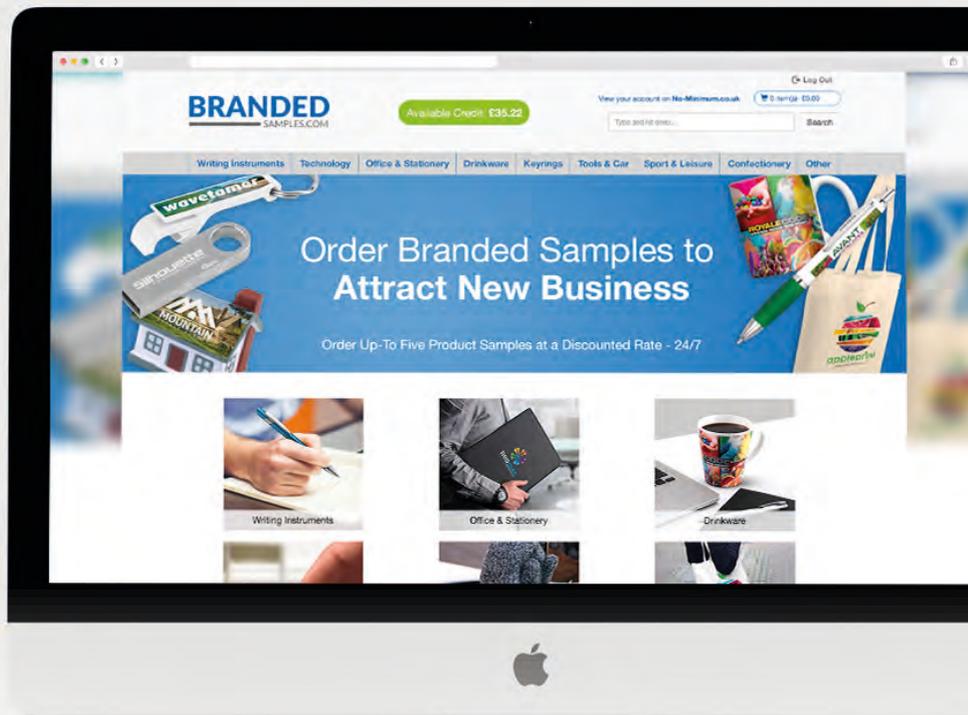


Talking

From **the pens warehouse**

PENS




FREE Online Custom Catalogues




NEW Card Pouch




Pawel's Pickle Penchant

Introducing **BRANDED**
SAMPLES.COM

Changing the way you pitch promotional products to your clients, forever.

See back page to find out more.

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PenWarehouse



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



A Point of Difference

The internet has proven itself to be a wondrous tool for the promotions industry, replacing the need for printed catalogues, reducing direct sales costs, and increasing reach, immediacy and interactivity. These are just a small number of its benefits. However, it has also brought with it the need for significant cultural change at a business level, security issues, new costs associated with technology and increased levels of transparency.

It is the latter point, 'transparency', I am concerned with here, much lauded by consumers and politicians but a significant challenge for those further up the supply chain, notably distributors. Consumers can now, with the click of a button, find any number of distributors for a given product and compare prices without lifting the phone or asking for a representative to visit. The inevitable consequence of this is an online race to the bottom in terms of pricing, driving margins down – sometimes into single figures. What can we do about it? Well, the simple answer is online-dependent distributors can upsell or add value by working closely with a supplier that will provide them with a point of difference. Here at The Pen Warehouse we are passionate about that point of difference.

No Shortage of Ideas

Our challenge is how to build on our reliable and rapid turnaround of orders, our wide range of printing services and our vast pen range that has helped define Industry expectations. Well, luckily we have no shortage of ideas and some of them have already been rolled out in the last three months. We now offer bespoke packaging on every pen, printed in full colour and have increased our Pen+ range to incorporate calculators, spinners, lighters, tape measures and many more. We've also added business cards that can be bundled with pen orders for start-ups and exhibitors, designed new high-end notebook and pen sets, and developed prestige boxed sets for pens combined with technology items.

BrandedSamples.com

On the technology front, we have built on our No-Minimum.co.uk platform with a new dedicated site for printed samples at BrandedSamples.com, enabling distributors to offer a 'see before you buy' service at minimal cost. This should certainly help distributors capture orders from those consumers that are a little nervous about their choices and wish to see a physically printed sample. After eighteen months of development work, we have also just released our new online catalogue creation tool where you can upload your customer's logo and the products within the catalogue will be shown displaying that logo in the correct place, size and orientation. Distributors are now using this tool as a way of presenting that which was not possible before and the 'convenience factor' is making 'price' a secondary consideration.

