

Talking

From **the pen warehouse**

pens

FULL COLOUR Custom Packaging



Our digitally printed packaging options are the ideal way to add impact to your promotional gift.

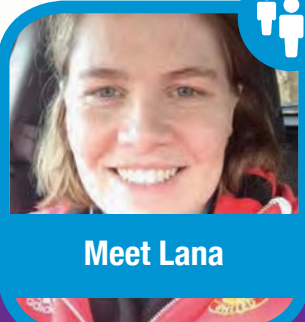
See page 3 for details.



**Pens Galore 20
OUT NOW**



Gift Sets of Note



Meet Lana



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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.



Our Commitment to Privacy

On 25th May 2018, new legislation will come into effect across the European Union that fundamentally changes the way in which companies can gather, store, process and analyse personal data. The new **General Data Protection Regulation** (GDPR) laws are expected to be ratified into UK law as part of the "Brexit Bill" so that we can continue to operate our businesses lawfully in the EU. GDPR represents the biggest changes to privacy laws in the UK for nearly twenty years and brings about much-needed improvements to the 1998 Data Protection Act.

Twenty years ago, the iPhone and other smart devices were still almost 10 years away and only 9% of UK homes were connected to the Internet. A lot has changed since then, necessitating new laws and regulations to protect us online. Each of us now has some kind of "digital footprint", an online identity full of information about us. Your personal information is a commodity item and without proper regulation would be freely traded between organisations that might not have your best interests at heart. With year-on-year increases in the rate of online fraud, it's never been more important for individuals to have the right to protect their identities online.

In preparation for the introduction of GDPR, The Pen Warehouse is publicly renewing its commitment to privacy. We believe that privacy is a fundamental human right and that respect for an individual's privacy should apply in all walks of life but especially so in business. As a trade-only supplier, we recognise the need to protect not just the privacy of our customers but also the privacy of all individuals involved in the supply chain. Over the coming months, you're likely to notice some small but significant changes to our working practices as we update our policies. We're going to be more open about how we process and store information you give us, and ensure our staff are fully trained and understand the importance of this commitment. We will conduct regular reviews into working practices to ensure privacy continues to remain of the highest priority.

The Pen Warehouse would like to invite all our trade customers and suppliers to join us in publicly announcing their commitment to privacy. We look forward to working together to bring about a safe, respectful future for the promotions industry as a whole.



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.

New Laser Engraved Pens

Throughout 2018 we'll be adding dozens of new products to our web-to-print platform, every item available from a single piece and with free setup. Here are some of our favourite new pens now available, each laser engraved and dispatched in just five working days.

Endeavour Ballpen



A sleek aluminium ballpen with a bold contemporary design and a subtle etched grip. It's available in a range of satin metallic colours, complemented by smart black trim.

Bella Grip Ballpen



The latest addition to our best-selling Bella Ballpen range, this aluminium writing instrument has an appealing anodised finish for a stunning metallic shine, while the soft-feel rubberised grip makes it comfortable to use.

Remus Ballpen and Mechanical Pencil



This contemporary-styled ballpen and mechanical pencil feature a matt coloured barrel and a bold black trim for a smart modern design, while the smooth push-button action adds to the perceived value.

Look out for more laser engraved and digitally printed pens coming soon.

FREE Carriage on Full Colour Soft-Feel Electra Ballpens



Our recent digital printing breakthrough means that full colour branding is now available on rubberised pen surfaces for the first time. Our popular soft-feel Electra Ballpen range can now be adorned with beautiful photographic-quality digital prints.

To celebrate this innovation, we're offering FREE carriage on all digitally printed soft-feel Electras. Choose from a range of four Electra Ballpens with a tactile rubberised barrel and you'll pay nothing for carriage to one UK mainland address. As with all our products, you will also enjoy free setup and no minimum order quantities.

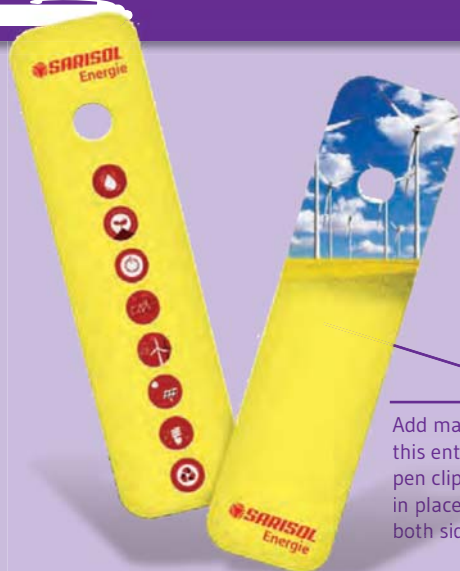
For more information, contact support@no-minimum.co.uk.



