

Immediate release
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NEWS RELEASE

PENTEL AIMS TO MOTIVATE AND INSPIRE

Pentel is launching a social media campaign to keep fans and followers feeling creative during these challenging and uncertain times.

#PentelPickMeUp is the handle for the campaign, which incorporates the talent and ingenuity of a selection of young influencers, who will share their ideas on how to be creative, keep on track with their studies or remain focused and organised during the pandemic.

While life is anything but normal Pentel is aiming to provide ideas and inspiration to students and young people especially, as Marketing Manager Wendy Vickery explains: "Like most of us, students feel their lives are on hold currently, which is why we want to encourage them not to lose sight of their goals and ambitions. We know it's difficult to remain positive, when the daily news can seem unrelentingly bleak. Something as simple as putting pen to paper, whether as an act of self-expression or just good housekeeping, can be an important way for people to create a sense of purpose and accomplishment."

Spearheading the campaign are three key Pentel products: EnerGel quick-drying liquid gel pens, flexible-tipped Brush Sign Pens and pigment ink, fade-resistant Pointliner pens. A colourful selection for writing, drawing, note-taking, designing or hand lettering, these three products will enable the influencers to showcase a range of ideas and suggestions to motivate and inspire audiences.

Thursday 22 May will see a very special workshop on Pentel's Instagram, more details to follow. As the summer unfolds Pentel will roll out further campaign activity across social media channels, with creativity very much at the forefront.

(Ends)

Note to editor

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