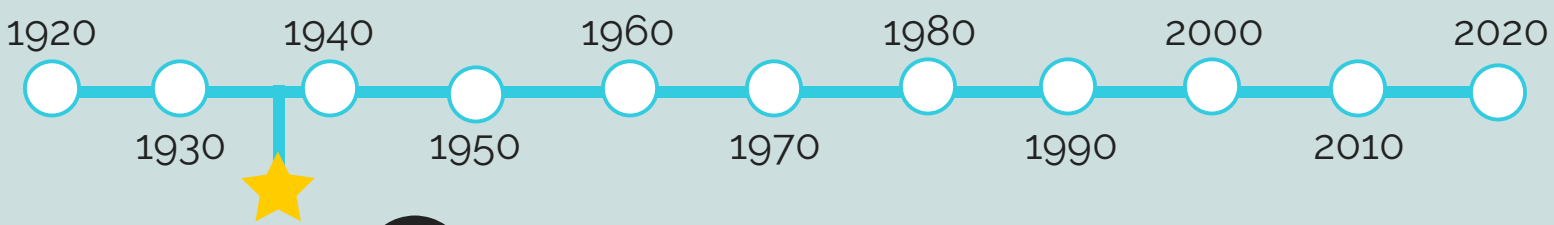


PROMOTIONAL WRITING INSTRUMENTS



1938

The first ballpoint pen was invented in 1938 by László Bíró.



#1

Writing instruments are the top item that promotional product recipients in the U.S. reported getting in the past year.

Percentage of U.S. consumers that own a logoed pen.

56%

Kept for an average of 5.3 months!



Promotional writing instruments and bags have the lowest cost per impression at roughly one-tenth of a cent.

A logoed pen is used an average of 3 to 4 times per day for its lifetime.

CRESTLINE[®]
BRING YOUR LOGO TO LIFE[™]