



# The Ultimate Pen Supplier Checklist

## HOW YOUR PEN SUPPLIER CAN HELP YOU SELL MORE PENS

While printed pens might be a product that customers think they know, there are still many unexpected ways you can go above and beyond to impress them – that is, if you're working with the right supplier. We're breaking down the checklist of the qualities you should look at before picking your pen supplier to close more sales, dazzle your customers and win repeat orders for life.



1

## Pen Selection



Think there's only one type of pen? Think again. Picking a supplier with a wide variety of pen models will **give your customers more opportunities to stand out and to showcase their unique brand.**

For example, working with a supplier like Riteline gives you many opportunities to give your customers what they're looking for – over 60 opportunities, to be exact! With over 60 pen models in their catalog to fit every style and budget, you won't have to worry about customers walking away from a sale because they couldn't find their perfect pen fit.



Find your customers' perfect match – like Riteline's Alamo™ pen, which is a top-seller!

## Bonus Tip

**Don't fall victim to knock-off styles or lookalikes.** Look for a supplier like Riteline that patents all of their designs, so you can be sure you're getting the real thing at quality you can depend on.



# 2

## Color Selection

Pens don't have to be basic. Vibrant colors can make pens stand out for even more impact, and make your customers' logos impossible to miss. Look for a supplier with a large color catalog so you can deliver them their brand in full color.

To ensure the best color matching possible, set your sights on a supplier that offers PMS color matching, such as Riteline. If your customers use a specific PMS color in their branding, they can send that PMS number over and Riteline will match it – keeping your customers' branding consistent order after order.

## Bonus Tip

Did you know you can customize more than the barrel of a pen? Look for a supplier like Riteline who offers customization on every piece of the pen, such as the clip and the grip. They'll even customize the delivery box!



**MAXIMUM IMPACT**

**ALAMO™  
PRIME  
B137A**

**ALAMO™  
ONYX  
B137D**

**ALAMO™  
METALLIC  
B137K**

**ALAMO™  
GEL  
G137D**

**ALAMO™  
STYLUS  
S137K**



- Retractable style
- Extra- large 270° imprint (no extra charge)
- Select black, white, silver barrels
- Choose from 36 ready-to-ship opaque, metallic, translucent and fluorescent clip options
- Co-molded soft grip goes all the way to the tip for comfortable writing
- Stock colors in 3-5 days. Custom PMS clip colors in 2 weeks!

### Refill: Medium point

- Secure-Rite™, German anti-fraud ink in your choice of blue or black
- Gel ink in your choice of blue or black (remove wax from tip before writing)

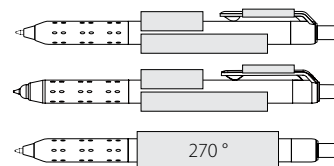
**Standard Imprint:** One color; Barrel, 270°

**Set-Up:** \$20.00 (G) per color/location

### Imprint Options

- Multi-color (Add \$0.20 (G) run charge additional color per pen)
- Barrel, opposite clip
- Clip (Add \$0.20 (G) run charge per color per pen)

| Location         | Millimeters | Inches    |
|------------------|-------------|-----------|
| 270°             | 57 x 25     | 2 1/4 x 1 |
| Opposite clip    | 51 x 16     | 2 x 5/8   |
| Inline with clip | 25 x 16     | 1 x 5/8   |
| Clip             | 19 x 3      | 3/4 x 1/8 |



**Packaging:** Bulk (250 pens/5.5 lbs.)

- Custom PMS color clips add \$0.12 (A) per pen
- Custom Metallic clips add \$0.24 (A) per pen
- MOQ for custom clip order: 10,000





