

# Talking

From **the pen warehouse**

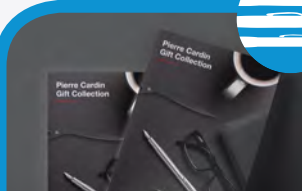
# PENS

## METRO TO GO

The budget-friendly  
Metro Ballpen is your  
go-to plastic pen for  
any promotion.



Branded Samples  
Free Credit



NEW Pierre Cardin  
Catalogue Out Now



Paper Printer  
Peter

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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.



E.F. Schumacher's book, 'Small is Beautiful', although written in the latter half of the twentieth century, is nevertheless a very worthwhile read for today's business leaders. Schumacher was an Economist that believed companies should remain relatively small, preferably in private hands, where ethical responses can grow out of good stewardship at both a human and environmental level – something that is very close to my heart.

Globalism, despite some recent setbacks, is still very much a central tenet of modern economic theory and recent international mergers and acquisitions both outside and inside our industry bear testament to that. Larger suppliers seem to be in an endless race to find a base in countries with the cheapest labour rates to leverage profits for their shareholders, but at what expense to UK manufacturing and employment?

The Pen Warehouse is firmly rooted in the UK, fiercely independent, and we intend to remain that way because I'm emotionally and irrevocably invested in the team I work with here in Hampshire. We enjoy our successes together and overcome our failures together, and that makes for a meaningful life for me and hopefully for my working colleagues. What could be better?!

## Metro To Go

We believe the Metro Ballpen range represents everything an end-user could want in a plastic promotional pen – a wide range of colours, large branding areas and an extremely competitive price point.

The range is comprised of three styles. The **Metro Extra Ballpen** has a white barrel and metallic coloured trim underneath its sliding clip, while the **Metro Colour Ballpen** features bold coloured barrels and chrome-coloured trim. Finally, the **Metro Metallic Ballpen** has a more premium appearance thanks to its metallic colour range.

Each Metro Ballpen enjoys a large 45mm x 20mm print area on the barrel and an optional 25mm x 6mm print area on the clip. Spot colour artwork will be complemented by the smart silver nosecone and the contemporary curved clip design.

Get the Metro Ballpen range spot colour printed on a 5-day standard lead time. Call 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk)

**5-DAY  
LEAD TIME**



## Contour™-i Glow Ballpen – Lower Price, Larger Branding Area

The **Contour™-i Glow Ballpen** is proving to be one of our most popular new additions. That's thanks to its unique light-up engraving. We laser engrave the plastic barrel to reveal the illuminated surface underneath. This means a brand message literally shines through.

To make the Contour™-i Glow Ballpen even more compelling, we've **dropped prices** and **increased the branding area**. There's now a large 40mm x 9mm engraving area to play with, while pricing is even more competitive.

We engrave and despatch the Contour™-i Glow Ballpen in just 5 working days. Order yours online at [www.pens.co.uk](http://www.pens.co.uk) or get discounted engraved samples at [www.BrandedSamples.com](http://www.BrandedSamples.com).



# ENTERPRISING MARKETING SOLUTION

We always strive to offer our distributors value for money without compromising on quality. That's where the **Electra Enterprise** comes in. This plastic ballpen is made from composite material to give the appearance of a metal pen at a value price point.

Now it's even more budget-friendly with **new lower pricing and screens for just £10**. And we're introducing **free marketing resources** to help distributors sell this key product.

The Electra Enterprise Ballpen is spot colour printed to a large 40mm x 20mm area – plenty of room to make it a versatile marketing vehicle. It adopts the popular Electra aesthetic, with the signature chrome rings placed closer to the tip than comparable models to give a larger barrel area for branding. Choose from a range of metallic colours.

We print the Electra Enterprise Ballpen on a 5-day standard lead time, but also offer an incredible 24-hour express service.

We will also be introducing a range of resources to help you sell the Electra Enterprise to your customers. You can order up to 10 **presentation packs** free of charge from our innovative new BrandedSamples.com site; get printed **self-promotion samples** for just 15p a unit including screens and carriage; and get up to 100 **free leaflets** printed with your details to send to your customers – just pay £5 carriage. Look out for more details coming soon!

