



Christmas crackers

Info for the
end-user.

for many the prospect of Christmas is like the veritable light at the end of the tunnel, a non-specific birthday for everyone with delicious food served, magical presents given and a chance to stay up past eight. Yes, as you might have surmised, these many are children. The reality of Christmas, faced by the rest, is too often a bruising, demoralising, stress-fest filled with too small turkeys, fight or flight in the shopping aisles, and, very often, no clue as to what to actually buy someone.

Which is where we hope to help. Stationery and its related product areas have helped fill the gap when confronted with buying something for someone who has everything, or buying for someone about which you know nothing. Mostly everyone has need of stationery items and, even if

they don't, your gift could unlock within them a passion for office products that will stay with them throughout their life (at least, that's what the office products industry hopes).

So, what's going to be out there this Christmas? Writing manufacturer Pentel has announced that its launching three new products in time for the silly season. The EnerGel Sterling is a retractable roller ball pen with a chrome coloured finish and smooth flowing, quick drying premium liquid gel ink, giving what the company describes as 'the ultimate writing experience'. Also out there will be the Tradio Funky fountain pen endowed with four barrel colours to choose from – pink, violet, light green and sky blue. Adding that little something extra; Tradio Funky pens are supplied with a matching gift wallet.



Finally, Pentel continues with its Fabric Fun range by introducing a kit to make your own hand puppet collection. The kit contains four hand puppets and 15 pastel dye sticks accompanied by instructions and a template sheet showing four characters to create. Not only a great toy, but possibly a half decent pair of gloves as well?

If you'd rather something more substantial, then perhaps the new range of Pink & Black Diaries from John Dickinson Stationery will fit the bill. Available in A5 and pocket format, 10% of every sale also goes on to supporting the Breakthrough Breast Cancer charity.

Sophie Brown from John Dickinson comments, "We recognise that the diary continues to be a really important accessory for many women and the new Pink & Black diary is perfect for women who appreciate quality but want something feminine and a little bit fun. It's also another ideal product through which we can continue to pledge our support for Breakthrough Breast Cancer."

Returning to the writing instrument milieu, and for those looking to buy something with more than one part to it, BIC's limited edition of its Select Range might hit the spot.

According to the manufacturer, this is a 'contemporary and stylish range of trendy fountain pens, ballpoint pens, roller ball pens and mechanical pencils which has been given a sleek new look'. Helpfully, BIC is supplying the range in a festive gift packs and combination sets have also been created: the Rondo Ball Pen and Mechanical Pencil Set, the Turn & Up Fountain Pen and Roller Ball Pen set and a Wide Body Ball Pen and Mechanical Pencil Set. Additionally, and in a somewhat more specialist vein, a special edition BIC Select Calligraphy pen has also been developed for Christmas.

Emma Lawley, marketing manager, BIC UK, comments, "The BIC Select range is perfect for stocking fillers and as stand alone Christmas gifts."

And, if you're not sure whether these particular present options are quite right for whatever reasons, it's interesting to note that BIC is running a promotion for consumers to win a luxury cruise when they purchase any two products from the BIC Select range.

Of course, if you're giving the present, then surely you'd keep the luxury cruise. That's the right thing to do... isn't it? ●



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