



BENTCIL[®] 2015

BENT ON SERVING YOU!

WWW.*Bentcil*.COM



SmashLights!

Patent Pending

Bentcil's line of flat flashlights



SMASHLIGHTS® COMPARISON

Product	# of LED Bulbs	# of Lithium Batteries	Replaceable Batteries?	Magnetic Back?	Switch Style	Printing Method	Imprint Size	Production Time	Min. Quantity	Price Level	Catalog Page #
1. Glow™	5	2	Yes	Yes	On/Off Switch	Full Color (1 side)	3.27" x 1.53"	7 working days	100	\$\$\$	5
2. Eliana™ Pad Print	2	2	No	Yes	Momentary Switch	1-Color Pad	2.25" x .75"	7 working days	250	\$	4
3. Eliana™ Custom Color	2	2	No	Yes	Momentary Switch	6-Color Screen Print	5" x 1.5"	45 working days	500	\$\$	4
4. Messenger™	3	2	Yes	Yes	On/Off Switch	Full Color (1 side)	4.125" x 1.5"	7 working days	100	\$\$	6
5. Thomas™	2	2	Yes	Yes	Momentary Switch	Full Color (1 side)	3.75" x 1"	7 working days	100	\$\$	7
6. Letter Light™	3	2	Yes	No	Momentary Switch	Full Color (1 side)	2.75" x 1"	7 working days	100	\$	8
7. Noah™	4	2	Yes	Yes	On/Off Switch	Full Color (1 side)	2.8" x 1"	7 working days	50	\$\$\$	9
8. Elijah™	4	4	Yes	Yes	On/Off Switch	Full Color (1 side)	5" x 1.2"	7 working days	50	\$\$\$	10
9. Jesse™	2	2	Yes	No	Momentary Switch	Full Color (1 side)	1.7" x 1.5"	5 working days	100	\$	11
10. Olivia™	2	2	Yes	No	Momentary Switch	Full Color (1 side)	3" x 2.75"	5 working days	100	\$\$	11
11. Andrew™ Double Click	4	4	Yes	No	On/Off Switch	Full Color (1 side)	3" x 2.75"	5 working days	100	\$\$\$	11
12. Lightning Volt™	4	9V Battery	Yes	Yes	On/Off Switch	Full Color Inlay & Battery Wrap	2.66" x .83"	7 working days	100	\$\$\$	3
13. Sparkey™	1	2	No	No	Momentary Switch	Full Color (2 sides)	1.5" x 1"	5 working days	125	\$	12
14. FlashCard® Duo	2	2	No	No	Momentary Switch	Full Color (2 sides)	2.75" x 3.375"	5 working days	125	\$\$	12
15. FlashCard® Quattro	4	4	No	No	Momentary Switch	Full Color (2 sides)	2.75" x 3.375"	5 working days	125	\$\$\$	12

NEW for
2015

9V battery transformed
into a super-bright,
eye-catching flashlight!

DIGITAL
COLOR

RUSH
AVAILABLE

PATENT
PENDING

PERSONALIZE IT!

MAIL
IT!



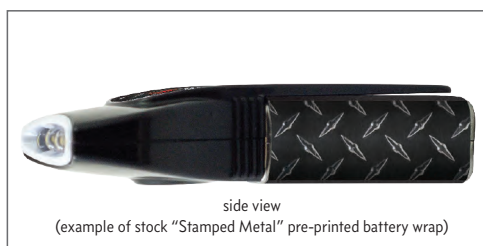
THE LIGHTNING VOLT™

- 4 LED bulbs
- Included 9V battery provides long life and extremely bright illumination
- On/Off switch—stays on when pressed
- Molded ABS plastic body
- Magnetic back
- Choose stock or custom printed battery wrap
- 9V battery is easy to replace
- **Printing (two locations):** Full **COLOR** digital printed plastic inlay and battery wrap
- **Product Color:** black body with white accent around bulbs
- **Product Size:** 3.36" x 1.45" x 0.8"
- **Imprint Area:** inlay: 2.66" x 0.83" / battery wrap: 1.7" x 3.2"
- **Production Time:** 7 working days after art approval
- **Approximate Weight per 250:** 35 lbs

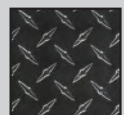
4R	100	250	500	1000
Lightning Volt™ w/Stock Pre-Printed Battery Wrap	\$5.75	\$5.25	\$4.83	\$4.73
Lightning Volt™ w/Custom Printed Battery Wrap	\$6.00	\$5.50	\$4.99	\$4.93

- **Set-Up (includes inlay and battery wrap):** \$48(v)

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.



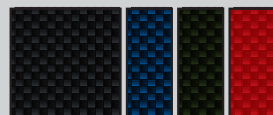
Choose a stock pre-printed battery wrap...



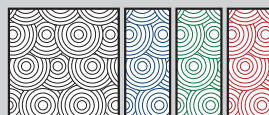
STAMPED METAL



SOLID (black, blue, green, red)

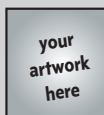


CARBON FIBER (black, blue, green, red)



SWIRLS (black, blue, green, red)

...or, create your own
custom design
(additional charge applies)



CUSTOM



zipper-pull
attachment



Works great as a...

- Lanyard Light
- Keychain Light
- Zipper-Pull Light
- Magnetic Badge Light

DIGITAL
COLOR

RUSH
AVAILABLE

THE LUKE LIGHT™

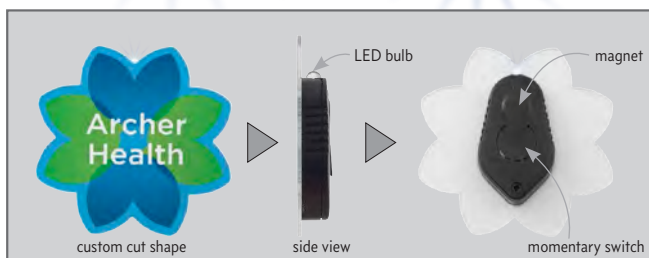
NEW for
2015

- Custom cut shape—NO DIE CHARGE!
- Bright LED bulb
- 2 replaceable lithium batteries (CR2016)
- Momentary (press on/release off) switch
- Final production in the USA—RUSH available!
- Magnetic back included
- Includes 1 attachment option: lanyard, zipper-pull, or badge magnet; call for additional options
- **Printing:** full **COLOR** digital print
- **Product Size:** any size up to 7.5 square inches
- **Production Time:** 10 working days after art approval

4R	100	250	500	1000
Luke Light™	\$5.25	\$4.60	\$4.25	\$4.09

- **Set-Up (Full Color):** \$48(v)

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BRITE LIGHTS
by BentCil

SmashLights!

www.bentcil.com/britelights/smashlight/glow



Scan code to watch a video about the Eliana™



THE ELIANA™ PAD PRINT

Patent Pending

- Flat flashlight in a soft, vinyl body with 2 LED bulbs
- 2 non-replaceable lithium batteries (battery shelf life of several years)
- Momentary (press on/release off) switch
- Magnetic back and wrist cord
- **Printing:** 1 color pad print on front side (in white oval)
- **Product Colors:** two stock color choices—black or **vivid pink**
- **Product Size:** 5" w x 1.5" h x .5" d
- **Imprint Area:** 2.25" x .75"
- **Production Time:** 7 working days after art approval
- **Approximate weight per 250:** 16 lbs

