

TALKING

trendz.®



Innovation | Product Spotlight | Marketing & Sales Support | Welcome to Our World



UltraHD

UltraHD dramatically improves the resolution and colour gamut of a printed image. The finished result is a gloss photographic image to a much larger print area than direct digital printing currently allows.



Editor's Letter

Welcome to Talking trendz.®
Issue 02



We are excited to bring you the latest issue of our newsletter, packed with exciting news and updates from our company. We are pleased to announce the launch of our brand-new printing technology, UltraHD, which offers unparalleled image quality and precision. This cutting-edge technology has been developed in-house by our expert team and is now available.

In addition to our new printing technology, we have some exciting product news to share. We have expanded our product line to include a range of new items that are sure to impress. From custom-branded corporate merchandise to personalised gifts, we have something for everyone.

We are committed to supporting our customers with top-notch sales and marketing support. Our team is always on hand to help you with your marketing needs, whether you need help with bespoke promotional materials or marketing campaigns. We are here to help you succeed.

Mark your calendars for some important dates in the coming months. We have

several events and promotions planned, so be sure to keep an eye out for them. And don't forget to follow us on social media for the latest updates.

In this issue, we also want to introduce you to some of the faces behind our brand. Meet the team and learn more about the people who work hard every day to make our products and services the best they can be.

Finally, we are proud to share some of the internal initiatives we have been working on to improve our operations, boost employee wellness and make our company more sustainable. We believe in doing our part to make the world a better place, and we are committed to doing so in everything we do.

Thank you for reading, and we hope you enjoy this edition of Talking trendz.®

A handwritten signature in black ink, reading 'n. cleere'.

Neil Cleere

*Managing Director
The Pen Warehouse*

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Innovation



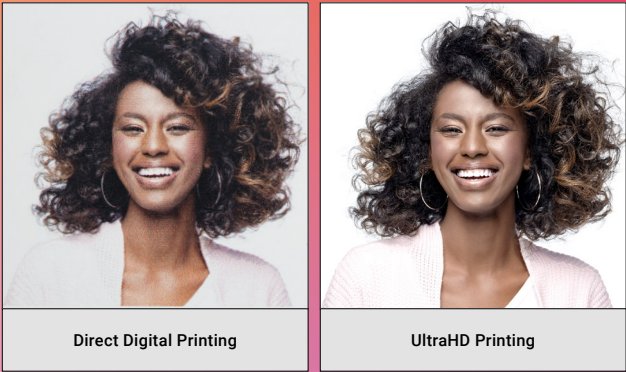
Discover more

INTRODUCING UltraHD Redefining Print

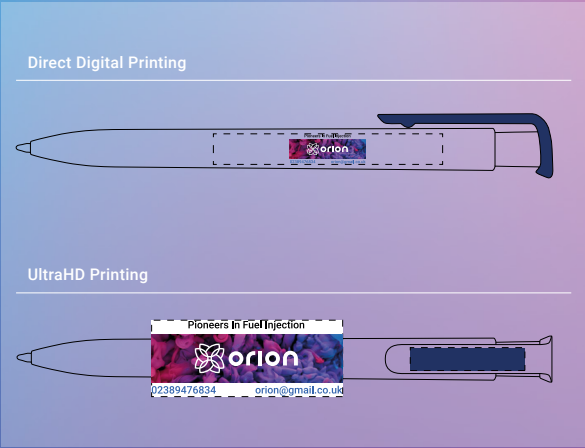
Within the last decade the promotions industry has benefited from advances in print technology where full-colour images can be printed directly onto the product. This allowed product decorators to offer clients the added advertising appeal that a full photographic image can offer and consequently it has been very well received in the industry. Although this was a big leap forward in technology, the process produces relatively low-resolution images with a very restricted colour gamut when compared with, say, magazine quality images.

Our technical team set about developing a new print system for product decoration with the aim of dramatically improving both the resolution and colour gamut of the printed image. We are now ready to launch this new system as UltraHD printing. A picture speaks a thousand words so have a look at the comparison of the standard system and our new and unique UltraHD system of printing.

