

NEW PRODUCTS

PREVIEW

DESIGNED TO STAND OUT

by Goldstar Pens

How do we keep end-users interested and engaged in what we're offering? Updating your promotional product haul is always a great idea. And outside-the-norm product design elements that work to turn an everyday item into an EXTRA-ordinary brand experience is an even better idea.

Everyday-use, everyday-relevant promotional products that offer daily brand exposure.



Jagger Midnight Softy (item #MML-C).

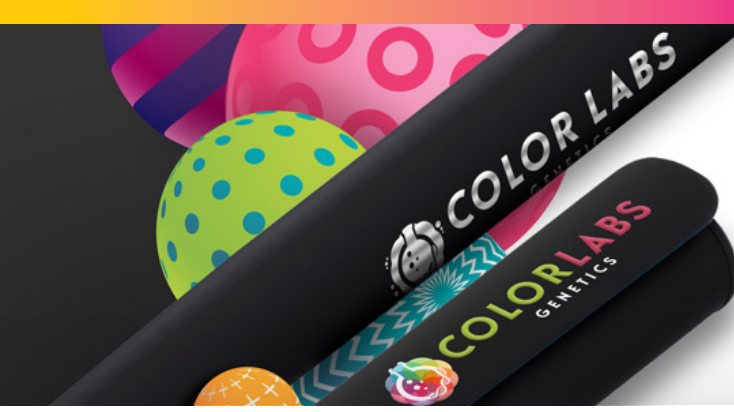


Bowie Pearl (item #MNZ-C).

The Facts on Writing Instruments

- 89% of consumers own a promotional writing instrument*
- A branded pen earns 3,000 brand impressions over its product lifetime*
- Pens are relevant for any industry, vertical market or campaign





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Let's Talk Trends

Here are some of the leading product design trends in our industry and in the broader hard goods space.

- ✓ More full-color company branding driving more full-color product decoration
- ✓ Growing demand for soft-touch rubberized finishes
- ✓ Use of mixed material in product design



Explore everyday-use, everyday-relevant promotional products, including stationery and bag items, that were designed to stand out at goldstarpens.com.

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