talking pens



Two of our best-selling ranges - Contour[™] and Supersaver[™] - have been given a mellow makeover in a range of beautiful pastel colours. Dispatched in just three working days.

Available in six pastel colours:

CILFFDARADE



•

Contact us for best prices.



Community

STH

Experts in Promotional Pens

News

Offers

Product Features

f 💙 in 🞯 🖸

0

Latest Technology

3



Welcome to talking pens

Welcome to the redesigned Talking Pens! An objective for us this past year has been around making positive changes in how we operate and a big part of this is how we communicate with our customers, we hope you enjoy the change in direction and content!



Helen Dyl Operations Director, The Pen Warehouse

It's not just our popular mailer that has had a revamp, we are pleased to confirm our new premises is in the final phase of redesign and fit, and we cannot wait to get our teams moved over in Q3. We have seen a record breaking end of year and with the significant investment made in our sales force through hires and technology, we see the year ahead as extremely positive. Our teams work incredibly hard here at The Pen Warehouse and that sets the bar high for any new joiners. Our new sales team Nicole Phillips, Hannah Bonell and Hannah Whitman fit this mould perfectly, and we look forward to seeing them make their mark on the industry.

We have also been hard at work looking at new trends this year and giving our popular promotional pen lines a fresh update. We are delighted that our new pastel Contour[™] and Supersaver[™] ballpoint pens are proving extremely popular. They are available in a range of six mellow colours and are perfect for summer promotions and campaigns. Our direct marketing and social media activities have generated a lot of awareness and we're receiving many additional sample requests for these. If you haven't yet received a sample pack, contact our marketing team who will be happy to help. I'm sure you'll love the finish and pastel colours – they are the perfect way to create additional sales and give your promotional campaigns a lift this summer.

Summer is now in full swing and our teams are busy designing and preparing for Merchandise World later on this year. From all at The Pen Warehouse we wish you a productive and successful Q3, and look forward to seeing you in September if not before!

Investment Update

Development of our new large premises is progressing well with conversion of the production floor and office areas on track. The new light and airy open-plan office layouts have been designed to maximise productivity and cross-functional cooperation between departments, such as customer service, sales and marketing. This, in turn, will provide an upgrade in our coordinated and highly responsive approach to our customers' needs.

Colleagues will also enjoy dedicated breakout areas and the latest in workspace design including meeting booths and connectivity. With everything in the right place under one roof, we will be wellplaced to take advantage of the latest opportunities to further our commitment to our customers.



Current Promotions

What **pastel** are you?

Inject some colour into your summer pen promotions with our fabulous range of vibrant marketing materials to support our new pastel Contour[™] and Supersaver[™] ballpen product launch.

Our 'What Pastel Are You?' campaign is hitting distributors and the media now and we have a wonderful range of promotional material to drive product sales that embraces this year's latest fashion trend.

From promotional videos, leaflets, 'Polaroids' and lanyards to full pen

presentation cases, we have the right marketing collateral to help with your sales efforts and get creative this Summer.

Speak to us today and ask how we can support you – call 01252 400 270 or email marketing@pens.co.uk.

Surfoapar

7 ----

atpastelare

5

#W

DONT FORGE

f 9 in © 0

New Products Showcase

Tips for the Top

Our new Aquarel Felt Tip Pen Set is ideal for marketing campaigns aimed at children or anyone who enjoys a bit of colourful felt tip fun. The 12 felt tip pens have water-based ink in a range of popular colours. They're presented in a handy plastic case with a

transparent lid and a white body. There's a 45mm x 20mm print area available for full colour or spot colour branding.

The Aquarel Set is perfect for pencil cases, school bags or the office desk. The lid clips firmly shut to ensure your pens are not lost.

The Aquarel Felt Tip Pen Set is available on our

5-day standard lead time with an MOQ of just 100 pieces. Call our Customer Services team on 01252 400 270 to order yours today.

Metal Pen Styling at Plastic Pen Pricing

We've launched a new plastic pen with the look and feel of metal, offering a high perceived value at a low price point. The Garland Ballpen has the styling of the best-selling aluminium Electra Ballpen but represents even better value for money.

The Garland Ballpen is our own in-house design, made from composite material to give the appearance of metal. It's available in a wide range of colours in both metallic and solid finishes. The barrel is clutter-free, allowing a large 50mm x 20mm print area for a spot colour design.

