

National Pen



website: www.penseurope.com/de/
last update: December 2022

target group characteristics sexcode

companies: 100%

target groups

+ office supplies
+ companies
+ freelancer
+ gifts + promotion articles



product information

National pen belongs to National Pen Corporation. Their headquarters is located in the USA. Founded in 1966, National Pen sells his advertising products mainly with the help of catalogues and the Internet. Currently, the company is active in 18 European countries. They offer a broad variety of products which include ball pens and pencils of different designs. Furthermore they sell advertising products such as T-Shirts, calculators, bags, calendars and gift cards. National Pen always surprises its customers with new innovative ideas. As the company manufactures their products themselves they also support other companies in terms of customer relations, customer acquisition and motivating employees. This list will address active mail order customers and employees of smaller companies (up to 20 employees). As a result their customers are loyal and purchase their products on various occasions. The addresses are constantly used for own advertising which ensure an updated high quality list - the average order value is 200 €

acquisition

+ mailings
+ online
+ webshop

selections and prices

| | | | |
|---------|------------------------------|----------|------|
| 23.315 | clients last 0-6 months | € 195,00 | o/oo |
| 18.092 | clients last 7-12 months | € 175,00 | o/oo |
| 46.712 | clients last 13-24 months | € 160,00 | o/oo |
| 116.640 | clients older than 24 months | € 150,00 | o/oo |

selection improvements

| | | |
|--|---------|------|
| additional charge for contact person | € 25,00 | o/oo |
| add. charge f. industrial sector (WZ-Code) | € 25,00 | o/oo |
| add. charge for number of employees | € 25,00 | o/oo |

conditions and additional costs

basic selection/provision costs

€ 11,00 per tsd. min. € 200,00
€ 40,00 flat

minimum order quantity

5.000 addresses

minimum invoice amount

70 % of delivery quantity

additional costs:

flagging

€ 130,00 flat min. € 130,00

GDPR compliant delivery of curr. suppressions

€ 75,00 flat