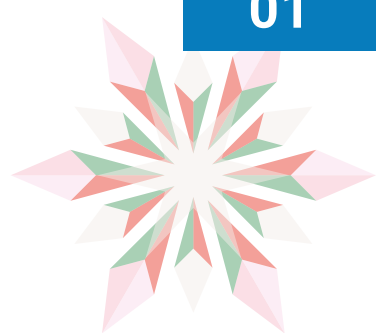


TALKING



# trendz.®



Marketing Support | Innovation | Festive Gifting | Community & Charity



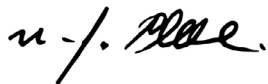
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# Editor's Letter

Issue 01

"After producing 25 issues, we felt it was time to rename the publication to better encompass all the topics and categories it covers."

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**Neil Cleere**

*Managing Director  
The Pen Warehouse*



Welcome to the first issue of Talking trendz®. Formerly known as Talking Pens; after producing 25 issues, we felt it was time to rename the publication to better encompass all the topics and categories it covers. Our brand-new publication will be distributed quarterly, packed with engaging and informative content. The key topics we will cover include company and community updates, latest trends, new products and technology innovation, as well as educational pieces and exclusive offers. Issue 01 features a snippet from our insightful Showcase Solutions video series, where we discuss the everyday challenges we face in the promotional industry and present the products we've developed to help overcome these issues. You'll also find a festive product selection, company news and technology innovation including genie pack and our industry-first branding option: a three colour spot print on our standard pencils. We hope you enjoy Talking trendz® and send you warm wishes for the New Year. Thank you for your business and continued support throughout 2022 and we look forward to seeing you in 2023. Cheers!

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# Marketing Support

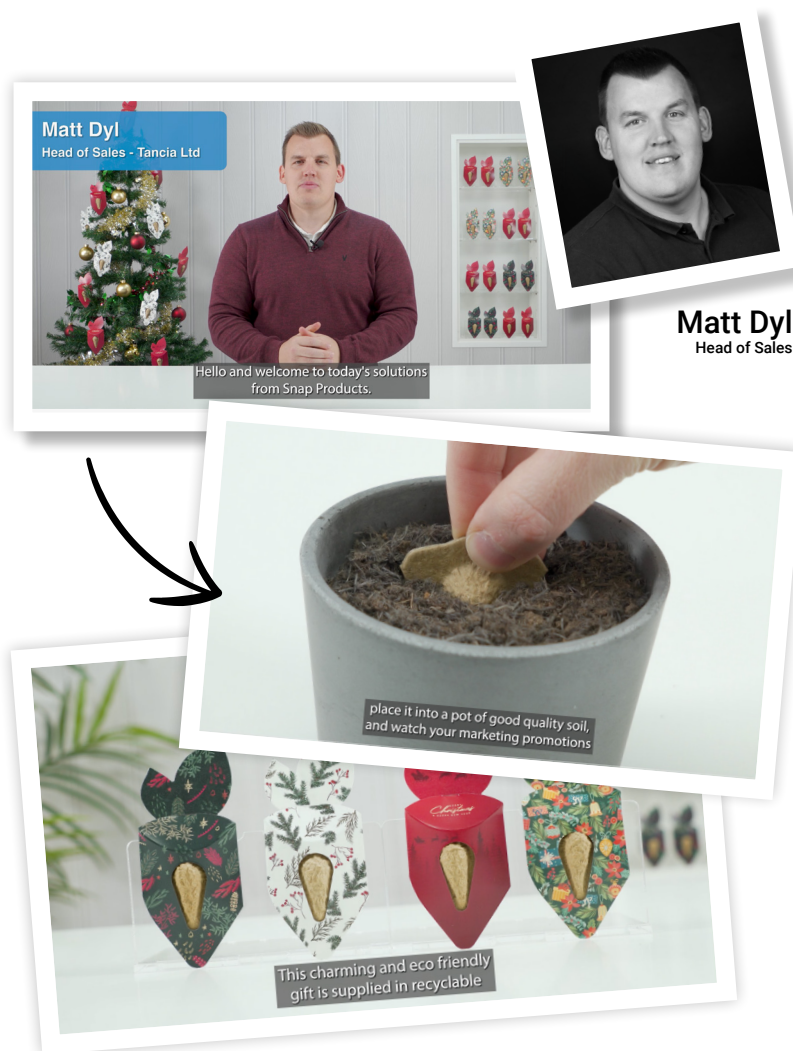
## Showcase Solutions Videos

Here at The Pen Warehouse, we're constantly thinking of innovative ways to help our distributors. That's why we've developed our very own series of videos – Showcase Solutions. These videos feature our new and best-selling products, keeping you informed about all the latest developments and providing answers to various challenges distributors may face in the promotional merchandise industry. Visit our Showcase Solutions playlist on Youtube to find our informative videos about many products including the Reusable Straw, Christmas SeedCell®, Stealth Softfeel Pencil and Chili Calypso Bottle, to name but a few. We will continue building this video library to keep you updated with all our latest product information.