Products

NEW Custom Printed Packaging

Thanks to investment in new paper printing, cutting and folding technology we can now offer a fantastic range of cardboard packaging options, each digitally printed in stunning full colour. Our Custom Printed Packaging is a great way to make your chosen pen appear more like a retail product while adding to the perceived value and increasing the opportunity for messaging.



Add marketing impact while staying in budget with this entry-level option. A circular cut-out holds the pen clip to keep your chosen writing instrument in place, while the card is printed in full colour to both sides.



Versatile pen sleeve, digitally printed to the entire surface area. It's the ideal way to add extra messaging and perfect for direct mailing or trade show giveaways.



A pen sleeve and business card, attached to a cardboard backing. This option allows a huge space for branding with digitally printed logos and text.



This robust cardboard box will protect the pen within while offering a large surface area for digitally printed branding.

Gift Sets of Note

For an impressive promotional gift, check out our new range of **Notebook Gift Sets**. These combine high-quality notebooks with complementary writing instruments, presented in a premium PB400 gift box. They are ideal for corporate giveaways and rewarding valued clients where an executive promotional product is required.

There are six Notebook Gift Sets to choose from. These include the leading-edge design of the Couture Notebook and Match Ballpen in a contemporary-styled set, and the classical Vintage Notebook paired with the Grafton Ballpen for a traditionally-themed gift.

Each notebook can be debossed, digitally printed or spot colour printed, while the accompanying pen can also be branded as normal. Order yours today and we'll dispatch in just five working days.

Call 01252 400 270 or email sales@pens.co.uk for full details of the range.



Couture Notebook and Match Ballpen

Vintage Notebook and Grafton Ballpen

Pierre Cardin Premium Gift Boxes

To complement our exclusive Pierre Cardin writing instrument range, we've developed two new premium boxes sure to be as appealing as the pens themselves.

The quality of the **PB17 Presentation Box** is immediately apparent thanks to its weighty feel and solid construction. It features a brushed-effect lid, padded interior and prominent Pierre Cardin branding. It's ideal for pairing with the hand-crafted Academie Rollerball or our flagship Lustrous Ballpen.

The **PB15 Presentation Box** is a versatile card box with a sliding lid and padded inner. It too features Pierre Cardin branding and contemporary styling. Combine it with a Fontaine Ballpen or a Montfort Fountain Pen for an impressive designer gift.

A selection of other presentation options are also available. Why not ask us about the full range? Call our Customer Service team on 01252 400 270 or email sales@pens.co.uk.



PB17 Presentation Box

Pierre Cardin®
PARIS

Don't Let the Stealth Go Unnoticed

Our new **Stealth Inkredible™ Roller** is sure to stand out from the crowd thanks to its ultra-smooth Inkredible™ ink technology which allows the premium writing experience of a rollerball without the need for a cap.

The refill technology is not the only reason the Stealth should be on your radar. It's manufactured using double injection moulding for seamless joins and a smart contemporary aesthetic. The black barrel has a large 50mm x 20mm print area and is complemented by a subtle hint of colour beneath the clip.

The Stealth Inkredible™ Roller is available in a range of colours and is printed on a 5-day lead time. It joins an exciting range of plastic and metal pens boasting our exclusive Inkredible™ ink system.

Order yours now –
email sales@pens.co.uk
or call 01252 400 270.

Inkredible®



Add Some Spin to a Marketing Message



We've added a bit of fidgety fun to our range with two new spinner ballpens.

The **Tri Spinner Ballpen** is a unique desktop accessory that combines a fidget spinner with three mini pens. When you're not enjoying it as stress-relieving toy, the blue, red and black ballpens can be unscrewed ready to use, then popped back into the spinner for safe storage.

Your spot colour or full colour design will be printed to a 20mm diameter branding area on the central disk.

For the ultimate techie toy, the **Axis Spinner Ballpen** has a ballpen and touchscreen stylus at one end and an LED light at the other. Spin the innovative gadget and watch the white light trail for a captivating effect. The pen and stylus will also come in handy, if you can stop playing with the spinner for more than a few seconds.

The Axis Spinner Ballpen is available in a choice of four metallic colours. We print a single colour design to a 25mm x 6mm area on each barrel.

Both of these innovative spinner pens are available on a 5-day lead time. Call 01252 400 270 or email sales@pens.co.uk to find out more.



People

INTRODUCING...

