



British Promotional  
Merchandise Association Ltd

## PENS

### **How can I choose a pen which will communicate the message my company wishes to convey?**

Design impact is vital; you'll need to consider how much information you want to communicate. For example, a pen with plenty of print area may be necessary if you want to incorporate a lot of information or a large logo. Similarly, the objectives of the campaign and the audience profile must also be considered to ensure a successful outcome.

### **What are the best options for branding?**

This is dependent on the pen chosen; various print methods and engraving are available. Where branding is placed is also important, the barrel, clip, tip, or 360 degree 'wrap around', are all possible locations. An obvious, yet subtle branding method, is having component parts of the pen produced in company-generic and/or brand colours.

### **How can I make sure the recipient wants to keep their pen for as long as possible?**

Good quality, a good look and feel, and an appropriate design specifically targeted to both the audience and application, can all inject enough interest in a promotional pen for the recipient to want to hold on to it.

### **What is the general lead time for producing promotional pens?**

Between 10 and 15 days, although this can go up or down according to order size and the branding technique(s) required.

Andrew Hill, Senator Pens Ltd.