



The Pen Warehouse scoops gold at The PAGE Awards

The Pen Warehouse has landed a top industry award for the third year running. The company was recently announced as the PAGE Partnership Gold Supplier of the Year.

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 Woodland Grange, where General Manager Terri Baker 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 third 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."



Raising Funds For Nepal

Our workforce reflects the vibrant diversity of the local community and, as many colleagues are from Nepalese families, the tragedy in Nepal has had a very personal resonance across the company.

A recent fundraising drive resulted in over £1300 in donations. The money raised will be given to Maiti Nepal (www.maitinepal.org), an established charity in Nepal which works exclusively with children and women. The charity is currently sheltering about 200 children, mostly victims of the earthquake, and they urgently need help to buy basic necessities such as tents, food, clothing and bottled water.

The Pen Warehouse has also donated £500 to the Disaster Emergency Committee (DEC) which works together with 13 major charities to help countries stricken by disasters. Sunita Gurung, who helped to co-ordinate the collection at The Pen Warehouse says: "It's very distressing to see the suffering in Nepal. We wanted to do something to help those who have been so badly affected by the earthquake. Colleagues and our MD, Neil Cleere, have been very generous and for that we will be forever grateful".

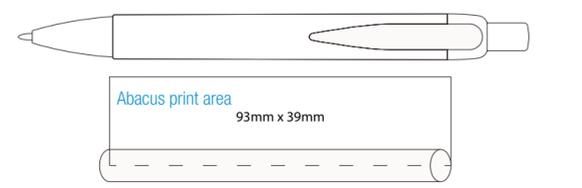
Roll out the barrel at any event

Creating a stand-out promotional pen to mark an event or celebration is now even easier thanks to the new Abacus ballpen range of pre-themed barrels from The Pen Warehouse.

The themes are printed in eye-catching full colour over the whole barrel area and hundreds of designs are available to suit any party theme or celebration as well as numerous business types. The pre-themed barrel can also be overprinted with a message or logo.

Theme categories include celebrations such as weddings, birthdays, Valentines and Christmas as well as businesses and services such as education, estate agents, sports and fitness and florists. Although the pre-themed barrels are available in hundreds of different designs to suit any requirement, bespoke themes can be designed by The Pen Warehouse completely free of charge.

The Abacus Ballpen can also be personalised on the clip as well as the barrel to create a really distinctive pen. The straight, round and tapered clip styles can be printed in full colour using our free clipart, or with a personalised design or logo. The clip can be printed in-house or it can be sent to your favourite trade print company for personalisation.



For more information or to order, contact The Pen Warehouse on 01252 400 270 or email sales@pens.co.uk



Talking pens

ISSUE 9



NEWS • OFFERS • PRODUCT SPOTLIGHTS • LATEST TECHNOLOGY • COMPETITIONS



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Quick Fire Round

What was the last film you saw?
The new Mad Max film - it's crazy!

What was the best present you have ever received
I recently went to Portugal and swam with dolphins for my birthday, which was amazing.

Most memorable moment?
Definitely my wedding day - and not just because I'm still paying for it!

Chocs away for Joan



The Pen Warehouse was pleased to support Joan Robinson, Managing Director of Big Bird Sports (UK) Ltd and her challenge to 'dechox' during March. Joan gave up chocolate for a month to raise funds for the British Heart Foundation and their lifesaving research. Joan says: "I am so very grateful for your incredible generosity - I am sure that BHF is even more grateful. Coronary heart disease is the UK's single biggest killer and I am joining the fight against it."

A little help for Little Eden

We were delighted to meet Tate Harvey recently and his parents, Dawn and Glen. Tate was born with Downs Syndrome and Talipes (Club Foot) as well as a hole in his heart.



Dawn and Glen spent six years creating a magical, colourful garden at their home, which they now open every Monday and Friday afternoon for children with additional or special needs. As well as being a peaceful haven for children to play, spend some quiet time or go for a swim, it is also a fantastic support network for parents and carers. We have donated some pens to help the Harvey family with their fundraising efforts.

Find out more about Little Eden at www.littleeden.me.uk

PPD Masters Golf Day

Sales Manager Nick Clewlow's Pen Warehouse team came second recently at the PPD Masters Golf Day held at the Belfry.

19 teams entered from within the industry and The Pen Warehouse team included Charlie Parker from Parkers Promotional Products, Steve Ward from Ad-Options and Richard Gardiner from Bright Ideas Promotional Products.



