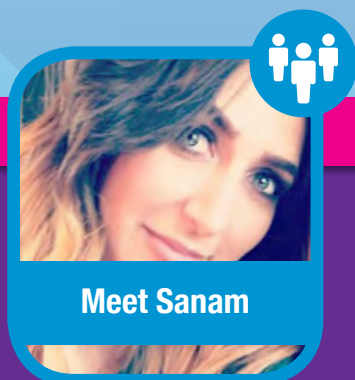
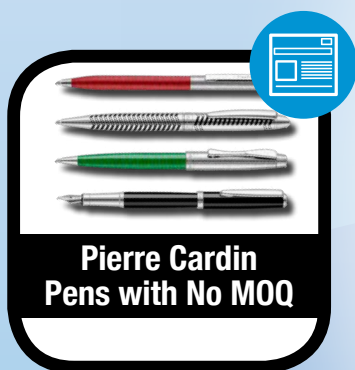


Talking

From **the pen warehouse**

pens

NEW **Pens.co.uk** Launched



We've given our pens.co.uk website a major overhaul with new features to help distributors.
See page 6 for details.

NEW!

NEWS • OFFERS • PRODUCT FEATURES • LATEST TECHNOLOGY • COMMUNITY

Visit us
online



www.pens.co.uk



PenWarehouse



@penwarehouse

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



We are delighted to have won gold at 'PAGE Supplier of the Year' awards this year and I would like to thank everyone who voted for us. For those who didn't, we promise to support Debbie and her team in providing even better service next year.

With service in mind we have now rebuilt www.pens.co.uk so that distributors can get online access to customer-specific trade prices, live stock levels and more. This means you can access information twenty-four hours a day, seven days a week at the click of a button. We are aware that many of our distributors work out of hours and it's often a frustration that they have to wait until supplier's opening times to get vital information to complete quotations with confidence. We sincerely hope this new facility will help your workflow, efficiency and customer-service.

Also featured in this issue of Talking Pens is our new digital full-colour printing service on rubberised aluminium pens. As you may already know, we have been offering full colour printing on anodised aluminium pens for several years now but achieving adequate adhesion levels on rubberised pens has been a challenge. We cracked this technical problem about seven months ago but it could not be commercialised at the time with our existing plant. We are now pleased to announce that an entirely new printing line has been added to our production facility with specialist treatment controls and we are already fulfilling orders on rubberised pens in vibrant full-colour, with print areas up to 58mm x 7mm.

Many new developments are in the pipeline here at The Pen Warehouse as we evolve to meet the challenges facing our industry, so keep an eye out for future editions of Talking Pens - you won't be disappointed.



Pens.co.uk



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.

Pierre Cardin Pens Now Available

The Pierre Cardin Writing Collection is now available with no MOQ from No-Minimum.co.uk. This exclusive range of premium writing instruments has been developed based on the principles of high-quality design, precision manufacturing and Cardin-inspired aesthetics.

The Pierre Cardin 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.

The Lustrous Ballpen and Rollerball are the flagship products in the range, manufactured from polished brass and triple-plated in 22 carat gold or chromium. Each cap is adjusted to fit precisely, and this attention to detail extends to the hand-polished clip. The refill contains German Dokumental ink with a writing length of 2,000 meters.

Other Pierre Cardin pens include the heavyweight Academie Rollerball with hand-machined guilloche finish and the Beaumont Roller with Inkredible™ smooth-flow refill.

Each pen can be laser engraved or digitally printed with your message and includes a Pierre Cardin-branded gift box. There are no minimum order quantities and no setup fees. Order a single piece as a beautiful personalised gift, a small quantity as prestigious corporate rewards or place a larger order for a truly impressive promotional product.

For more information,
contact support@no-minimum.co.uk.

Pierre Cardin®
PARIS



Biarritz Ballpen

Customising a No-Minimum Bespoke Website

No-Minimum Bespoke is a free-of-charge eCommerce site that you can use to sell personalised products to your end users with little effort or intervention. You can even customise this site to truly make it their own.

