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The printed promotional pens are not only cost effective but are also the most widely used promotional items in the UK. These are well- designed and carry wonderful colours with them that these products engross most of the consumers. There is a wide range of designs to choose from and you could mix and match any colour or design as per your preference. It is a cool idea to make them loud and multi-coloured so that they stand out from all the other promotional items, as your basic aim is to augment the brand awareness of your organization.

Most of these are roller ball pens; it is not problematic to print on. These are as well ideal gift items for children. These could be customized with the colour of your choice and with your companyâ€™s message or symbol imprinted. There are numerous companies, which provide you this service and you can create some stupefying prints on them. However, that will cost you more. Therefore, before choosing such products for advertisement purpose, you are required to prepare a budget and it is prudent to stick to that budget.

You could also get these as per your customer demography. You could get cheap promotional pens in numerous designs for dissimilar customers, as pink could be used for girls and blue for men, and so forth. You can as well use dissimilar ink colours for these products. However, black and blue are the most prevalently used refill colours. In case, if your company logo has two colours, you could use those two colours as the refill ink. This would as well depict the creativeness of you as an individual and the love and loyalty you have for your own company. Presenting one additional set of refill would also augment the goodwill of your organization, as the customers would be happy to get free pens that too with additional set of refills.

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