



Front side of Coin Pen



Back side of Coin Pen

### ULTIMATE PROMO PRODUCT:

SOLUTION TO POOL MAN'S PROBLEM HELP ENTREPRENEURS FIND AND KEEP CUSTOMERS!

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[www.CoinPen.com](http://www.CoinPen.com), Montreal, Quebec Canada. December 17, 2014: **\*\*\*FOR IMEDIAT RELEASE\*\*\***

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Entrepreneurs are always looking for effective ways to help find and keep customers. Promotional products are practical everyday items that companies use to imprint logos on and writing instruments are the product leader in this industry. The problem active people find with pens however, are that they don't fit comfortably inside pant pockets. The drawback businesses find with promotional pens are that logos appear small when printed on them. An entrepreneurial pool man from Montreal, Canada has come up with a solution that solves both these problems. Everyone who's seen it loves it and entrepreneurs are already dubbing it "The Ultimate Promo Product!"

A pool man by trade, Eric's office is the backyard. Eric often found himself needlessly running back to his van simply to get a pen to jot down an address or phone number while receiving calls. He thought there should exist a pen in the shape of a coin that can easily fit inside his pant pocket. At the same time Eric was also looking for a promotional pen for his business. He was not satisfied with how small his logo would appear on most pens. Again, Eric thought that a pen in the shape of the coin would be the answer. That's when Eric realised he was on to something. If he could make a Coin Pen with high imprint visibility that carries well in ones trousers, it would be a hit.

Industry experts agree that promotional products make very effective direct marketing tools. Here are some fascinating facts reported in the Advertising Specialties Institute's [2013 Global Advertising Specialties Impressions Study](#):

- 77% of promotional product recipients said usefulness is key for keeping a promotional product.
- 91% surveyed regarded writing instruments as useful
- 86% recalled the advertiser on promotional products they received
- 36% of promotional product recipients felt more likely to do business with the advertiser in the future.

With the help of watching YouTube videos, Eric spent the winter learning 3D modeling in a program called [Solid Works](#). Then he set out to design his pen and used an online 3D printing service called [shapeways](#). They printed several prototypes which helped Eric perfect his design. The result is a pen in the shape of a coin about the same size as a poker chip. The iconic look of the Coin Pen brings new form

to function. Logos boldly stand out and it fits comfortably in any pocket! A magnet and key chain version of the Coin Pen are also available.



The Coin Pen is now ready to go into production, however Eric needs to raise \$50,000 in order to cover mold and start-up costs. Increasingly entrepreneurs are turning to crowdfunding sites as an effective way to raise funds for new projects. By supporting Eric's Coin Pen campaign here on Kickstarter here (<https://www.kickstarter.com/projects/1711053423/coin-pen-the-ultimate-promo-product>), you have the opportunity to pre-order your very own personalized Coin Pens! Whether you are an entrepreneur looking for "the ultimate promo product" for your business, or just want a few pens to take anywhere you go, you'll find a contribution level to match your budget! **But hurry!** Eric's Coin Pen campaign ends on January 26, 2014.

[www.CoinPen.com](http://www.CoinPen.com) is a start-up company intent on offering high-imprint visible ad specialty pens to help companies achieve their direct marketing goals.

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If you'd like more information about this topic, or to schedule an interview please contact Eric Hartmann [info@CoinPen.com](mailto:info@CoinPen.com) or call 514 961-9818