



# Quality Requirements for Writing Instruments Promoting Communication

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Principles of Leading Brand  
Manufacturers Who Strive for Quality

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## Quality Writing Instruments are Indispensable for Your Media Mix

Writing instruments possess the highest marketing efficiency of all promotional products because of their usefulness. This has been impressively reaffirmed by a media analysis initiated by the ISZ in 2005 that compared writing instruments with other promotional items.

Therefore promotional writing instruments are a highly efficient tool in every marketing mix.

Further information – in German - about this analysis can be found on:

**[www.schreiben-werben-isz.de](http://www.schreiben-werben-isz.de)**

The major prerequisite for an enduring positive effect is superior quality with regard to the product itself, the application of the promotional message and the customer service.

The vendors guarantee that the writing instrument is original and free of third party rights. Therefore the advertiser need not to worry about legal problems. There is no risk to damage the advertiser's credibility or his brand through plagiarism.

The following quality criteria are essential for a lasting success of promotional writing instruments:



## 1 Design and Innovation

### **Manufacturer's Design and Development Activities**

The manufacturers offer their products usually as originals with legally protected designs and to some degree protected by technical patents. Moreover, the products reflect current marketing trends. The customer gets an highly effective advertising tool that is fully CI-compliant.

## 2 Promotional Message

### **Efficient Service: Flexible – Customer Driven – High Quality**

Based on their innovative technique, the manufacturers are able to realize quickly and flexibly many individual customer requests. Close cooperation and consultation with the customer ensures superior results and high customer satisfaction.

### **Non-removable Promotional Imprints**

A recognized and specialized testing procedure that is specifically targeted at writing instruments ensures the reliable inspection of the printing quality. There is almost no premature abrasion of the imprint. The readability of the promotional message is ensured for a long time.

Further information – in German – about the manifold techniques for putting your promotional messages onto the writing instrument, like printing, engraving or etching, is available on:

**[www.schreiben-werben-isz.de](http://www.schreiben-werben-isz.de) ⇒ Dekorationsmethoden**



### 3 Quality Features

#### **Technical Research and Development**

The manufacturers invest significantly into their R&D for the benefit of their customers. This includes functional tests during development as well as during and after production. This ensures that only long-lasting and well-functioning promotional writing instruments are offered. The products are free of mechanical problems and incorporate the latest knowledge with regard to surface attraction and ergonomics. In a nutshell, they provide a comfortable writing experience through their soft grip.

#### **Long-Lasting and Superior Writing Performance**

The manufacturers offer products with the highest writing quality and a long life expectancy. For example, the ISZ members guarantee with the ISZ-agreement „Füllmengen von Kugelschreiberminen“ (minimum quantity of ink in ballpoint pen refills) that their products write significantly longer than other ballpoint pens. Their refills can be used for official documents in compliance with ISO 12757-2. Refills of roller ball pens can be evaluated according to ISO 14145.

#### **Production Complies With German Quality, Production and Environmental Standards**

For years, the vendors have exceeded the requested high quality and production standards to attain high promotional efficiency for their products. Environmental standards are fully taken into account during production. A significant percentage of the products is still produced in Germany.



## 4 High Standard of Consumer Protection

### **Consumer Protection Is State of the Art**

- ➔ Writing inks and leads exceed the common standards and legal requirements with regard to health and safety.
- ➔ Synthetic materials and wood are chosen based on ecological criteria and therefore do not cause any problems.
- ➔ Writing instruments with coatings that contain nickel are not legally restricted because there is usually no allergenic potential when they are used typically.
- ➔ For printing inks and varnishes, the manufacturers invariably choose the physiologically and ecologically most suitable ingredients.
- ➔ To avoid misapplication and mix-up with food and cosmetics the manufacturers do not use scented inks.

## 5 Legal Protection

The companies promoting their business claim legal protection for their own products. This is also the case for our promotional products. Therefore the equal legal status enhances the objective of the promotional message.

The above mentioned manufacturers insist on their intellectual property rights for their writing instruments. They will strictly defend themselves whenever other market participants violate their rights.



## 6 Originals Promoted by Originals

Writing instruments only attain a high promotional effect if they are originals. Only originals promote authentically your performance or your product.

Only originals are able to highlight the respectability of the advertiser effectively.

## 7 Brands Focus On Brands

Our manufacturers offer with their internationally well-known branded products the best opportunity to strengthen the communication with the customer effectively.

This is guaranteed by our brand manufacturers.

## 8 Three Advantages

- ➔ Writing instruments with the mentioned quality characteristics are used with pleasure and often for a long time - they are simply very handy.
- ➔ The advertising imprint cannot be removed from the writing instrument. Therefore the user has frequent contact with the advertising message.
- ➔ Our vendors guarantee legal protection because their writing instruments are free of third party rights. Therefore your company's image will not be damaged by plagiats!

## In a Nutshell ...

- ✓ Individual design and technical innovation emphasize the individual advertising message
- ✓ The advertising message can be designed flexibly and individually in close cooperation with the customer
- ✓ Well-known quality standard: technique, high writing performance
- ✓ Consumer protection on a high level is excellent for communicating the advertising message
- ✓ Writing and advertising uniquely combined
- ✓ Branded products strengthen the communication with target groups
- ✓ Originals promoted by originals
- ✓ No legal risk - legal protection secured

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