



The Plain can Look Like the Beautiful



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Table of Contents

Uses of Pencil Expressions' Graphically Decorated, Advertising and Promotional pens and pencils_____	page 2
Custom Pencils _____	page 5
Custom Pens _____	page 8
Stock Design Theme Pens and Pencils _____	page 12
Other Promotional Items _____	page 14

Uses and Application of Graphic Pens and Pencils

Our handsome and graphically decorated writing instruments deliver highly functional vehicles for expressing your company or organization promotional and advertising messages. A specialized printing process works with up to 7 colors to create pens and pencils that match the promotional graphics and themes of your print advertisements, product packaging, web sites and annual reports.

Long lasting, clean and sharp, full color graphics deployed over the entire area of the instrument results from our specialized 4-color film heat transfer process. Picture your vibrant and decorative promotional themes and messages on the desks or in the homes of your most important audiences and at all times. Our singular focus means we understand the use of artwork in helping you to deliver your message. Since this is all we do, we have to be the best.

Our full line of promotional pens and pencils come in a wide range of minimum quantities with many excellent applications:

Promotional and Advertising Items

- Large charitable organizations use 4 and 1 color graphically decorated pens and pencils to solicit donations and to thank donors.



- Consumer product companies use promotional items that replicate their products and product packaging. As well, large companies may wish to promote and celebrate their special charitable causes.



- Financial Service companies benefit by handing out handsome pens and pencils. These promote name retention and repeat business by having these in their important client's homes and offices at all times.



- Regional and local fundraisers may use our decorative pens and pencils in local neighborhood drives and "bake-sales"



- Pencil Expressions pens and pencils are well used for motivational purposes and for acknowledging and celebrating national events.



- Politicians and government agencies have come to rely on decorative pens and pencils to promote their names and to educate the public on special issues.



- Lawyers, doctors, accountants and other professional groups and small businesses use our promotional pens and pencils to help establish name recognition...in an effort to solicit new clients and to retain existing ones.



- School Groups such as teacher organizations, PTOs and clubs such as cheerleading and sport teams effectively use promotional pens and pencils for fundraising and to help promote knowledge and self esteem



- Trade show exhibitors hand out promotional pens and pencils at the show. The more graphic and the more decorative the better the chances of the writing instrument finding it's way back to the homes and desks of the recipients. As well, conference and meeting planners find meeting-specific pens and pencils leaves a lasting and great impressions of the event.



Custom Pencils

4-Color Pencils

Our custom 4-color decorated promotional and advertising pencils allow you to use your vibrant full color imagery to deliver your company or organizational messages to your audience. Convincingly. These brilliantly printed pencils provide graphics that are clear, sharp and permanently printed via a heat transfer process. Best of all, total and maximum visual effectiveness is attained since we utilize the entire area of the pencil for the imprint. Tie in your print advertisements, product packaging, web design, annual report, trade-show booth graphics or any other theme to this attractive promotional item.

Quantity	10,000	15,000	30,000	60,000	100,000	125,000
Price	\$0.25	\$0.20	\$0.175	\$0.14	\$0.13	\$0.122



- Ferrule choice of brass, silver or black.
- Eraser choice of White, yellow, light purple, standard, black, orange, dark blue, red, green or violet
- First match print is at no charge. Changes requiring additional match prints will be at \$75 each
- No charge for PMS matching nor any additional artwork charges providing artwork is as specified by us
- Pencil Expressions can design the artwork starting at \$125
- Reorders will receive a 4% discount providing there are no artwork changes
- Packaging is in boxes of up to 2000. Pencil Expressions can provide inner boxes of 100 or 144 on a special quote
- Pencil Expressions can also bag in polybags of your choice of quantity (eg 6 or 10) with a special quote
- Lead time is 6 business days to produce match proof from our receipt of acceptable artwork) on CDROM and 12 business days from approval. Shipping and handling additional.
- The live image area is 6.75 inches by .977 inches with an additional .25 inch by .977 inch bleed (no image in this area).

Custom Pencils

I-Color Pencils

We also offer smaller quantity options of impressive I-color screen and foil prints, including your logo. These pencils keep on promoting and expressing your message.