I have not covered all of our recent developments that provide a point of difference because I'm constrained by the space available to me in this column. However, we cover many of these initiatives in the pages of this newsletter and you are welcome to contact our marketing department for further information.

Ergo Range with 24-Hour Laser Engraving

Our new Ergo range are impressive writing instruments with a fantastic contemporary design. Choose from the **Ergo Ballpen** with its appealing anodised finish, the **Ergo Soft Ballpen** with its soft-touch rubberised coating and beautiful Chromark™ mirror engraving, and the complementary **Ergo Soft Mechanical Pencil**. Each enjoys the same uncluttered design and modern gun metal trim.

There are a wide range of colours available and each Ergo writing instrument can be branded with laser engraving or spot colour printing. Our standard lead time is 5 working days, but thanks to our recently upgraded laser engraving capacity, we can offer an incredible **24-hour engraving service**. We'll also throw in **free setup and free UK carriage**. Just ask us for full details.

Contact sales@pens.co.uk
or call Customer Services
on 01252 400 270.



**FLIP
BALLPEN**



Snap Decision to Flip the Name

The Snappy Ballpen is now called the **Flip Ballpen**. It's still the same unique folding pen, printable in full colour to the barrel and cap, we just fancied a change of name. The Flip Ballpen is dispatched on a 5-day standard lead time and is also available from a single piece at No-Minimum.co.uk.

Full Colour Card Pouch

We are pleased to announce the launch of our latest industry-first product – the innovative **Card Pouch**. Made from card and digitally printed, this unique presentation pack combines a business card, pen holder and backing card. This means plenty of space to tell a story or convey any marketing message. Not only can your choice of pen be printed or engraved as normal, the entire surface of the packaging can be adorned with a full colour design, including the removable business card. It's ideal for direct mailing, product launches and trade shows as an advertising medium that's sure to stand out from the crowd.

Distributors can also use the Card Pouch for sending pen samples to their customers, with a printed business card as a reminder of who to contact for more information.

The Card Pouch is manufactured and printed in-house at our UK premises, meaning we can offer fast turnaround and keep costs down on small quantities. The MOQ for the standard design is just 50 pieces, or we can create a bespoke-shaped version starting at just 100 units.

To find out more, call Customer Services on 01252 400 270 or email sales@pens.co.uk.



FREE

Custom Catalogues

Distributors can now take advantage of our free **Custom Catalogue** service. Simply upload your customer's logo to create an online catalogue where every product is shown with that logo. It's a great way to pitch promotional pens to customers and prospects, and therefore a valuable tool for any distributor. This automated service will produce your custom catalogue in minutes.

There are a number of custom catalogues to choose from and getting yours could not be easier. Log in to your Trade Account, go to Custom Catalogues and upload a high-res image. We'll then create your bespoke online catalogue and notify you when it's ready a few minutes later. You can access your own online Library to view previously created catalogues or generate new versions at any time.

We're always looking for ways to support our distributor partners so we don't charge for this unique service.

Get in touch to find out more information – marketing@pens.co.uk.

Oslo Metal Ballpen

24-Hour Express

Looking for a versatile metal pen ideal for branding? Allow us to introduce the **Oslo Metal Ballpen**. We're particularly proud of this new addition to our range – and we're even offering **free setup, free carriage** and **24-hour dispatch** on laser engraving.

The Oslo Metal Ballpen can be engraved to two large branding areas for messaging that's really going to stand out. The barrel has 27mm x 20mm available for engraving, while the flat, wide metal clip has 25mm x 5mm available for a logo or design – far more than most pen clips. The barrel can also be spot colour printed.

This fantastic ballpen is available in a range of smart satin colours, each complemented by a black ribbed grip and the polished metal clip. A touchscreen stylus adds to the utility and appeal.

The standard lead time is 5 working days, but we can boost this to just **24 hours** thanks to our upgraded laser engraving capacity, subject to a maximum order quantity. Just ask us for details – email sales@pens.co.uk or call 01252 400 270.



Pierre Cardin®

PARIS

New Mechanical Pencils

We've extended our exclusive Pierre Cardin Writing Collection with three beautiful new mechanical pencils. The **Pierre Cardin Lustrous Mechanical Pencil** complements our flagship Lustrous range featuring hand-etched guilloché patterning and a choice of triple-plated chromium or 22 carat gold finish. It's completed with a smooth polished clip and Pierre Cardin branding on the central band.

The Moulin writing instrument family is now joined by the **Moulin Mechanical Pencil** with its impressive slimline design, hand-machined detailing and triple-plate chrome.

Finally, the **Fontaine Mechanical Pencil** is available in a choice of electroplated chrome or lustrous resin. Its beautiful finish is complemented by chrome trim and high-quality pencil lead.

