

Any colour you want! (except dull)

OK, so it's an amateurish piece of Word Art, but sometimes you just can't help yourself!

But the point is that colour is just about the single most important element of your brand. This is not always the case - the Microsoft name, for instance, is recognisable by the style of its presentation rather than colour - but the point is that colour and style are far more important than any words you may use.

It therefore makes sense that promotional gifts and giveaways, when used for branding purposes, should reflect these imperatives. Colour and style first and foremost. That is why the German made Eterna pen range below offers such good options. With 20 standard colours to choose from, you can easily create a truly corporate pen. With their modern styling and excellent print areas, they get our endorsement!



Eterna Grandissimo

Eterna Euro

Both these pens are available with supersized Multifill refills

Of course, these are not the only pen ranges that offer such facilities for colour combination. We offer the wonderfully styled, premium brand Prodir pens or the Roubill and Senator ranges too - all good quality pens that will promote your brand through their quality, style and, above all, their **COLOUR!**

The Recycling Issue

Here is another thought. Many companies are now thinking that they should choose recycled pens to show their concern and support for environmental issues. Consider this - to manufacture a pen made from recycled plastic may reduce the carbon footprint of that item by up to 50%.

Well here's the groovy bit - choosing a pen with a quality, jumbo refill can reduce the equivalent carbon footprint over the lifetime of a recycled pen by up to 75% - simply by extending the life of the pen up to five times! Of course, while that does not address the reusing of resources and reduction of landfill requirements, the environmental impact may be just as significant if not more so.

Standard refill writes for 1.5 to 2 kilometres

Prodir Ball Pens write for 5 kilometres

Senator/Roubill pens with G2 refills write for 5 kilometres

Eterna pens with Multifill Refills write for a whopping 8 kilometres

So if you do choose recycled, be careful you know exactly what you are buying. A Far East recycled pen will do nothing for the environment. With poor environmental manufacturing standards and transport, your carbon footprint could be a size 16+.

Do you feel like a fruit salad, Sir?

While on the subject of colour, it used to be the case that having clothing made to a bespoke design would cost thousands and require you to order as many. No longer!

Now you can have your shop staff or field engineers dressed like a fruit salad (or you may prefer your unique corporate colours and style) from as few as 50 polo shirts with the Monopolo range.

The examples below show the range of styles and colours to choose from. Prices start at only £12.50 each including embroidery for just 50 mixed sized, ladies or gents polos!



Think of the benefits:

1. Corporate branding through unique colour combinations.
2. Bespoke clothing conveys the impression of a larger company.
3. Field engineers and service personnel are clearly identified through their clothing as well as their ID cards.
4. Building a team ethos - different colour combination can be used for different divisions.
5. Customer Service - retail staff can clearly be identified to customers.
6. Exhibition clothing - enhances impression on your stand.

So whether you just want some pens that carry your corporate colours well, whether you are concerned about the environment or whether you want to brighten the image of your staff, remember to think in colour!