



### Potential Power Of A Pen

Because promotional pens are so common, you may be tempted to overlook their potential. Considering that the average pen passes through 100 hands during its lifetime, there are a lot of people who could be seeing your contact information. Pens come in every color, size, and shape imaginable. Ranging in price from under a dollar to over \$500, there is surely a pen that can fit your budget and objective.

Don't worry that people steal pens. Would you mind if they stole your business card and passed it on to someone else? Choose the type of pen that someone will track down and fight for because it is so cool and they like how it writes and feels in their hand.

Imagine someone going from office to office asking for that "Becden Dental" pen that someone took off their desk.

### Pen Examples:

- Banner pen: Every time you click it, a different message appears in the window. Consider your phone number, website, slogan, etc. You can get up to six banners per pen.
- Techno pen: A pen that includes a stylus for a PDA, an ink pen, and a mechanical pencil. This is the one pen that truly does it all and that wire heads kill for.
- Theme pen: A great theme pen for a surgeon would be in the shape of a syringe or for a builder in the shape of a screwdriver.
- Dual-action pen: Includes a highlighter on one end.
- Flashlight pens: Always a hit. When your client jots down that million-dollar idea in the middle of night or in a dimly lit seminar, this pen will be really appreciated. Send it with a note, "We can shed some light on your \_\_\_\_\_."

Banner Pen:

