



Sponsor your company with a splash of colour! Choose personalised pencils for a cheerful and lively corporate gift

Writing accessories are among the most popular. Think of [personalised pens](#). They're promotional products that no company can do without. In fact, we're talking about an **activity that everyone carries out** throughout the day. There are those who take notes, those who write down important information, those who fill out documents.

We learn to write from an early age. It's a way to **express ourselves** and **communicate** with others in a way that lasts. Even before that, however, we learn something else. Before we go to school, we take pencils in our hands and give vent to the **artist** in us. We draw lines, we fill in spaces. Simply put, **we draw**.

Why are personalised pencils useful?

Personalised pencils are great corporate gifts for companies that want to **convey joy**. They immediately bring us back to when we were **children**. Giving them as promotional products is a winning idea because, besides raising **positive feelings** and evoking good memories, they're very **useful**, too.

The effects of drawing on the mind: personalised coloured pencils for drawing and colouring

Drawing **isn't a superficial activity**. On the contrary, studies have shown that it's **beneficial** for several reasons. The first and most obvious one is that it **stimulates creativity**. It develops practical skills as well. Especially when we make up the image, the effort we make to transfer it from our mind onto the paper is notable. However, there are many other benefits to using pencils. For instance, drawing has been shown to **lower the level of stress** and help **express one's emotions**. In short, it's a real cure-all for our **psychological health**.



Colouring is an equally advantageous activity. As we fill in the white spaces, we improve the **coordination** between the eye and the hand and stimulate **concentration**. We also produce a positive effect on our creativity and our mood. Whether it's simple customized pencils or personalised coloured pencils, you'll give customers or employees corporate gifts with which to **take care of themselves**.

Beyond drawing: the perfect personalised pencils for writing on books and taking notes

Besides giving vent to our artistic side, customized pencils are useful for **writing**, too. We can take **notes on the books**, so as not to ruin them by using pens. They're ideal when you want to write down something that will then have to be rubbed out. They'll leave the **blank page as new**. **Personalised coloured pencils** can be used for writing as well. They'll **highlight** the text with their colour. It may be a good idea to use them for a **greeting card**, perhaps choosing the birthday boy's or girl's favourite colour.



Customized pencils: corporate gifts for everyone

Personalised pencils are promotional products that can be **used by everyone**. For this reason, they adapt to any age and are a great corporate gift for **any target**.

Perfect corporate gifts for kids: personalised pencils

Customized pencils are among the most popular promotional products for companies that work with **children**. Drawing and colouring are activities carried out especially by kids. For this reason, giving personalised pencils to families is always a **success**. With these corporate gifts, you'll offer them not only the chance to **have fun**. As we've seen, they allow kids to do so with an eye to their **well-being**. If you're running a **toy store** or a **children's summer centre**, personalised pencils with your logo will advertise your business very well. They'll show a **strong care and attention** for kids. Both they and their families will notice and appreciate it.

The same applies to all companies. If you give them as corporate gifts when an item is purchased, personalised pencils can **promote your brand** thanks to their **usefulness**. They can be used by customers who receive them or by their children, if they have any. To create **corporate gifts that are complete**, you can give them away together with [personalised pencil cases](#). This way, your company will have **more publicity**. This will happen not only thanks to a **double promotional** product. The fact that your **gift is well thought-out** will play a role as well. With personalised pencil cases, your customers will **always be able to keep their pencils in order** and **avoid losing them**.

Corporate gifts for students: underlining with your personalised pencils will help them study better!

There are various ways to study. Everyone has its own. Many find it useful to **underline** or highlight the most important parts. This is why personalised pencils and [promotional highlighter pens](#) are perfect accessories for **students**. By distributing them to this target audience, you'll help them studying with **unique** corporate gifts. Personalised pencils can also be used to **take notes** on books, especially in their simple version.

As students often hold them in their hands to underline or write, they can promote your brand very **effectively**. Not only that. If they prove to be **excellent quality** and have an **attractive design**, your



customers will be able to **talk about them to their friends**. Or, these latter may **notice them during a study group**. So, giving customized pencils as corporate gifts to students may be the **strategy** you were looking for.

Corporate gifts for everyone: even adults can use your personalised pencils

Thanks to the possibility to use them for drawing, colouring and writing, customized pencils are very **versatile** corporate gifts. They're suitable for any age. It won't be surprising, then, that they're excellent

promotional products even for an **adult audience**. They're in great demand among **graphic studios** and **architects** offices, **medical practices** and **supermarkets**.



Probably adults use customized pencils mostly for writing. Nonetheless, we mustn't fall into the error of believing that **colouring and drawing are activities unsuitable for adults**. The effects we've seen before affect both children and their parents.

Personalised pencils are a great idea for a **corporate gift** to give to your **employees**, too. Your team members can use them to **jot down information** at **work** or at **home**. Distributing personalised **coloured** pencils can be just as effective. It's not excluded that your collaborators have a **hobby of drawing** or **children** who are ready to give vent to their creativity.

Personalised pencils: how to create successful corporate gifts

Even though your customized pencils will be successful for their **usefulness**, it's critical to take care of the print. Only in this way will you get corporate gifts with a **high promotional impact**. Adding your **logo** is essential, because it's the first element that the public will **notice** and **link** to you. For this reason, the print must be **clearly visible**.

Depending on the **model** selected, you can choose from various printing techniques, including:

- **Engraving**. It gives a precise and **refined** result, thanks to the **depth** it gives to the print. However, it isn't suitable for colours. It can be ideal for a corporate gift to give to your team.
- **UV led printing**. Through a digital process, it reproduces colours and details in a **very clear way**. The final print is more **resistant** to environmental factors. It's ideal for colourful and **cheerful** promotional products, perfect for children and students.
- **Pad printing**. It's another digital technique. It allows you to print up to **four colours**. It ensures a high-definition detail rendering even for **complex images**. Perfect for creating cute corporate gifts with pictures that aren't too colourful.

With some models, you'll be able to customise the **package** as well.

How to combine personalised pencils to create perfect full corporate gifts

One of the advantages of customized pencils is that they're **cheap**. For this reason, they're the perfect choice when you have to order promotional products in **large quantities**. Besides, it also allows you to **combine them with other accessories**. The result will be a **complete corporate gift with a strong advertising impact**. We've already mentioned the possibility of distributing them together with **personalised pencil cases**. Here are a couple more ideas:

- **Promotional pencil sharpeners**

[Promotional pencil sharpeners](#) are an **essential** accessory when using pencils. Often, however, you never have them at hand when you need them. Also, they're very small, so they **easily get lost**, especially by kids. That's why giving one



along with your personalised pencils will be a much-appreciated gesture. Printing your logo on both your customized pencils and your promotional pencil sharpeners will have a **double advertising effect**.



- ***Personalised erasers***

One of the great advantages of using customized pencils is the that you can **rub out** mistakes. For this reason, offering them in combination with personalised erasers is an original idea with **guaranteed success**. Always having these corporate gifts at hand will make a difference both when **writing** and when **drawing**. [Personalised erasers](#) can be made original with your **logo** or an **image**.