There are a whole host of customisation options available to you. These include adding your logo and updating the theme colours so that the site reflects your own corporate branding. You can also make content changes to your site, such as editing page content, adding unique product descriptions and including links to your social media accounts.

To guide you through the various changes you can make to your No-Minimum site, we've put together a handy tutorial page. [Click here](#) to check this out.

If you're yet to get your free No-Minimum Bespoke site, contact support@no-minimum.co.uk to find out how to expand your offering with no additional outlay.



www.no-minimum.co.uk | support@no-minimum.co.uk

Full Colour Printing on Electra Soft-Feel Range

Although soft-feel aluminium pens are growing in popularity, laser engraving alone as a method for branding is proving to have limited appeal. As a result of six months of intensive research and development, we are pleased to announce we have developed a system to print full colour photographic-quality images onto soft-feel rubberised aluminium pens.

The range currently includes the Electra Classic LT Soft Ballpen, available in an array of light colours, and the Electra Soft Touch Ballpen, with a handy touchscreen stylus. Each benefits from the soft-feel rubberised barrel to give a pleasurable writing experience.

Our new ink system and treatment process offers fantastic adhesion and can reproduce vibrant full colour images even on dark pens. This is an industry-first and opens up new opportunities for distributors to offer additional branding options.

The Electra Soft-Feel Ballpen range is available on a 5-day standard lead time with digital printing. It's also available from just a single piece at www.No-Minimum.co.uk.

For more information, contact sales@pens.co.uk or call 01252 400 270.



5-Day Lead Time

Full Colour Print

Upsell to a Longer-Lasting Pierre Cardin Pen

The next time your customer is looking for plastic pens, take the opportunity to increase your margin and recommend a Pierre Cardin pen that will last a good deal longer than a traditional unbranded pen.

The Fashion Ballpen uses the latest injection moulding technology for a seamless finish, coated in paint pigmented with metallic particles for an appealing effect. It features a high-quality Dokumental™ refill that will write for 2,000 metres – approximately five times longer than unbranded plastic pens. This means it will enjoy longer use by the end user and provide more exposure to a printed message or company logo.

The Avant-Garde Roller benefits from our Inkredible™ smooth-flow ink, meaning a better writing experience and a pen that is more likely to be kept. The Avant-Garde is available in a range of bold colours, coated

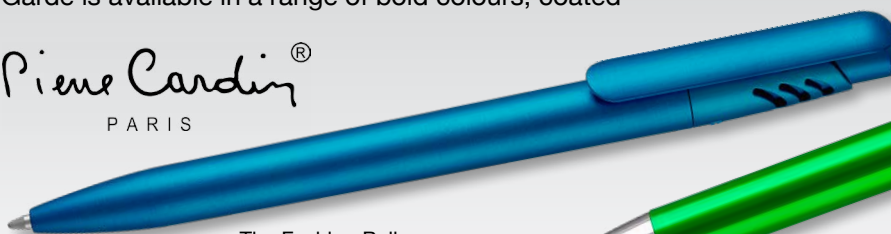
with a metallised UV lacquer that gives it the shine of an aluminium pen.

We believe there is a gap in the market for high-quality plastic writing instruments with premium features at a competitive price. Our Pierre Cardin plastic pens are a retail brand priced for the budget-conscious promotions industry, but designed to last longer than other plastic pens and therefore giving your customers increased marketing exposure.

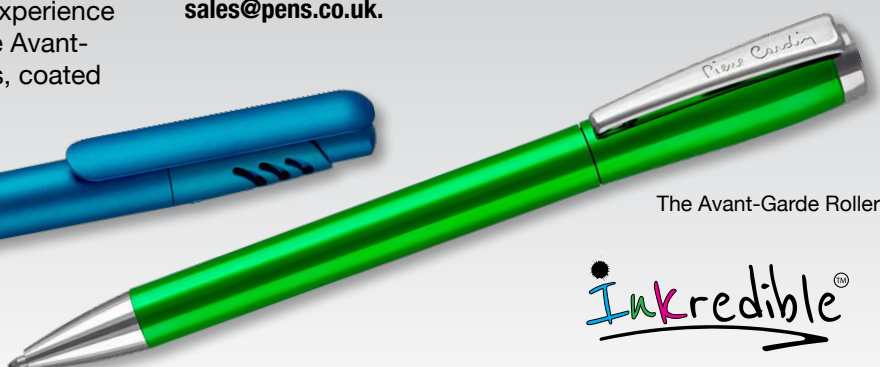
Recommend the Fashion Ballpen or Avant-Garde Roller the next time you get a plastic pen enquiry.