To find out more about the Electra Enterprise Ballpen, call 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk).

**COMING SOON**

**5 FREE Presentation Packs**



**Discounted Self-Promotion Samples**

**100 FREE End-User Leaflets**



## Full Colour Wrap Pencils

A brand or marketing message will have some serious impact with our **360° wrap pencils**. These are digitally printed to the entire barrel for branding that's impossible to miss. Unlike other suppliers, we produce our transfers in-house, allowing us to pass cost savings onto you while offer a rapid 5-day lead time.

### Standard WE Pencil



Classic wooden pencil with silver ferrule and pink eraser. The white painted barrel has a huge 157mm x 24.5 mm print area for a stunning wrap print.

### Standard NE Pencil



White painted wooden pencil without an eraser, meaning an uninterrupted 162mm x 24.5mm print area and nothing to distract from your full colour design.

### Auto Tip Pencil



Plastic mechanical pencil featuring an automatic self-propelling lead. We'll wrap your artwork around 360° of the barrel to a large 122mm x 24mm print area.

### Argente Pencil



High-quality wooden pencil with white painted barrel. Your full colour design is printed to the entire 157mm x 24.5mm branding area, complemented by a white eraser and silver ferrule.

### Oro Pencil



With its smart gold ferrule and white eraser, this wooden pencil is the perfect vehicle for a full colour wrap print to an incredible 157mm x 24.5mm branding area.



## Uncompromising Attention to Detail

We have spent considerable time and care in developing a Pierre Cardin-branded range you can be confident in. Our uncompromising attention to detail is at the heart of everything we do, from the initial design of our products, to the production tooling, hand-finished detailing and final quality control. This care even extends to branding, whether it's high-quality print or precision laser engraving.

Consider these examples of our exceptional attention to detail...

### **Avignon Ballpoint Pen**

The distinctive patterning on this high-calibre writing instrument is achieved by precisely etching the barrel and then filling with black enamel by hand. It's labour intensive, exacting and results in a truly stunning effect. Even the clip has been fashioned with care, machined from solid metal and attached with miniature concealed rivets.

### **Beaumont Roller**

The premium finish on this capped roller will be immediately apparent thanks to our three-stage process of polishing, anodising and dying, while our Inkredible™ ink has been developed to flow effortlessly for an ultra-smooth writing experience.

### **Biarritz Ballpoint Pen**

The barrel of this fine writing instrument features a distinctive diagonal guilloché pattern which is tooled by hand. The process is time-consuming, demanding and requires a high level of skill, but we think the stunning effect is worth every ounce of effort.



## Pierre Cardin Gift Collection Edition 2 Out Now



We're excited to announce the launch of our stunning new brochure. **Pierre Cardin Gift Collection Edition 2** includes all of our exclusive writing instruments and notebooks and adds some exciting new additions. These include premium-quality desk accessories, executive travel products and boxed gift sets. Each product has been developed from the ground up to represent quality without compromise.

The Pierre Cardin Gift Collection brochure is an impressive way to show off the range to your customers, with beautiful photography and in-depth product descriptions. As a lifestyle brochure, it contains no pricing and no mention of The Pen Warehouse as a supplier.

Distributors should have received their copy of Pierre Cardin Gift Collection Edition 2.

Not got yours? Contact [sales@pierrecardinuk.com](mailto:sales@pierrecardinuk.com) to get your free copy.



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.

## FREE Carriage on Best-Selling Metal Pens

Some of our favourite metal writing instruments are now available with **free carriage** from **No-Minimum.co.uk**.

Qualifying products include the beautiful **Bella Ballpen** and the hugely popular **Electra Classic Ballpen**, both with precision laser engraving. Or choose from the **Electra Classic Soft Ballpen** range with soft-feel rubberised coating and eye-catching digital print.

Order any of these aluminium best-sellers before the end of the year and pay nothing for carriage to one UK mainland address. As with all products available on No-Minimum.co.uk, there is free setup and no MOQs.