4R	250	500	1000	2500
Eliana™ Pad Print BLACK	\$2.73	\$2.69	\$2.66	\$2.63
Eliana™ Pad Print PINK	\$2.84	\$2.80	\$2.77	\$2.74

- **Set-Up:** \$48(v)
- **Various imprint colors available:** Add \$27(v) for PMS match

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Examples of Custom Spot/Screen Printing



Example of Custom Offset Printing
Call Customer Service for quote

THE ELIANA™ CUSTOM COLOR

Patent Pending

- Flat flashlight with a soft, vinyl body in your choice of colors
- 2 LED Bulbs
- 2 non-replaceable lithium batteries (battery shelf life of several years)
- Momentary (press on/release off) switch
- Magnetic back and wrist cord
- Custom made overseas (not available for rush)
- **Printing:** Spot **COLOR** screen printing up to 6 solid colors (black and white are considered colors since we start with clear vinyl; white **MUST** be included) -OR- 4 **COLOR** (CMYK) offset printing
- **Product Size:** 5" w x 1.5" h x .5" d
- **Production Time:** 45 working days after art approval
- **Approximate weight per 500:** 29 lbs

Price	500	1000	2500
Eliana™ Custom Color (Spot) (3R)	\$3.57	\$3.37	\$3.22
Eliana™ Custom Color (Offset) (2R)	N/A	\$3.71	\$3.47

- **Art Set-Up Charge (Spot Color):** \$48(v) (covers 1-6 colors)
- **Art Set-Up Charge (Offset):** \$300(z) (waived at 5,000+ pieces)
- **Price includes air delivery from China to our QC checkpoint in Indianapolis**

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis

THE ELIANA™ CUSTOM SHAPE

- Turn the Eliana™ into ANY custom shape with custom graphics on both sides - max size 6" x 6"
- Includes 2 LED bulbs, 2 non-replaceable lithium batteries, momentary switch, magnetic back, and wrist cord
- **Printing:** Spot **COLOR** screen printing up to 6 solid colors (black and white are considered colors; white **MUST** be included) -OR- 4 **COLOR** (CMYK) offset printing
- **Production Time:** 45 working days after art approval

Price	500	1000	2500
Eliana Custom Shape (Spot) (3R)	\$3.67	\$3.48	\$3.32
Eliana Custom Shape (Offset) (2R)	N/A	3.71	3.47

- **Art Set-Up Charge (Spot Color):** \$48(v) (covers 1-6 colors)
- **Art Set-Up Charge (Offset):** \$300(z) (waived at 5,000+ pieces)
- **Manufacturing Setup:** \$250.00(v) (waived at 2,500+ pieces)
- **Price includes air delivery from China to our QC checkpoint in Indianapolis**

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Patent Pending

Custom Shape Offset

Custom Shape Spot Color

Both Custom Shapes are shown 50% actual size

Front Side
Shown actual size



(Light turned OFF)

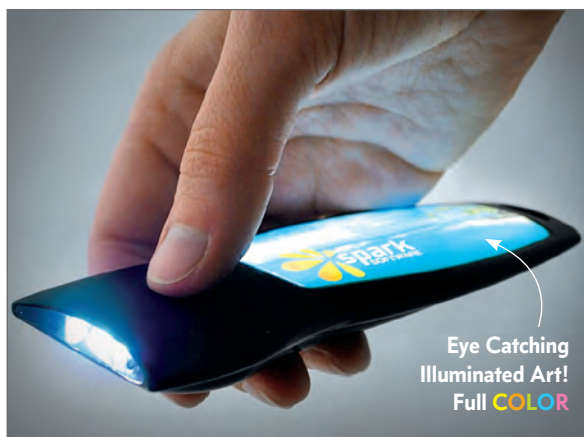
(Lights turned ON)

Artwork Glows!

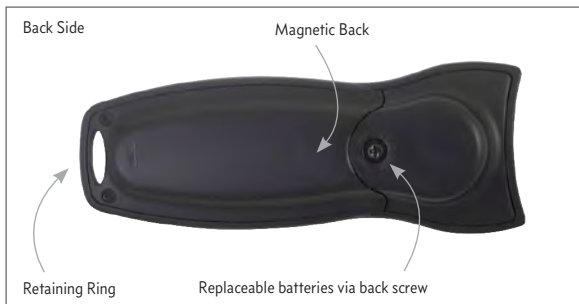
Your image is lit up from behind!



On/Off Switch



Eye Catching
Illuminated Art!
Full COLOR



Back Side

Magnetic Back

Retaining Ring

Replaceable batteries via back screw

THE GLOW™

- Flat Flashlight—in a rigid ABS plastic body
- Artwork glows from behind!
- 3 LED bulbs for lighting, 2 LED bulbs for imprint illumination
- 2 replaceable lithium batteries (button cell CR2032 accessed via back screw)
- On/Off switch—stays on after pressed
- Magnetic back and retaining ring
- **Printing:** Full COLOR digital printed inlay made for backlighting
- **Product Color:** black
- **Product Size:** 5.25" w x 2" h x .5" d
- **Imprint Area:** 3.27" x 1.53"
- **Production Time:** 7 working days after art approval
- **Approximate weight per 100:** 10 lbs

DIGITAL
COLOR

RUSH
AVAILABLE

PATENT
PENDING



Scan to learn more
about the Glow™

	4R	100	250	500	1000
The Glow™	6.74	6.48	6.38	6.22	

- Set-Up (Full Color Inlay): \$48(v)

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PERSONALIZE IT!



GLOW™ PACKAGE OPTION: THE CRYSTAL BOX

- Crystal clear box is perfect for showing off the unique illuminated art on The Glow™
- Sealed with clear tabs
- **Printing:** Full COLOR digital print on bottom cardstock insert
- **Product Size:** 5.3" x 3" x .65"
- **Imprint Area:** 5.2" x 7.65" (combined dimensions of front, bottom, and back of insert)
- **Production Time:** 7 working days after art approval
- **Personalize It:** put your recipient's name right in the image!
- **Mail It:** package is approved for direct mail (back is printed with recipient address, return address, and postage)

	4R	100	250	500	1000
Crystal Box	\$1.21	\$1.16	\$1.10	\$1.05	

- Set-Up (full color): \$48(v)
- Direct Mail: \$0.32(v) per piece + postage (call for current rates)
- Less than minimum charge: \$27(v)
- Price includes package only; product priced separately

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Clear tab
keeps it closed

Available
format shown



Scan code to learn more about Messenger™

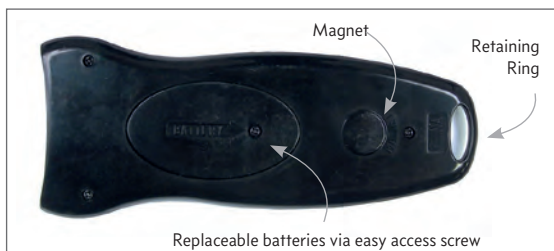


Front
shown actual
size

On/Off Switch



Stylish white color band running around entire body



Replaceable batteries via easy access screw

THE MESSENGER™

DIGITAL
COLOR

RUSH
AVAILABLE



PERSONALIZE IT!



MAIL
IT!

