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There are numerous ways of creating brand awareness, and one of the more effective is also one of the more traditional “ printed pens also known as Promotional Pens are pens that have all your company’s vital information printed upon them, namely your logo, company name and website URL. (Some companies have their address printed on promotional pens, but this is becoming less and less common, what with the web address being its modern equivalent.)

There is a great deal of range with printed pens, not only in terms of design but also colour-way. Combining the two offers a tremendous level of scope when it comes to creating a pen that is fit for a specific purpose. The occasion that a promotional pen is created as a representation of, and the amount of people that will be receiving one of them, are important factors that need to be considered when having a promotional pen created.

If printed pens are being used to promote a centenary year, for instance, and are being presented to a limited number of influential individuals, such as heads of business, then it may be apt to get more expensive pens printed, that exude a touch of class.

Some of the better companies who deal in printed pens can print your company information on pens made by exclusive companies such as Sheaffer and Cross. These are companies who make pens using luxurious precious metals such as gold, platinum and silver. If you are going to promote your company specifically to members of the business world’s upper echelons then it could well be worth getting promotional pens that suit this purpose.

Of course, if you are looking to promote your company on a wider scale then it stands to reason that you are going to want a pen that costs a great deal less per unit. Going for something that replicates your standard everyday biro is the most economical alternative.

The great thing about getting a pen that is manufactured chiefly from plastic, as opposed to metal, is not just that it works out cheaper, but that it offers far more variation when it comes to incorporating your corporate colours into the actual design of the pen, as well as having your company logo and details displayed on it.

The better the company that you choose to manufacture your promotional pens, the greater the level of variety, and you can request samples from the companies before you put an order in, just so that you know you will be satisfied with the end product. It is important to do this, particularly if you are putting in a large order “ you don’t want to get stuck with thousands of promotional pens that you can’t shift!

The best way to get the lowest possible price on printed pens is to order them in bulk. The more pens you order then the less you pay per unit. It makes sense to consider any future promotions that your company will be running and factor this into your ordering. By ordering one large quantity, as opposed to lots of small quantities, you will save yourself literally hundreds of pounds.

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