



More Items in One? The Exceptional Value of Promotional Multi-Colour Pens as Corporate Gifts

How many times have you seen multicoloured pens? Certainly more than you think. Featuring more biro pens in a single writing accessory, their usefulness is undisputed and unattainable. They represent a valuable option for all companies that want to convey cheerfulness with a touch of colour. Plus, they prove to be an unmatched **promotional product** for all targets.

Personalised pens have always been among the corporate gifts in the highest demand. Freelancers' studies, established companies and new-born realities will all ask for a bunch of custom pens for their promotion at



some point. Since they fully meet all the requirements of a successful **promotional product**, they are often employed by new businesses to make themselves known. However, they are a safe choice for all brands which are embarking on a new advertising campaign and want to reach a wider audience as well.

One of the most appreciated qualities of **personalised pens** is that they come in handy for anyone and on any occasion. Writing is a habit that never dies, even though new and cutting-edge technological

devices are constantly being launched. We all pick up a pen to take notes, write down our tasks and appointments or update our to-do-list. If customised, this writing accessory will take your logo everywhere and will be a very welcome souvenir.

The Outstanding Utility of Promotional Multi-Colour Pens

Like all types of **customisable pens**, the multicoloured versions enjoy all the advantages of the standard model. They are useful, elegant and small. This latter quality, in particular, allows your corporate gifts to always be with your customers. The little dimensions of **promotional multi-colour pens** is in fact an additional benefit. We are indeed talking of a small item that features up to three or four biros of different colours.

Having two items in one is no small feat. On the contrary, it can give an even more captivating image of the brand. We see it with some types of [custom keyrings](#), such as [personalised bottled opener keyrings](#). [Branded keyring torches](#) are a valuable example as well. [Personalised trolley tokens](#) are then worth a mention, as they often play the role of keychains too. Finally, we find some [custom sticky notes](#) with both slips of paper and page markers.

In all cases, these accessories are useful for at least two different purposes and have a very small size. The result is that they can be carried comfortably and practically with you at all times and used as needed. **Promotional multi-colour pens** fit this description perfectly.



Why Have More Pens in a Single Item? How Promotional Multi-Colour Pens Turn Out to Be a Gem that You Can No Longer Do Without

With refills of different colours, **promotional multi-colour pens** allow you to offer more bios with a single pen. Having various pen colours at hand can be of great help, if not even a necessity. This is true especially when you want to highlight some parts of a text. In this way you will be able to memorise information more easily and to consult what is written more quickly. This is due to the fact that the chromatic contrasts capture the eye and foster visual memory.

Giving your customers or your team promotional multi-colour pens means offering them corporate gifts from which they will hardly part. No doubt they will put their ballpoint pen in their bag, case, or work folder, as by doing so they will take more pens with themselves. They will then be able to choose the one they need depending on the situation. Not to mention that, once a refill runs out of ink, they will have 2 or 3 more to keep on using. This results in increased longevity of your **corporate gifts** and, as a result, in a longer-lasting promotional effect.



From Children's Accessories to Corporate Gifts for Everyone: How Promotional Multi-Colour Pens Appeal to All

The strength of **promotional multi-colour pens** is colour. Of course, it makes them perfect corporate gifts for a young audience. High-school and university students can find in these items valuable partners for their studies. They will use them to highlight the title of a topic or the keywords within a text. Not to mention kids, who can easily give vent to their creativity giving birth to vivid drawings and writings.

However, we are completely wrong if we think that colours are for younger people only. Not only are adults making extensive use of them – just think of the latest fashions that welcome the whole rainbow palette. Instead, they are the key to a company that wants to present itself as welcoming and friendly. You will just have to print your logo on brightly coloured promotional products – such as [custom polyester tote bags](#). As a result, you will convey the cheerful character of your brand.

For this reason, **promotional multi-colour pens** are perfect for a mainly or fully adult target as well. This type of customised pens will be useful both in the office and on the road. Your customer or employees will be able to take notes in their personal notebook or planner with a simple move. And they will just need a simple click to change ink and write the details with the colour they wish.

Promotional Multi-Colour Pens: A Guide to the Materials

Does your company aim to look cheerful? No doubt that you will find **multicoloured pens** suitable promotional products for your marketing strategy. The available models differ first of all for the types of ink available as refills. The most common ones are black, blue and red. However, you can find green as well. Besides the colours that you want to offer, you will have to choose your multicoloured pens based the materials too.



In particular, our category includes:

- **Promotional plastic pens.** This is the most classic model. It is suitable for all types of audiences and very cheap. These are also the most customisable promotional products in terms of chromatic choice. This means that you can best reproduce the colours of your brand and evoke in your target the sensations you want.
- **Printed eco-friendly pens.** These corporate gifts are made of ABS plastic – a material known to be easily and repeatedly recyclable. Besides being vibrant and useful, this multicoloured pen shows care for the environment. Taking a green attitude is a choice that many companies make, both to help the planet and to embrace the trend of the moment.
- **Promotional touch screen pens.** Their dual

functionality as pens on the one hand and as stylus for electronic devices on the other will foster the image of your company. These models will certainly gain the approval of IT-enthusiasts. However, they will be highly appreciated by anyone. All of us are using tablets and smartphones today, and they make it easier to use these devices. There is one last aspect that is interesting about this type of pen. Their double functionality means double exposure to the public eye. As a result, their promotional effect will be twice as strong as well.

In conclusion, **promotional multi-colour pens** can become special corporate gifts. They are suitable for everyone and last long. The advantages they bring with them are remarkable. They range from the high advertising impact to the ability to arouse positive emotions in those who use them. By printing your name and contact information on the body of your multicoloured pen, you will get unparalleled promotional products. Not to mention that, by choosing a touch pen or an eco-friendly model, you can offer an accessory of the highest value. In the first case, it will be exceptionally useful. In the second, it will be a sustainable choice.