

ISSUE
17

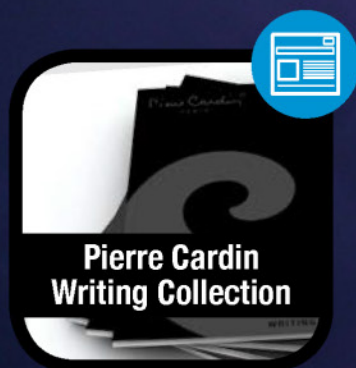
Talking

From  the pen warehouse

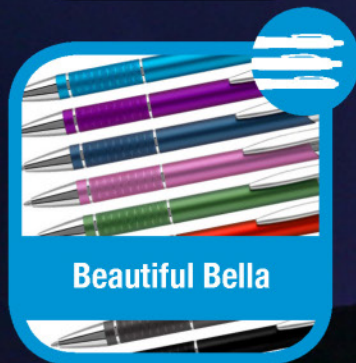
PENS

Electrafying!

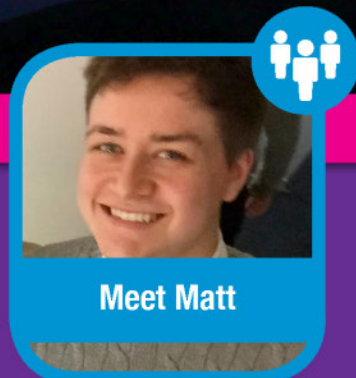
FREE Setup & FREE Carriage



Pierre Cardin
Writing Collection



Beautiful Bella



Meet Matt

Our new Electra Classic Ballpens
include FREE setup and FREE carriage.

See page 3 for details.

NEWS • OFFERS • PRODUCT FEATURES • LATEST TECHNOLOGY • COMMUNITY

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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.



We pride ourselves on being ahead of the curve on printing technology, product design and disruptive developments that affect the promotions industry.

Previous editorials in Talking Pens have dealt with all of these issues but it is the latter, disruptive influences on the Promotions Industry that we should all be most concerned about.

The emergence of high-speed digital print, web-to-print and online marketing have revolutionised the traditional printing industry, notably in business cards, small brochures, leaflets, greeting cards and photo albums. Prices have plummeted on these items in recent years as computers and systems replaced people and this has allowed a handful of early adopters to dominate the market internationally. The promotions industry has been largely sheltered from this disruptive technology for two reasons. Firstly, web-to-print systems have not been widely developed to handle the complexity of printing disparate promotional items. Secondly, mass penetration of the promotions industry requires precise end-user customer data that is currently held by distributors. Without the latter, it will not be possible to exploit the full potential of web-to-print technology easily.

This is about to change. We believe one or two existing large players in the print industry are already in the advanced stages of developing software to handle promotional orders with little or no human intervention and these guys need end-user customer data to succeed. This could be achieved by both M&A (mergers and acquisitions) and courting trade business. The long-term vision is that distributors will not have a position in the supply chain for everything but possibly top-level corporate work. This development poses a serious and existential threat to distributors, so guard your customer data diligently.

The Pen Warehouse is a strictly trade-only supplier – we do not supply to the end-user and we are not part of any group that supplies to the end-user. Your data is safe with us and it will remain that way. We have a comprehensive web-to-print platform, www.no-minimum.co.uk, where you can enjoy top-level discounts, small orders with no setup charge, rapid turnaround... and you'll be secure in the knowledge your customer data is safe.



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.

Future-Proof Your Business with No-Minimum

No-Minimum Bespoke eCommerce websites have proved incredibly popular and we're excited to report that there are over 500 end-user-facing sites now live. These are a great opportunity for distributors to generate new revenue and gain an additional service offering with no additional outlay.

One of the reasons we created No-Minimum was to counter the threat of large end-user-facing websites moving into the promotional products space. No-Minimum Bespoke allows a distributor to get their own eCommerce site for free, customise it with their own branding and sell a wide range of promotional products directly to their end-users with little effort and no extra expense.

