

# The write stuff



One of the most useful and popular promotional products has been a vital part of the ad specialty industry since its beginnings. Pens have improved and evolved over the decades, and today they offer users much more than simply the ability to write.

In this showcase, we feature pens that run the gamut, from two scented pens with a total of 13 aromas to a fun dolphin-topped pen. Got a client with an important message to get across? Turn them on to a banner pen with 14 inches of prime real estate for their marketing tome.

Options abound for your eco-conscious clients, with pens, pencils and highlighters made from recycled paper or corn plastic. Traditionalists will appreciate the smooth writing of a finely made ballpoint that can be imprinted in 20 colors.

The ubiquitous pen is still a promotional mainstay for good reason: It's something that everyone needs and appreciates; it's available at all price points; and it offers a mind-boggling variety of styles, colors, inks, and more. In this showcase you're sure to find at least one item that will help you - and your clients - ink some great deals.

- By Kerry Boderman

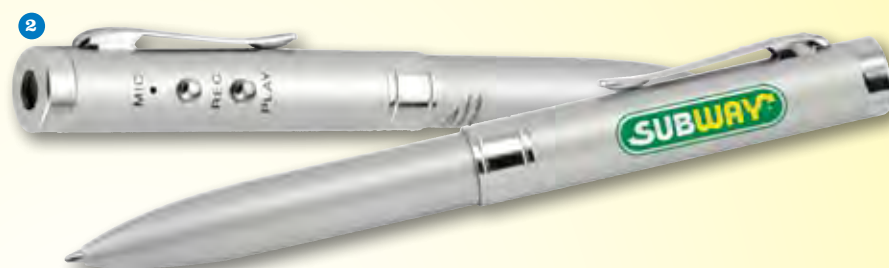
## THIS UNIQUE COLLECTION SAYS "WRITE ON!"

### 1. EASY WRITER.

Soft-grip, easy-glide pen has ample space for a logo or message. Available in blue, red and green. Can be imprinted in 20 colors. From Lanco Corporation, asi/66224, 800-938-4500.



### 2.



### 3.



### 4.



### 5.



### 2. RECORD THIS.

Pen has a stainless-steel body with chrome trim finish. It also features a 60-second voice recorder. From Sunscope, asi/90075, 800-432-4274.

### 3. PEN WITH A PORPOISE.

Ballpoint pen features a dolphin with a ball in a clear capsule. Writes in black ink. From Chulani Promotional Products Inc., asi/45100, 973-279-6666.

### 4. METALLIC MESSAGE.

Grip pen highlights a logo or message in gleaming chrome. Available in seven colors with blue or black ink. Made in the USA. From Goldstar, asi/73295, 800-553-9646.

### 5. MAGICAL SPRITE.

The Sprite pen is available in five attention-getting colors with black and chrome accents and a white barrel. Black ink and unique grip. From Hub Pen Co., asi/61966, 800-388-2323.

### 6. THAT'S HANDY.

Twist-action ballpoint pen has a screwdriver tip on the other end. From Advantage Industries, asi/31570, 888-908-7283.

### 6.



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