Adding a personal touch to your marketing, we can personalise any of our showcase videos with a distributors logo, ready for you to send straight onto your customer.



To find out more  
watch our latest  
Showcase Solutions,  
scan this QR code:



**Matt Dyl**  
Head of Sales

## Innovation



### Three Colour Print on a Pencil

Promotional pencils have universal appeal, however, they are normally limited to a single colour print. At The Pen Warehouse, we have developed dedicated screen-printing machinery to tackle this issue, unique to the market. Our innovative technology grips the product like no other machine can, in order to carefully place the print. Therefore, our Standard WE Pencils are printable in up to three spot colours around the barrel in close registration. This allows customers to create more interesting designs and represent their brand identity more faithfully. The pencils are available both sharpened and unsharpened, with or without erasers. They are also stocked and printed in the UK for a speedy turnaround.

Contact [sales@pens.co.uk](mailto:sales@pens.co.uk) to find out more.



# Festive Gifts

With the festive season fast approaching, we've handpicked key products which are perfect for gifting, including luxury and affordable options as well as letterbox-sized items for cost-effective mailing. Our festive favourites include the award-winning Mood® Collection and brand new Christmas tree SeedCell®. Place your order today and we'll despatch in just 5-10 working days. Individual personalisation is available on all items offered with laser engraving and full colour printing.

## Mood® Gift Set

This ideal gift includes the most popular items from our Mood® collection: the Mood® Vacuum Bottle, the Mood® A5 Notebook and the Mood® Softfeel Ballpen, all perfectly presented in a specially designed box made in the UK from FSC® certified card. A robust and sleek design with endless branding possibilities, available with spot colour printing or full colour printing to the entire outer surface of the box.

### Branding Options:

Spot Colour, Full Colour

### Print Area:

**Spot Colour:** 130mm x 100mm

**Full Colour:** 819mm x 757mm

**MOQ:** 10



## Picto Bauble

Preserve those long lasting, precious memories with this large Christmas tree bauble, available in clear, red and ice white colours. Supplied with your print encapsulated within and safely packed in a presentation box.

**Branding Options:** Full Colour

**Print Area:** 80mm x 80mm

**MOQ:** 50



## Snowflake Magnet

Deluxe snowflake shaped fridge magnet supplied with your full colour print encapsulated within.

### Branding Options:

Full Colour

### Print Area:

45mm x 70mm

### Dimensions:

104mm x 104mm

**MOQ:** 50



## SeedCell®

An eco-friendly, biodegradable promotional gift supplied in recyclable packaging. Simply plant in a pot of good quality soil and watch it blossom into a festive Christmas tree.

### Branding Options:

Full Colour

### Print Area:

139mm x 136mm

**MOQ:** 100



# Seasonal Favourites

## Snow Dome

Beautifully made liquid-filled snow dome with a snow and glitter mix on a metallic base. Supplied complete with your encapsulated image, visible on both sides. Liquid safety certified.

### Branding Options:

Full Colour

### Print Area:

62mm x 70mm

### Dimensions:

90mm x 85mm

### MOQ:

10



## Milk Chocolate Bar (90g)

Luxurious 90g milk chocolate bar manufactured in the UK and full colour wrapped with your message.

### Branding Options:

Full Colour

### Print Area:

198mm x 159mm

### Dimensions:

76.5mm x 153mm

### MOQ:

50



## Mint Cremes – Box of 15 (150g)

15 mint cremes manufactured in the UK and supplied in a high-quality full colour printed box.

### Branding Options:

Full Colour

### Print Area:

200mm x 120mm

### Dimensions:

200mm x 120mm x 18mm

### MOQ:

50





# Festive Bestsellers



## Vienna Foto Mug

110z / 300ml earthenware mug, specifically manufactured for vibrant dishwasher-proof prints. Available in a choice of 12 trendy colours. Suitable for multicolour spot or full colour printing.

