

Promotional Products Pen Comparison -- Screen Printed (Plastic) Category

Updated February 2015

Best in Category						
Net Costs Shown	Set-up Fees	Price Code	Production & Rush Service	Mins.	Proofs	Random Samples
Saratoga Pens (ADG Promotional Products)	FREE Order Processing Fee \$12	A	48 Hour Ship	150 - 250	No Charge	No Charge
Norwood/BIC	FREE	2AB2C A C	3-5 Day Ship (Std.)	250-300	Add 2-Days to Order First Proof (Free)	Not Found
Bullet	\$12 Plus Add \$0.24 to Every Pen's List Price	C	3-Day (Reorders) 5-Day (New)	300-500	No Charge	Up to \$10 EQP Plus Shipping
Crown	\$36 (Some) FREE (Some)	C	7-10 Day Ship Rush Service Requires: <i>Ship UPS 1 - 2 Day; No Proof</i>	250-1,000	\$8 (Paper)	Up to \$10 EQP Plus Shipping
Gold Bond	FREE	C	5-7 Day Ship Rush Service Requires: <i>No Proof; Catalog Quantity</i>	500-1,000	\$12	Up to \$10 EQP Plus Shipping
HIT	\$32 (New) \$20 (Reorders)	C	3-5 Day Ship Rush Service Requires: <i>Air Freight & Extra Charge</i>	250-500	\$12 (Paper) \$16 (Virtual)	Not Found
Hub Pen	\$12	A	5-Day Ship 24 Hours Requires: 1000 pcs or Less Credit Card only No Calls or Proofs	250-500	Under \$300 Order (\$7.50) Over \$300 Order (Free)	Shipping Charges Apply
Leeds	\$12	C	1-Day (No Proof/Art Fits) 3-Day (Reorders) 5-Day (New)	350	Paper If Requested (Free) Second (\$10)	EQP Plus Shipping (Limit 3)
Prime	\$48 (New) \$20 (Reorders)	C	3-5 Day Ship 24 Hour Ship Requires: <i>Air Freight</i>	400-600	Fax/e-mail (\$8)	Not Found
Sweda	\$40	C	3-7 Day Ship 24 Hour Ship Some Pens	500	If Requested (Free) Second \$10	EQP Plus Shipping
Valumark	\$45 (New) \$20 (Reorders)	C	5-10 Days 24 Hour Ship Requires: <i>Maximum 1,000 pens</i>	200-300	First (Free) Second (\$8)	Not Found

VALUE FOR CLIENTS, EASE OF DOING BUSINESS & MAXIMUM PROFITABILITY

PROFITABILITY	50% MARGIN (A)	SARATOGA PENS & HUB PEN
RUSH SERVICE	48 HOURS OR LESS NO CHARGE NO LIMITATIONS	SARATOGA PENS & SWEDA
SET-UP	FREE	BIC/NORWOOD & GOLD BOND
MINIMUMS	250 ON ALL PENS	SARATOGA PENS
PROOFS	FREE NO LIMITATIONS	SARATOGA PENS & BULLET
SAMPLES	FREE NO LIMITATIONS	SARATOGA PENS



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