Call our Customer Services team on 01252 400 270 or email sales@pens.co.uk.

Pierre Cardin®
PARIS



The Fashion Ballpen



The Avant-Garde Roller

Inkredible®

That's a Wrap

We've invested in overwrapping machinery to offer a finishing touch not available from other suppliers. When any of our executive ballpens, rollerballs or fountain pens are ordered in a presentation box, there is now the option of applying a clear cellophane wrapping to that box. Not only does this protect the surface from scratches, it gives the product a retail-style appearance. It's a cost-effective way to add to the perceived value of a promotional gift; it's ideal for distributors wanting to sell to corporate clients as it gives the impression they are receiving a retail product rather than a promotional giveaway.

Clear cellophane wrapping is available today, with branded wrapping for our Pierre Cardin writing gifts coming soon.

Call 01252 400 270 or email sales@pens.co.uk for more details.

NEW Electra Satin Grip



With aluminium writing instruments proving more popular than ever, we're always looking to extend our best-selling Electra Ballpen range. The new Electra Satin Grip Ballpen has a beautiful satin finish, complemented by a black rubberised grip and appealing chrome trim. It's ideal for laser engraving – with the aluminium base metal revealed when etched – but can also be spot colour printed.

Available in a choice of 6 smart colours, the Electra Satin Grip Ballpen has a 5-day standard lead time with the option of our 3-day express service for no extra charge.

For more information, email sales@pens.co.uk or call 01252 400 270.

Get Your Hands on Our Handy Highlighter

Your customers will be high-fiving when they get hold of the Hi-5 Highlighter printed with their design. The fingers of this fun hand-shaped highlighter are five popular ink colours, while the white plastic body is the perfect canvas for a full colour design, with a large 35mm x 25mm area available for digital print. Spot colour printing is also available.

The Hi-5 Highlighter is perfect for injecting some fun into any promotional campaign, while distributors will enjoy the 5-day standard lead time.

Questions or enquiries? Call 01252 400270 or email sales@pens.co.uk and we'll lend you a hand!



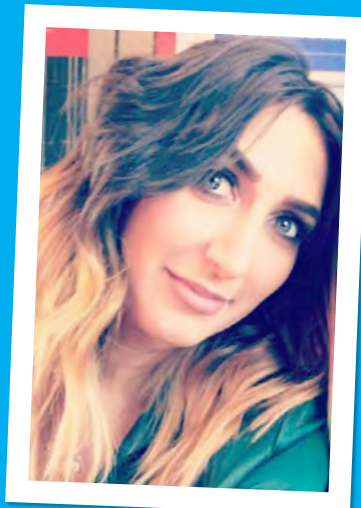


People

INTRODUCING...

...*Sanam Berry*

It's our pleasure to introduce our fantastic Account Manager Sanam Berry.



She's been with The Pen Warehouse just over a year, in a role that involves sending out orders and being a point of contact for customer queries. She enjoys overseeing her team and ensuring everyone is happy.

Sanam describes her personality as bubbly, outgoing and a little crazy. And we take it she means good-crazy, not carve-a-face-in-a-potato-and-call-it-Mr-Spudkins-crazy. She recently got married in Italy. Why she chose the balmy climes and beautiful scenery of Lake Garda over Aldershot we'll never know.

When not locked in the Customer Services cellar at Pen Warehouse Towers, Sanam enjoys playing pool in her local and catching up on precious sleep. This annoys other pub-goers when she's slumped across the pool table snoring.