Join the Conversation... Connect with us on Twitter, Facebook and Google +



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

Britain's productivity levels per worker is 40% below the US and one fifth below the G7 average. In the manufacturing sector, economists largely agree that this is primarily due to the UK's lack of desire to invest in technology and instead invest in higher levels of cheap unskilled labour as it is a more flexible overhead. This has proven to work very well for the UK as it has resulted in high rates of employment but unfortunately has been disastrous for productivity.

The Pen Warehouse, since its inception, has regarded high productivity levels as its single, most important metric to get right, partly because we are based in the S.E. of England where labour costs are high and partly because we know that the only real way to exploit economies of scale is to adopt the latest high-speed technology.

There is one downside to this however, as it means annual profits have to continually be reinvested in the business, so no yachts for me and no luxury apartments for my cats. Seriously though, our business is our passion and if you want to be serious about offering high levels of customer service at competitive prices then you have to invest in your business for the long-term.

There is much I would like to say about our plans for efficiency and investment in human resources but I am limited to my column inches for this editorial, so that will be for the next edition. In the meantime, rest assured that throughout this year and in years to come we will continue to bring you products and services based on the latest technology at prices you can turn into profit for your distributor business.

No-Minimum

→ 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 VistaPrint 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 bespoke website owner can easily customise their 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 bespoke website owners can also purchase a new domain name or use the no-minimum subdomain for a quick and simple start to trading.

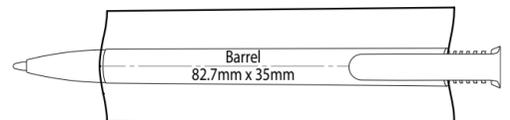
More information about how the bespoke sites work can be found at www.no-minimum.co.uk/bespoke

New from No-Minimum

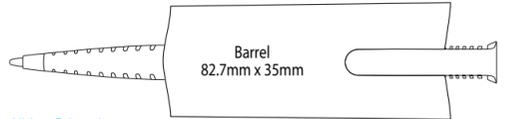
→ We're adding many more products to www.no-minimum.co.uk including the Albion Ballpen Range.

Designed to take full advantage of the latest photographic quality digital printing technology, the Albion Ballpen range can be printed with full colour imaging around the barrel.

The Albion Grip features a soft rubber grip which is available in eight vibrant colours while the Albion Diamond is a translucent version of the Albion Ballpen.



Albion Diamond Barrel print area



Albion Grip print area



Setting up an account is free, quick and easy

Products

Boost a brand with a LogoClip™

→ Variety is the spice of life which is why The Pen Warehouse has created a range of differently shaped LogoClips™ to augment the System™ Pen range. LogoClips™ combine both special shapes, such as flags, rosettes and shields, and a wide range of free standard artwork.

Now restaurants, cafés, tearooms and caterers can boost business with LogoClip™ Chef Hats. The chef's hat can be printed with a flag to depict a type of cuisine, such as the Italian flag for a pizza restaurant, while the barrel can be wrapped with complementary images.

Combining an attractive clip design with the added benefit of printing 360° around the barrel means that the System™ range makes for endless possibilities.

For more information contact our sales team on 01252 400270

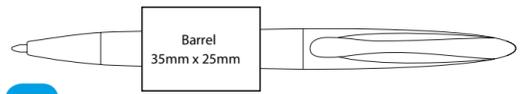
Market Smarter with the Sparta

New and exclusive to The Pen Warehouse, the Sparta Ballpen and the Sparta Argent Ballpen exploit the potential of double injection moulding which produces seamless colour combinations not previously possible through simple assembly alone.

The design-led styling of the Sparta Ballpen range belies its competitive price point, now lowered further thanks to a reduced origination fee of just £10 until the end of 2015.

The Sparta Ballpen combines an unusual curvy clip and a silver nose cone with a chunky design to deliver a distinctive pen with a quality feel. The twist action pen has a white barrel and is available with a choice of seven trim colours.

The Sparta Ballpen's companion, the Sparta Argent Ballpen has the same distinctive features as the Sparta Ballpen but with a silver trim. It is available in black or white. Both the Sparta Ballpen and the Sparta Argent Ballpen boast a 35mm x 25mm print area and are available with a five day standard lead time.



Sparta Ballpen print area

Mix it up with the Contour Mix and Match

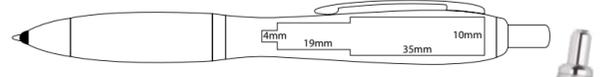
The popular Contour Ballpen is now available with a mix and match option which allows different grip and barrel colours.

