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# Corporate Gift Suggestion: Pens

Pens are small, fairly cheap but in respect to using them for gifts they do not get thrown away till they have been fully used, giving them a life of 1 - 2 months depending on usage. Because of this versatility they are a perfect gift.

Pen manufacturers would agree that the most common ink colour these days is black ballpoint. When you are looking for advertising exposure the black ballpoint pen cannot easily be beaten for dollar for dollar advertising and market exposure value. They keep you front of mind with your clients every day when you add your branding or unique company features to the pen.

Black ballpoint pens are the most preferred amongst sales people and office workers but blue is next in line in popularity. Odd and interesting colours such as orange or pink can also be used, but are of little usability. They're best for party-hire companies or children's wear businesses. After all you are giving a very practical gift so it may be better to stick with blue or black ink.

When it comes to the exterior body of a pen imagination is the only limit. And as long as the pen is still usable practically as a pen, then you would still achieve your exposure goals.

For the body of the pen you should first focus on the company information you want to add and then consider the design of the body next. If you do not do this you may end up choosing a physical design that you cannot add the info you want which would defeat the original purpose.

Quality looking pens will be used by more people than cheap looking ones, so do not go too cheap when it comes to the body of the pen. Also do not use the cheapest pen interior. A lot of us has thrown away a pen in frustration because a pen does not work when we tried using it. This experience can then leave the person reflecting the quality of the pen on your company which is not good or what you intended.

Good corporate gift suppliers should be able to not only purchase the pens you want in the bulks you require, but also be able to consult you on some of the pen body design and quality aspects that we have covered.

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