

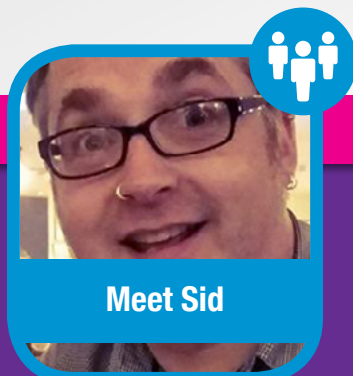
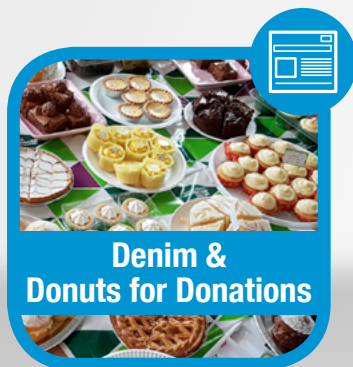
# Talking

From  the pen warehouse

# PENS

## FREE Setup & FREE Carriage

All Laser Engraved Aluminium Pens



Pay nothing for setup or carriage on over 60  
laser engraved products.

See page 3 for details.

NEWS • OFFERS • PRODUCT FEATURES • LATEST TECHNOLOGY • COMMUNITY

Visit us  
online



[www.pens.co.uk](http://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.



My first experience of engraving on a commercial scale was in the mid-70s when I was part of the Production Management team at British Industrial Graphics, in Twickenham. We referred to it back then as 'machine engraving' to distinguish the process from our higher production level chemical engraving (etching) processes. Those were the days when our only working tools were pantographs, dividing heads and a lot of patience, and the term 'laser' was the stuff of science fiction.

A lot has changed since then and although the basic science behind lasers (Light Amplification by Stimulated Emission of Radiation) was developed in the late 50s, it was only until computers came into their own that the full potential of laser cutting and engraving could be exploited and a degree of commercialisation ensued. Laser engraving technology has improved over the last twenty-five years by leaps and bounds and the latest iterations, although very expensive at the top end, are capable of very high throughput for both line-of-sight engraving and 360° peripheral engraving.

We've been carefully watching not only the development of laser technology, but also the motion control systems that can deliver, orientate and extract metal pens at high speed with minimal human intervention during the engraving process. We believe the time is 'now' to invest in the best and fastest machines the industry can offer because of ongoing requests from distributors to The Pen Warehouse, as a trade-exclusive supplier, to provide laser engraved pens at trade prices that will enable them to compete with end-user facing suppliers that they believe to be competitors.

We are delighted to announce the recent installation of two, multiple head and fully automatic laser engraving lines at our Aldershot factory and we've come up with some great prices that will allow distributors to stay in the game. Please have a read of our first offering in the main body of this newsletter.



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.

## Exclusive 24-Hour Express Services

We all shop online these days and increasingly expect fast turnaround of our orders. No-Minimum.co.uk understands the pressures of tight deadlines and last-minute events and so brings the rapid turnaround times usually associated with the online retail sector to the world of promotional products and personalised gifts.

We've dramatically increased the number of No-Minimum.co.uk products with a FREE 24-hour service, including a number of popular stationery products. The Snap Eraser has a unique plastic insert specifically designed for a digital print that will last; our plastic Pencil Sharpener has a generous 35mm diameter branding area; and our digitally printed 15cm and 30cm Rulers are ideal for showing off a full colour design.

You can even get this 24-hour express service on our best-selling Electra Ballpen and Electra Classic Ballpen.

Each of these products is available with no MOQs, free setup and free next-day dispatch.

Contact [support@no-minimum.co.uk](mailto:support@no-minimum.co.uk) for the full list of express products.



## Help With SEO

So you've got your own free No-Minimum.co.uk Bespoke end-user website – now you want potential customers to find it and help drive more traffic to your site. The key to this is Search Engine Optimisation. SEO is a complex subject and can be initially daunting. Therefore we've put together some handy guides to help you.