...*Lana Stott*



Meet Lana. As our Warehouse Manager she's responsible for receiving containers of stock, organising product storage and overseeing the picking of customer orders. Her hard work and dedication keeps The Pen Warehouse warehouse running like clockwork. She's also responsible for shouting. Lots and lots of shouting.

Lana joined The Pen Warehouse 13 years ago, during which time she has seen the company go through considerable change. Back then the recurring nightmares in which boxes of pens repeatedly multiplied and taunted her were yet to haunt her every night.

Lana volunteers for Age UK, while her ambition is to visit New York at Christmas time. She describes her personality as honest and always seeks to help others.

Nothing makes Lana angrier than people who make excuses for not getting things done. Apparently, she still can't accept that the dog really did eat our picking note.

Lana is happiest when spending time with her two children, who she describes as her world. She's also a huge Man United fan. Yep, we know. Just when you were getting to like the sound of her.

New Team Members



We are pleased to welcome three new starters to our merry midst. The Customer Services department sees the arrival of Shauna Bishop and Sarah-Jayne Bookham, ready to assist with quotes and enquiries as part of our award-winning team.

Meanwhile, Erin Rorie joins our Marketing Department as Marketing Assistant for both The Pen Warehouse and Snap Products, keen to get stuck into a busy and varied role.



Left: Shauna and Sarah-Jayne

Below: Erin

Supporting Pens for Kids UK

Most of us in the UK take the humble pen for granted, but for school children in the poorest parts of Africa the cost of pens can be a hurdle to getting a decent education. With the average income of some families at just a dollar or two a day, writing instruments represent an investment many cannot afford.

Pens for Kids UK is a charitable organisation that collects unwanted pens and pencils and ships them to countries such as Ghana, Uganda and Ethiopia. We were proud to be able to support this great cause with a donation of several thousand pens which are now on their way to deserving new homes.

To find out more about the work of this commendable charity, including how you can get involved, go to www.pensforkids.co.uk.





News

Trade Show Touring



We've been making an exhibition of ourselves at two key trade shows. **PSI 2018** in Dusseldorf, Germany is the largest promotional products show in Europe and a great opportunity to form partnerships on the continent. This year saw the launch of our new EUPens.com brand which was well received by everyone who visited our stand.



The following week saw us heading to Coventry for the inaugural **PPD Live** show. This brand new event proved popular and we were pleased to exhibit as both The Pen Warehouse and Pierre Cardin. It was great to catch up with faces old and new and we can't wait to do it again next year.

A huge thank you to everyone who came to visit us at these shows.

Exceeding Expectations



We were delighted to be awarded **Supplier of the Year** at the first ever **Exceed Awards** from Charles Alexander Distribution. The team from Everything Branded hosted a fun-filled evening in Leicester, including a throwback performance from 90's boyband 5IVE.

As well as the awards giving, the night raised money for the Bodie Hodges Foundation – a fantastic charity that supports bereaved families following the death of a child. Find out more about their incredible work at www.bodiehodgesfoundation.co.uk.

Alongside The Pen Warehouse, sister company Snap Products were also recognised with a Supplier of the Year award. Head of Sales and Marketing, Rob Hayes, accepted the award on behalf of both companies. "It's been a privilege to have had the opportunity to work so closely with Paul and his team over the last 8 years and watch CAD establish themselves as one of the leading distributors in the UK and USA. A huge thank you for putting on a fantastic evening and for recognising us with these honours."



Pens Galore 20 OUT NOW!



The latest edition of our Pens Galore catalogue is now available, featuring Europe's most comprehensive collection of promotional writing instruments. **Pens Galore Edition 20** includes over 450 lines, including many we've designed in-house so exclusive to us.

The 2018 edition features a number of exciting new products, including a range of Fidget Spinner pens and the **Stealth Inkredible™ Roller**, featuring our smooth-flow ink technology. We have extended our range of full colour **Pen+ Promo Sets** while also adding **Notebook Sets** and **Boxed Gift Sets**. We are also excited to announce our new **Business Card** printing service and our range of **Bespoke Printed Packaging** options.

Pens Galore also includes our exclusive **Pierre Cardin Writing Collection** for the first time.

This year the printed catalogue is just one part of the Pens Galore package. Product data and pricing can be downloaded from www.pens.co.uk, while product images and print area diagrams can be supplied on DVD or via file sharing. Distributors can also get a **free online custom version** of Pens Galore with every product shown with their customer's logo.

For more information on Pens Galore Edition 20 or to request additional copies, please contact marketing@pens.co.uk.

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