

# Talking

From  the pen warehouse

# PENS

**THE GAME  
CHANGER**



## New Electra Inkredible® Roller

We like to think of our new Inkredible™ refill as disruptive technology, set to have a huge impact on how customers use and perceive budget promotional pens. Now we've coupled Inkredible™ with one of our best-selling models to produce a writing instrument that's a real game changer.

*Continue reading on page 4.*



**The Supersaver™  
Supplement**



**Prismatic Touch  
Ballpen**



**Introducing  
Matt Freeman**

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PenWarehouse



@penwarehouse

# Welcome to the latest edition of Talking Pens, keeping you up to date with products and services from The Pen Warehouse.



Some six years ago when we developed the idea of direct-to-substrate digital printing for promotional items in general and pens in particular, it proved to be what is known as 'disruptive innovation'.

It disrupted the way The Pen Warehouse operated, the way we designed our pens, it re-shored an element of manufacturing and disrupted the safe and time-honoured way in which advertising messages appeared on promotional items. Another good example of 'disruptive innovation' is our web-to-print portal [www.no-minimum.co.uk](http://www.no-minimum.co.uk) where we are changing the way distributors can order promotional gifts.

These 'disruptive innovations' were characterised by three things: a cheaper way of doing things, huge up-front costs for the innovator, and an element of market resistance to change in the short term.

Our latest 'disruptive innovation', Inkredible™ is an entirely new ink refill for our pens. It has the same three characteristic consequences of previous innovations but we have no doubt that in the long-term it will redefine what we mean by "a good writing experience". For the first time in the promotions market, we can now offer retractable pens in both plastic and metal with the same writing experience we would expect from a high-quality capped rollerball, but at a fraction of the price.

So, we've cracked the price, we've borne the up-front costs of development and stockholding, and now we must rely on our distributors to help us to gain traction in the marketplace, thus speeding up early adoption of the idea. As with past innovations, the rewards will be great for those distributors that see the potential early on, and we offer free samples, images and self-promotion discounts on our current two models available with Inkredible™ refills to enable you to get behind this very exciting new initiative.



Please read our article on the new Electra Inkredible® Roller to find out more.



No-Minimum.co.uk is an automated web-to-print system designed to process online orders of digitally printed and laser engraved promotional products quickly and easily. There are no minimum order quantities and no set up fees.

## Customise Your Own Free eCommerce Site

We've recently rolled out some great new customisation options for No-Minimum Bespoke eCommerce sites.

These are sites that distributors can get for free and use to sell personalised promotional products to their customers with little effort or intervention on their own part. Customers go online, create their own design, and have their order automatically fulfilled. All products are available from just a single piece to attract customers who might otherwise be put off by minimum order quantities.

Now these sites can be easily tailored with simple-to-use customisation tools, giving distributors full control over how their No-Minimum Bespoke site looks and feels.

Once a distributor has got their free-of-charge site, they can replace the header logo and change the theme colours to match their own branding. Landing page text and contact details can be configured with a friendly page editor, while additional pages, blogs and social media links can also be added.

An intuitive set of admin tools mean this customisation requires no knowledge of coding or advanced IT skills. If you can use a simple web interface then you'll quickly have the front-end you want to a great eCommerce site. More advanced users can edit their own CSS and HTML for even more extensive customisation options.

No-Minimum Bespoke is a great alternative to building a costly eCommerce site from scratch and gives your customers access to an impressive array of high-quality products, the latest printing technology and rapid lead times.

To find out more about No-Minimum Bespoke, call 01252 796 894 or email [support@no-minimum.co.uk](mailto:support@no-minimum.co.uk).



## No-Minimum News – Out Now!

This month sees the launch of our brand new No-Minimum.co.uk newsletter. No-Minimum News will be published bi-monthly and will be packed full of news, features and offers.



As well as product updates and exclusive discounts, each edition will have how-to-guides covering various aspects of the web-to-print system, as well as advice on how distributors can get the most out of their own No-Minimum Bespoke eCommerce site.

With so much going on in the world of No-Minimum.co.uk, the newsletter has taken the leap from an electronic-only format to the new printed publication. This allows for more in-depth news coverage, as well as something glossy and pretty to get your hands on.



# Products

## Go Pro With New Precision Stylus



Most of us have touchscreen devices these days, and many of us would be lost without them. To take advantage of this, more and more promotional pens come with the added tech benefit of a stylus. The new Linea Pro Stylus Ballpen stands out from this crowd with a unique stylus designed to offer a higher level of precision.

