

# Promotional Pens

## 6-steps to the perfect advertising gift



### STEP 5

**5. Think ink.** Nothing to do with tattoos here but the colour of the ink. For organisations where the pens could be used on official documents black makes sense. Blue is also an option and multi-function pens can provide red and green to which can be useful for schools, colleges and universities.



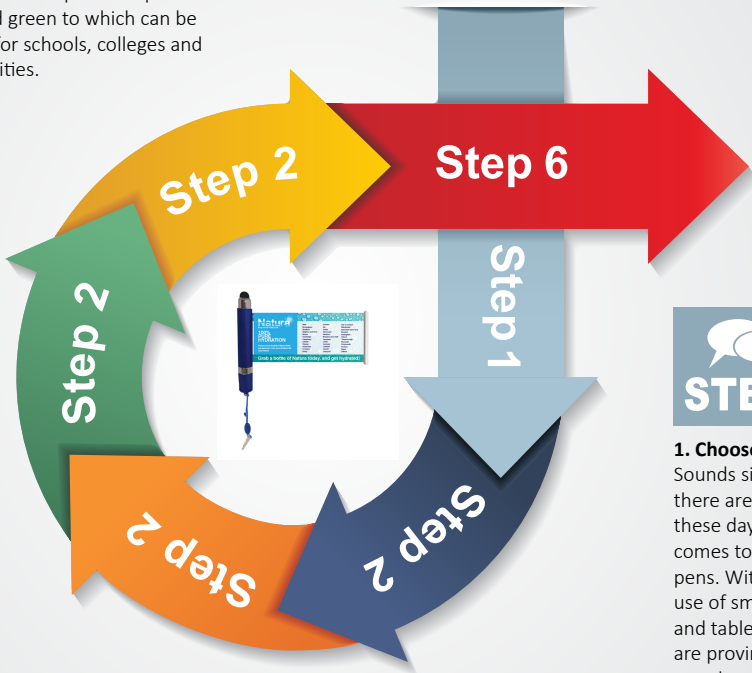
### STEP 6

**6. Delivery times.** All delivery times quoted are from artwork acceptance so if you have an event remember to work backwards from this and allow enough time to pick a pen and get your artwork signed off.



### STEP 4

**4. Fix a budget.** Logo pens are one of those gifts where volume print runs dictate unit price. It's important to have a fixed budget in mind as this will help you to funnel down your decision-making. We can also help you select a pen that will maximize your budget and give you the greatest quantity



### STEP 1

**1. Choose a pen style.** Sounds simple but there are many choices these days when it comes to promotional pens. With the growing use of smart-phones and tablets, stylus pens are proving very popular. Choose a style to fit your promotion.



### STEP 3

**3. Distribution and Packaging.** You can choose for bulk delivery of your pens with a fixed quantity per cardboard box or have them delivered with their own pen boxes.



### STEP 2

**2. Remember your imprint.** The pen or other writing instrument you choose must have a colour that will compliment or contrast with your logo and imprint. The print area must also be big enough for your imprint.