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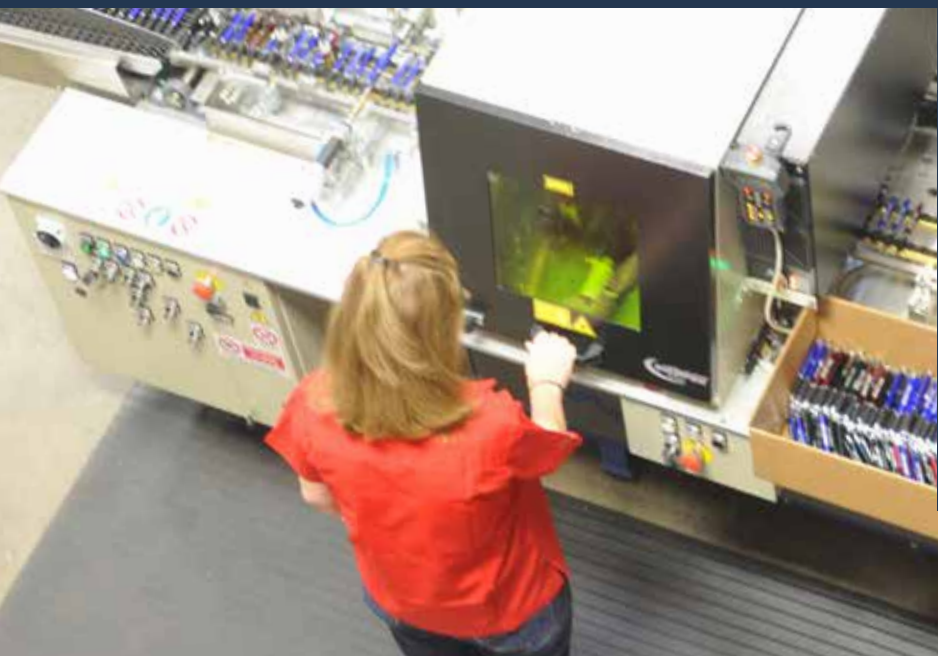
## Printing Equipment

Your customers may be going into their order thinking they only have one option on how to imprint their logo. Working with a supplier that offers multiple printing options is an opportunity to impress your customers and make them perceive more value.

While standard pen imprinting is usually about ¼ inch, some logos and branded designs need a larger surface area. Look for a supplier like Riteline who offers an XL option for printing up to ½ inch and their LaseRite360° option, for wraparound printing on the entire barrel of a metal pen.

## Bonus Tip

Look for a supplier that is dedicated to staying up-to-date on technology and the latest equipment. For instance, Riteline offers top-of-the-line Italian printing equipment – their oldest piece of machinery is only 3 years old!





✓  
4 Central Location

Location, location, location. As pens are a common promotional item, customers often expect them fast. **Look for a supplier who is centrally based to ensure the fastest shipping all across the United States.**

For example, Riteline is based in Dallas, Texas, making them strategically located to ship orders quickly across the country, or to any other location. Even better, their home city is rarely hit with inclement weather, so you're less likely to have to explain to your customers about delayed orders.

Bonus Tip

**Need it fast?** Look for a supplier like Riteline who offers 24 hour rush shipping at no additional cost – your customers will be thrilled at the quick turnaround and come back for all of their future pen needs.





✓  
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*High  
Quality*

High quality doesn't have to mean high cost. Look for a supplier that offers a large catalog of retail-quality pens at an affordable price to exceed your customers' expectations without exceeding their budget.

*Bonus Tip*

Your supplier keeping all aspects of production in-house ultimately gives your customers more bang for their buck. As RiteLine ensures high quality from start to finish, their pens can write for up to 25% longer – giving your customers 25% more value for their order!

**FOR  
LESS**

**\$\$\$\$**

*Than You  
Think!*

 RiteLine®



# About Riteline

Riteline is a different kind of pen supplier. Based in Dallas, Texas for quick delivery throughout the United States, Riteline offers an exclusive and affordable line of pens specifically **designed for branding and maximum impact**.

Not only is Riteline **committed to bringing end-buyers retail-quality pens at affordable prices**, they're also **committing to helping distributors sell**. Riteline offers a variety of sales support resources, from virtual samples to color matching capabilities, making it easy for you to **close more deals and get repeat business**.



*Awesome Pens!*



**Want to work with us?**

Give us a call at **972-685-2060**,  
or visit us at **[www.ritelineusa.com](http://www.ritelineusa.com)**