As you can see, Resolution, Edge Definition, Colour Gamut and Colour Gradation have been dramatically improved to near magazine quality. This service is now available on a range of cylindrical writing instruments and bottles. We believe this print service will augment our current product offering and allow marketers to exploit the full potential of high-definition print.



	Standard Print - Direct Digital	UltraHD
Finish	Matte	High Gloss
Resolution	Low Resolution	High Resolution
Colour Gamut	Low	High
Colour Gradation	Low	High
Print Vibrancy	Low	High
Cylindrical Print	No	Yes



Product Spotlight



Introducing...

Calling all shopaholics, we have added three new high-quality, reusable bags to our range.

The **Alton** is our high-end offering made from Juco cotton. Our **Cambridge** Shopper is fun and available with seven colours to choose from. Finally, the **Windsor** is made from jute, with a cotton canvas to display your branding.

All three feature a large gusset to hold all your things.

Eco Hero



Nolo Ballpen

A sporty looking pen which could lend itself well to numerous promotional campaigns. Available in 7 colours and printed and despatched from 5 working days. The entire Chili range is carbon neutral, therefore any emissions generated during manufacturing have been offset and can be tracked.

Product Features



Snap Spotlight



Vienna Foto Mug

Your favourite, the Vienna Foto Mug with full colour dye sublimation print, is available on a 48-hour express service on orders up to 250 units. The standard lead time is 5 working days. This best-seller is also available with spot colour printing on additional colour mugs. Personalise yours today.

Product Features



Talking Pens



Electra® Ballpen

The best-selling Electra® Ballpen in white is now available with our brand-new UltraHD printing. Enjoy high-definition, magazine-quality printing to a large print area and exploit the full potential of cutting-edge full colour printing with a high-gloss finish. Contact us for your free sample.

Product Features



Marketing & Sales Support

trendz.® Edition 4

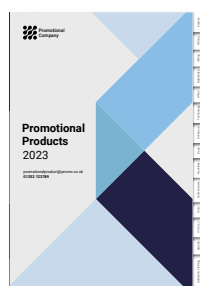
Our interactive digital format is in line with our sustainability goals and an exciting, ever-evolving world of virtual landscapes. The reasons for our shift from a physical paper catalogue to an interactive digital e-catalogue include:

- Significant reduction in carbon emissions and paper waste
- Making product sourcing easy with navigation tabs bringing the user directly to their chosen product category
- The ability to create bespoke cover catalogues with just a few clicks
- Re-investing the cost saved into other areas of the business, such as product development and printing technology.

The latest trendz.® catalogue includes the expansion of our carbon neutral Chili Concept range, including the Eternal Push-Button Pencil made from sustainable bamboo, the Anti-Theft Backpack with USB plug and charging cable, and Calypso drinkware range.



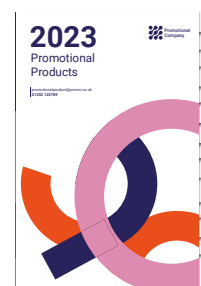
Cover Designs



Option 1



Option 2



Option 3

Dates for the Diary

Our top product picks for upcoming social days



May

June

1-31
National Walking Month
Top Pick:
Action Drinks Bottle

4
Star Wars Day
Top Pick:
Touch Light Ballpen

6
The Coronation
Top Pick:
Drinks Carrier

8
World Ocean Day
Top Pick:
Vitality Drinks Bottle

8
BPMA Sustainability Conference
Crowne Plaza, Marlow

[Book Now](#)



15-21
Mental Health Awareness Week
Top Pick:
Genie Notebooks



Marketing & Sales Support

Ignite Incentives Open Day

Open days mean a lot more to us than showcasing products and print. We get to share the love of what we do, in person, with like-minded customers who are equally as passionate about our industry. We recently hosted the Ignite Incentives catalogue group, which is the first of many visits we have organised for this year.

We are very much open for business, so why not join us with your teams for a day of print training, product showcase and manufacturing demonstrations.

