# Practical guide to choosing personalised recycled paper pens

A practical tool to find the right model, compare alternatives and prepare a personalisation request for your intended use.

## 1. Start with the intended use

| Situation | What to prioritise | Options to compare |
|---|---|---|
| Trade fair / registration | Ready to use, quantity and visible logo | Retractable; check stock and print area |
| School / training course | Notes and organising information | Capped for kits; four-colour for different notes |
| Office, reception or hotel | Convenience, clip, discreet colours and ink | Retractable; blue or black ink; durable clip |
| Individual gift pack | Presentation and protection in transit | Pen with case; check if the case can be printed |

## 2. Match ink colour to the task

| Ink | Typical use |
|---|---|
| Blue | Notes, lessons, meetings and everyday writing |
| Black | Forms, documents and business tasks |
| Red | Corrections and highlights in four-colour pens |
| Green | Separating notes or topics in four-colour pens |

## 3. Compare your options before deciding

Complete one column for each pen selected from the catalogue: the model with the most accessories is not always the best choice.

| Criterion | Model A | Model B | Model C |
|---|---|---|---|
| Retractable or capped | _____ | _____ | _____ |
| Ink colour | _____ | _____ | _____ |
| Finish and clip | _____ | _____ | _____ |
| Available outer colours | _____ | _____ | _____ |
| Print area and method | _____ | _____ | _____ |

# Checklist before ordering

Check these points to confirm the model, artwork and availability before placing your order.

## A. Model and features

- ☐ I have decided where the pens will be given out or used.
- ☐ I have compared retractable and capped models for the intended setting.
- ☐ I have checked ink colour, clip and any case.
- ☐ I have checked the available barrel and trim colours.

## B. Logo and personalisation

- ☐ I have chosen the print position on the barrel or clip.
- ☐ I have opened “Printing info” on the product page.
- ☐ I have checked the contrast between the pen colour and the artwork.
- ☐ I have confirmed that the printing method is offered for this model.
- ☐ I will review the artwork proof before printing.

## C. Quantity and sample check

- ☐ I have compared unit cost and stock for each colour.
- ☐ If ordering mixed colours, I have checked stock for each version.
- ☐ Where available, I have considered buying a sample before the final order.

## Four mistakes to avoid

**Outside colour ≠ ink colour:** The barrel colour does not tell you which ink the pen uses.

**Not all printing methods are offered:** Material, shape and print area determine what is possible.

**Your logo needs contrast:** Choose clearly visible print colours on light and dark barrels.

**Stock varies by colour:** Check availability separately for each shade in a mixed order.

## Useful links

Personalised Recycled paper pens

Personalised Diaries · Personalised Notebooks

Promotional Pen sets