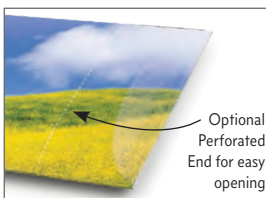
PATENT
PENDING

- Flat Flashlight—in a rigid ABS plastic body
- 3 LED Bulbs
- 2 replaceable lithium batteries (button cell CR2032 accessed via back screw)
- on/off switch - stays on after pressed
- Magnetic back
- Retaining ring
- **Printing:** Full **COLOR** digital printed plastic inlay
- **Product Color:** black with white color band around entire body
- **Product Size:** 5" w x 2" h x .25" d
- **Imprint Area:** 4.125" x 1.5"
- **Production Time:** 7 working days after art approval
- **Approximate Weight per 250:** 22 lbs

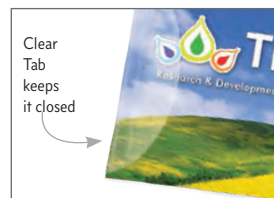
4R	100	250	500	1000
Messenger™	\$4.33	\$4.27	\$4.17	\$4.07

• **Set-Up (Full Color Inlay):** \$48(v)

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Optional
Perforated
End for easy
opening



Clear
Tab
keeps
it closed

MESSENGER™ PACKAGE OPTION: THE FLAT TUBE

- Thin, lightweight, and stylish—the perfect way to mail or present the low profile Messenger™ Smashlight®
- Product inserted and sealed with clear tabs
- Optional perforated end for easy opening
- **Product Size:** 3.5" h. Available in 9" and 12" widths (custom widths available).
- **Printing:** Full **COLOR** Digital Print on both sides
- **Production Time:** 7 working days after art approval
- **Personalize It:** put your recipient's name right in the image!
- **Mail It:** Package is approved for direct mail (back of tube is printed with recipient address, return address, and postage)

4R	100	250	500	1000
Flat Tube 9" or 12" w	\$.99	\$.93	\$.88	\$.83

- **Set-Up (full color):** \$48(v)
- **Optional Perforated End:** \$0.13(v) running charge
- **Direct Mail:** \$0.32(v) per piece + postage (call for current rates)
- **Personalization:** \$0.44v + \$48v setup
- **Less than minimum charge:** \$27(v)
- **Price includes package only; product priced separately**

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PERSONALIZE IT!



MAIL
IT!



Scan code to watch a video about the Thomas™



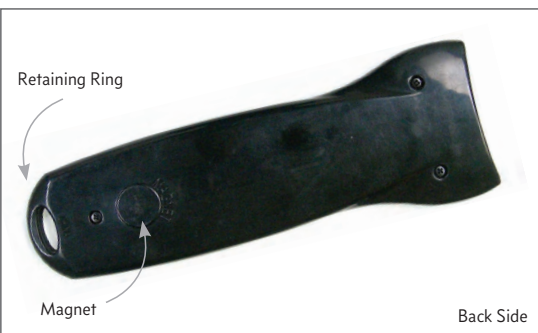
Front Side

Shown
actual size

Momentary Press On/Release Off Switch



Indicator
windows



Retaining Ring

Magnet

Back Side

THE THOMAS™

DIGITAL
COLOR

RUSH
AVAILABLE



PERSONALIZE IT!



PATENT
PENDING

- Flat Flashlight—in a rigid ABS plastic body
- 2 LED Bulbs
- 2 replaceable lithium batteries (button cell CR2032 accessed via back screw)
- Momentary (press on/release off) switch
- Magnetic back
- Retaining ring
- **Printing:** Full **COLOR** digital printed plastic inlay
- **Product Color:** black
- **Product Size:** 5" w x 1.5" h x .375" d
- **Imprint Area:** 3.75" x 1"
- **Production Time:** 7 working days after art approval
- **Approximate weight per 100:** 8 lbs

4R	100	250	500	1000
Thomas™ Light	\$3.57	\$3.47	\$3.37	\$3.27

- **Set-Up (Full Color Inlay):** \$48(v)

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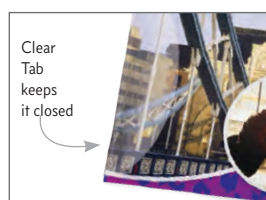
THOMAS™ PACKAGE OPTION: THE FLAT TUBE

- Thin, lightweight, and stylish—the perfect way to mail or present the low profile Thomas™ Smashlight®
- Product inserted and sealed with clear tabs
- Optional perforated end for easy opening
- **Product Size:** 3.5" h. Available in 9" and 12" widths (custom widths available).
- **Printing:** Full **COLOR** Digital Print on both sides
- **Production Time:** 7 working days after art approval
- **Personalize It:** put your recipient's name right in the image!
- **Mail It:** Package is approved for direct mail (back of tube is printed with recipient address, return address, and postage)

4R	100	250	500	1000
Flat Tube 9" or 12" w	\$.99	\$.93	\$.88	\$.83

- **Set-Up (full color):** \$48(v)
- **Optional Perforated End:** \$0.13(v) running charge
- **Direct Mail:** \$0.32(v) per piece + postage (call for current rates)
- **Personalization:** \$0.44v + \$48v setup
- **Less than minimum charge:** \$27(v)
- **Price includes package only; product priced separately**

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Clear
Tab
keeps
it closed

Optional
Perforated
End for easy
opening



PERSONALIZE IT!



Front
shown actual
size

Indicator
windows



Scan code to watch a
video about Letter Light™



3 LED Bulbs



Recessed Momentary On/Release Switch



Retaining Ring

Back Side

LETTER LIGHT™ PACKAGE OPTION: THE FLAT TUBE

- Thin, lightweight, and stylish—the perfect way to mail or present the low profile Letter Light™
- Product inserted and sealed with clear tabs
- Optional perforated end for easy opening
- **Product Size:** 3.5" h. Available in 9" and 12" widths (custom widths available).
- **Printing:** Full COLOR Digital Print on both sides
- **Production Time:** 7 working days after art approval
- **Personalize It:** put your recipient's name right in the image!
- **Mail It:** Package is approved for direct mail (back of tube is printed with recipient address, return address, and postage)

4R	100	250	500	1000
Flat Tube 6.5" w	\$.78	\$.78	\$.78	\$.78
Flat Tube 9" or 12" w	\$.99	\$.93	\$.88	\$.83

- Set-Up (full color): \$48(v)
- Optional Perforated End: \$0.13(v) running charge
- Direct Mail: \$0.32(v) per piece + postage (call for current rates)
- Personalization: \$0.44v + \$48v setup
- Less than minimum charge: \$27(v)
- Price includes package only; product priced separately

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LETTER LIGHT™

DIGITAL
COLOR

RUSH
AVAILABLE

- The flashlight that's made to mail! Super thin and lightweight for lower postage. Power switch is recessed to prevent activation in the mail.
- Flat Flashlight—in a rigid ABS plastic body
- 3 LED Bulbs
- 2 replaceable lithium batteries (button cell CR2016 accessed via back screws)
- Momentary (press on/release off) switch
- NOT Magnetic (magnetic option upon request, call for quote)
- Retaining ring
- **Printing:** Full COLOR digital printed plastic inlay
- **Product Color:** black
- **Product Size:** 5" w x 1.5" h x .125" d
- **Imprint Area:** 2.75" x 1"
- **Production Time:** 7 working days after art approval
- **Approximate Weight per 100:** 6 lbs

4R	100	250	500	1000
Letter Light™	\$3.24	\$3.14	\$3.09	\$3.04

- Set-Up (Full Color Inlay): \$48(v)

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Optional
Perforated
End for easy
opening



Clear
Tab
keeps
it closed

PERSONALIZE IT!