Quantity	1,000	2,500	5,000	10,000	25,000
Barrel	\$0.21	\$0.18	\$0.15	\$0.13	\$0.12
Neon Barrel	\$0.25	\$0.21	\$0.18	\$0.17	\$0.15



- Reorders receive a 2% discount providing no changes to artwork
- Ferrule choice of brass, silver or black
- Eraser choice of standard, white, yellow, light purple, black, orange, dark blue, red, green or violet
- Barrel choices for round pencils are dark blue, royal blue, dark green, medium green, red, violet, maroon, bright yellow, black, white, gold and silver.
- Barrel choices for Neon pencils are: Neon - Yellow, Green, Orange, Pink and Magenta
- Neon Pencils come with color coordinated erasers.
- Pencils include a Screen Print of up to 4 " by 7/8 ". Foil printing will be \$115 additional and will include up to 6" inch by 7/8" inch.
- Font will be 9 point Helvetica with choice of upper and/or lower case
- Stylized print and/or simple logos have a one-time \$35 charge
- Pencil Expressions can create the artwork for an additional \$50
- Delivery time is 10 to 12 business days

No matter which Pencil Expressions ad-specialty pencil you choose, they will have a custom and beautiful look. You can provide your existing and acceptable artwork to us or our design staff can assist in that development. With the custom 4-color pencils, you simply make a choice of color of the ferrule and the color of the eraser. With the custom I-color pencils, you as well choose the color of the ferrule and the eraser as well as choosing from one of 14 different barrel colors.

Ferrule Colors



Brass Silver Black

Eraser Colors



PINK BLUE GREEN PURPLE



RED FUSCHIA WHITE BLACK



BRIGHT
YELLOW NEON
PINK NEON
ORANGE

Barrel Colors



Standard Yellow - 1



Royal Blue - 2



Dark Blue - 3



Dark Green - 4



Red - 5



Maroon - 6



Fuschia - 7



Ivory - 8



White - 9



Black - 10



Neon Yellow - N1



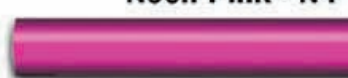
Neon Green - N2



Neon Orange - N3



Neon Pink - N4



Neon Magenta - N5

Custom Pens

4-Color Pens

With out custom 4-color pens, you can put forth your promotional messages and advertising and let your imagination run wild. These brilliantly printed pens provide for graphics that are clear, sharp and permanently printed via a special heat transfer process. Best of all, the entire area of the pen is used for the imprinting thereby providing maximum visual effectiveness. Tie your print advertisements, product packaging, web design, annual report or any other theme to this attractive promotional media. Choose our popular stick pen or our retractable click pen at a slightly higher price.

Quantity	10,000	15,000	30,000	60,000	100,000	125,000
Price	\$0.31	\$0.26	\$0.20	\$0.165	\$0.15	\$0.14



- Choice of black or blue ink, medium or fine nub.
- One match-proof chrome will be produced. Changes requiring additional proofs will be at \$75 apiece
- No charge for PMS matching.
- No other setup charges assuming the artwork is provided to us as specified
- Pencil Expressions can create the artwork starting at \$125
- Packaging is in boxes of up to 2000. Other options are available at an additional fee
- Click retractable pens are available at 9 cents per piece additional
- Click retractable pens come without clips. Clips are available for an additional 3 cents apiece.
- Reorders are available with a 4% discount providing there are no changes to the artwork
- Lead time is 6 business days to produce match proof from our receipt of acceptable artwork) on CDROM and 12 business days from approval. Shipping and handling additional.
- The imprint area on the stick pen is 5.118"w x .969"h, which includes extended art area under the cap. Templates will be made available when submitting final art.
- The imprint area on the click retractable pen is 4.170"w x 1.177"h, which includes a bleed of .200 on each side of the width. Templates will be made available when submitting final art.

Custom Pens

4-Color Bic Pens

As well as our fine 4 color decorative pens above, we also feature pens from BIC Graphics with the same special 4-color process. Pencil Expressions has selected several to feature from the extensive BIC product line up. Enjoy the benefit of full graphics and the most recognizable name there is.

Quantity	15,000	25,000	50,000	100,000	250000
Wide Body	\$1.02	\$0.86	\$0.78	\$0.70	\$0.64
Wide Body w/ colored rubber grip	\$1.16	\$0.98	\$0.91	\$0.82	\$0.75

