

Personalised pens: practical selection checklist

Quick comparisons by model, material, ink colour, personalisation and use context.

Use this summary to narrow down the options before checking the individual product page: model, material, mechanism, print area and available technique may vary from one pen to another.

1. Quick choice by context

Context	Model	Material / configuration	Practical criterion
Trade fairs, events and promotional campaigns	Ballpoint pens	Plastic or ABS for large quantities	Practical and suitable for wide distribution.
Offices, schools and reception areas	Ballpoint pens	Material chosen according to budget and image	Versatile solution for everyday use.
Corporate gifts and representation	Rollerball or fountain pens	Aluminium, brass or stainless steel	For a more elegant result; consider engraving if available.
Banks and law firms	Rollerball or fountain pens	Aluminium for everyday use; stainless steel or brass for premium occasions	Can be combined with a personalised case.
School, courses and meetings	Multi-ink	Variable	Several refills in one barrel to switch quickly from one colour to another.
Technology-related activities	Touch or special functions	Variable	Touch tip, NFC tag, USB memory or small integrated tools.
Museums, tourism and souvenirs	Eco or cork pens	Cork and other eco-friendly compositions	Suitable when communicating authenticity and environmental awareness.

2. Models: key differences

Model	Feature	When to consider it
Ballpoint	Practical and generally affordable	Trade fairs, events, campaigns, everyday use
Rollerball	Smooth, flowing writing	Professional settings and corporate gifts
Fountain pen	Elegant and refined image	Representation and institutional occasions
Touch screen	Writing + use on smartphones and tablets	People who work with touch devices
Multi-ink	Several refills in one barrel	School, courses and meetings
Inkless	Special graphite or metal-alloy tips	Notes, sketches and quick annotations
Special functions	May integrate torches, screwdrivers, NFC or USB	When looking for a more original or technological promotional item

3. Materials: what changes in the choice

Material	Distinctive point	Practical indication
Plastic / ABS / RPET	Lightness and versatility	Particularly suitable for large orders too.
Aluminium	Common and affordable metal	Also available in recycled versions.
Stainless steel	Elegance and resistance to corrosion and wear	Suitable for higher-level proposals.

Recycled brass	Robust and original	An alternative combining image and attention to sustainability.
Bamboo / wood / cork	Natural materials	Suitable for a more natural or eco-friendly character.
Wheat fibre / coffee / sugar cane	Compositions developed for demand for green products	Worth considering when the material itself is part of the message.
Paper / cardboard	Also available recycled and kraft	A classic alternative reinterpreted in a modern way.
Rubberised coating	More comfortable grip and soft surface	Useful for frequent writing; modern appearance.

4. Ink colour and configuration

Option	Use	Remember
Blue / black	Classic colours	Suitable for broad use, including signing documents.
Red / green	More distinctive colours	Useful for highlighting words or phrases and for informal contexts.
Graphite or metal-alloy tips	Alternative without ink refill	For notes, sketches and quick annotations.
Barrel, clip and details	Wide colour variety	Single-colour or multi-colour combinations are possible.

5. Personalisation technique: quick path

Need	Technique to consider	Indication
Simple logo, up to four solid colours	Screen printing	Also adapts to cylindrical surfaces and can create a raised effect.
Small print area, up to four solid colours	Pad printing	Versatile and fast to produce.
Durable, precise and elegant result	Engraving	Consider on compatible materials and when the final effect is a priority.
Complex or full-colour artwork	UV LED printing	Fast digital technique; may be more expensive than others.
Photographic quality and full colour	Digital transfer	May be less cost-effective for large quantities.

6. Checklist before ordering

- Define the context: everyday use, event, corporate gift, representative gift or souvenir.
- Choose the model: ballpoint, rollerball, fountain pen, touch, multi-ink, inkless or with special functions.
- Assess the quantity and the level of image required.
- Select the material according to practicality, resistance, sustainability and product perception.
- Check the ink colour and, where relevant, the combinations between barrel, clip and details.
- Check the mechanism: click/push button, twist, cap or other configurations.
- Check the available print area and dimensions on the product page.
- Match the personalisation technique to the material and the complexity of the artwork.
- For a more original proposal, consider touch, NFC, USB or small integrated tools.

- If the product is intended as a gift, check whether the box, case or holder can be personalised.

7. Focus: banks and law firms

For these settings, rollerball and fountain pens with a sober, elegant design are particularly suitable. Aluminium can be appropriate for everyday use by employees and customers, while stainless steel and brass are options to consider for partners, institutional occasions and premium customers. Where compatible, laser engraving and a personalised case can strengthen the perceived value of the gift.

8. Useful links

- [Personalised Pens](#)
- [Promotional Touch screen pens](#)
- [Custom Pens without ink](#)
- [Personalised Cork pens](#)
- [Branded Eco pens](#)
- [Personalised Water bottles & Sport bottles](#)
- [Personalised Keyrings](#)

9. Decision sheet to complete

Item to define	Choice / note
Context and recipients	
Expected quantity	
Chosen model	
Material	
Ink colour	
Opening mechanism	
Available print area	
Personalisation technique	
Additional functions: touch / NFC / USB / tools	
Personalised box, case or holder	

10. Final check on the product page

Element	Status
Actual material of the model	Confirmed / to be checked
Print area and dimensions	Confirmed / to be checked
Techniques available for that product	Confirmed / to be checked
Mechanism and ink colour	Confirmed / to be checked