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Cheap Promotional Pens – Effective Marketing Giveaways [by Julia Roger](#)

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Giving away promotional products is a popular marketing concept. And it is not difficult at all to find a suitable item for promotional purpose. There are plenty of items available in the market to choose from. However, it can often lead to confusion while selecting merchandises for marketing and advertising purpose. It is always better to seek help from an experienced supplier. Tell him/her about the requirement as well as budget limitation. One of the best promotional giveaway items available is pen. They are high utility items that can be used on a daily basis. Cheap promotional pens can be used by any age group, from 8-80.

There are different manufacturers selling cheap promotional pens. Among them, senator and parker are two top notch pen manufacturers serving the world for over a century. There are other companies also that offer fine writing tools to be given away for promotional purpose. However, it is important to keep in mind that quality does play an important part in such marketing concept. When selecting promotional merchandises, proper focus on the quality needs to be given. When it is about cheap promotional pens, there are good quality items available widely. In fact, pens from senator and parker are finer in quality. The LPE (low priced edition) pens available from these renowned manufacturers also come in designer box pack.

Through online promotional pens of different brands are available at unbelievably low rates. The main reason is higher competition and minimal investment. E-stores do not have to invest much on office space or manpower resource. As a result, they can offer heavier discounts on items than offline local stores. On bulk ordering, higher rebates can be availed. Some stores even offer free shipping on bulk purchasing. Corporate organizations go for bulk purchasing. After all, the entire initiative is for promotional purpose, isn't it?

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