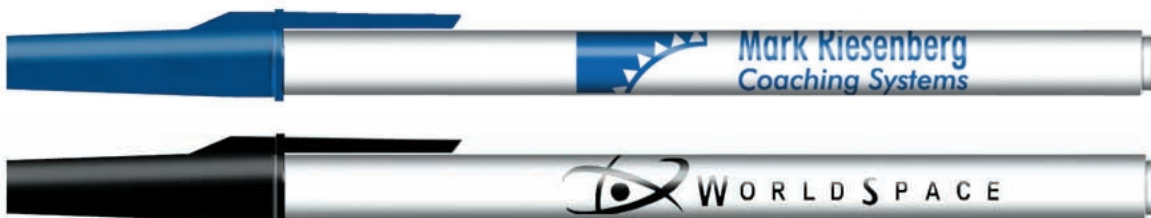


- Medium point is available with black, blue or red ink. Fine point is available with black or blue ink.
- With Wide Body, choice of trim colors of Forest Green, Burgundy, Navy, Blue, Teal, Red, Yellow, Purple, Black and White.
- Maximum imprint area is 4 "w by 1"h.
- Either Wide body can have a 1-color clip imprint at 13 cents additional and is 3/4" by 5/32". Color to match trim.
- With Wide Body with Color Rubber Grip, the trim and rubber grip will match and may be Forest Green, Burgundy, Navy, Blue, Red, Yellow, Purple or Black.
- Boxed in boxes of 500.

1-Color Screen Prints and Foils

For those with an appetite for the best but a budget that requires smaller quantities, Pencil Expressions also features a smaller quantity option of impressive 1-color screen and foil prints, including your logo. These pens will keep on promoting and delivering your message every day.

Quantity	1,000	2,500	5,000	10,000	25,000
Price	\$0.27	\$0.25	\$0.22	\$0.20	\$0.18



- Choice of black or blue ink, medium or fine nub.
- No charge for PMS matching.
- No other setup charges assuming the artwork is provided to us as specified.
- Pencil Expressions can create the artwork starting at \$50.
- Packaging is in boxes of 2000. Other options are available at an additional fee.
- Click retractable pens are available at 9 cents per piece additional.
- Click retractable pens come without clips. They are available for an additional 3 cents apiece.
- Lead time is 6 business days to produce match proof from our receipt of acceptable artwork) on CDROM and 12 business days from approval. Shipping and handling additional.
- The imprint area on the stick pen is 3 1/2" by 7/8" inch.
- The imprint area on the click retractable pen is 3 1/2" " by 7/8".
- Stylized print and/or simple logos have a one time set up charge.

I-Color Bic Pens

And in addition to our one color pen options above, we also are proud to offer one color, smaller quantity options as well from the BIC Graphic lineup. Please inquire directly to Pencil Expressions for your favorite BIC Graphic pen if you do not see it here.

Quantity	500	1,000	2,500	5,000	10,000
Revo Click Stic	\$0.96	\$0.87	\$0.80	\$0.74	\$0.69
Wide Body	\$0.91	\$0.83	\$0.76	\$0.70	\$0.65
Wide Body w/ clr grip	\$1.20	\$1.09	\$1.00	\$0.92	\$0.86



- Medium nub has choice of black, blue or red. Fine nub has black and blue.
- With Revo, barrel is white. Choice of matching grip, trim and imprint color of Purple, Red, Forest Green, Blue, Navy and Black. May also choose imprint color from Yellow, Orange, Pink, Reflex Blue, Process Blue, Burgundy, Maroon, Teal, Brown, Charcoal and Cream. Other PMS color matching is available for \$32.
- With Revo, the barrel imprint is 1.75 by 5/8ths inch.
- With Revo, clips are 13 cents for imprinting and is 1 1/18th " by 13/64th".
- With Wide Body, choice of barrel colors of yellow, Forest Green, Cream, Blue, Navy, Silver, White, Black, Red, Teal and Purple. Trim colors are Forest Green, Burgundy, Navy, Blue, Teal, Red, Yellow, Purple, Black and White. Imprint can match trim or additionally Orange, Pink, Reflex Blue, Process Blue, Maroon, Green, Cream, Brown and Charcoal. Other PMS color matching for \$32.
- With Wide Body, imprint area is 2 1/8th " by 1".
- With Wide Body with Rubber Grip, barrel is white. Rubber Grip, Trim and imprint can match with choice of Forest Green, Burgundy, Navy, Blue, Red, Yellow, Purple and Black. Imprint may also be an additional choice of Orange, Pink, Reflex Blue, Process Blue, Maroon, Green, Teal, Brown, Charcoal and Cream. Additional PMS color matching is \$32.
- With Wide Body with Color Rubber Grip, imprint area is 2 1/8th " by 5/8th inch if the clip is opposite the imprint. If the clip is aligned with the imprint, the imprint area is 1 1/8th by 1 inch.
- With both Wide body choices, clips can be imprinted at 13 cents and the area is 3/4" inch by 5/32".
- Additional imprint colors (up to two) are 10 cents apiece.

