the reverse to make a promotional gift with a twist. Available in white or black, the iPhone Credit Card Cases can be supplied in just one week.

The new range of Transparent Phone Cases are suitable for iPhones and the Samsung Galaxy S4. The cases have been designed to ensure the phone is fully protected while integrating perfectly with the design of the phone. Transparent cases are also available for iPads and the iPad Mini 2.

Setting up an account is free, quick and easy at [www.no-minimum.co.uk](http://www.no-minimum.co.uk). More information about how the bespoke sites work can be found at [www.no-minimum.co.uk/bespoke](http://www.no-minimum.co.uk/bespoke).