### Introduction to SEO

We explain what SEO is, why it's important and discuss some of the key concepts. These include building strong links to your site, creating unique content and Pay-Per-Click advertising.

To read our Introduction to SEO scan this QR code or go to <http://traq.no-minimum.co.uk/seo-intro>



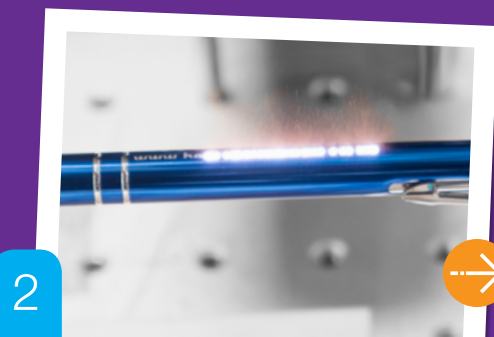
### SEO Checklist – On-Page

This is a list of actionable steps that you can follow. It focuses on optimising on-page content to improve your search engine ranking.

To read our SEO Checklist scan this QR code or go to <http://traq.no-minimum.co.uk/seo-checklist>



We have more SEO guides in the pipeline, so look out for these coming soon.



[www.no-minimum.co.uk](http://www.no-minimum.co.uk) | [support@no-minimum.co.uk](mailto:support@no-minimum.co.uk)

# Products

## FREE Setup & FREE Carriage All Laser Engraved Aluminium Pens

Now when you order any of our aluminium pens with laser engraving, you'll pay nothing for setup or carriage.

We can offer this incredible deal thanks to our recent investment in cutting-edge laser engraving technology. This has allowed us to increase our capacity, keep our costs down and pass the savings on to you in the form of free setup and free carriage.



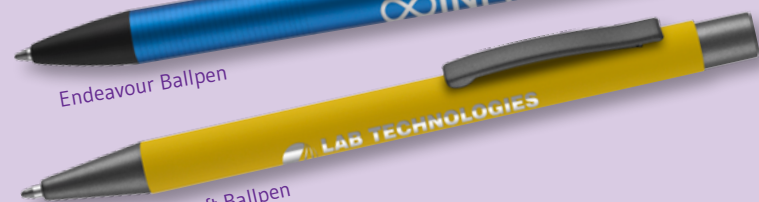
Electra Classic Ballpen



Bella Ballpen



Endeavour Ballpen



Ergo Soft Ballpen

Over 60 models of aluminium pen can benefit from these savings. The best-selling Electra Classic, with its appealing aluminium barrel and chrome trim, is now more cost-effective than ever, while the beautiful Bella Ballpen and Bella Touch Ballpen are now an even more attractive proposition.

We've even introduced brand new models that can also be engraved with no setup charges and free carriage. These include the Endeavour Ballpen with its ultra-modern design and smart black trim, and the Ergo Soft Ballpen with its tactile soft-feel barrel and bold colour range.

Our standard lead time is just 5 working days, but our increased production capability means we can also offer a 24-Hour Express Service on selected products.

Note that Pierre Cardin products are excluded from the free setup and free carriage offer, while the free carriage is for one UK mainland address only.

For the full details of this industry-beating engraving offer, call 01252 400270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk).

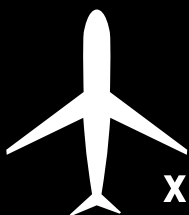
## We've Gone to Great Lengths with

The attention to detail we've lavished on our Pierre Cardin pen range even extends to the ink refills we've selected. Many of our executive pens feature high-quality German Dokumental refills that can write for an incredible 4,000 metres. That's ten times longer than a standard unbranded pen. But what else is 4,000 metres equivalent to?



x 12.5

12.5 times the height  
of the Eiffel Tower

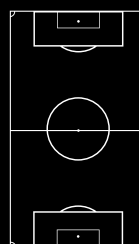


x 60

The wingspan of  
60 Jumbo Jets



Half as tall as  
Mount Everest



x 40

40 times as  
long a football pitch

Because our Pierre Cardin pens have such an exceptional writing length, they are likely to be kept and used for many years, therefore ensuring great exposure for an engraved message, logo or brand.



