



Front side of Coin Pen



Back side of Coin Pen

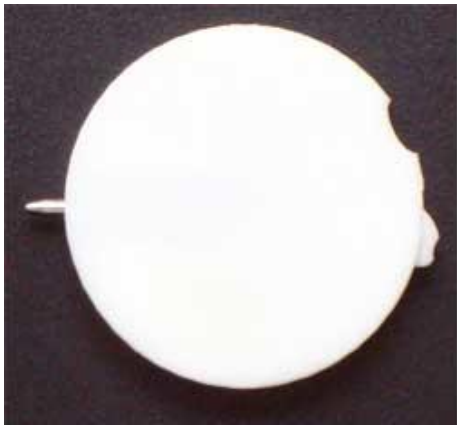
ARE PROMOTIONAL PENS SHOWING OFF YOUR TRUE LOGOS? The Shape Of A Pen Is More Important Than You May Realise!

www.CoinPen.com, Montreal, Quebec Canada. December 17, 2014: *****FOR IMEDIAT RELEASE*****

Your company has a great logo design. Now you're ready to imprint that logo on a pen and promote your brand. But does the shape of the pen matter? Logo Designers have long known that shape features play major roles in the perception of designed objects and help reinforce brand expectations.

For example, the simple shape of the circle can be powerful. According to Bill Gardner, world renowned logo and corporate identity specialist, "the circle may well be the perfect shape and one of the most favorite elements in a designer's arsenal. Over the years, it has served as the foundation for some of the most iconic works of branding ever crafted...It's a ball for sports, or a planet or the sun. It represents internal or global concerns. It represents the Earth or ecology or linkage between people. It could be as small as a molecule or as large as the universe. Now that's pretty flexible!"

What's the shape of your logo and how do traditional pens connect with your brand's expectations? Will a pen show off your logo's true colors in a meaningful and engaging way? These are important considerations. If a circle associates well with your brand, you may wish to consider Coin Pen—a new pen in the shape and size of a poker chip. Not only does it tie in perfectly with any circle design or association, logos can be printed on both sides of the Coin Pen with high-imprint visibility.



There are three Coin Pen options available. The Regular Coin Pen, Magnet Coin Pen and Keychain Coin Pen. The Regular Coin Pen is a nice carry pen that fits comfortably in ones pant pocket or wallet. The Magnet Coin Pen conveniently pins memos and grocery lists on refrigerator doors. And the Keychain Coin Pen clips on Key chains, making it even more practical for carrying on the go.

Coin Pen is being launched exclusively on a crowdfunding site called kickstarter. You can support this project here (<https://www.kickstarter.com/projects/1711053423/coin-pen-the-ultimate-promo-product>) and be among the very first to get your hands on this timeless new pen. **But hurry!** The Coin Pen kickstarter campaign ends on January 26, 2015.

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 at info@CoinPen.com or call 514-961-9818