Contact marketing@pens.co.uk to reserve your visit - spaces are limited!



Staff News

Back on the Road...



Matt Dyl Head of Sales



After the best part of 3 years, I am now back on the road leaving you in the very capable hands of Vicky as our newly promoted Customer Service Manager. This year is all about reconnecting with customers and showcasing our products and processes that have not stopped developing over the past few years.



Welcome to Our World



Meet Vicky, our Customer Services Manager

How long have you worked here?

So, I have worked here now for 5 and a half years. I started in June 2017 and I was responsible for Team 2 quotes/queries and phone calls, I then helped with the 'Stage 2' checking process. After a year, I was lucky enough to join my colleague Jodie on Team 8, having Jodie as an Account Manager was invaluable and I have learnt so much from her. I was responsible for the checking and sending process but as it was such a small team we shared phone calls, emails and production, which gave me a full overview on the whole order process.

What does a typical day look like?

Currently, a typical day for me would be initially checking through the team reports, looking at the workloads and liaising with the Account Managers to make sure everybody is good to go. There would normally be meetings in my diary throughout the day to discuss various topics and currently I am conducting interviews so we can get

the teams at full capacity and prepped ready for the busy months ahead.

I also deal with any escalated complaints, and you will often find me in Production, helping to fit urgent jobs. I also like to get involved with the first section of training for new starters, going through pricing, artwork, lead-times, etc. before they go into their dedicated team. Each day my aim is to have inboxes up to date and all orders raised, with everybody working together as a collective. I have a great team and we are all rowing in the same direction.

Currently we have 21 members in the team, including Artwork and Samples.

What's your favourite product and why?

I really like the Bobby Wireless Speaker, it looks stylish and sleek and has nice packaging and bobs about in time to the music.

Share something or someone special with us.

Aww my Crumble, well she is my world. She's 9 years old and still looks and acts like a pup, she has even tried to help with promoting some of our products.

Best Stand Award

The BIG Promotional Trade Show - Manchester

We're proud to announce that we won the Best Stand Award at The BIG Promotional Trade Show in Manchester on 18 April. The award is a true collaboration between Sales and Marketing, highlighting our commitment to delivering outstanding products, services, and marketing to our distributors.

We are absolutely thrilled to have received this recognition and would like to thank our teams for their hard work and dedication.

To see our stand and find out more, register your attendance for the Heathrow show on 27 April [here](#).



Our World

100km Walk for Sands

Jodie Tutty, our Customer Service Advisor, committed to walking **100km** for Sands, the stillbirth and neonatal death charity.

Sands offers emotional support and practical help to anyone affected by the death of a baby. They promote changes in practice and fund research to reduce the loss of babies' lives.

Jodie completed the walk in memory of her son who she and her family sadly lost last year. She smashed her target, walking **103.45km** and raised an incredible **£1,145** for the charity.

A huge, heartfelt well done goes out to Jodie from all her fellow colleagues.

For more information about Sands and the important work they do, visit **www.sands.org.uk**.



Easter Egg Hunt

We hosted a successful Easter egg hunt for our employees on the morning of Tuesday 4th April 2023. The event was fun filled and brought colleagues from different departments together in the spirit of Easter.

The Easter egg hunt took place at our headquarters in Hampshire. Employees were divided into teams and given clues to follow and riddles to complete. The winning team, 'Jodie's Ladies' was rewarded with a special prize of a giant chocolate Easter egg, and the whole company received a chocolate egg too. The event was enjoyed by all, and the employees expressed their appreciation for the opportunity to take part in a fun activity that brought everyone together.

We are delighted that our Easter egg hunt was such a success. It was great to see everyone come together, have fun, and get into the spirit of Easter. Our employees work hard throughout the year, and we wanted to show our appreciation by organising this event.

Here at The Pen Warehouse and Snap Products, we are committed to creating a positive working environment for our employees. The Easter egg hunt is just one example of our efforts to strengthen the workplace culture and is also a reflection of our values of teamwork and collaboration.