Call 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk) to find out about our full range of Pierre Cardin writing gifts.

# Supersaver™ Colour Ballpen Supersaves You Money

For a plastic promotional pen on a budget, the Supersaver Colour Ballpen represents incredible value for money. It's available in a range of bold colours with a smart black clip and push button. There's a large 45mm x 20mm print area on the barrel for spot colour designs, meaning plenty of room for a logo, company details or marketing message.

The Supersaver Colour Ballpen is the latest addition to our exclusive Supersaver product line – Europe's best-value range of promotional pens. Also available is the Supersaver Extra Ballpen with a white barrel and a Supersaver Extra Mechanical Pencil.

The Supersaver Colour Ballpen has a 5-day standard lead time, but is also available on a rapid 3-Day Express Service on orders up to 5,000 pieces.

Call our Customer Services team on 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk).



Supersaver™ Extra Ballpen also available in a Pen+ Promo Set with matching mechanical pencil.

## Price Drop and Free 24-Hour Express on Alaska Frost Ballpen



Get a cool deal on our best-selling Alaska Frost Ballpen. Not only have we dropped the unit price, we've cut screen prices to just £10 and we're even offering a 24-Hour Express Service for no extra charge.

The Alaska Frost Ballpen is the perfect promotional pen thanks to its appealing frosted finish, large print area and wide range of popular colours. We print and dispatch on a 5-day standard lead time, but now you can take advantage of our free-of-charge express service with one-colour prints.

Contact Customer Services on [sales@pens.co.uk](mailto:sales@pens.co.uk) or call 01252 400 270 for full details of the new pricing and free 24-hour dispatch.

## More Engraving Options than Ever Before

Did you know we offer five different types of laser engraving?

### Line-of-Sight Engraving

A concentrated beam of light is used to remove the surface metal of the pen, revealing the base metal beneath. We use the latest technology to ensure precise results with fast turnaround times.



### 360° Engraving

The barrel of the pen is rotated in small increments as it's engraved. This allows us to engrave around the entire circumference of the barrel, dramatically increasing the available branding area.



### Engraving on Soft-Feel Metal Pens

Aluminium pens with a soft-feel barrel are becoming increasingly popular. Our engraving cuts through this rubberised coating to reveal the base metal beneath. This means beautiful engraving that contrasts with the soft-feel outer surface.



### Chromark Engraving

This is our innovative mirror-finish engraving that gives simply stunning results. Engraving reveals the chrome base metal for bright, vivid branding that's sure to catch the eye. Only available on selected pens.



### Chemical Blacking

This is the option to add a black oxide finish to the engraving. This creates a black matt effect, ideal for making the engraved design stand out against light coloured metals.







## People

**INTRODUCING...**

*...Sid Stovold*



Sid Stovold is our Artwork Supervisor. His role involves creating artwork proofs for customers, modifying files so they are suitable for print and advising customers on how to get the best printed results. Having been with The Pen Warehouse for 17 years, he's practically part of the furniture. If furniture was known to randomly cease work in order to do some lunges in front of startled colleagues.

When not artworking/lunging, Sid plays in a rock 'n' roll band. He often extolls his love of 'spanking the plank', which, thankfully, means playing the guitar. Sid is an avid record collector and can often be found in music stores and charity shops having a rummage.

Sid is a vegetarian and his favourite 'food' is salad sandwiches. We wanted to ask him whether salad sandwiches gave him sufficient protein and energy, but he was trapped under a piece of A4 paper.

Sid's claim to fame is recently taking part in Radio 2's Popmaster quiz, his lettuce-fuelled efforts winning him a digital radio. In fact, he got one of the top scores among guitar-playing bespectacled vegetarian artworkers that day.

With his speed, accuracy and attention to detail, Sid is a dedicated member of The Pen Warehouse team we would not be without.

