

Promotional Products Pen Comparison - Laser Engraved (Metal) Category

Updated February 2015

<i>Net Costs Shown</i>	Imprint Area	Price Code	Production & Rush Service	Ink Options	Personalize w/ Logo	Min.	Set-Up Fees
Saratoga Pens ADG Promotional Products	Std. (1/4") Five (5) Lines FREE Magna Logo Pens (3/4"H)	A	48 Hour Ship All Pens	Black or Blue (All Pens)	\$0.32 per	50	Free Order Processing Fee \$12
Norwood/BIC	Std. (1/4")	2AB2C C	5-Day Ship (Std.) 24 HR. Service Requires: <i>No Drop Ships</i> <i>Case Quantities Only</i>	Black Only	\$0.48 per	100	Free
HIT	Std. (1/4") Select Pens (5/8")	C Add \$0.08 per Pen	3-5 Day Ship (Std.) Rush Service Requires: <i>Extra Charge & Air Freight</i>	Black Only	N/A	100-250	\$36 (New) \$20 (Reorder)
Hub Pen	Std. (1/4") Revolution (1/2"H) Run Charge \$0.40 Per Pen	A	5 Day Ship	Mostly Black	\$0.55 per	50-100	\$35
Leeds	Std. (1/4")	C	1 Day (No Proof) 3 Day (Reorders) 5 Day (New)	Black or Blue Only; Varies by Pen	\$1.40-1.80 per	48-144	\$44
Logomark	Std. (1/4")	C	5-10 Days (Std.) 24 Hour Ship Max. 1,000 pens No Proofs	Black Only	\$45 (New) \$20 (Reorder) Plus \$0.52 per Pen	100	\$45 (New) \$20 (Reorder)
Sweda	Std. (1/4") 3/8"+ with Screen Printing	C	3-5 Day Ship (Std.) 24 HR Service Available on Some Pens	Mostly Black; Spectrum Pen Blue Extra Charge	Only \$0.44 per	150-250	\$40

CLIENT VALUE, EASE OF DOING BUSINESS & MAXIMUM PROFITABILITY



Best in Category		
IMPRINT AREA	3/4" & FIVE LINES OF COPY FREE	SARATOGA PENS
PROFITABILITY	50% MARGIN (A)	SARATOGA PENS & HUB PEN
RUSH SERVICE	48 HOURS OR LESS FREE/NO LIMITATIONS ALL PENS	SARATOGA PENS
INK OPTIONS	AVAILABLE IN BLACK OR BLUE INK	SARATOGA PENS
PERSONALIZE	LESS THAN \$0.40	SARATOGA PENS
MINIMUMS	50 ON ALL PENS	SARATOGA PENS
SET-UP	FREE	BIC/NORWOOD



Source: Information taken from Catalogs & Web Sites of Respective Suppliers