Sanam's ambition is to travel the world and experience as many different cultures as possible. Her favourite food is chocolate and she tries to convince us that because cocoa is a bean it counts as one of her five-a-day.

Sanam's claim to fame is appearing as an extra in two films and meeting football star Jimmy Bullard on an Easy Jet flight. She confesses to booking holidays after a bit too much prosecco. That's surely the only reason someone would choose to fly with Easy Jet.

Pen Warehouse Voted Top PAGE Supplier for Fifth Year Running

We're excited to have been awarded Gold Supplier of the Year by the PAGE Partnership for the fifth year in a row!

Members of The Pen Warehouse Customer Service Team attended the annual awards dinner at Brandon Hall, Coventry to accept the Gold award on behalf of the company.

Customer Services Manager Charlotte New said "What an amazing achievement for The Pen Warehouse, especially Debbie, Jade, Stacey, Danielle and Kirsty who work so hard to look after PAGE group members. We would like to thank everyone who voted for us. We are thrilled!"

The PAGE Awards recognise outstanding service by distributors and suppliers in the promotional products industry. Well done to everyone at The Pen Warehouse who contributed to this fantastic win.



Pens! Printing! Promo!

Our re-launched pens.co.uk website features our new blog, regularly updated with content we hope will be interesting and useful for those of us in the promotional products community. Check out this excerpt from our Printing Promotional Products Jargon Buster...

Don't know your 'screen printing' from your 'pad printing'? Thought that 'debossing' was your manager getting the sack? Can't even spell 'MOQ'? Our handy glossary of printing terms is here to help.

Digital printing – an ink jet printer fires microscopic droplets of ink onto the product surface. This allows photographic-quality prints in an almost limitless spectrum of colours, gradients and shades.

Laser engraving – concentrated light energy is applied via crystal rod. This removes the surface metal of a product to reveal the base metal. Only suitable for metal products.

Pad printing – a silicone rubber pad is used to transfer the artwork from an etched metal plate. This is ideal for printing to curved surfaces such as the Contour Ballpen.

Screen printing – a woven mesh is stretched over a frame to create a screen. A stencil is placed under the screen and ink forced through onto the product. This is a cost-effective print method, particularly for large jobs.

Transfer wrap – digital transfer printing is used to wrap an image around a 3D object, such as the entire barrel of a pen, as in the case of the Contour Wrap Ballpen and System Ballpen range.

Vector image – this is artwork that is made up of lines and shapes, meaning elements can be removed or modified and colours separated into layers prior to print. Fonts must be converted to outlines.

To read the full blog post, [Click here](#).



News

New Pens.co.uk Launched

We're excited to announce our new and improved pens.co.uk website is now live. This relaunched site has fantastic new features, a great new look and more products than ever before. Here are some of the things we've added:

Buy Online with eCommerce Functionality

Select your product, choose the colour, branding method and number of prints and order online within minutes.

View Real-Time Stock Availability

Each product now displays real-time stock information. Alternatives will be suggested if sufficient stock is not available for your chosen product.

Distributor Rating System

Our star ratings system allows good customer service to be recognised and rewarded with more end-user leads.

Download Print Area Diagrams

Your Trade Account will allow you to access content bespoke to you, such as catalogue group pricing and your order history.

Europe's Widest Range of Promotional Pens

Pens.co.uk features the most comprehensive range of promotional pens in Europe, including many lines exclusive to The Pen Warehouse.

Easy Quote Builder

Select a product, quantity and print options and see instant pricing, allowing you to get a quote faster than ever.

Local Distributor Finder

End users can find you more easily with our location-based distributor finder, helping you get more leads.

Trade Login Area

Your Trade Account will allow you to access content bespoke to you, such as catalogue group pricing and your order history.

New Design for Easier Navigation

With an improved layout, easy-to-navigate categories and new search tool, finding the perfect writing instrument for your client has never been easier.



Questions ?

We hope you enjoy the new pens.co.uk. If you have any questions, feedback or need some help with the new features, call 01252 796867.

Now stop reading this and check out the new pens.co.uk!

Join the
Conversation...

Connect with us on
Twitter and Facebook

