



Front side of Coin Pen



Back side of Coin Pen

## ULTIMATE PROMO PRODUCT: Coin Pen with High-Imprint Visibility!

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

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Marketers and entrepreneurs are constantly looking for new ways to help their organization find and keep customers. Logoed promotional products help build brand recognition and strengthen customer loyalty. According to the Advertising Specialties Institute's [2013 Global Advertising Specialties Impressions Study](#), 50% of all promotional products sold in the advertising specialties industry are writing instruments. The major drawback for marketers however, are that pens have very low imprint visibility. [www.CoinPen.com](http://www.CoinPen.com), a Montreal based start-up company designed a practical new pocket pen with MAXIMUM imprint visibility.



Marketers are already dubbing it "The Ultimate Promo Product!" Here's what they are saying: Jean Guy, CEO of AA Promotions is excited about the new Coin Pen. "My clients like how LARGE their logos will appear on this pen!" Mat Newman, president of XYZ Stationary Promotions agrees. He added "Unlike regular pens that poke and jab you in the pocket when sitting down, this poker chip sized pen fits comfortably in your pant pocket." And Dana, sales director for ACME Promotions likes that she can

offer Coin Pens with a keychain or magnet option. “Fridge magnets and key chains are very popular with my clients.”

Coin Pen is a new product being launched exclusively on a crowdfunding site called kickstarter. [www.CoinPen.com](http://www.CoinPen.com) needs to raise \$50,000 in order to cover mold and start-up costs. Be among the first to pre-order the Coin Pen right here (<https://www.kickstarter.com/projects/1711053423/coin-pen-the-ultimate-promo-product>). Whether you’re an entrepreneur looking for “the ultimate promo product,” or just looking for a few pens to carry wherever you go, there’s a contribution level to match your budget! **But hurry!** The Coin Pen kickstarter campaign ends on January 26, 2015.

[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 call Eric Hartmann at [info@CoinPen.com](mailto:info@CoinPen.com) or call 514-961-9818