This exciting new product is a great opportunity for distributors to offer a metalstyle pen but at the price point of an entrylevel plastic pen.

The Garland is printed and dispatched on our 5-day standard lead time, with a 24-hour express service also available for orders up to 5,000 pieces with a single colour print. Contact Customer Services on 01252 400 270 or sales@pens. co.uk for more information on the Garland Ballpen and other new products for 2019.

Garland Ballpen

Business Starter Packs

METHOD

Our new Business Starter Packs are your choice of writing instruments paired with digitally printed business cards.

Choose an Executive Bundle, featuring our new Corona Ballpen or best-selling Electra Ballpen. Or opt for a Full Colour Bundle with the Albion Grip Ballpen and Contour Digital Ballpen, both designed for digital printing. Our popular Eco-Friendly Bundle features the recycled Contour Eco Ballpen or the sustainably sourced Contour Wood Ballpen. All our business cards are made from FSC®-certified paper, meaning you can rest assured of their eco-friendly credentials.



Electra Ballpen Business Starter Packs

Glow For It!

Bring a touch of illuminated magic to any promotion with the Midas-i Glow Ballpen. This metal writing instrument has stunning light up engraving that's sure to get any brand noticed. We laser engrave a panel on the side of the barrel to reveal the coloured light beneath. The revealed light complements the barrel colour for an attention-grabbing effect. For example, the blue version has blue light, while the red pen presents a crimson glow.

The Midas-i Glow Ballpen also features a coloured touchscreen stylus and includes batteries. A 35mm x 5mm branding area is available for a laser engraved design.

Find out more – email sales@pens. co.uk or call 01252 400 270.



Pen+ Promo Sets

Our innovative Pen+ Promo Sets combine best-selling writing instruments with high-quality accessories, presented 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+ Promo range.

Pen+ Promo Set PS11

This useful and practical gift set pairs the Carpenter Pencil with the Spirit Level Tape Measure. It's the ideal way for tradespeople and building companies to promote their services. The 95mm x 200mm backing card offers plenty of room for messaging with a full colour flood print, while the products themselves can be branded with a full colour design.

The Carpenter Pencil is FSC®-certified, made from wood from sustainable sources and therefore has eco-friendly credentials. The flat surface and white painted barrel allow a large 165mm x 8mm print area for a full colour logo or marketing message. The accompanying Spirit Level Tape Measure is two handy tools in one, featuring a one

metre tape measure contained in a white plastic case. There's a 82.5mm x 48.75mm area for full colour printing.

Distributors can take advantage of a new lower MOQ of just 100 pieces and pay a single origination charge for the pencil, tape measure and packaging.



Pen+ Promo Set PS12

The Contour Digital Argent is our own in-house design, developed with a unique barrel shape that allows a larger digital print area. This means a huge 60mm x 10mm available for a full colour design. The best-selling plastic pen has a smart silver barrel, complemented by chrome trim and a choice of grip colours.

Joining the Contour Digital Argent, the Vivid LED Torch Keyring is also designed for full colour printing. This compact torch has bright LED light and includes batteries, while the 50mm x 12mm print area offers ample space for a marketing message to shine.

The backing card is also full flood digitally printed to both sides.



f 9 in © 0

Research, Development and Technology

Industry-First - Spot Colour Printing on Soft-Feel Pens

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

Originally, these products could only be laser engraved. An industry breakthrough was made in 2016 when The Pen Warehouse introduced full colour digital printing on soft-feel ballpens. This was a first for the industry and not only opened up new branding opportunities, but set the company's tone for investment in research and development.

The creation of a dedicated research and development function and appointment of a PhD qualified chemist have significantly accelerated the company's efforts in developing proprietary ink technology in recent years. In particular, ongoing testing of new inks and surface printing options have been at the forefront of the company's technology roadmap.



Regular trial and testing of new inks has now led to another industry first in 2019. The Pen Warehouse can now offer spot colour printing on soft-feel metal pens. This branding service is possible thanks to a proprietary reformulated ink system, developed inhouse, that offers superb adhesion on this challenging print surface.

Key to this breakthrough is the capability to

achieve a 300 degrees wrap around print on the barrel.