**BRANDED**  
SAMPLES.COM

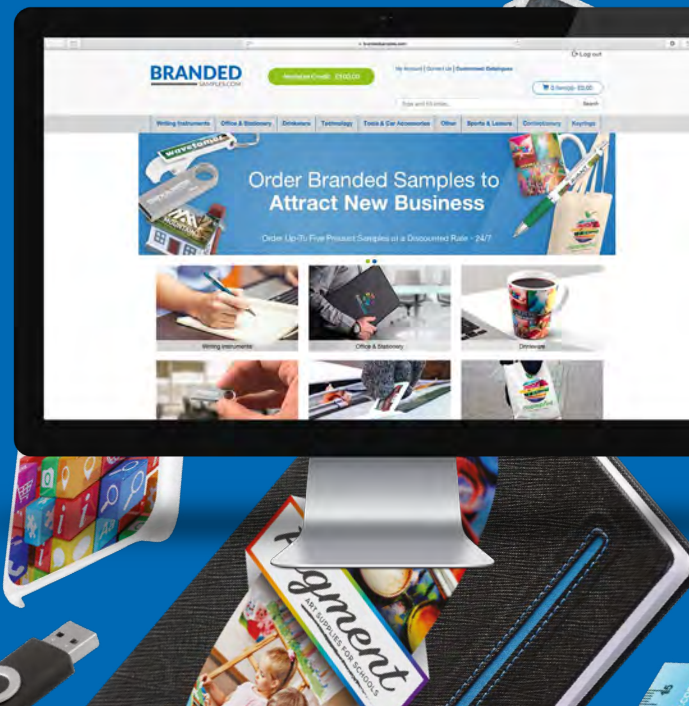
# FREE Credit for New Users

Distributors can now try our game-changing branded samples service for free. New users signing up to **BrandedSamples.com** get **free credit** to use on their first orders.

BrandedSamples.com is set to change the way promotional product distributors order digitally printed and engraved samples. You can order up to 5 branded samples at a time, with discounted pricing and a **48-hour despatch**. It's ideal for assessing new lines, sending customers pre-production samples and tendering for new business.

BrandedSamples.com is an industry-first solution built upon cutting-edge technology. It allows 24/7 access to a huge array of high-quality lines with an easy-to-use online ordering system and a rapid turnaround. There's even a free compliment slip service enabling distributors to include a personalised slip with every sample order.

Distributors who register at [www.brandedsamples.com](http://www.brandedsamples.com) will receive free credit to use on their first orders. There's no reason not to give BrandedSamples.com a try.



# 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

This versatile Pen+ Promo Set is ideal for a range of promotional activities. Combining the hugely-popular **Contour™ Digital Ballpen** with a handy **Credit Card Calculator**, this gift set can be used to target offices, schools, finance, retail or general promotions. The digitally printed backing card adds to the versatility as it can be adorned with any full colour design. A large 106mm x 164mm print area is available on each side of the card.

The Contour™ Digital Ballpen is exclusive to The Pen Warehouse, developed in-house with a patented barrel designed to take advantage of the latest digital printing technology. The result is a high-quality full colour print to a large branding area. The popular barrel shape and range of grip colours combine to make this a go-to promotional pen.

Completing the set, the solar powered Credit Card Calculator has a compact slimline design ideal for slipping into any pocket, bag or pencil case. The white plastic is the perfect canvas for a full colour print to a 30mm x 30mm branding area.



### PEN+ Set PS14

For a unique spin on a promotional gift, this Pen+ Promo Set combines full colour brand impact with a bit of fidgety fun. The **Fidget Spinner Pro** is a tactile gadget perfect for any desktop or school bag. Its spinning action is stress-relieving and strangely addictive! We digitally print to the central disk with a 22mm diameter area available for a full colour logo. The Fidget Spinner Pro is CE certified and British Safety Standards compliant.

Also included is the **Contour™-i Noir Ballpen**, with its smart contemporary design, touchscreen stylus and large 60mm x 10mm print area. The matt black trim matches the spinner for a smart coordinated set.

Not only can the products be branded, the backing card can be digitally printed to both sides. That means two huge 126mm x 164mm print areas for a full colour design.

Want to add Pen+ to your range? Call 01252 400 270 or email [sales@pens.co.uk](mailto:sales@pens.co.uk) for full details.



