



A WINNING TEAM

Meet Jade Fuller and Sean Cox, who tell Talking Pens more about their roles at The Pen Warehouse.

How long have you worked at The Pen Warehouse?

Jade: I've worked here for about a year now.

Sean: I recently joined the company and have been here for nearly 5 months now.

What is your role at The Pen Warehouse?

Jade: I'm an Admin Assistant – I put orders onto our system and check the artwork is correct before the order goes into production.

Sean: My current role is a Customer Liaison Assistant and I provide support for the Account Managers.

What changes would you make to improve your job?

Jade: I would like to learn more about the manufacturing processes to help me progress in my career.

Sean: I actually love my job, so in all honesty, I wouldn't change anything!

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

Jade: At the moment I am more than happy with the role I am in. However, in the future I would like to progress to a main order raiser and my job role at present is helping me to prepare for that.

Sean: I would like to run my own team some day. With the training that's available from The Pen Warehouse and the right know how, this is definitely achievable.

Quick Fire Round

What was the last film you saw?

Jade: The Delivery – I'm a big fan of horror movies.

Sean: The last film I saw was Guardians of the Galaxy.



All the fun of the fair

The Pen Warehouse was pleased to support a local school's fundraising efforts in July. Year six pupils from St Michael's School in Aldershot, approached the company to ask for products to sell at their Summer Fair and we were happy to oblige. The children raised over £100 to help pay for their Year 6 leavers party.

Helping Children with Cancer

A donation of pens from The Pen Warehouse helped to raise over £71,000 for Children with Cancer UK recently.



The pens were used at the charity's Quiz Party which took place in the summer to raise much needed funds. Children with Cancer UK invests millions of pounds every year in essential research, welfare and campaigning programmes to make a difference to children living with cancer.

Laura Ashford, Events Administrator at Children with Cancer UK said: "Thank you for so very kindly donating the pens for us to use in our fundraising games at our Quiz Party. It is enormously appreciated. This money will help us in our fight against childhood cancer and to make treatments safer, reducing the risk of harmful effects and saving more young lives."

What was the best present you have ever received?

Jade: A giant bouquet of flowers from my boyfriend for my 18th birthday.

Sean: My ticket to meet and greet Robert Knepper (T-Bag from Prison Break).

And your most memorable moment?

Jade: Winning first place in my first horse show on my amazing pony, Cola.

Sean: My most memorable moment has to be going to Old Trafford for a tour.



Green light for eco improvements

Potential brownouts and blackouts due to increasing power demand and a shortage of generating capacity will have less impact on The Pen Warehouse, as the company invests heavily in renewable and eco efficient technologies to improve our sustainability into the future.

Low energy lighting has already been installed across all three sites, along with low energy monitors and variable speed compressors. We also plan to install solar panels to provide up to 45% of our electrical energy. We're improving our eco credentials in other ways too, with the recent purchase of a new wash-out machine which separates the effluent for safe treatment and reduces the volume of chemicals disposed into the drainage system.

Growing again

The Pen Warehouse expands with additional warehouse

A recession busting period of growth over the last six years has enabled The Pen Warehouse to expand our operation in Hampshire, with the acquisition of additional warehousing. This will provide an extra 18,000 sq ft of storage space to accommodate some 28 million writing instruments.

The warehouse will also incorporate a new quality control department and bespoke machinery to check writing quality, material strength, conformity and packaging. This investment will further improve the level of service we offer to our distributors.

Neil Cleere commented: "Thanks to a combination of excellent service levels, greater product range and a market move towards low cost business gifts as end users faced diminishing marketing budgets, we have grown over 300% since 2008 when the recession first hit. We're reinvesting in additional warehousing and new technology, so that we can continue to improve our efficiency and ensure the high quality of our products."

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 telegraphy.

At the height of its popularity in the 1920s, the telegram had developed a writing style and technique of its own, for which traditional letter writers needed training to adjust to the brevity and lack of formality required when every word came with a price tag.

The word *telegraphy* translates from Greek meaning 'message from afar' and so applies to ancient times when Chinese soldiers first used smoke signals from towers along the Great Wall to indicate an impending enemy attack. The use of smoke signals became more sophisticated when a Greek historian, Polybius, developed a code using a series of lit torches to communicate more complex messages over a distance between two elevated positions.

Another form of optical telegraphy is semaphore, which was developed at the start of the French Revolution by the Chappe brothers who installed a line between Paris and Lille to enable the government to keep abreast of military developments. Electrical telegraphy was developed in the early 19th century, when it was noted by several inventors that an electrical circuit could be used to pass a signal over a distance using a length of wire. Samuel Morse, inventor of Morse code used longer and shorter bursts of electricity (or dots and dashes) to represent the letters of the alphabet in the 1840s.

Whilst the telegraph system is no longer in use, its technology enabled the development of the telephone, telex, fax and radio and so continues to have an impact on the world of communication today.