A No-Minimum Bespoke eCommerce site allows your customer to place orders 24/7 and personalise their own promotional products using intuitive artwork tools. We digitally print or laser engrave the chosen product and send directly to your customer, with no intervention on your part.

To help distributors market their No-Minimum Bespoke site and gain new customers, our in-house developer has created a comprehensive how-to guide. Request your copy of "How to Drive Traffic to Your No-Minimum Bespoke eCommerce Site" by emailing support@no-minimum.co.uk.



Inkredible™ Ink Inkluded

The Artemis Roller is the latest addition to the wide range of writing instruments available through No-Minimum.co.uk. This is an aluminium pen with an appealing contemporary design and a beautiful anodised finish. However, it is the innovative Inkredible refill inside that allows the Artemis Roller to really make its mark. This smooth-flow ink is low viscosity for a premium writing experience. It feels like using a more expensive rollerball but with the convenience and cost-saving of a capless pen.

The Artemis Roller is available in six vivid metallic colours to complement your laser engraved message. Its unique grip design lends it a modern look, with the touchscreen stylus makes it the ideal companion to a smartphone or tablet.

As with all products on No-Minimum.co.uk, the Artemis Roller can be ordered from a single piece with no setup charges.

To find out more, contact support@no-minimum.co.uk.





Products

NEW FOR
2017

Electra Classic and Electra Classic Satin

FREE SETUP and **FREE CARRIAGE**

We understand that promotional product distributors work with tight margins, so our new Electra Classic Ballpen and Electra Classic Satin Ballpen include free setup and free carriage. These are ideal promotional pens due to their attractive design, versatility and budget-friendly price point.

The Electra Classic Ballpen has a vivid anodised finish available in a wide range of colours, perfect for matching a corporate identity. It can be spot colour printed to a generous branding area, or laser engraved to reveal the aluminium base metal – the perfect complement to the pen's chrome trim.

Or choose the Electra Classic Satin Ballpen which swaps the anodised coating for an appealing satin finish.

The Electra Classic Ballpen and Electra Classic Satin Ballpen have a 5-day standard lead time but we also offer an expedited 48-hour express service.

For more information, call our Sales Team on 01252 400 270 or email sales@pens.co.uk. Or order from a single piece at www.No-Minimum.co.uk.



48-Hour Express

5-Day Lead Time

Fountain Pens More Popular Than Ever

According to market research firm Euromonitor International, global sales of fountain pens were up 2.1% in 2016 and are set to rise again this year. In fact, aside from a blip in 2009, the value of fountain pen sales has increased year-on-year for the past two decades.

At The Pen Warehouse, we very much love a fountain pen. The Sterling Classic is our most premium offering, with a Hallmarked solid silver barrel and 22 carat gold-plated trim. It makes a beautiful luxury gift or prestigious corporate reward when laser engraved with your message.

Also ideal for gifting, the Lucerne Fountain Pen from DaVinci marries a chrome finish with stunning gold plating. The brass base metal is revealed when laser

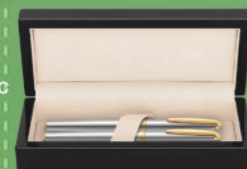
engraved using our precision technology and a DaVinci luxury gift box is included to make a great impression.

At the other end of the scale, the Softflow 101 is an entry-level plastic fountain pen that offers a great writing experience on a budget. The unique ink delivery system ensures a smooth flow and is refillable. The barrel of the Softflow 101 can be spot colour printed to a large 40mm x 20mm area, making it the ideal way to incorporate a fountain pen into a promotional campaign.

Each of these fountain pens is dispatched on a 5-day standard lead time. The Sterling Classic Fountain Pen is also available from just a single piece at www.No-Minimum.co.uk.

The Sterling Classic Fountain Pen

The Sterling Classic Pen Set



Softflow 101 Fountain Pen



Lucerne Fountain Pen

Meet Your Match

Coloured
Engraving



We absolutely love the new Match Ballpen. We are proud of all our products, of course, but we think the Match is something a bit extra special thanks to its unique coloured engraving.

