

Talking

From 

PENS

THE FUTURE OF PLASTIC PENS



Mira Ballpen Range



Award-Winning
Contour™ Wood



Pens Galore 21
OUT NOW



Introducing
Angela

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ThePenWarehouse



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



Helen Dyl
Operations Director, The Pen Warehouse

We are delighted to have won the Merchandise World Silver Award for our Contour™ Wood Ballpen. It is a sustainable alternative to plastic and the design is an industry favourite. This eco-friendly pen gained a lot of interest on our stands at PSI and Merchandise World. It was great meeting so many customers at these events, putting faces to names and learning about your plans for the year ahead, as well as receiving valuable feedback on our products and services.

We had a busy end to 2018 preparing for exhibitions and the launch of our new Pens Galore catalogue and product ranges. A big well done and thank you to all the teams here at The Pen Warehouse involved in pulling off all the work needed for a fantastic start to 2019. Our staff have such a strong ethos of working together to get things done. This is something that has stood out to me most since joining last year. It is something I am immensely proud to be part of.

Reflecting further on the end of 2018, we made the decision to continue our commitment to internal investment and spent in excess of £5 million on Premises, R&D, Design and Technology. There will be details of our new building and office move throughout Talking Pens 2019. However for now, we are excited to announce our first new offering of the year - Soft Touch Rubberised Pens with Spot Colour Printing. We have achieved fantastic adhesion with our in-house developed ink, and this print option is available immediately.

From all at The Pen Warehouse, thank you for your support in 2018. Here is to another year of valued partnership and even greater success!

Perfectly Pastel

You'll love our new pastel pens as much as we do. Two of our best-sellers have been given a mellow makeover to produce a range of appealing new colours. The **Contour™ Pastel Ballpen** has a popular curved shape with chrome trim and a plastic grip that matches the barrel colour. There's a large 60mm x 10mm maximum print area for spot colour designs and it's printed on a 5-day lead time.

Representing even better value for money, the **Supersaver™ Pastel Ballpen** joins our budget-friendly range, offering a smooth uncluttered design and a generous 45mm x 20mm print area. Orders are turned around in 5 days, with a 3-day express service also available.

Both pens are available in a choice of six pastel colours, including beatific blue, graceful green and placid purple.

Pastelise your next promotion – call 01252 400 270
or email sales@pens.co.uk.



Award-Winning Eco Pen

Our new **Contour™ Wood Ballpen** was recently recognised with a top industry accolade, winning Silver in the **Merchandise World Promotional Pen of the Year award**.

The Contour™ Wood is based on the industry's most popular promotional pen, but swaps plastic for hand-machined bamboo – a sustainable material with eco-friendly credentials. It features the popular Contour™ shape and there's a large 58mm x 8mm branding area for a spot colour print. Full colour printing is also available.

The Contour™ Wood Ballpen is printed on a 5-day lead time. Get in touch to find out more, or ask about our full eco-friendly range.



THE FUTURE OF PLASTIC PENS

We're always looking at industry trends to identify the promotional writing instruments set to make waves. We believe the new **Mira Ballpen** is the future of plastic pens. It takes the popular curved shape of the Contour™ Ballpen – currently the industry's number one plastic pen – but comes in at an even lower price point.

The Mira is available in two versions. The **Mira Extra Ballpen** features a white barrel, ideal for a spot colour design, complemented by a range of bright grip colours. The barrel of the **Mira Colour Ballpen** is available in a range of bold colours with a smart black grip for impactful, contemporary styling.

The cost is kept down by a clutter-free design and absence of metal trim, while the curved shape allows a generous 50mm x 8mm area for spot colour printing. Digital printing is also available.

The Mira has a distinctive grip, with a dimpled design that adds a modern aesthetic and is comfortable to hold. Order from 250 pieces on a 5-day lead time.

To order the Mira Ballpen range, call 01252 400 270 or email sales@pens.co.uk.



New Printing Innovation

Soft-feel metal pens have proved very popular over the last couple of years and demand for them is continuing to grow. These are metal pens with a rubberised coating to the barrel, giving a soft texture and a great tactile feel.

When we first introduced soft-feel pens to our range, they could only be laser engraved, but after much research and testing we were able to introduce full colour printing on rubberised surfaces last year – a first in the industry.

Our R&D department have been busy again this year and developed a new ink system that offers great adhesion to this challenging print surface. That means we can now offer **soft colour Pantone-match printing** across our entire range of **soft-feel metal pens**. Not only does this give distributors additional branding options of screen and pad printing, it means we can offer larger print areas and lower pricing.