Each Pierre Cardin pencil can be laser engraved with a message or brand to make a lasting impression. We personalise and dispatch on a 5-day standard lead time.

Call our Customer Services team on 01252 400 270 or email sales@pens.co.uk for more information on these or any product in the Pierre Cardin Writing Collection.



Gifts of Note



A Pierre Cardin luxury notebook is the perfect accompaniment to one of our premium writing instruments. We've applied the same principles of high-quality materials, cutting-edge design and the latest manufacturing techniques to our exclusive, in-house designed notebooks.

The **Pierre Cardin Fashion Notebook** has fantastic contemporary styling. Its range of bold colours are sure to make an impact with a contrasting coloured inner leaf and a coloured bookmark ribbon. You'll enjoy a flexible velvet-feel cover and 240 lined pages to record your musings in style.

With its classically-inspired design and understated elegance, the **Pierre Cardin Exclusive Notebook** is a beautiful piece of executive stationery. The silk-feel hard cover exudes quality, while inside you'll find a black bookmark ribbon, a handy carton pocket and ivory-coloured sheets of lined paper.

Each notebook can be digitally printed in stunning full colour or debossed for a beautiful effect sure to add to the premium feel. Or the ultimate in branding, take advantage of our incredible de-doming service. This combines a debossed design with a digital print, covered with a clear resin dome for an eye-catching 3D effect.

The Pierre Cardin Fashion Notebook and Exclusive Notebook are also available with digital print from a single piece from No-Minimum. co.uk. Or you can order up to five printed samples from our new BrandedSamples.com site.

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.

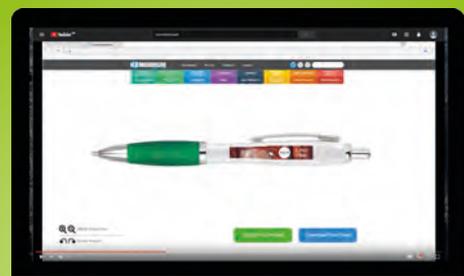
“How To” Videos

To help distributors get the most out of No-Minimum.co.uk we've launched a new YouTube channel to share “How To” guides and new features. Check out these videos now. Simply search **No-Minimum.co.uk** on YouTube.



An Introduction to No-Minimum Bespoke

Find out how our free end-user websites work, including the innovative artwork tool, customising your site and the hassle-free invoiceless payments system. <https://bit.ly/2vLQuK4>



How To Place An Order Through No-Minimum.co.uk

Using No-Minimum.co.uk couldn't be easier, but just in case you need a little extra help, we've created a step-by-step guide to the ordering process. <https://bit.ly/2HNO7uZ>

Glow with the Flow



Illuminate a brand or message with our new **Contour-i Glow Ballpen**, now available on No-Minimum.co.uk from a single piece. This twist-action writing instrument has unique light-up engraving – simply press in the stylus at the top of the pen and a bright light will shine through the engraved design. It's a stunning effect that's sure to have real impact.

There's some clever technology at play with the Contour-i Glow Ballpen, not just the integrated LED light and battery, but the unique proposition of engraving a plastic pen. A 30mm x 6mm branding area is available for a logo or message. We recommend you choose a chunky design to make the most of the illuminated effect.

This unique ballpen is finished with a black rubberised grip, chrome trim and a handy touchscreen stylus. Choose from three barrel colours – blue, red or black.

Go online and personalise a Contour-i Glow Ballpen today. There are no MOQs, no setup fees and we'll dispatch in just 5 working days.

For more information or to create a No-Minimum.co.uk account, email support@no-minimum.co.uk.

PEN+

PROMO SETS

Our innovative **Pen+ Promo Sets** combine best-selling writing instruments with high-quality accessories and presents them in full colour printed blister packaging. They're a great way to add value and marketing impact to a promotional gift.

In each edition of this newsletter we'll focus on two products from our extensive **Pen+** range.



PEN+ Set PS13

Perfect for any office, classroom or home study, this Pen+ set takes the hugely popular **Contour™ Digital Ballpen** and adds the **Credit Card Calculator**, for a promotional gift that's more than the sum of its parts.

The Contour Digital Ballpen is our exclusive in-house design, developed specifically for the best possible digital print to a large branding area. The slender, pocket-friendly Credit Card Calculator is also full colour printed. Both are presented in moulded blister packaging that adds a retail feel without unduly impacting your budget.

Not only do the pen and calculator provide great opportunity for messaging, the packaging offers a large print area for telling a story or extolling a brand. The cardboard backing can be printed to both sides in stunning full colour – that's two 106mm x 164mm print areas to create some real impact.