# The Saga of the Silent Soldier

We recently put up a commemorative soldier outside our offices to mark 100 years since the end of the First World War. The cut-out silhouette of the WW1 serviceman was created by the Royal British Legion to remember the brave men and women of our armed forces and what they sacrificed for our freedom.

Staff members named the Silent Soldier 'George' and were extremely proud of him and what he represented.

Unfortunately, George was stolen just a few days later.

Members of staff took to social media in a campaign to track down the AWOL soldier. The story was covered by Eagle Radio, a local newspaper, a local TV channel and even BBC News.

Keith Bean from Historic Aldershot heroically set up a Just Giving page to raise funds for a replacement. Generous members of the public donated, many in memory of family members who had fought in the war, and over £2,100 was raised. This was enough to buy Silent Soldiers for several sites, including a nearby park and local schools.

Mick Mills from Aldershot British Legion presented us with our new recruit.

But the saga of the Silent Soldier still had one more twist in the tale. A local taxi driver found the original soldier dumped nearby. George was returned home but had clearly seen frontline action and sported several war wounds.

Now the Silent Soldier is back standing proudly on display, this time welded in place with CCTV trained on him.



## New Pen Supplement Out Now

The Pen Supplement Edition 4 is a handy, concise catalogue featuring some of our most popular lines. The collection of writing instruments and accessories has been specially selected to suit any campaign or occasion.

The latest edition includes low-cost plastic pens, executive metal pens and exclusive products specifically designed for full colour digital printing. We're also proud to feature our in-house developed Pierre Cardin range for the first time. Many products are available on rapid express services.

The Pen Supplement is ideal for sending to end-users. There's no Pen Warehouse branding and prices are RRP. It can even be overprinted with a distributor's details for a small charge.

Contact [sales@pens.co.uk](mailto:sales@pens.co.uk) to request your free copies of The Pen Supplement Edition 4.

**FREE For All Distributors • FREE For All Distributors • FREE For All Distributors**

## INTRODUCING...

# ...Peter Goody



Paper printer Peter prints paper products. Try saying that after a few. Luckily our Print Finisher Peter doesn't have to say it, he just gets on with making custom packaging and promotional products. He's a real asset to the company and has been instrumental in our new bespoke printed packaging service.

When he's not printing paper products on his paper printing press (my head hurts!), Peter loves being outdoors, whether it's walking, cycling or gardening. He also "tries his hand" at tennis – maybe he'd be better off using a racket.

Nothing makes Peter happier than spending time with family and friends, preferably combined with sunshine and music. His ambition is to visit some of Earth's natural wonders, such as Yellowstone National Park, the Galápagos Islands and The Pen Warehouse's recently refitted toilets.

Peter can always be found happy and smiling. We assumed this was due to continually breathing in ink fumes, but apparently he does consider himself a very upbeat person. "My glass is always half full" he told us. Will someone please top up this guy's drink already?!

## Jon Cronin Appointed Field Sales Manager

We are proud to announce the latest addition to our sales force – Jon Cronin joins as Field Sales Manager for the South of England and Northern Ireland.

Jon is a key addition to the team and brings with him a wealth of experience. He comes from a Business Development role with UPS and before that spent 10 years working in sales for Lyreco, where he first realised his passion for stationery products. Prior to these roles, Jon forged an impressive career in Relocation Services, working with prestigious clients that included large banks, the oil and gas industry and embassies.

We are always looking to bolster our team with the best talent as we continue to enjoy year-on-year growth. Jon's experience and pedigree make him an ideal fit to drive further expansion.

"I was attracted by how forward-thinking The Pen Warehouse are," Jon said. "This is a company at the forefront of the industry and that continues to innovate. Industry-first developments such as Custom Catalogues and BrandedSamples.com offer genuine opportunities for distributors to grow their business and I'm excited to help make that happen."

Jon spent several weeks at The Pen Warehouse offices gaining insight into all aspects of our operation, including sales, marketing, production and product range, before hitting the road to introduce himself to distributors.



## Missed a Previous Edition of Talking Pens?

It's easy to view past editions of this newsletter on our website. Simply go to [www.pens.co.uk/news/newsletter](http://www.pens.co.uk/news/newsletter) to see what you've been missing!