The Match Ballpen is a push-button metal writing instrument with either a matte black or silver body. When laser engraved, the coloured metal substrate is revealed, matching the colour of the rubber grip. The result is a fantastic vivid effect that really stands out. We recommend you request a free sample so you can see for yourself.

Find out more about the unique Match Ballpen by calling 01252 400 270 or emailing sales@pens.co.uk.



Pierre Cardin®
PARIS

THE FASHION BALLPEN

New for 2017, the Pierre Cardin Fashion Ballpen is the ideal way to associate a company or campaign with a renowned brand at a lower price point than you would expect. The Fashion Ballpen utilises the latest lean manufacturing processes and seamless injection technology to offer competitive prices for the promotions industry without compromising on quality. Built from high grade Terpolymer and coated in paint pigmented with metallic particles, the Fashion Ballpen is sure to impress with its obvious quality and contemporary design. The refill contains German Dokumental™ ink which allows the Fashion Ballpen to write for three times longer than a standard pen without being three times the price.

The Fashion Ballpen can be spot colour printed to a large 45mm x 20mm barrel area and features Pierre Cardin branding beside the clip. Choose from a range of 11 colours and add a PB11 Gift Box to complete an impressive promotional pen.

To offer your customers a top brand at an attractive price, email sales@pens.co.uk or call 01252 400 270.



Beautiful Bella Ballpens



You'll love our beautiful new Bella Ballpen and Bella Touch Ballpen. Made from aluminium with a stunning anodised finish, the Bella is available in a diverse range of 11 metallic colours, including burgundy, pink, purple and green. The barrel features a unique textured grip and is completed by smart chrome trim, while the Bella Touch throws in a handy stylus for your smartphone or tablet.

The Bella Ballpen and Bella Touch Ballpen are ideal for laser engraving but can also be spot colour printed alongside the clip. We dispatch in just 5 working days, with a 3-day express service also available.

Contact sales@pens.co.uk to find out more. Or order with no MOQ from www.No-Minimum.co.uk.

Pierre Cardin®
PARIS

ILLUSTRIOUS LUSTROUS

The Pierre Cardin Lustrous Ballpen and Rollerball represent the pinnacle of our new Writing Collection. Our flagship products have been manufactured with incredible attention to detail, down to their hand-polished clips and individually adjusted caps. Resplendent in either 22 carat gold or triple-plated chrome, the Lustrous Ballpen and Rollerball feature a hand-tooled guilloche finish and Pierre Cardin branding on the centre band.

Choose from a twist-action ballpen or a capped rollerball. Each includes long-lasting, archival quality Dokumental™ ink and can be laser engraved to a clear area alongside the clip. We recommend the luxurious APB01 gift case to present your Pierre Cardin Lustrous Ballpen or Rollerball, either individually or as a breathtaking set.

Email sales@pens.co.uk or call 01252 400 270 to find out more.





People

INTRODUCING...

...*Matt Mahoney*

Meet Matt Mahoney – or The Mahonester as he very much doesn't like to be called.



He's Marketing Assistant for The Pen Warehouse meaning he's involved in a wide variety of tasks, including organising trade shows, sending eshots, taking enquiries and generally being a star. He joined the glamorous world of pens 7 months ago and has loved every minute of it. Oh sorry, he says he's loved a minute of it.

When he's not promoting promotional pens, Matt enjoys socialising with friends and playing football. He also enjoys eating out and his favourite food is pasta – maybe that's why he chose the Penne Warehouse.

Matt loves visiting London and staying in nice hotels, and we mean really posh ones where you get a free biscuit with your sachets of instant coffee.

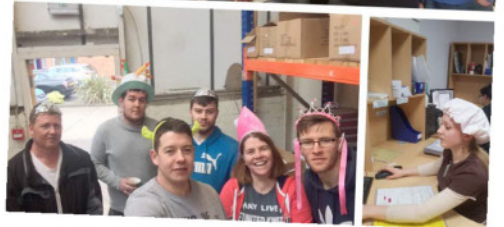
Matt says his pet hates are people who talk loudly and eat loudly. He may have listed other things but we couldn't hear him over the Nandos we were noshing noisily.