Our selection of soft-touch metal pens includes the new **Contour™ Metal Soft Ballpen**, the popular **Electra Soft range** and the contemporary-styled **Ergo Soft Ballpen**. If one of our products has “soft” in the name, it's available for spot colour printing, digital printing and laser engraving.

Contact our Customer Services Team at sales@pens.co.uk or call 01252 400 270 to find out more.



Industry First
New for 2019



Pierre Cardin®

PARIS

Fountain of Inspiration

Fountain pens have been making something of a resurgence in recent years. For many, the smooth writing experience and classical appeal of a fountain pen is unmatched by any other type of writing instrument.

Our Pierre Cardin-branded range is built around the concept of classic styling married with the latest manufacturing techniques and our Pierre Cardin Fountain Pens are no exception.

The **Montfort Fountain Pen** has a traditional appearance and elegant styling, making it the ideal gift for the discerning client. It's built to last with its coating of precious enamel and triple-plated chrome, and is supplied with either a blue or black Dokumental™ ink cartridge for archival-quality writing.

The Montfort Fountain Pen can be paired with a matching ballpoint pen, both available for laser engraving with a beautiful brass finish.

Our exclusive Pierre Cardin-licensed range also features the **Tournier Fountain Pen**. This heavyweight writing instrument is characterised by distinctive gridlines hand-engraved to the barrel and grip – a process that is exacting and time-consuming but which produces a truly compelling result. Made from brass and triple-plated in chrome, the Tournier is designed to last a lifetime. It's fitted with a refillable converter unit, but can also take ink cartridges.

The Tournier Fountain Pen can be laser engraved as a stunning gift. A matching Ballpoint Pen and Rollerball are also available.



Online Retail Success

amazon

GROUPON®

ebay



We're delighted to report that the Pierre Cardin range enjoyed considerable retail success last year and looks set to do even better in 2019. The range is available on numerous online stores, including Amazon, Groupon and eBay.

So why is this good news for promotional product distributors? Well, we offer the Pierre Cardin Writing Collection to the trade at a **hugely discounted rate**. This means that a luxury retail brand is competitively priced for the promotions industry, allowing distributors to offer the quality and prestige usually only available with a premium price tag.

To give an example of the discount we offer promotional product distributors, our gun metal and chrome Academie Rollerball retails on Amazon for £66.00, but we sell to the trade from just £4.095.

For more information on the Pierre Cardin Writing Collection, contact sales@pens.co.uk or call 01252 400270.

INVESTING IN THE FUTURE

We are proud to announce that we have made an investment of over £5 million in the future of The Pen Warehouse. The company has historically re-channelled its profits into new developments and the latest technology, but this unprecedented investment is bold even by our standards.

We are investing in four key areas: new premises, design, research and development, and technology.

Our recent acquisition of a large premises means we can house production, warehousing and offices under one roof, thereby increasing efficiency and productivity. The refit is scheduled to last 5 months, converting the building to state-of-the-art facilities, including a mammoth 50,000sq ft. production floor – enough to house key new pieces of equipment.

We'll keep you updated with new developments in each of these key areas in forthcoming editions of Talking Pens. 2019 is set to be a ground-breaking year for The Pen Warehouse and we're excited to share the journey with you.

BRANDED SAMPLES.COM

Changing the Way You Order Branded Samples, Forever

We are delighted that **BrandedSamples.com** – another industry first – is proving a great success. With more distributors than ever using the innovative and intuitive service, we thought now was a good time to remind you how it works and inform those yet to try it out.

BrandedSamples.com is a new way to order digitally printed and laser engraved promotional product samples online. Distributors simply log into their account, choose from a selection of The Pen Warehouse and Snap Products key lines and upload end-user artwork. The service is easy to use and available online 24/7.

Distributors can order up to 5 samples at a time and despatched in just 48 hours. It's a great way to assess new lines and pitch to customers.

There's free credit available for new users, so there's no risk in trying out BrandedSamples.com and finding out why it's proving such a valuable tool for distributors.

Check out our video guide at
www.brandedsamples.com/intro-video



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 Talking Pens we'll focus on two products from our extensive **Pen+** range.

PEN+ Set PS09

This combination of the beautiful **Bella Ballpen** and a high-quality **Business Card Holder** makes an appealing executive gift. The backing card is slightly bigger than other Pen+ Promo Sets, offering even more room for digitally printed messaging. A 106mm x 164mm print area is available both sides for a full flood design.

Inside the low-cost, retail-style blister packaging, you'll find the Bella Ballpen – an aluminium writing instrument with an attractive anodised finish, contemporary design and smart chrome trim. It has a high perceived value when laser engraved.

The Bella is joined by the slimline Business Card Holder, also in aluminium and laser engraved to a large 88mm x 50mm area. The case is sleek and compact and sure to make a great impression at business meetings and trade shows.