MAIL
IT!

PATENTED

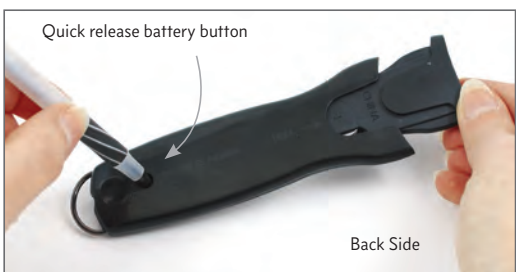


PERSONALIZE IT!

MAIL
IT!



Scan code to watch a video about the Noah™



NOAH™ PACKAGE OPTION: THE FLAT TUBE

- Thin, lightweight, and stylish—the perfect way to mail or present the low profile Noah™ Smashlight®
- Product inserted and sealed with clear tabs
- Optional perforated end for easy opening
- **Product Size:** 3.5" h. Available in 9" and 12" widths (custom widths available).
- **Printing:** Full **COLOR** Digital Print on both sides
- **Production Time:** 7 working days after art approval
- **Personalize It:** put your recipient's name right in the image!
- **Mail It:** Package is approved for direct mail (back of tube is printed with recipient address, return address, and postage)

4R	100	250	500	1000
Flat Tube 9" or 12" w	\$.99	\$.93	\$.88	\$.83

- **Set-Up (full color):** \$48(v)
- **Optional Perforated End:** \$0.13(v) running charge
- **Direct Mail:** \$0.32(v) per piece + postage (call for current rates)
- **Personalization:** \$0.44v + \$48v setup
- **Less than minimum charge:** \$27(v)
- **Price includes package only; product priced separately**

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THE NOAH™

**DIGITAL
COLOR**

**RUSH
AVAILABLE**

- Flat Flashlight—in a rigid ABS plastic body
- 4 LED Bulbs
- 2 replaceable lithium batteries (button cell CR2032 - quick release battery button)
- On/Off switch—stays on after pressed
- Magnetic back
- Metal retaining ring
- **Printing:** Full **COLOR** digital printed plastic inlay
- **Product Color:** black
- **Product Size:** 5" w x 1.5" h x .375" d
- **Imprint Area:** 2.8" x 1"
- **Production Time:** 7 working days after art approval
- **Approximate weight per 100:** 10 lbs

SR	50	100	250	500	1000
Noah™ Light	\$6.22	\$5.71	\$5.45	\$5.35	\$5.19

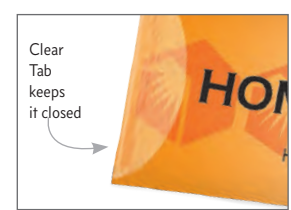
- **Set-Up (Full Color Inlay):** \$48(v)

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PERSONALIZE IT!

MAIL IT!

PATENTED



PERSONALIZE IT!

MAIL IT!

PERSONALIZE IT!

MAIL IT!

PATENTED



Scan code to watch a video about the Elijah™

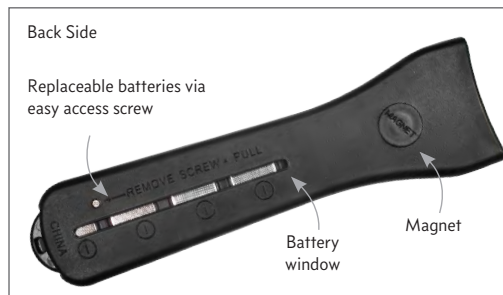


On/Off Switch

Front Side
Shown actual size



Indicator windows



Back Side

Replaceable batteries via easy access screw

Battery window

Magnet

THE ELIJAH™

DIGITAL
COLOR

RUSH
AVAILABLE

- Flat Flashlight in a rigid ABS plastic body
- 4 LED Bulbs
- 4 replaceable lithium batteries (button cell CR2032 accessed via back screw)
- Recessed on/off switch—stays on when pressed
- Magnetic back
- Retaining ring
- **Printing:** Full COLOR digital printed plastic inlay
- **Product Color:** black
- **Product Size:** 7" w x 2" h x .375" d
- **Imprint Area:** 5" x 1.1875"
- **Production Time:** 7 working days after art approval
- **Approximate weight per 100:** 15 lbs

5R	50	100	250	500	1000
Elijah™	\$7.57	\$7.06	\$6.54	\$6.28	\$6.03

• **Set-Up (Full Color Inlay):** \$48(v)

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

NEODYME LIGHT™

Works Like Magic!

DIGITAL
COLOR

RUSH
AVAILABLE

PATENT
PENDING

- Convenient light hangs around your neck. Light is held to lanyard base by Neodymium magnets; pull away light and it turns on. Includes safe breakaway lanyard.
- 3 LED Bulbs
- 2 replaceable lithium batteries (CR2032)
- **Printing:** Full COLOR digital printed plastic wrap
- **Product Color:** black or white
- **Product Size:** 1.3125" x 2.5625"
- **Imprint Area:** 3.3" x 2"
- **Production Time:** 7 working days after art approval
- **Approximate weight per 250:** 23 lbs

5R	50	100	250	500	1000
Neodyme Light™	\$6.49	\$6.33	\$6.18	\$6.08	\$5.97

- **Set-Up (Full Color):** \$48(v)
- **Optional carabiner attachment:** \$.48(v) each

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

OPTIONAL Carabiner Attachment: call for details (size: 60 mm)



WARNING: CHOKING HAZARD
Small parts. Not for children under 3 years.

CAUTION: Strong magnetic-field may affect operation of electronic medical devices i.e. pacemakers.



Shown actual size



Scan code to watch a video about Neodyme Light™

THE JESSE™ KEY LIGHT

DIGITAL
COLOR

RUSH
AVAILABLE

- Flat keyring light in a Rigid ABS plastic body
- 2 LED Bulbs
- 2 replaceable lithium batteries
- Button cell CR2016 (accessed via back screws)
- Momentary (press on/release off) power switch
- Attached black split ring
- **Printing:** Full **COLOR** digital printed inlay
- **Product Color:** black
- **Product Size:** 1.75" w x 2.375" h x .25" d
- **Imprint Area:** 1.7" x 1.5"
- **Production Time:** 5 working days after art approval
- **Approximate weight per 250:** 14 lbs

4R	100	250	500	1000
Jesse™ Key Light	\$3.30	\$3.23	\$3.16	\$3.08

• Set-Up (Full Color Inlay): \$48(v)

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

Front
shown
actual size



PERSONALIZE IT!

MAIL
IT!

PATENT
PENDING



Back Side



Scan code to watch a video about the Jesse™

THE OLIVIA™

DIGITAL
COLOR

RUSH
AVAILABLE

- Flat flashlight in a rigid ABS plastic body
- 2 LED bulbs
- 2 replaceable lithium batteries
- Button cell CR2032 (accessed via back screws)
- Momentary (press on/release off) power switch
- **Printing:** Full **COLOR** digital printed inlay
- **Product Color:** black
- **Product Size:** 3" w x 3.5" h x .375" d
- **Imprint Area:** 3" x 2.75"
- **Production Time:** 5 working days after art approval
- **Approximate weight per 250:** 21 lbs

4R	100	250	500	1000
Olivia™ Light	\$3.89	\$3.79	\$3.74	\$3.58

• Set-Up (Full Color Inlay): \$48(v)

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.



