



## Promotional Touch Screen Pens: The "Classic" Accessory for Tablets and Laptops

The world is **constantly developing**. Progress is unstoppable and challenges everyone to **keep up** with new inventions. Smartphones and electronic devices have become part of our lives. They do not seem to be about to disappear in the near future. On the contrary, there are more and more devices that carry us into another dimension – all **with a simple touch of the hand**.

To cope with the pressing technology, we need to **come up with accessories** that allow us to make the most of the potential of the new tools. Or, alternatively, **modernise those which already exist**. In the world of promotional products, the **corporate gifts that can adapt** to the advance of time are the ones to resist.



Especially when **they add a modern function** to their own, they become objects of undisputed **smartness**. And, without surprise, of unparalleled **success**. This is what happens with **printed touch screen pens**.

### The Classic Meets the Modern: The Multidimensionality of Promotional Touch Screen Pens

A company that is just starting with its **first promotion**, a company already **established**, a studio of **freelancers** or a brand celebrating an **anniversary**. Whatever the reason that drives a reality to make use of a corporate gift, **personalised pens** will always be **the first to be considered and often chosen**. But what is the reason for such success? Probably the promotional strength of personalised pens lies in the fact that **they combine**

**all the main features of a corporate gift**. They are **practical** because they are small and handy. **Useful**, because everyone needs to write during their days. **Fascinating**, because they can be customised in many ways, both elegant and playful. Finally, **they last over time**, spreading the logo for a long while.

Personalised pens, along with **personalised keyrings** or **personalised caps**, are among the **most classic promotional products**. Every company uses them **at least once**. Even more incredible, they managed to **resist the rise of all the devices** that have partially replaced the sheets of paper. They did it as cleverly as possible, **adapting to new needs** and combining two features into one item. Or rather, **extending their range** well beyond notebooks and notepads. The touch screen stylus now includes tablets and smartphones among its **partners of use**.

### *A Tip for The Paper, A Tip for The Screen: A Winning Two in One*

Promotional touch screen pens are equipped with **two tools** to write. The classic pen writes on paper and the stylus on touch screens. They have two tips: one is that of a **ballpoint pen**, the other is a **touch stylus**. The effectiveness of corporate gifts that **combine two accessories** in one is renowned. We see it, for instance, in **personalised keyring torches**. These models are equipped with a **flashlight** that **adds a completely new function** to that of the original promotional product. Printed touch screen pens, besides allowing us to **write on multiple surfaces**, help us **interact with electronic devices**. They are often used on touch screens instead of hands. This habit has several advantages:



- **It does not stain the screen.** In this way, it always shows the device as attentively taken care of;
- It is **hygienic**, because it **avoids direct contact of the screen with the fingers of different people**. For this reason, printed touch screen pens are very common in hotel receptions or in offices which are open to the public. In other words, in all places where **several people have to interact with the same screen**;
- For some, touch pens are more **comfortable** and **accurate**.

### *No More Blank Sheets with Your Printed Touch Screen Pens*

Imagine a **student** arriving in the classroom just before the class begins. He sits in a hurry, sticks his hand in his bag to take his notebook... and finds out that he has forgotten it at home. There is a moment of panic. What is he taking **notes** with now? Sure, there is a classmate he can ask for a piece of paper from. But what are his chances of getting it home safely, without losing it? Then, a flash of genius. He rummages through his bag a little longer until his hands close around what he is looking for. He pulls out a tablet and a touch pen, ready to follow the lesson.

Of course he will remember that pen very well. Imagine, now, that it is one of your promotional touch screen pens. Beside the corporate gift, that boy **will never forget your name**.

Anyone can find themselves in a similar situation and be "saved" by your writing tool. Besides, a stylus pen can be used to **sign documents**. Sometimes it becomes a real **work accessory**, as in **restaurants** and **pubs**. Here, the use of **tablets or handhelds to take orders** is increasingly



frequent. Having a touch screen pen can make it **easier** and **faster**. Not to mention that it will give customers the impression of a **brand that is attentive to novelty and professional**.

### *A Corporate Gift Just for Techies? Printed Touch Screen Pens "Touch" Everyone's Strings*

**Personalized corporate gifts** are used to **promote a business**. Besides spreading your logo and your name, **they get messages across**. They communicate who you are, what you offer, how you could be useful to your customers and what the inspiration for your business is. The printing is not the only thing that influences communication. The corporate gift you choose, too, reveals a lot about your **identity**. Picking one that is **in line with the company's core business** can be a strategy. Printed touch screen pens can be great promotional products for an **electronics store** or any activity that works in the world of **technology**.

However, the use of touch pens **is not limited to the high-tech sector**. **As classic pens are useful every day** and **technological devices with touch screens have spread** a lot, they are perfect for any type of business. They are both [\*personalised gadgets\*](#) and [\*promotional writing instruments\*](#). Both categories are very popular because they respond to two important **needs of society**. On one hand, that of **keeping up with technological progress**. On the other, that of **communicating by writing**. Everyone needs one or the other in their daily life. For this reason, promotional touch screen pens **are suitable for everyone** and can be distributed by any company.



## Printed Touch Screen Pens: A Short Guide to Your Choice

When you are choosing the promotional touch screen pens that will sponsor your business, you will have **several options** available. From the mechanisms to the **materials** of which they are made, these corporate gifts **are never obvious**. By selecting them carefully, you will be able to **amaze your customers** not only for the dual functionality of your item. You will also strike their attention for **the way you stylus pens look** and the **message** they will communicate.

Among the possibilities, you will have [promotional metal pens](#), which will give your corporate gift a **sophisticated** nuance. Their design is elegant, and the metal makes them look **professional**. It is only a



small detail, but it conveys **the image of a company that is always searching for the highest quality**. Aluminium pens are very similar. [Personalised plastic pens](#) with touch stylus, on the other hand, are perfect if you wish an **easy-going gift** and an **excellent workmanship** at the same time.

**Eco-friendly materials** have a very strong impact on communication. **They involve the company and the customer in the respect for the environment**. Besides, they **look elegant and natural**. So, giving

away [branded bamboo pens](#) with touch stylus can get a very important message through. It will prove that we can follow **technological progress and safeguard our planet** all at once.

Beside the materials, the **mechanisms**, too, differ depending on the model. You will find printed touch screen pens with **twist-action** and stylus pens for touch screens which are **retractable**. Both possibilities are practical and quick. The choice will then depend only on your personal **taste**. Another factor to take into account is the final aesthetic performance. Based on the idea you have in mind, you will be able to **create the perfect promotional touch pens for your company**. And you can start by choosing the **colour of the base** of your corporate gift.

Printing touch screen pens will act in different ways. Thanks to its dual utility, this promotional product will **satisfy your customers or employees**. Plus, it will make a **great advertisement for your logo**. It will be used to **write in any situation** or to interact with touch screen devices. Moreover, it will **last long**, since it can be used with tablets and smartphones even after the ink runs out. Finally, it has a **great impact in terms of communication** because it is a **modern and quality choice**.

What are you waiting for? Buy our printed touch screen pens and **put your signature on all paper and digital sheets!**