



How important is writing?

Despite living in a digitalised world, we still **write** on a **daily basis**. Try to think of the times you pick up a **pen** to write down information or a number or address while you are on the phone. Or maybe to leave a note.

At school, we learn how to make letters, at university we take a note of the most important information, at work we fill **agendas**. In our spare time, we write shopping lists and solve crossword puzzles. If you are creative, you will probably invent stories and entrust them to personal notebooks.

Writing is not only useful to communicate or as a reminder: it **stimulates** our brain as well, keeping it active.

Personalised pens



As an essential tool for this activity, pens never go out of style. Their usefulness makes them one of the main **communication tools** for companies. By helping us in our daily tasks, they attract the attention of a wide audience.

If **customised**, they will evoke an event, company, or person. As we often hold them in our hands, we will notice any name, logo or phrase printed on them. Of course, this applies to anyone who uses them. Being a practical tool, pens often pass from hand to hand, ending up under the eyes of friends and colleagues. In this way, they increase the company visibility quickly.

For this reason, customising such a useful and manageable article is an effective **marketing strategy**. It is no coincidence that personalised pens are among the most popular and timeless corporate gifts.

They can be customised in a variety of ways. To choose the one that best suits your needs, you should focus on the result you hope to achieve with such a promotional product.

For instance, if your company is taking its first steps in the business world and you want to spread its name, distributing **pens with your logo** would be a great idea. You could even add more detailed information such as your phone number or location. Established companies, too, will benefit from giving gifts to customers. Think about conventions or hotel receptions: in both contexts, you are likely to find personalised pens with the company name.

As a writing tool, pens are useful for everyone. They are perfect **gifts**. Outside the business world, they are an original idea for ceremonies and birthdays. You can customise them by printing the date of the event or a name, so as to leave your guests a happy souvenir of the party.

Personalised pens: models and more

Before creating an item that represents you, you must select the model. This is a very important choice, because it will affect the printing possibilities and the end product.



At HiGift, we produce and customise corporate gifts and manufacture personalised pens of **different types**. Below is a list of the articles available on our website:

- **Plastic pens**

Given their low cost, personalised [plastic pens](#) are the **most in demand** and widespread in the field of corporate marketing. Made of **hard plastic**, they last over years without breaking. There are colours and shapes for any occasion. Define the details with our experts and go ahead with the purchase.

- **Metal pens**

Personalised [metal pens](#) are a **classic model**. They include **aluminium** pens. They are ideal to be kept in the office or to be given to suppliers and customers. Functional and elegant, they are an **evergreen** in the world of personalised corporate gifts. Besides being useful and giving visibility to your brand, they convey attention to detail and a **refined** identity. Personalising them with a print or engraving will turn them into sophisticated and high-impact gifts.

- **Touch screen pens**

[Touch screen pens](#) are becoming **more popular every year**, especially among companies that want to show openness to innovation and technology. They write and help you use electronic devices with touch screens. These pens combine two advantages: **novelty** and **usefulness**. A product never seen before arouses curiosity in the consumer. A tool that allows you to make the most of a new technology is a trump card. This makes personalised touch screen pens one of the most **successful** gifts. There are different colours, and prices vary depending on the quality of the product. Moreover, they can be personalised in several ways, according to the result that you wish to achieve.



- **Eco pens**

[Eco pens](#) are requested a lot recently, especially by activities that promote a **sustainable lifestyle**. They convey a sense of responsibility towards the planet and respect for the environment. Given the growing attention to these issues, they are gaining more and **more consensus** among the public. The models available are made of cardboard, wheat fibre or straw, recycled paper, eco-friendly plastic, and other **green materials**. They, too, can be found in different colours and can be highly personalised.

- **Wooden pens**

There are other successful, **eco-friendly pens**. These are [wooden pens](#). Customisable with engraving and digital printing, they are ideal for those who want to make a gift or create a personalised promotional product that is simple, but with great effect.



- **Bamboo pens**

Being made of a natural material, [bamboo pens](#) are eco products with a unique appearance. Perfect to sponsor an **environmentally conscious company** and to make an original eco-friendly gift, personalised bamboo pens never fail to amaze. The variety of colours and shapes offers you a wide range of models. You can find cheerful and elegant options alike.

- **Multi-ink pens**

Finally, there are [multi-ink pens](#). They are always appreciated and **advantageous**. Having multiple inks in a single tool is convenient, especially for those who like to **highlight** parts of the text to make them stand out. With digital printing, you will be able to personalise them with colourful graphics.

Models of **personalised pens** are suitable to meet all your needs. You can choose the one you prefer based on the type of company, the theme of the event or the person you want to give them to.