Press On / Release Off Switch



Back Side

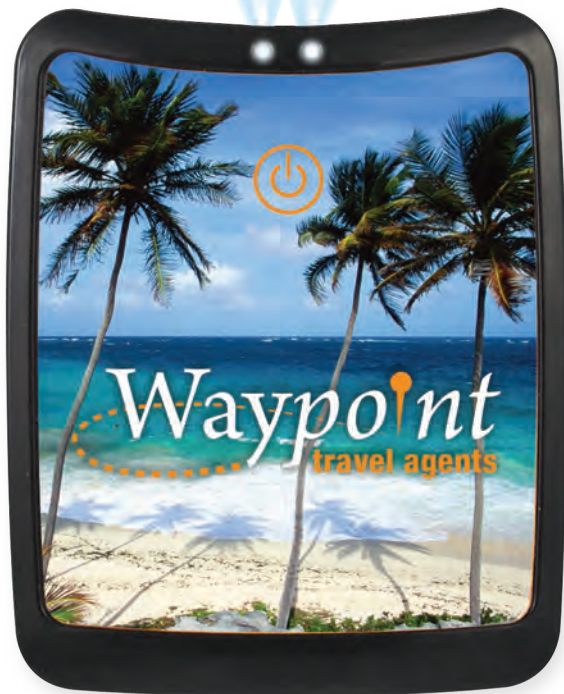


Scan to watch a video about Olivia™ and Andrew™

PERSONALIZE IT!

MAIL
IT!

PATENT
PENDING



Front
shown actual size



Front
shown actual
size

PERSONALIZE IT!

MAIL
IT!

PATENT
PENDING

DIGITAL
COLOR

RUSH
AVAILABLE

THE ANDREW DOUBLE CLICK™

- Flat flashlight in a rigid ABS plastic body
- 4 LED bulbs
- 4 replaceable lithium batteries
- Button cell CR2032 (quick release battery button)
- Double click on/1 click off switch—stays on when pressed
- **Printing:** Full **COLOR** digital printed inlay
- **Product Color:** black
- **Product Size:** 3" w x 3.5" h x .375" d
- **Imprint Area:** 3" x 2.75"
- **Production Time:** 5 working days after approval
- **Approximate weight per 250:** 31 lbs

4R	100	250	500	1000
Andrew Double Click™	\$5.30	\$5.20	\$5.15	\$5.10

• Set-Up (Full Color Inlay): \$48(v)

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.



Double Click On / 1 Click Off



Back Side

Quick release battery button

SPARKEY™ KEY LIGHT

DIGITAL
COLOR

RUSH
AVAILABLE

- Flat Keychain light in a clear, flex vinyl case
- 1 LED bulb
- 2 non-replaceable lithium batteries
- Momentary (press on/release off) switch
- Metal split key ring
- **Printing:** Full COLOR printed (both sides) insert
- **Product Size:** 1.5" w x 2.25" h x .25" d
- **Imprint Area:** 1.5" x 1"
- **Production Time:** 5 working days after art approval
- **Approximate weight per 250:** 14 lbs

4R	125	250	500	1000
Sparkey™ Light	\$3.41	\$3.36	\$3.31	\$3.25

• Set-Up (Full Color): \$48(v)

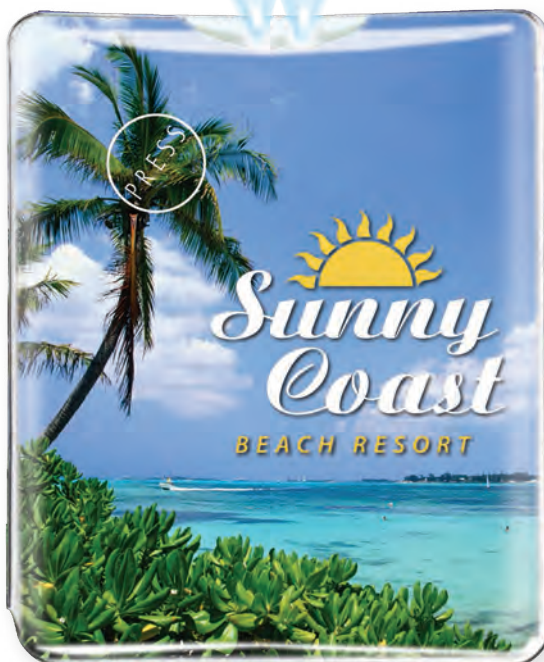
Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

Side 1



Side 2

shown actual size



Front Side
shown actual size

FLASHCARD® DUO™

DIGITAL
COLOR

RUSH
AVAILABLE

- Flat flashlight in a clear, flex vinyl case
- 2 LED bulbs and 2 non-replaceable lithium batteries
- Momentary (press on/release off switch)
- Storage pouch on back side
- Waterproof up to 100 foot depth
- **Printing:** Full COLOR printed (both sides) insert
- **Product Size:** 2.75" w x 3.375" h x .3125" d
- **Imprint Area:** 2.75" x 3.375"
- **Production Time:** 5 working days after art approval
- **Approximate weight per 250:** 19 lbs

PERSONALIZE IT!



4R	125	250	500	1000
FlashCard® Duo™	\$4.17	\$4.12	\$4.07	\$4.02

• Set-Up (Full Color): \$48(v)

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

FLASHCARD® QUATTRO™

- Flat flashlight in a clear, flex vinyl case
- 4 LED bulbs and 4 non-replaceable lithium batteries
- Momentary (press on/release off switch)
- Storage pouch on back side
- Waterproof up to 100 foot depth
- **Printing:** Full COLOR printed (both sides) insert
- **Product Size:** 2.75" w x 3.375" h x .3125" d
- **Imprint Area:** 2.75" x 3.375"
- **Production Time:** 5 working days after art approval
- **Approximate weight per 250:** 21 lbs

4R	125	250	500	1000
FlashCard® Quattro™	\$5.25	\$5.20	\$5.15	\$5.10

• Set-Up (Full Color): \$48(v)

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

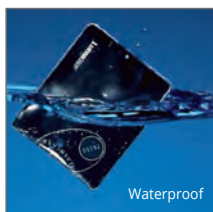
DIGITAL
COLOR

RUSH
AVAILABLE

PERSONALIZE IT!



