



HERE'S WHAT'S TRENDING: ECO-MINDED™ PRODUCTS

by Goldstar Pens

Eco is all the rage in promotional products. From goods made with renewable resources to reusable stainless steel canteens and drinking straws, the demand for 'green' products is growing. Here, we're taking a look at the top-searched promo product category, pens, and teeing up some Eco-Minded™ options for consideration.

Pens for the Win

Pens: the No. 1 searched term on ESP® in 2019.1 Practical, versatile and oh-so affordable, it's no wonder pens are used in every type of campaign, across all industries and vertical markets. Writing instruments are **the universal advertising tool**. Here are three Eco-Minded™ writing instruments to explore for the eco-conscious consumer.

Made of 100% recycled plastic

The barrel and cap of the Aqua Gel pen is made entirely from post-consumer recycled PET plastic (aka rPET). Its product design and shape resembles the very recycled single-use plastic soda bottles and water bottles it was made from.



Aqua gel ink pen (item# AEX-C) .





Made with reclaimed wheat straw

Wheat straw is the leftover material that remains after the grains have been harvested for food products. The sturdy straw (stalk) is then combined with traditional ABS plastic to create what's often called 'wheat plastic.' More than one-third of the material used to create the Farina wheat pen comes from reclaimed wheat straw.



Farina wheat plastic ballpoint pen (item #AFK-C).

Made with recycled coffee grounds

Aptly named the Espresso pen, 30% of the material used to create this plastic ballpoint pen is made from post-consumer recycled coffee grounds. This helps in reducing the overall plastic required for manufacturing. To add to its unique product design, the barrel of this pen has a textured pattern that resembles that of a pine cone.



Espresso coffee pen (item #AFN-C).

Explore more Eco-Minded® promotional product options, including bamboo items and reusable bags and drinkware at www.goldstarpens.com.