PEN+ Set PS14

Combining the fidgety fun of a **Fidget Spinner Pro** with our contemporary-styled **Contour™-i Noir Ballpen**, this Pen+ set is a tactile pairing any recipient would want to get their hands on. The Fidget Spinner Pro is addictive and mesmerising, while the Contour-i Noir Ballpen features a popular curvy design, large print area and an always-useful touchscreen stylus. Both products are printed with your choice of logo or message.

That's not the end of the branding opportunity, of course – the blister packaging is backed with card that can be digitally printed to the entire 126mm x 164mm surface of each side. This means almost unlimited scope for marketing messaging or telling the story of a brand.

The PS14 Pen+ Promo Set lets brands capitalise on both the recent popularity of fidget spinners and the enduring popularity of a plastic pen.

Want to add Pen+ to your range? Call 01252 400 270 or email sales@pens.co.uk for full details.

INTRODUCING...

...Pawel Trzebuchowski

Pawel is our Assistant Production Manager so plays a key role in making sure jobs are scheduled and customer orders go out on time. He does a cracking job and is one of the reasons we can offer such fast lead times. More importantly, he's also responsible for making the Production Manager a cup of tea. Two sugars please, Pawel!

When he's not pacing the production department dispensing instructions and caffeinated hot drinks, Pawel enjoys photography. His ambition is to become as good as photographer Zack Arias. Oh yes, good old Zack Arias. We've totally heard of him.

Pawel describes his personality as caring and honest with a good sense of humour. Nothing makes him happier than spending time with his wife, Gosia, their nine year-old daughter, Oliva and their pet hamster, Pixel.

In shock pickle-related news, Pawel says he'd never had the vinegary vegetable before coming to England. Now a cheese and pickle sandwich is his favourite food. We're so glad he's discovered the pinnacle of British gastronomy.

In his spare time, Pawel likes to print T-shirts. Not all of his designs feature pickles.

When we asked Pawel other facts about him, he told us he was "random". He then balanced an otter on his head while clucking like a chicken.*

**Please note – some parts of this might not be true.*



New Pen Babies!

Congratulations to our PR & Publicity Manager, Alex Barber, on the birth of his beautiful daughter, Lily. Mum, baby and dad all doing well, although Alex has the zombified look of a new parent and needs at least **27 coffees** to get through the day.

Also congratulations to Customer Services team members Sanam and Jadzia who both recently had baby boys.



Firefighters attend The Pen Warehouse

We were pleased to lend Rushmoor Fire Station our warehouse for their recent training session. Warehouse Manager Lana Stott organised the event which saw firefighters in full kit and with visors obscured to simulate a smoky environment. Our local fire service do a fantastic job and it was a pleasure to help them out.



INTRODUCING BRANDED SAMPLES.COM

Changing the way you pitch promotional products to your clients, forever.

BrandedSamples.com is a quick and easy way for distributors to order branded product samples online. It features a wide selection of digitally printed and laser engraved promotional gifts, each available from between one and five pieces.

With simplified discounted pricing, 24/7 access and an intuitive interface, **BrandedSamples.com** is the easiest way to order branded samples for your customers or prospects. There are no setup charges and orders are dispatched within **48 hours**.

BrandedSamples.com is brought to you by **The Pen Warehouse** and **Snap Products** and has been developed by the team behind the award-winning **No-Minimum.co.uk** web-to-print platform, leveraging their expertise to bring you a unique branded samples solution.

Whether you want to send customers pre-production samples, assess new lines to add to your offering, or are looking for the perfect personalised product to tender for new business, the extensive range means you are bound to find what you're looking for. Best-selling writing instruments, technology gifts, drinkware, confectionery, travel accessories – the carefully curated collection is personalised with cutting-edge digital printing or precision laser engraving for branding that will really make an impact.

With a huge array of high-quality lines, an easy-to-use online ordering system, and a rapid 48-hour dispatch, **BrandedSamples.com** is set to revolutionise the way you pitch promotional products to your customers.

How Does BrandedSamples.com Work?

- Visit **BrandedSamples.com** to register or to login with your username and password. **No-Minimum.co.uk** users can use their existing login details.
- Browse the product categories or use the search bar to find what you're looking for
- Select your chosen product
- Use the intuitive artwork tool to add text and images. Upload your own artwork or use our extensive royalty-free image library
- You'll see an instant preview of how the printed sample will look
- Choose your product colour (if applicable) and select the quantity required
- You can order up to 5 branded samples
- Add your selection to the cart and proceed to the checkout
- Select or add the delivery address
- Enter your payment method and click "Place Order Now"
- **And that's it! Your order will be dispatched within 48 hours.**

Why Use BrandedSamples.com?

- Huge selection of personalised product samples
- Full colour and laser engraving branding available
- Order up to 5 branded samples
- Discounted pricing
- No setup charges
- Simple ordering process
- Dispatched in 48 hours



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