Storage pouch on back



Waterproof



Front Side
shown actual size

Mini Hard Hat LED HH-201

colors: ○ ●



KEY-RING LIGHTS

- Molded keyring lights in a variety of shapes
- 1 LED Bulb and 1 non-replaceable lithium battery
- **Printing:** 1 or 2 color pad print (2 color requires art pre-approval)
- **Production:** 5 working days after art approval
- **Approximate weight per 250:** 13 lbs

4R	250	500	1000	2500
Fireman's Hat FH-101	\$2.71	\$2.66	\$2.61	\$2.55
Heart KL-118	\$2.71	\$2.66	\$2.61	\$2.55
Mini Hard Hat HH-201	\$2.71	\$2.66	\$2.61	\$2.55
Puzzle KL-116	\$2.71	\$2.66	\$2.61	\$2.55
Star KL-117	\$2.71	\$2.66	\$2.61	\$2.55
Lock-N-Light LL-400	\$2.71	\$2.66	\$2.61	\$2.55
Tear Drop Light LL-500	\$2.71	\$2.66	\$2.61	\$2.55

- 1-Color imprint: \$48(v) set-up charge
- 2-Color imprint: Addtl. set-up charge \$48(v) + \$0.13(v) running charge. (Art must be approved for 2-Color imprint)
- Various imprint colors available: Add \$27(v) for PMS match

Stock Faux Leather Key-Ring Lights



Stock Molded Key-Ring Lights



Prices effective through 12/31/2015, subject to change without notice; current pricing will be posted on www.bencil.com and will prevail; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

SHAPELIGHTS™

- Flat keyring light made with soft foam padding, covered with durable vinyl, and decorated in vibrant colors
- 1 LED bulb
- 2 non-replaceable lithium batteries
- black split ring

Choose from 3 Categories:

STOCKED ITEM

1

IMPRINT-A-SHAPE

RUSH AVAILABLE

- Choose from 7 stocked ShapeLights™ (see next page)
- **Printing:** 1 color pad print
- **Production Time:** 5 working days after art approval
- **RUSH:** as quick as same day—call for details

4R	250	500	1000	2500
Imprint-A-Shape	\$2.01	\$1.96	\$1.91	\$1.85

- Set-Up: \$48(v) per color/position
- Run change: \$0.13(v) per addtl. color/location (2-color art must be approved)

BUILT TO ORDER

2

COLOR-A-SHAPE

- Choose from hundreds of existing die shapes
- Change colors or graphics on both sides
- Overseas production (rush not available)
- **Printing:** Spot **COLOR** screen printing up to 10 solid colors (black and white are considered colors since we start with clear vinyl; white **MUST** be included)
- **Production Time:** 30 working days after art approval

4R	250	500	1000	2500
Color-A-Shape	\$2.71	\$2.19	\$1.94	\$1.68

- Art Set-Up: \$22(v) per spot color (black and white are considered colors)
- Price includes air delivery from China to our QC checkpoint in Indianapolis

BUILT TO ORDER

3

DESIGN-A-SHAPE

- Create your own shape and custom graphics on both sides—max size: 3" x 3"
- Overseas production (rush not available)
- **Printing:** Spot **COLOR** screen printing up to 10 solid colors (black and white are considered colors since we start with clear vinyl; white **MUST** be included) -OR- 4 **COLOR** (CMYK) offset printing
- **Production Time:** 45 working days after art approval

Price		500	1000	2500
Design-A-Shape—Spot Color Printing (3R)		\$2.62	\$2.29	\$2.08
Design-A-Shape—Offset Printing (2R)		N/A	\$3.08	\$2.42

- Art Set-Up (Spot Color): \$22(v) per spot color (black and white are considered colors)
- Art Set-Up (Offset): \$300(z)
- Manufacturing Setup: \$250(v) (waived at 2,500+ pieces)
- Price includes air delivery from China to our QC checkpoint in Indianapolis

Prices effective through 12/31/2015, subject to change without notice; current pricing will be posted on www.bencil.com and will prevail; all invoices payable in USD; FOB Indianapolis

Shown actual size



1

Imprint-A-Shape (shown with SLS-012 Star)



2

Color-A-Shape (shown with SLB-012 Star)



3

Design-A-Shape (Custom Shape)



SHAPELIGHTS™ CONTINUED:

1 ShapeLights™ Imprint-A-Shape



Light Bulb SLS-001



T-Shirt SLS-005



USA SLS-007



Star SLS-012



Paw SLS-045



Energy Saver Light Bulb SLS-239



Ribbon (Awareness) SLS-022



Scan code to learn more about Imprint-A-Shape

2 ShapeLights™ Color-A-Shape



Airplane SLB-088



Ambulance SLB-080



Apple SLB-047



Bowling SLB-065



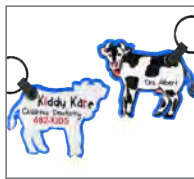
CFL Bulb SLB-239



Circle SLB-205



Coffee Cup SLB-145



Cow SLB-122



Dog Bone SLB-107



Dollar Sign SLB-019



Duck SLB-137



Flag Waving SLB-009



Foot SLB-003



Football Helmet SLB-056



Globe SLB-011



Hand SLB-002



House SLB-083



Light Bulb SLB-001



Life Vest SLB-136



Margarita SLB-129



Oil Can SLB-119



Paint Can/Brush SLB-117



Paw SLB-045



Pig SLB-031



Ribbon SLB-022



Sun SLB-081



Teddy Bear SLB-078



Tool Box SLB-113



Tooth SLB-075



Truck - Box SLB-096



Truck - Semi SLB-099



Truck - Semi SLB-237



T-Shirt SLB-005



Van SLB-095



Wine Bottle SLB-123



Scan code to view all Color-A-Shape

VIEW MORE ONLINE

DATELINE CALENDARS

1. CHOOSE A STYLE AND SIZE (BELOW)
2. CHOOSE PERSONALIZED (PG. 16) OR CUSTOM PHOTOS (PG. 18)
3. ADD FEATURES AND OPTIONS



SHORT FLIP

DESCRIPTION

- Tent made of premium folding board (4 color options)
- Double O-Ring wire binding (4 color options)
- Each page printed full color on 8pt stock
- 12 months on individual pages
- Start any month—no added charge
- Back of page includes “year-at-a-glance” calendar
- Custom back pages available, call for details
- Sealed in clear cello bag
- Production: 10 working days (after proof approval)

PAGE SIZE
3.5" X 5.5"
TENT SIZE
4" X 6"



TALL FLIP

DESCRIPTION

- Tent made of premium folding board (4 color options)
- Double O-Ring wire binding (4 color options)
- Each page printed full color on 8pt stock
- 12 months on individual pages
- Start any month—no added charge
- Back of page includes “year-at-a-glance” calendar
- Custom back pages available, call for details
- Sealed in clear cello bag
- Production: 10 working days (after proof approval)

PAGE SIZE
6.5" X 5.5"
TENT SIZE
7" X 6"



WALL

DESCRIPTION

- Full 8.5" x 11" image area
- Double O-Ring wire binding (4 color options)
- Each page printed full color on 8pt stock
- 2 full color imprint locations on bottom portion
- 12 months on individual pages
- Start any month—no added charge
- Sealed in clear cello bag
- Production: 10 working days (after proof approval)

PAGE SIZE
8.5" X 11"
SIZE WHEN OPEN
8.5" X 17"



COMPACT JEWEL

DESCRIPTION

- Our smallest calendar
- 7 full color pages on heavy 12pt stock
- 12 months printed back to back + cover
- Start any month—no added charge
- Case folds to 45° angle for display
- Sealed in clear cello bag
- Production: 10 working days (after proof approval)

PAGE SIZE
3.6" X 3.6"
CASE SIZE
3.8" X 3.8"



CD JEWEL

DESCRIPTION

- Most popular jewel case size
- 7 full color pages on heavy 12pt stock
- 12 months printed back to back + cover
- Start any month—no added charge
- Case folds to 45° angle for display
- Sealed in clear cello bag
- Production: 10 working days (after proof approval)