For the full version of this article visit www.pens.co.uk/pen2paper

2014 Pens Galore Full Colour catalogue out now

Having recognised the revolution in full colour digital print which allows photographic images to be produced quickly and cost-effectively, The Pen Warehouse has made a major investment in this new technology and has now produced the industry's first full colour catalogue.



Pens Galore, The Full Colour Edition, showcases Europe's largest range of full colour promotional writing instruments and accessories. As major web to print providers such as Vistaprint focus increasingly on full colour digitally printed promotional products, The Full Colour Edition aims to empower distributors to tap into this growing market and be ahead of the curve as demand grows. The Full Colour Edition provides detailed product specifications including print area diagrams and a handy RRP reference guide. As the catalogue is void of branding, it is suitable for overprinting with distributor details. There are free copies of the catalogue available for every distributor and The Pen Warehouse is also offering a subsidised price for additional copies at 30p a unit and an overprinting service charged at 10p a copy. There is a minimum print charge of £25.00 and screens are charged at a discounted rate of £15.00.

For more information, or to order copies contact our marketing team on 01252 400

Talking pens

ISSUE 7



Contour Night oro



Price drop on Albion & Albion Grip Ballpens



Meet Jade & Sean

Visit us online



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www.pens.co.uk



Welcome to the 7th edition of Talking Pens which keeps you up to date with products and services from The Pen Warehouse.

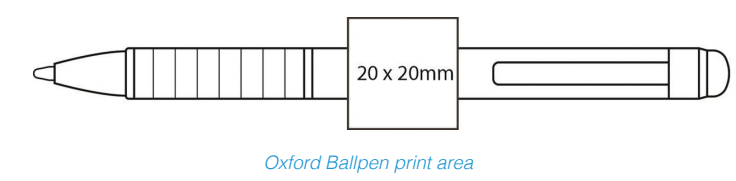
→ I'm sure by now that you will be familiar with our mission to support those distributors that are trying to drive sales of promotional gifts to micro businesses through our online web to print portal, www.no-minimum.co.uk. This sector is largely serviced by Vistaprint who aggressively target this market through television advertising and email. Until recently, their promotional offering has been modest but their recent acquisition of Pixartprinting and annual shareholders' statement outlining their future direction towards "Higher Expectations Businesses", means that they will be looking beyond their current promotional offering to service the larger corporate client. Vistaprint are currently testing a Beta site, Promospot, at <http://promospot.vistaprint.co.uk/catalogue/bags> and this is a very clear indication of their declared strategy to enter the promotions market in a coordinated and consolidated manner. Needless to say, with their reach through television advertising and the fact that they are beginning to show up on search engines for popular promotional terms, they represent a significant threat to distributor business. Our industry is largely unaware of this threat and few distributors realise that they already possess the means to compete with Vistaprint via their current website in conjunction with www.no-minimum.co.uk (see p4 for details).

If you would like to know how you can future-proof your business in this regard please contact 01252 796894.

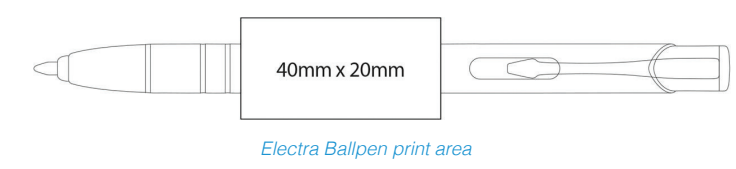
Sign up to a No-Minimum trade account www.no-minimum.co.uk/request-account
Request a No-Minimum Bespoke website www.no-minimum.co.uk/bespoke-application

Wrap up Christmas with a stylish stylus pen

Designed with stylish functionality in mind, the Oxford Ballpen makes the perfect executive business gift. An attractive aluminium twist action pen, the Oxford Ballpen also features a stylus which is compatible with both resistive and capacitive touch screen technology. The pen can be printed with a spot colour or engraved on an area which measures 20mm x 20mm.



The Electra Touch Ballpen is a new line for 2014 and is ideal as a Christmas gift. Made of sleek aluminium with a lacquer finish and a chrome trim, the unique positioning of the chrome ring detail gives this pen a much larger print area than standard. With a choice of print positions, this pen can be tailored to suit any brand, logo or personalisation.



The Electra Touch Ballpen is available in a range of attractive colours including a new gunmetal grey, and for a limited period is offered with a FREE screen.

Call 01252 400270 or email sales@pens.co.uk for further details or to order.

Make our colourful eraser your flexible friend



With a reputation for pioneering new print techniques, it's no surprise that The Pen Warehouse has developed a method for ensuring that colourful images on its Colourful Eraser do not crack when flexed.

Industry attempts to achieve a long-lasting image have previously been thwarted by problems associated with poor adhesion, particularly if the rubber is bent or twisted in use. Using a higher level of adhesion means that the eraser can be flexed without unsightly flakes, cracks or lines appearing on the full colour image. The eraser is available in five fun colours and features a 40mm x 25mm print area.