New for 2019, we've lowered the MOQ across our entire Pen+ Promo Sets range. The PS09 set is available from just 100 pieces.



PEN+ Set PS10

The **Bella Ballpen** also features in the PS10 Pen+ Promo Set, this time joined by the handy **Swish Lighter**. The Swish is a slimline, refillable electronic lighter. It's available in a range of colours to match the Bella Ballpen's anodised metal finish. Both products are spot colour printed, ideal for adorning them with a matching company logo or message.

Even more branding opportunity is available with the pack's backing card. This has a 77mm x 164mm print area on both sides for a stunning full colour design.

The PS10 Pen+ Promo Set is appealing, tactile and useful – everything you could want in a promotional gift.

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

Pens for Phyllis Tuckwell

Phyllis Tuckwell Hospice Care are a charity close to our hearts. Not only are they based in a neighbouring town, many members of staff have had family members cared for by them or been involved in fundraising. They do extraordinary work, offering palliative care to people with terminal illnesses and supporting over 250 patients each day. Only about 20% of their funding comes from the government – the rest comes from charitable donations and the hard work of their fundraising team.

We were delighted to be able to help out recently with a donation of 2,000 Alaska Frost Ballpens, printed with the charity's logo. Customer Service Administrator Jade Fuller met with Samantha West, Community Fundraiser at Phyllis Tuckwell. The pens will be used in promoting the hospice's 40th anniversary.

To find out more about Phyllis Tuckwell Hospice Care or how you can help, go to www.pth.org.uk.

Phyllis Tuckwell
Hospice Care



PSI

Merchandise
WORLD

Making a Show of Ourselves

We hit the road in January to exhibit at two major trade shows – **PSI** in Dusseldorf and **Merchandise World** in Warwickshire. Both proved to be a lot of fun – and a lot of hard work!

First up was PSI, our sales and marketing teams and directors hitting Germany to show off our new products and innovations for 2019. We exhibited under our **EUPens.com** brand and got the chance to meet with some familiar faces, as well as those we're looking forward to working with in the future. We also got to reacquaint ourselves with the delicious and dubious currywurst for another year!

Back closer to home, Merchandise World proved a great success, with a strong turnout and lots of activity at our stand. As a joint venture between the BPMA and Sourcing City, it's the most important date in the UK promotional products industry calendar and a great chance to have one-on-one meetings to talk about our various industry-first initiatives.

A huge thank you to everyone who came to visit us at these shows. We're looking forward to next year already!

INTRODUCING...

...Angela Hodgkinson



It's our pleasure to introduce you to Angela, one of our newer recruits who joined The Pen Warehouse at the end of last year. Angela is PA to the Directors, taking on a range of support tasks in a busy and varied role.

We asked Angela various questions to get info for this piece and 90% of her answers involved cake or chocolate. What makes you happy? Chocolate. What makes you angry? The fact chocolate has calories. Any pets? Guinea pigs called Muffin and Cupcake! Any other random facts? She used to have a cake making business!!

However, not everything in her life gets baked at 180° and covered in icing. Angela loves spending time with her much-loved family and friends, even if it involves watching her son play rugby in the rain. She finds happiness in a tidy house, sunny days and being organised. Her ambition is to be a great role model for her kids, Snickers and Flapjack.*

Angela describes her personality as very positive. We guess she's a cake tin half full kind of person.

* We didn't catch the names of her children, but these are probably correct.

PENS GALORE™ 21 Out Now

We're excited to announce the launch of our latest Pens Galore catalogue – Europe's most comprehensive range of promotional writing instruments. **Pens Galore Edition 21** has over 450 lines to choose from, with a range of branding options and industry-leading express services.

New lines for 2019 include pastel coloured plastic pens and the award-winning **Contour™ Wood Ballpen**. The **Midas-i Glow Ballpen** has stunning light-up engraving, while the **Mira Extra Ballpen** and **Mira Colour Ballpen** are set to be hugely popular budget pens as cheaper alternatives to the best-selling Contour™ range.

We have also introduced **Business Starter Kits** – some of our most popular pens paired with digitally printed, FSC®-certified business cards in great value bundles.

The vast majority of our products are available on a 5-day standard lead time, with Same-Day and 24-Hour express services also available.

Pens Galore 21 can be overprinted with distributors' details for a small charge.

Distributors can also get a free digital **Custom Catalogue** of new products. Distributors simply log in to their account on www.pens.co.uk, choose a catalogue template and upload a customer logo. A bespoke catalogue is generated in minutes, showing all products with that logo, perfect for pitching to new and existing customers.

To request copies of Pens Galore or to find out about industry-first Custom Catalogues, call 01252 400270 or email sales@pens.co.uk.