PAGE SIZE
5.4" X 4.7"
CASE SIZE
5.5" X 5"



4X6 JEWEL

DESCRIPTION

- Perfect proportion for photos
- 7 full color pages on heavy 12pt stock
- 12 months printed back to back + cover
- Start any month—no added charge
- Case folds to 45° angle for display
- Sealed in clear cello bag
- Production: 10 working days (after proof approval)

PAGE SIZE
4" X 6"
CASE SIZE
4.1" X 6.3"



LANDSCAPE JEWEL

DESCRIPTION

- Extra-large panoramic photo area
- 7 full color pages on heavy 12pt stock
- 12 months printed back to back + cover
- Start any month—no added charge
- Case folds to 45° angle for display
- Sealed in clear cello bag
- Production: 10 working days (after proof approval)

PAGE SIZE
4.2" X 7.3"
CASE SIZE
4.3" X 7.5"

Short Flip
size shown

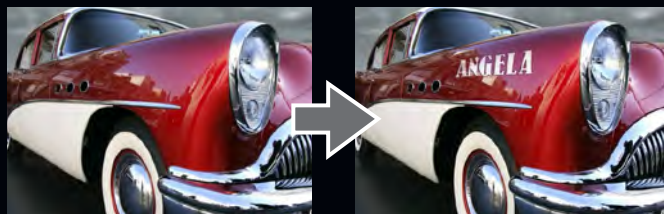


Jewel CD
size shown

PERSONALIZED CALENDARS

EACH CALENDAR MADE FOR THE RECIPIENT

Your recipient's name will look as if it was crafted into the image—like it was photographed that way.
Over 70 images to choose from.



HOW IT WORKS

Choose a calendar size, submit a spreadsheet of recipient names, choose your images, and we do the rest! We put the recipient names directly into the images.

SEE IT IN ACTION!

View YOUR name in our personalized images at www.bentcil.com/dateline

**LIVE PREVIEW
ONLINE** →

PERSONALIZED IMAGE LIBRARY

OVER 70 IMAGES TO CHOOSE FROM

A wide variety of images, including holiday-related themes and Bentcil® exclusive images you won't find anywhere else. See what's new and view all images online at bentcil.com/dateline.

**VIEW MORE
ONLINE** →

**NEW for
2015**



FEATURES AND OPTIONS FOR PERSONALIZED CALENDARS

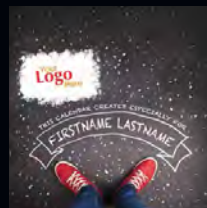
MAKE YOUR CALENDAR UNIQUE



4x6 size shown

STOCK PERSONALIZED COVERS

New personalized stock cover images available at NO EXTRA CHARGE! Each has a unique theme and includes the recipient's name and a logo right in the image.



View all options online at bentcil.com/dateline

VIEW MORE ONLINE

ADDITIONAL PAGES

Add additional pages to your calendar. Great for extra months, special offers, messages, or coupons. Add up to 3 pages to the Flip and Wall Calendars and up to 6 pages to Jewel Case Calendars. Additional charges apply.



BIRTHDAYS & CELEBRATIONS

Provide an extra level of personalization by recognizing the recipient's birthday or anniversary. We will replace the image in their celebration month with a personalized cake and highlight the special day on the calendar. Additional charges apply.



HIGHLIGHT SPECIAL DATES

Highlight up to four dates every month to make sure they are noticed. Great for holidays, appointments, and reminders. Automatically include US holidays and observances. FREE OPTION!



CUSTOM COVER

Create your own custom artwork for the cover page. You have full control over the layout and design. You can even customize the look and font of the recipient's name. Additional charges apply.

COLOR CHOICES



A Highlight Colors (Flip, Wall, Jewel Case)

B Background Colors (Flip, Wall, Jewel Case)

C Tent Colors (Flip)

Additional charge for colors other than white (\$.21 (r) per piece)

D Double O-Ring Binding Colors (Flip, Wall)



PERSONALIZED CALENDARS PRICING

6R	25	50	100	250	500	1000
Short Flip	\$4.87	\$4.36	\$3.94	\$3.84	\$3.74	\$3.58
Tall Flip	\$8.65	\$8.14	\$7.62	\$6.59	\$6.08	\$5.56
Jewel Compact Size	\$4.87	\$4.36	\$3.94	\$3.79	\$3.64	\$3.49
Jewel CD Size	\$6.41	\$5.54	\$4.69	\$4.43	\$4.33	\$4.17
Jewel 4x6 Size	\$6.67	\$5.81	\$4.95	\$4.70	\$4.57	\$4.44
Jewel Landscape Size	\$6.94	\$6.08	\$5.23	\$4.96	\$4.76	\$4.62
Wall	\$13.39	\$12.88	\$12.36	\$11.33	\$10.82	\$10.30

- Set-up: \$48 (v)
- Additional Pages: \$18 (r) + 24 (v) Set-Up Per Unique Art Design
- Highlight Special Dates (up to 4 per month): NO CHARGE
- Custom Cover: Additional Set-Up \$48 (v)
- Birthday & Celebrations Feature: \$0.48 (r)
- Tent Colors other than White (Flip): \$0.21 (r)
- Custom Backs on Flip Calendar: \$24 (v) Set-Up Per Unique Art Design

Prices effective through 12/31/2015, subject to change without notice. Current pricing will be posted on www.bentcil.com and will prevail. All invoices payable in USD. RUSH SERVICE AVAILABLE, call for details.

MISSED A FEW?

If you miss a few names on your initial order, you can place a one-time re-order of 10 or more names within 30 days of the initial shipping date. Pricing will be at the original order price with no setup charge. Must use exact same art as initial order.



Direct mail options available. See page 20 for packaging information.





Jewel Landscape
size shown



Tall Flip
size shown

CUSTOM PHOTOS CALENDARS

Showcase your company, organization, school, or church. You can design each page for a completely custom look or select one of our Stock Image Collections.

HOW IT WORKS EACH PAGE IS YOUR CANVAS

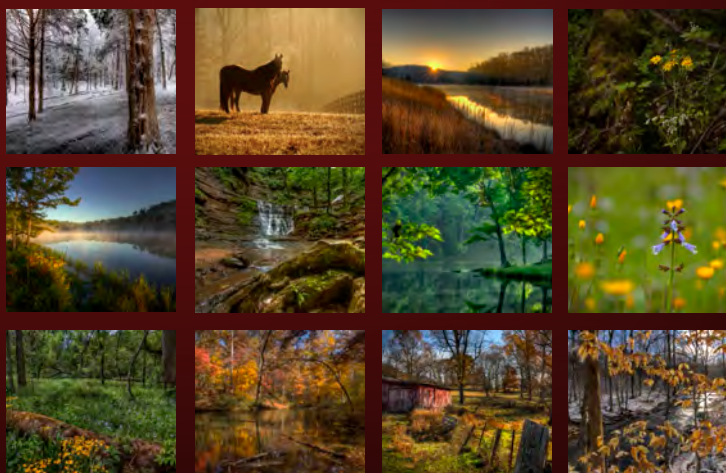
Fully customizable artwork. Showcase your own photos/designs -or- select one of our stock image collections. Download templates from our website and create your own calendar, or have our graphic artists create one with your images.