The stylus sits within a transparent plastic disk that creates a larger contact area with the screen, therefore reducing the pressure that's applied when you use it. This allows the stylus to have a very fine point without damaging your phone or tablet screen.

Because the Linea Pro stylus is much finer than standard styli, it's ideal for use with artwork applications, on-screen handwriting or websites with small elements.

It's not just the stylus that will appeal to end-users – the Linea Pro Stylus Ballpen is a high-quality metal writing instrument, with an intriguing cylindrical form, black finish and chrome trim. A ribbed rubber grip makes it comfortable to use, while a protective screw cap protects each business end.

Laser engraving will appear almost white against the black body, meaning a marketing message will really stand out. And because we're really good at this stuff, we can engrave and dispatch your order in just five days.

To find out more, call our Sales Team on 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk).

## Touchy Feely Electra

The Electra Soft Touch Ballpen is the latest addition to the best-selling Electra Ballpen range.

Its soft rubberised outer feels great to hold and gives the barrel an appealing matt finish. It retains the Electra's popular shape, including our exclusive positioning of the chrome rings to give a larger print area than any other supplier can offer. A touchscreen stylus adds some tech functionality and matches the three available barrel colours.

The Electra Soft Touch Ballpen can be laser engraved to allow the aluminium body to shine through. Thanks to our recent investment in production capacity, we can offer an incredible 48-hour lead time.

To order the new Electra Soft Touch Ballpen, call 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk).



## Prismatic Pen Will Reflect Well on a Brand



Worried that your usual selection of pens is not quite sparkly enough?

Well we've got the answer with the new Prismatic Touch Ballpen. The inside of the barrel is multi-faceted metal that reflects light in different directions. This shines through the transparent plastic outer to create a captivating prismatic effect.

Choose from four different coloured barrels, each alive with refractive loveliness.

And to further dazzle your end-users, the Prismatic Touch Ballpen adds a comfortable rubberised grip and a stylus for touchscreen devices. It's suitable for spot colour printing and is available on a five-day standard lead time.

Call The Pen Warehouse Sales Team on 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk).





# The Game Changer

We like to think of our new Inkredible™ refill as disruptive technology, set to have a huge impact on how customers use and perceive budget promotional pens. Inkredible™ ink is high-viscosity for easy flow but has been developed not to dry out and therefore doesn't require a cap. The exciting new ink technology allows the writing experience of a high-quality rollerball in a less costly ballpen.

Now we've coupled Inkredible™ with one of our best-selling models to produce a writing instrument that's a real game changer. The Electra Inkredible® Roller takes the much loved aesthetic of the Electra Ballpen, including its stunning anodised finish and appealing colour range, and added in the new Inkredible™ refill. The result is a budget-friendly pen that has an incredibly smooth writing experience and a higher perceived value than ever.

Look out for the Electra Inkredible® Roller's unique three-ring design to tell you there's something Inkredible™ inside.

For more information, contact our Sales Team on 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk).



The Electra Inkredible® Roller

## Write and Wipe



Our new Cosmopolitan Touch Pad Ballpen has a unique screen cleaning pad on the clip, perfect for removing smears and fingerprints from a touchscreen device.

Its capacitive stylus also helps keep sweaty digits from a smartphone's screen.

With a contemporary, subtly contoured design, the Cosmopolitan Touch Pad Ballpen is as appealing as it is useful. It comes in four ice-cool colours, complemented with a satin silver trim. It can be spot colour printed and is available on our standard five-day lead time.

Email our Sales Team at [sales@pens.co.uk](mailto:sales@pens.co.uk) or call 01252 400 270.



## Colourful Eraser More Colourful Than Ever

We've extended the colour range on our Colourful Eraser, with red, blue and black options now available.

These personalised erasers will get high usage among error-prone pencil-users, meaning great exposure for a marketing message. There's a total of eight colours available for spot colour printing, while the white eraser can be adorned with a full-colour design.

You can get the Colourful Eraser in just five working days. Call 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk) to find out more.





# People

## INTRODUCING...

# ...Matt Freeman

Meet Matt. He's our Graphic Designer, so is really good at colouring in and hardly ever goes over the lines. If you think this edition of Talking Pens looks pretty, it's thanks to him.

Once he's put away his crayons for the day, Matt likes to play guitar and go running, although he rarely does the two at the same time. He is always up for excitement and adventure, which is presumably what attracted him to the world of printed pens.

Matt's ambition is to do the Three Peaks Challenge, which involves climbing the three highest summits in England, Wales and Scotland. His claim to fame is that he's related to actor Martin Freeman, with whom he shares his film-star looks (where the film is about a weird Hobbit creature with hairy feet).