<b>Branding Options:</b>	Spot Colour, Full Colour
<b>Print Area:</b>	Spot Colour: 180mm x 70mm Full Colour: 220mm x 92mm
<b>Size:</b>	80mm x 90mm x 115mm
<b>MOQ</b>	50
<b>Product Feature</b>	<div>Personalisation</div> <div>Custom Packaging</div>



## Mood® Coffee Cup

330ml vacuum insulated coffee cup made from stainless steel and available in a range of popular powder coated colours. Keeps drinks piping hot or chilled for hours. BPA free, spill-proof and reusable.

<b>Branding Options:</b>	Spot Colour, Laser Engraving
<b>Print Area:</b>	Spot Colour: 170mm x 40mm Laser Engraving: 50mm x 50mm
<b>Size:</b>	80mm x 114mm
<b>MOQ</b>	10
<b>Product Feature</b>	<div>Personalisation</div> <div>Custom Packaging</div>



## Ice Scraper

This UK-made ice scraper comes in the shape of a credit card and is made from recyclable plastic. Featuring a handy tyre tread gauge measuring tool on reverse and hole for a keyring attachment.

<b>Branding Options:</b>	Spot Colour, Full Colour
<b>Print Area:</b>	Spot Colour: 75mm x 35mm Full Colour: 75mm x 35mm
<b>Size:</b>	83mm x 54mm
<b>MOQ</b>	Spot Colour 250 Full Colour 100
<b>Product Feature</b>	<div>Personalisation</div>



To find out more and order a sample, please **scan this QR code**.



# Festive Bestsellers



## Pierre Cardin® Fontaine Range

Manufactured to standards of high perceived value, this twist-action range is made from hand-polished brass and is available with either a double electroplated chromium or lustrous resin finish.

<b>Branding Options:</b>	Spot Colour, Laser Engraving
<b>Print Area:</b>	Spot Colour: 30mm x 5mm 360° Laser Engraving: 35mm x 20mm
<b>MOQ</b>	25
<b>Product Feature</b>	Gift Boxes Available



## Pierre Cardin® Montfort Range

A classical masterpiece, the Montfort Range is the ideal gift for discerning clients. It's designed for a lifetime of enjoyable writing, with its precious enamel finish and triple chrome plated trim.

<b>Branding Options:</b>	Spot Colour, Laser Engraving
<b>Print Area:</b>	Spot Colour: 25mm x 20mm Laser Engraving: 30mm x 6mm
<b>MOQ</b>	25
<b>Product Feature</b>	Gift Boxes Available



## Pierre Cardin® Tournier Fountain Pen

Your pen for life, not just for Christmas. The Tournier is characterised by handengraved accents to the barrel and a plain area beside the clip for unrestricted branding: delicately balancing design with practicality.

<b>Branding Options:</b>	Spot Colour, Laser Engraving
<b>Print Area:</b>	Spot Colour: 30mm x 6mm Laser Engraving: 30mm x 6mm
<b>MOQ</b>	25
<b>Product Feature</b>	Gift Boxes Available



To find out more and order a sample, please **scan this QR code**.



# Community & Charity

## Introducing... Tiffany Pegg

We're delighted to introduce our new Recruitment and HR Administrator, Tiff. With her bright and bubbly personality, Tiff always brings a smile to the office. She has been working hard recruiting many new staff over the past few months, in line with the recent company growth. Tiff is a real people person and brings much experience from her background in HR and recruitment. Her role is part time to fit around her pride and joy, daughter Millie, who turns 2 in December and keeps Tiff very busy outside of work. A social butterfly, Tiff loves spending time with her friends and enjoys a well-deserved night out whenever possible. Tiff has recently passed the BPMA TPM exam, which is one of her biggest achievements since joining the business. Her current goals for the department alongside keeping recruitment going is moving the company onto a new platform for annual leave and training, to enhance the culture within the business.



**Tiffany Pegg**  
Recruitment and HR Administrator



## Macmillan Coffee Morning

In September, we hosted a Macmillan Coffee Morning to raise funds to help people affected by cancer. The staff at Innovations House had been busy baking some delightful delicacies and tasty treats and there was plenty to go around. There was an excellent turnout and it was amazing to see such a great amount of support for this event. The day was very successful and **raised over £200** which will help fund the important work this fantastic charity is doing in our community.