No matter which Pencil Expressions pen you choose, the final product will inspire with a custom and beautiful look. You can provide your existing and acceptable artwork to us or our design staff can assist in that development. With the custom 4-color and 1-color pens, you have your choice of Stick or Click pens (slightly higher) as well as those from BIC.

Stock Design Pens and Pencils

Stock Design Pencils from Pencil Expressions provide a combination of the imagery of the 5-color graphics, personalized messages and a smaller quantity option. We offer five exciting designs:



The Camouflage and The Patriotic can be purchased with your unique identification and messages or without just as a beautiful pencil. The Flag, The Money and The Thank You are designed specifically to include your message and/or logo.

Quantity	500	1,000	2,500	5,000	10,000
Camouflage	\$0.23	\$0.19	\$0.16	\$0.14	\$0.12
Patriotic	\$0.25	\$0.21	\$0.18	\$0.16	\$0.14
Flag	\$0.25	\$0.21	\$0.18	\$0.16	\$0.14
Money	\$0.25	\$0.21	\$0.18	\$0.16	\$0.14
Thank You	\$0.25	\$0.21	\$0.18	\$0.16	\$0.14

- Screen imprinting on any of the four designs will be 1 cent apiece for quantities less than 5,000 and .5 cents apiece for quantities more than 5,000.
- Screen imprinting on The Camouflage will be in a maximum area of 4 by 7/8th inch
- Screen imprinting on The Flag, The Patriotic, The Money and The Thank You will be a maximum area of 2" by 7/8th inch.
- Foil imprinting on any of the four designs will be 2 cents apiece for quantities less than 5,000 and 1 cent for quantities more than 5,000.
- Foil imprinting on The Camouflage will be in a maximum of 6" by 7/8th inch.
- Foil imprinting on The Patriotic, The Flag, The Money and The Thank You will be over a maximum area of 2" by 7/8th inch
- Imprint colors of Fire Red, Lemon Yellow, Peacock Blue, Dark Blue, Green, Purple, Brilliant Orange, Black, White and Maroon are available.
- Font will be 9 point Helvetica with choice of upper and/or lower case.
- Stylized print and/or simple logos have a one-time \$35 charge.
- Pencil Expressions can create the artwork for an additional \$50.
- Delivery time is 10 to 12 business days.

Completing your choices of stock design theme instruments are the **BIC Graphic Stock Design Theme Widebody Pens**. You'll have your choice of design theme (Fish, Flag, Gambling, House, Money, Seashore and Sports) and your choice of coordinating trim and imprint color. And, you can specify your text with logo in the imprint area. You will be amazed at the tempting 4-color look-a-like of the stock design theme pens.

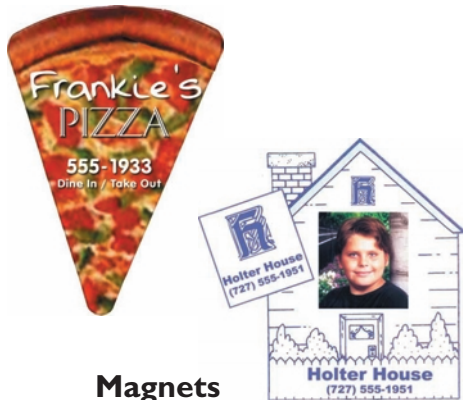
Quantity	500	1,000	2,500	5,000	10,000
Price	\$1.10	\$1.05	\$1.00	\$0.95	\$0.92



- Choice of Fish, Flag, Gambling, House, Money, Seashore and Sports designs.
- Barrels are white.
- Choice of Trim and Imprint color of Forest Green, Burgundy, Navy, Blue, Teal, Red, Yellow, Purple and Black. Additional choices of imprint colors are Orange, Pink, Reflex Blue, Process Blue, Maroon, Green, Brown, Charcoal and Cream. Additional PMS color matching for \$32.
- Additional imprint colors (up to two) are 10 cents apiece.
- Clips may be imprinted for 13 cents. White is an additional color option.
- Packaged in boxes of 500.

Other Promotional Items

Pencil Expressions offers a wide variety of custom printed promotional items by BIC Graphics, many with 4 color printing. Just some of the ideas include flashlights, magnets, mouse pads and sticky notes, some coordinating with stock design pens. Additionally, custom packs can be made with any custom pen and the coordinating Sticky Notes Pad or Cube Notes, all with 4-color graphic printing.



Magnets



Mouse Pads



**Pen & Pad Set
Polybagged**