## New Faces at The Pen Warehouse



We're pleased to welcome four new additions to our Customer Service Team. Due to our continued expansion as the UK's leading supplier of promotional pens, we are continually adding to our dedicated staff.

Vicky Clark, Mel Alevizopoulus, Hannah Wiseman and Lisa Smallpage join our award-winning Customer Services Team.

Hannah told us: "I'm excited to join such a friendly and hard-working team. I'm looking forward to getting to know our customers and assisting with their enquiries."

Lisa says: "I already love being part of The Pen Warehouse. It's a fantastic place to work and I'm keen to progress with the company."

A huge welcome to Vicky, Mel, Hannah and Lisa!



## Rotary Club KidsOut Day



The Pen Warehouse regularly supports its local Rotary club and was pleased to be invited to attend this year's KidsOut Day. This fantastic event is organised by the KidsOut charity in conjunction with over 600 Rotary Clubs throughout the UK. The aim is to bring some happiness to the lives of disadvantaged children, giving over 29,000 kids the chance to have a fun day out.

The Pen Warehouse's Amanda Deallie and Grace Mitchell visited the event held at Aldershot Rugby Club and organised by 10 local Rotary clubs. This fun-packed day featured face painting, a bouncy castle and a petting zoo. Amanda and Grace even let the kids have a go.

Other activities included a barbeque, balloon race and a disco. For many of the children it was the first time they had experienced such things and rare opportunity to forget about disability, poverty and abuse.

Amanda Deallie said "the Aldershot KidsOut Day was a huge success, with over 700 children getting the chance to take part in a variety of activities. It was fantastic seeing so many kids enjoying themselves and The Pen Warehouse are proud to play a small part in supporting our local Rotary club."

Find out more about this great charity at [www.kidsout.org.uk](http://www.kidsout.org.uk).



## News

### Contours for a Cause

KYGN is a charity based in Tanzania that seeks to get more girls into education. Frank Murphy from BTC Group supports this great cause and we were happy to assist with a batch of Contour Ballpens. KYGN was started in 2006 as a small community project and has grown to provide education, healthcare and accommodation to some of the most disadvantaged children in the Kilimanjaro region of Tanzania.

Find out more at  
[www.kygncharity.org](http://www.kygncharity.org).



### MPS Society

We were proud to support the MPS Society with a donation of pens to use in their recent conference. This fantastic charity provides support to those affected by Mucopolysaccharide (MPS) and related diseases. These are rare, life-limiting genetic conditions caused by the shortage of a particular enzyme. Every eight days there will be a baby born with MPS or a related disease. The MPS Society supports these children and their families with a range of services, including advocacy, information and regular conferences.



Find out more about this charity's inspirational work at  
[www.mpssociety.org.uk](http://www.mpssociety.org.uk).

Join the  
**Conversation...**

Connect with us on  
Twitter and Facebook



## We're Advantage Supplier of the Year!

We are delighted to have won Supplier of the Year at the recent Advantage Catalogue Group awards. A dinner was held at the Sopwell House Hotel in Hertfordshire in July to celebrate the launch of the latest Advantage catalogue and to recognise the group's key contributors. The Pen Warehouse were voted the top supplier by group members.



Sales Managers Sophie Kelembeck and Nick Clewlow were pleased to accept the award on behalf of The Pen Warehouse. Sophie said: "We were absolutely thrilled to receive this award. Having been nominated in previous years, to win it this time is testament to the hard work of our colleagues. We would like to thank all the Advantage group members who have taken the time to vote for us this year."

### Denim and Donuts for Donations



We got involved in a couple of great causes recently. Firstly, we donned the denim for Jeans for Genes Day. Team members from The Pen Warehouse and sister company Snap Products wore their jeans to work in return for a small donation. Some got more carried away than others – Account Manager Sanam donned a denim skirt, top and a fetching matching cap.

Next up was MacMillan Coffee Morning, which raised money for the national cancer charity via the medium of cake. With a mountain of muffins and a caboodle of cookies, this was one fundraising event we were happy to get our teeth into.

