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Coloring Pens - Liven Up Your Promotional Campaign with a Gift That Children Love
by [John Faulkner](#)

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Colouring pens, also commonly called markers, come in a variety of shapes, sizes, and colours. All of their shapes, sizes, and especially their colours are favourites among children and young school aged people. The bright array of colours provided by markers makes these a fantastic promotional item for those whose business promotes to young people. There are a large variety of makes, brands and qualities to choose from when you are selecting the perfect markers to use for your promotional events. There are some varieties that offer not only a large range of colours but also high quality writing ability. There are some brands of markers that even boast that you can leave the cap off for 14 days and the marker will still write.

Colouring pens make for great promotional items for children and young people, but it is important to remember when advertising with writing tools to children that their inks or colours are fully washable from clothing, walls, or any other surface your customers children might write on. You want to give a good impression of your business, you certainly don't want the parent to be angry while scrubbing a non washable marker from a wall or from their child's clothing. A little bit of forethought will help to avoid any unpleasant memories of your company and the services or products that you provide. You always want to leave your clients with the feeling that you and your company are responsible and helpful.

Colouring pens are typically larger than a pen which means there is more surface area available for your companies information to be hot stamped or etched. In most cases it is a good idea to use muted professional type colours when decorating your promotional items to ensure they appeal to a wider audience, but in the case of markers, they are targeted toward children or younger people so it is acceptable to use brighter colours. Your logo and company information should still match that of your letterhead and your signage, but the colours can be brighter and more eye catching if you wish.

Colouring pens provide a wide range of ways to advertise, whether you are coupling your markers with a colouring contest, or if you have a children's play area in your office. When children get something to play with they are often very excited about it, and will in turn ask their parents to return to the place where they got a free toy in the past. Washable markers make for great promotion items for children because they tend to like the bright colours, and they will be busy colouring while you and your staff are meeting with their parent. Not only is the child busy and quiet, but they leave happy with their free marker.

Whether you operate an indoor play area for adults and their children, or you are simply running a short term colouring contest for the children of your staff or customers promotional colouring pens might be the ideal advertising platform for you and your company. If you frequently do business with clients with children, offering promotional items to the children can help you get your business done with the parent much quicker and quieter.

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[John Faulkner](#) - About Author:

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