Matt enjoys travelling and his ambition is to go to America next year. Good job Americans are not known for talking loudly.

When asked what Pen Warehouse product he was most like, Matt told us the LPC 016 Ballpen because he's "chunky and solid". Not because he twists at the waist and can be printed with your logo.

Hats the Way to Do It

Staff at The Pen Warehouse and sister company Snap Products donned a variety of outlandish head gear to help raise money for World Autism Awareness week. It was the perfect excuse to dust off bunny ears, tiaras and baseball caps. Not that we need much of an excuse to get dressed up!



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 story of Egyptian hieroglyphs...

Archaeologists recently discovered and dated the world's oldest cave paintings to 40,800 years ago, located in northern Spain. Throughout the world, disparate communities, who would never have encountered one another, developed this ability to communicate through simple art forms. The point at which these pictures began to hold symbolic meaning heralded the potential for the development of written language.

It is widely accepted that the first writing system was developed by the Sumerians in approximately 3400-3200 BC and that hieroglyphs were developed shortly after the Sumerian script.

The term 'hieroglyphic' is an adjective that describes the nature of a writing system; the symbols themselves are referred to as 'hieroglyphs'. A common misconception is that the glyphs only had a symbolic or semantic meaning. For example, the word 'cat' would be represented by a cat. In reality, glyphs represented the phonetic sounds that formed the word 'cat'. The glyphs can be written in different directions – in order to tell the direction of any given text, it is necessary to study the heads of the animals or people which will be facing the start of the line.

To read the full article, visit www.pens.co.uk/pen2paper, or scan the QR code.





News

PENS GALORE 19 - OUT NOW

The latest edition of our comprehensive catalogue, Pens Galore 19, is out now. This features Europe's widest range of promotional writing instruments with over 450 products to choose from.

2017 sees the expansion of our aluminium ballpen offering, with many new lines introduced in the best-selling Electra Ballpen range. Other new products include the incredible Match Ballpen with unique coloured engraving, and the beautiful Bella Touch Ballpen with touchscreen stylus – read about these elsewhere in this newsletter.

We offer a 5-day standard lead time with many products also available on express services. Pens Galore 19 can be overprinted with a distributor's branding, making it ideal for sending to your own customers, and it also comes with a DVD of product images and print area diagrams.

For full details, contact The Pen Warehouse Sales Team on 01252 400 270 or sales@pens.co.uk.

Pens Galore 19 can also be viewed online at catalogues.promotional.tv/PensGaloreCatalogue.



Marshmallow Mayhem

Our Customer Services and Artwork departments recently did the Marshmallow Challenge team building exercise. The idea is to build the tallest free-standing structure using only dried spaghetti, tape, string and a marshmallow. Teams were indeed built, even if impressive structures were not!



We Do Our *BYTE* for Charity

We like to do our bit for the environment and so recycle all our old IT equipment, including printers and ink cartridges. Not only does this keep them from ending up in landfill, all profits made from their resale goes to charities, schools and hospices.



We even donate our unwanted computer monitors to the local Rotary club so that they can be used in providing education and training for young people in need.

WRITING COLLECTION EDITION ONE

Pierre Cardin®
PARIS



The first edition of our Pierre Cardin Writing Collection brochure is now available. Our exclusive range of writing instruments and notebooks have been developed based on the principles of high-quality design, precision manufacturing and Cardin-inspired aesthetics.

The range has been designed to fill a gap in the market: a retail brand manufactured to the standards you would expect from only the very top brands, but at a price point attractive to the promotions industry. These are exclusive products you won't find anywhere else, built from the ground up by an expert team of designers and manufactured with astonishing attention to detail.

Each pen and notebook can be personalised with your message using the latest printing and laser engraving technology for an impressive promotional giveaway or a gift you can be truly proud of.

Join the
Conversation...

Connect with us on
Twitter and Facebook



To find out more, or to request your copy of Pierre Cardin Writing Collection – Edition One, contact sales@pens.co.uk.