Products

Price drop on Albion & Albion Grip Ballpens

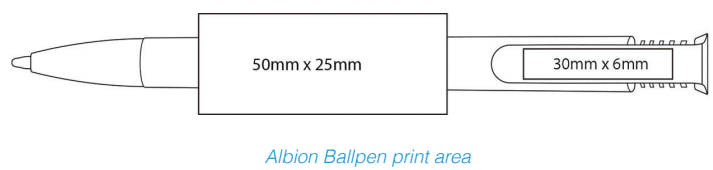
→ The Pen Warehouse is offering up to 35% off the Albion Ballpen and the Albion Grip Ballpen with a single colour print, until the end of the year. The offer also includes FREE 24 hour express delivery.

Now both pens can be ordered from as little as £0.10 per unit with a one colour print for orders of 1000 pieces and over.

The Albion Ballpen is a high quality, push-button ballpen which boasts a generous 50mm x 25mm print area. It has a coloured clip which is available in eight popular colours. The Albion Grip version offers a matching soft rubberised grip and a print area which measures an impressive 35mm x 20mm.

The Albion Ballpen range can also be printed in full photographic colour over the entire barrel area.

Distributors can embed unbranded videos of the Albion Ballpen and Albion Grip Ballpen onto their own websites by visiting www.Promotional.tv



To order the Albion Ballpen range call 01252 400270 or email sales@pens.co.uk

A pen to cap it all

New for 2014, the Corporate Cap Ballpen is a stylish capped stickpen with a generous print area. The pen is suitable for multi-colour printing on an area measuring 50mm x 20mm and full colour printing 360 degrees around the barrel. The Corporate Cap Ballpen is available on a three day express service when printed one colour for those last minute orders.

Have you clicked onto the System Pen range?

→ Following an investment of almost £0.8M in digital print technology, The Pen Warehouse now boasts Europe's largest range of full colour wrap writing instruments. By developing new and patented pen ranges specifically for this technology, we can offer exceptional service levels and lower price points.

The System Pen range is an industry-first – a standard range of barrels which can be dressed with different trim options to create a range of 37 pens that look like completely different models. Full colour printing 360° around the barrel, a choice of plastic, metal and stylus models and express service options as low as 24hours further enhance the appeal of this range.

Mix and match options are available on five lines, at no extra cost, which allow the grip and top to be mixed and matched in different colour combinations to create a promotional pen to suit any corporate look.

To enhance The System Pen further, the design registered range offers a variety of special shaped LogoClips to cover popular themes such as awareness ribbons, restaurants, estate agencies and many more. These can be personalised with a huge variety of royalty-free symbols and icons to create a completely unique promotional gift. The chef's hat is perfect for restaurants and can be printed with a flag to depict a type of cuisine, such as the Italian flag for a pizza restaurant, while the ribbon is popular with charities and awareness campaigns. The circle lends itself well to instantly recognisable, simple symbols for a more minimalist approach.



Call 01252 400270 or email sales@pens.co.uk for further details or to order

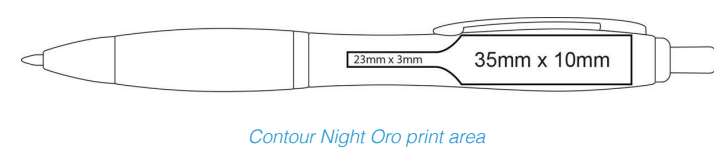
Best-selling Contour goes into the night

→ Marketers seeking a promotional pen with a sophisticated look, but without a premium price, now have a striking new line available.

The Pen Warehouse now offers a new version of the popular Contour Ballpen, in a refined solid black colourway which is offset by a contrasting gold trim.

The Contour Night Oro Ballpen has been introduced following demand for a conservative, traditional model with appeal to the hotel industry.

The pen features a 35mm x 10mm print area which can be printed in up to six tailored spot colours to stand out from the solid black barrel and create an eye-catching promotional gift. The Contour Night Oro Ballpen complements the existing Contour Night Ballpen which features a chrome trim.



To order the Contour Night Oro Ballpen call 01252 400270



NEWSFLASH!

New push button design improves Contour Ballpen safety
We've redesigned the push button on the Contour Ballpen range to further improve safety. Our new design avoids the use of unsightly holes yet meets BS7272 requirements to ensure child safety.

Technology

No-Minimum offers free Ecommerce ready tool to boost business

→ Hundreds of Business Gift Houses are taking advantage of a new route to business with a FREE Ecommerce website from No-Minimum.

Recognising that small orders for promotional items have presented limited opportunities for distributors, No-Minimum has invested significant sums to produce an off-the-shelf, end-user friendly, website.

The No-Minimum 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 large online retailers and still make a margin.

As potential customers such as self-employed tradesmen, small businesses and consumers won't have access to expensive software tools such as Adobe Illustrator, No-Minimum 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.

Each No-Minimum 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 subdomain 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