When asked what he dislikes, Matt immediately responded "cling film". The haunted look on his face told us everything we needed to know about a cling-film-over-the-toilet-bowl prank gone wrong.

Matt has recently moved in with his girlfriend and has a kitten called Bilbo. When he told us his cat's name we thought he was Tolkien the micky.

Fun fact! – Matt is a Coeliac so has to avoid gluten. His favourite pen is the Supersaver-i because it contains no wheat.



# Apprenticeships Update

Our new apprenticeships scheme is a great chance for young people to gain valuable print industry skills and experience. We've got two types of apprenticeship available:

- **Machine Printing** – learn about a variety of printing techniques and get hands-on with printing technology
- **Business Administration** – gain customer service and administrative experience in an office-based role

Apprentices will be paid a competitive salary while they earn a recognised qualification, with the chance of a rewarding career afterwards.

HR Manager Grace Mitchell says:

"Apprenticeships are an excellent opportunity for young people who feel college or university is not for them. They can gain recognised qualifications whilst learning a trade, and are often offered permanent careers once they have completed their apprenticeship."

To find out more, email Grace at [grace.mitchell@pens.co.uk](mailto:grace.mitchell@pens.co.uk).



# Pen2Paper

We continue our series of features that aim to bring a new perspective on pens and writing. The latest instalment of Pen2Paper looks at the history of ballpoint art...

The humble ballpoint pen. Since its introduction to the masses at Gimbel's New York Department store in 1945, it has become a staple of any office, classroom or study. But whilst John Loud's original 1888 patent, and the Biro brothers' later updates in the 1930's, undoubtedly arrived with the intention of revolutionizing the stationery world, it is unlikely that these innovators could have fathomed the works of art that would eventually spring from their bold ballpoint inventions.

Although Lucio Fontana is cited as being the first artist to use the ballpoint in 1946, it is a much more familiar figure who can be accredited with bringing its potential to the attention of the public: Mr Andy Warhol. His playful and delicate style married to the simplicity of the ballpoint pen beautifully, and his doodles began to turn into works of art, many of which are still admired today.

More recently, Juan Fransico Casas has taken the internet by storm with his incredibly life-like ballpoint sketches, while Ukrainian Serhiv Kolyada uses ballpoint on construction paper to create politically-infused drawings.

To read the full article, visit [www.pens.co.uk/pen2paper](http://www.pens.co.uk/pen2paper).





# News

## Kids are Topper the Class

Pupils at the local Belle Vue Infant School were happy to receive a donation of Topper Pencil Sets, which will be used as prizes in their regular Spelling Bee. Jesse, Aalyiah and Tafara were keen to pose with the pencil sets when we visited their Aldershot-based school.

We hope they end up better at spelling than wot we is.



## Adventurers Hit Their Peak

**Warning:** those who get vertigo from climbing the stairs should stop reading now.

We recently sponsored an intrepid couple in their bid to climb Mount Kilimanjaro in aid of charity. Glen and Sam Gardiner raised over £8,500 for Phillis Tuckwell Hospice while tackling the world's highest freestanding mountain. The eleven-day trip involved climbing for up to seven hours a day before reaching the 5,895m peak, where temperatures were as low as -20°C.



As well as a cash contribution, we also donated a couple of printed T-shirts – fetchingly modelled by Sam and Glen just before they set off on their expedition.

## Donation to...



The Darjeeling Children's Trust is a charity that seeks to help disadvantaged children in India through improving living conditions and increasing opportunities for education. The Pen Warehouse recently helped with their rebranding by printing 500 free Pioneer Ballpens with their new logo. The rebrand comes as the Trust extends its work and takes on ever larger projects – they are currently redeveloping an orphanage to offer safe, comfortable accommodation for 100 children.

To find out more about the incredible work of the Darjeeling Children's Trust, visit [www.darjeelingchildrenstrust.org.uk](http://www.darjeelingchildrenstrust.org.uk).

## The Supersaver™ Supplement Now Available

Our brand new Supersaver™ Supplement is now available for distributors. This is a bite-sized booklet featuring eight of our best value products. The Supersaver™ range has been specifically developed to offer high-quality promotional writing instruments at incredibly low prices. In fact, we believe the Supersaver™ range are Europe's most competitively priced promotional pens.

The Supersaver™ Supplement has RRP pricing, ideal for sending directly to an end-user, and can be overprinted with your contact details.

For more information or to request your free copies, email [sales@pens.co.uk](mailto:sales@pens.co.uk) or call 01252 400 270.



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