With this new innovation, Pantone-match pad and screen printing is now also available on a range of soft-feel pens. Distributors now have even greater branding choice on these popular products with larger print areas and lower pricing. Spot colour printing is available on popular soft-feel metal pens in The Pen Warehouse's range including the Electra Classic Soft range, Ergo Soft range and Balfour Ballpen.

For more information or to place an order, contact The Pen Warehouse Customer Service team on 01252 400 270 or email sales@pens. co.uk.



Spot Colour Printing on Soft-Feel Pens

Our soft-feel metal pens have a great tactile feel, now available with pad print and screen print for larger print areas and even better value for money.

In-house formulated ink system
Pad and screen Pantone-match printing
Lower price and larger print areas

Contact us for best prices.

01252 400 270 | sales@pens.co.uk www.pens.co.uk 300° wrap around spot colour print

Marketing Support

Metal Pens Made Easy

We're proud to have Europe's widest range of promotional pens. Our new concise mini catalogue 'Metal Pens Made Easy' presents a smaller range of some of our best-selling writing instruments in an easy-to-use quickreference format.

Metal Pens Made Easy is split into two sections: aluminium ballpens with a beautiful anodised finish; and a selection of metal pens with soft-feel rubberised coatings – an increasingly popular style that offers great tactile appeal.

Most pens in the catalogue are available with free carriage, free setup and a free 24-hour express service when laser engraved. We've even increased our engraving areas thanks to the introduction of our new 3D Laser Engraving technology.

Other print innovations include our industryfirst Pantone-match spot colour printing on a range of soft-feel metal pens, while all white metal pens are now available with full colour prints.

To get your copies of Metal Pens Made Easy, or to find out more about our metal pens range, call 01252 400 270 or email sales@ pens.co.uk.







Custom Catalogues – Introductory Video

Our Custom Catalogues are an industryfirst innovation we're extremely excited and passionate about. They represent an entirely new way for distributors to drive business and you'll be hearing about them a lot more in 2019.

We've created a video to introduce you to the concept and explain why they are something all distributors should get onboard with.

Custom Catalogues are bespoke online catalogues where every product is shown displaying a customer's logo. Distributors simply login to their account on www.pens. co.uk, choose a catalogue template and upload a logo. A bespoke catalogue is automatically created in minutes, ready to email to customers or present to prospects. Multiple Custom Catalogues can be generated at once when using the logo drag and drop function.

The service is free of charge for all promotional product distributors.

Watch our short but informative video to find out more. Follow the link below.

www.pens.co.uk/news/article/customcatalogue-video.php

Business and Network Development

New Appointments Strengthen Expansion and Customer Commitment

As part of our commitment to sustained growth through ground-breaking customer service, we have continued our expansion with the appointment of three new Field Sales Managers for Northern England and Scotland, the Midlands and the South-West of England. These appointments form part of our drive to strengthen our promise to customer relationships in the regions and widen our business development footprint.

We are therefore pleased to announce the appointment of Nicole Phillips as the new Field Sales Manager for the Midlands area of the U.K. Nicole is a graduate of Staffordshire University, has been in B2B Field Sales Management for the past five years and has a passion for customer service and strategy.

We are excited to further announce the appointments of Hannah Bonell and Hannah Whitman as Field Sales Managers for Northern England and Scotland and South-West England respectively. Based in South Yorkshire, Hannah Bonell brings significant buying and account management experience, having previously worked with retailers and supermarkets in the homewares sector.

Hannah Whitman, meanwhile, has enjoyed a successful international sales career across the retail, food and beverage and automotive industries. In her most recent role as Regional Sales Manager in a tough and challenging retail sector, she was responsible for driving sales growth and business development, managing retailers across the South-West.

The three new experienced Field Sales Managers form a dynamic, customer-focused



Nicole Phillips

and energetic national sales team, led by Matthew Dyl, Head of Sales. Harnessing the latest field-sales software technology will be a primary focus of the new field sales programme to identify and respond quickly to new opportunities.

Our new Field Sales Managers will undergo an intensive month-long training programme at our head offices to learn our extensive products and solutions as well as industry trends and developments. They will then accompany Matt Dyl on visits to introduce themselves to our customers.



Hannah Bonell



Hannah Whitman

Community and Charity

Pens for Education

We were happy to help with a donation of pens and pencils to Joostenberg Primary and Klipheuwel Primary Schools in Durbanville, South Africa. Here is a fabulous photo of the students with their new pens.



Klipheuwel Primary School