The rubberised grip and the translucent barrel are each available in a choice of ten colours which can be combined to create vibrant colourways to suit any brand logo.

As well as a new option to choose either a blue or a black refill, marketers can now also opt for a ballgel refill which provides a smoother writing experience for as little as £0.015 per unit. Gel ink ballpens bring the quality of a fountain pen without the fuss and are capable of writing up to 400 metres. Gel ink is also now available as an option on the Contour Extra Ballpen.



Contour Mix and Match Ballpen print area



For more details call our sales team on 01252 400270

Contour range - new three day standard lead time on 20 lines

Twenty lines in the best-selling Contour range are now available on a three day express service without an additional charge. The three day express service is available on all Contour Ballpen orders up to 5,000 pieces with one colour print, excluding the Contour Digital and Contour Wrap Ballpen which have an order limit of up to 1,000 units with full colour print.

Contact us today on 01252 400270 for a quote.

Hi Line range makes headlines

Designed in the UK to optimise The Pen Warehouse's digital wrap printing processes, the Hi Line range boasts a full colour wrap along the entire length of the pencil.

As the Hi Line is printed in the UK, standard lead times are just five days.

Both pencils in the Hi Line range feature a 360° wrap with a high resolution print and are available sharpened or unsharpened. The Hi Line WE is supplied with a silver ferrule and pink eraser while the Hi Line NE is supplied without an eraser.

As well as offering outstanding branding opportunities, the Hi Line range is competitively priced too with the Hi Line WE available from just 18.8p per unit for orders of 1000 pieces.



To order the Hi Line visit www.no-minimum.co.uk

Get straight to the point with a three day standard lead time on pencils

The Pen Warehouse has introduced a standard three day lead time on the Standard WE, Standard NE and Oro pencils in response to demand.

Now business gift houses can place orders for up to 20,000 pencils with a one colour print and enjoy speedier delivery for no extra charge. A 24 hour express service is also available for those last minute promotional emergencies.

The popular Standard range includes the Standard WE (With Eraser) and the Standard NE (No Eraser). Both lines feature a gloss barrel and a 60mm x 16mm print area. The Standard WE has a silver ferrule and pink eraser and is available in 12 colours, while the Standard NE is available in 11 colours.

The Oro pencil has a gold ferrule and a white eraser and is available in 10 classic colours as well as a metallic gold or silver finish.

To place an order, contact sales@pens.co.uk or call 01252 400270

Allow logos to shine with the Garda Ballpen

A full polished chrome finish is now available on the Garda Ballpen thanks to Chromark™ technology. Chromark is a new laser engraving system which cuts through the pen's soft touch rubberised exterior to reveal a reflective chrome finish. The finish subtly matches the Garda Ballpen's chrome trim to create a promotional gift with high perceived value.

The Garda Ballpen is available in black, red and blue or as a silver ballpen with a print area measuring 25mm x 25mm. It is supplied with a blue ink refill and has a five day standard lead time.

Products

Five day standard lead time across all ranges

→ Investment in production capabilities and larger warehousing has enabled us to provide a five day lead time across all ranges as standard. This means that distributors can now offer a quicker service, at no extra cost, to end users

For those last minute promotional emergencies, our express services can provide even faster delivery. Our Panther range is available on a Premier Ship same-day express service, while a 24 hour express service is an option on our Absolute range and four other ranges.

Did you know that The Pen Warehouse also offers a number of ranges with express delivery options?

These include the Absolute Ballpen, the Alaska Ballpen, the Albion Ballpen and the Harrier Ballpen ranges. 24 express delivery is also available on some of our full colour digitally printed products. These include the Triangular Highlighter, the Spectrum Ballpen and the Spectrum Max Ballpen. The new profile on the Spectrum Max Ballpen provides a 25% larger print area than on the standard Spectrum. Both pens have a unique oval shape with a chrome trim and a rubberised grip which is available in eight vibrant colours.

The Absolute Ballpen is Europe's most popular pen range for general promotions. With its simple design but sophisticated construction, the Absolute Ballpen range offers a generous print area and can be printed in up to six colours.

Premiership 3 allows customers to enjoy a 3-day express service on an extended range of 21 lines, including the popular Contour Ballpen range and the Standard Pencil range.

Find out more by calling our sales team on 01252 400270