Jewel 4x6
size shown

STOCK IMAGE COLLECTIONS GORGEOUS PHOTOGRAPHY FILLS THE PAGE

Our Custom Photos Calendars are great for showcasing your own photos, but you can also select one of our Stock Image Collections. Each high resolution image is digitally printed in full-color and fills the entire page of the calendar. The **Bob Shrader® Light Play** set shown is just one example. Visit bentcil.com/dateline to view them all.



VIEW MORE
ONLINE

FEATURES AND OPTIONS FOR CUSTOM PHOTOS CALENDARS

MAKE YOUR CALENDAR UNIQUE



Short Flip size shown



ADDITIONAL PAGES

Add additional pages to your calendar. Great for extra months, special offers, messages, or coupons. Add up to 3 pages to the Flip and Wall Calendars and up to 6 pages to Jewel Case Calendars. Additional charges apply.



HIGHLIGHT SPECIAL DATES

Highlight up to four dates every month to make sure they are noticed. Great for holidays, appointments, and reminders. Automatically include US holidays and observances. FREE OPTION!



CUSTOM COVER

Your calendar includes a custom cover page. You can create your own design or let one of our graphic artists create a design for you. We will take your logo and text and create a cover that compliments the look of your calendar pages.

COLOR OPTIONS



A Highlight Colors (Flip, Wall, Jewel Case)



B Background Colors (Flip, Wall, Jewel Case)



C Tent Colors (Flip)
Additional charge for colors other than white (\$.21 (r) per piece)



D Double O-Ring Binding Colors (Flip, Wall)



CUSTOM PHOTOS CALENDARS PRICING

6R	25	50	100	250	500	1000
Short Flip	\$3.24	\$2.73	\$2.32	\$2.21	\$2.11	\$1.96
Tall Flip	\$7.03	\$6.52	\$6.00	\$4.97	\$4.46	\$3.94
Jewel Compact Size	\$3.24	\$2.73	\$2.32	\$2.16	\$2.01	\$1.86
Jewel CD Size	\$4.78	\$3.91	\$3.06	\$2.80	\$2.70	\$2.54
Jewel 4x6 Size	\$5.06	\$4.19	\$3.34	\$3.08	\$2.96	\$2.82
Jewel Landscape Size	\$5.33	\$4.46	\$3.61	\$3.35	\$3.14	\$3.01
Wall	\$11.85	\$11.33	\$10.82	\$9.79	\$9.27	\$8.76

- Set-up: \$96 (v)
- Additional Pages: \$.18 (r) + 24 (v) Set-Up Per Unique Art Design
- Highlight Special Dates (up to 4 per month): NO CHARGE
- Custom Cover: NO CHARGE
- Tent Colors other than White (Flip Calendar): \$.21 (r)

Prices effective through 12/31/2015, subject to change without notice. Current pricing will be posted on www.bentcil.com and will prevail. All invoices payable in USD. RUSH SERVICE AVAILABLE; call for details.



Direct mail options available. See page 20 for packaging information.



CALENDAR PACKAGING OPTIONS



CORRUGATED BOX

FOR JEWEL CASE CALENDARS

Basic white corrugated box protects your calendar while being sent through the mail. If using our Direct Mail service, a die cut rectangle is added to allow address to show through.

ALL QTYS: \$1.10 (r)



FULL COLOR SLEEVE

FOR JEWEL CASE CALENDARS

Perfect for direct mail or handing out, the full color sleeve surrounds thick corrugated material protecting the calendar inside. The package is finished with clear shrink wrap. Optional Image Personalization on cover (additional charges apply).

ALL QTYS: \$1.66 (r)
+ \$48 (v) setup



DIRECT MAIL TOP CARD

FOR FLIP AND WALL CALENDARS

The calendar is printed with an extra top card that includes the recipient's address, your return address, and postage area. It is then placed in a clear cello bag approved for mailing.

INCLUDED IN
DIRECT MAIL CHARGE



FOLDOVER

FOR FLIP CALENDARS

Calendar is affixed to inside of a 8.5" x 5.5" folded card and placed in a clear cello bag. Optional Image Personalization on front cover and printing on the inside of card (additional charges apply).

ALL QTYS: \$1.19 (r)
+ \$48 (v) setup

EXTRAS

- Personalization: \$0.44 (v) per piece + \$48 (v) Set-Up
- Direct Mail: \$0.32 (v) per piece + postage (call for current rates)
- Optional Printing on Inside of Foldover: \$0.52 (r) per piece + \$48 (v) setup

Prices effective through 12/31/2015, subject to change without notice. Current pricing will be posted on www.bentcil.com and will prevail. All invoices payable in USD. RUSH SERVICE AVAILABLE, call for details.

DIRECT MAIL SERVICE INCLUDES:

- Address verification and sorting
- Printing of addresses
- Application of postage
- Delivery to the post office
- Call Customer Service for more details and special requests

U SHAPE™ CALENDAR

Tent Calendar with custom-cut top. Design your own or send us your artwork and let us create a shape around it. Small minimums and NO die charges! Folds flat for sending through the mail.



Front
shown 80%
actual size

- Custom-cut shape on top of calendar - NO DIE CHARGE!
- Pop-up tent style desk calendar
- Laminated both sides
- 12 month calendar standard
- Sealed in clear cello bag
- **Printing:** Full COLOR digital print on front and back (inside is white)
- **Product Size when assembled:** 4.8" w x 5.3" h
- **Production:** 10 working days after art approval
- **Direct Mail available:** calendar folds flat and is placed in envelope for mailing. Tear-off address flap added that includes customer address, return address, and small full-color logo

4R	100	250	500	1000
uShape™ Calendar	\$2.27	\$1.63	\$1.47	\$1.41

- Set Up: \$48 (v)
- Direct Mail: \$0.32v per piece + postage (call for current rates)

Prices effective through 12/31/2015, subject to change without notice. Current pricing will be posted on www.bentcil.com and will prevail. All invoices payable in USD. RUSH SERVICE AVAILABLE, call for details.





Scan to learn more about Chewing Gum



shown actual size

Bentcil Chewing Gum

Advertising by Word of Mouth™



- 12 pieces sugarless chewing gum
- Full **COLOR** printed sleeve—all 4 sides
- Low minimums
- SAME DAY SERVICE AVAILABLE—call for details
- **Flavors:** peppermint (white) or spearmint (green)
- **Product Size:** 4" x 2.5" x .3125" when assembled
- **Production Time:** 5 working days after art approval
- **Approximate weight per 250:** 14 lbs

SR	100	250	500	1000	2500
Chewing Gum	\$1.70	\$1.40	\$1.30	\$1.24	\$1.19

• Set-Up (Full Color): \$48(v)

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.



Sugarless!



spearmint



peppermint

Stock designs available online at www.bentcil.com/products/gum:



108-005



101-025



104-001



106-002



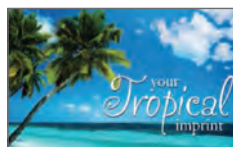
107-008



108-007



105-032



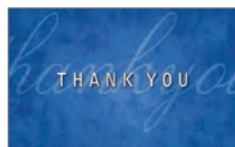
102-003



107-014



110-010



110-011



106-015



102-005



107-006



VIEW MORE ONLINE

featuring:

Fresh
Cinnamon
Flavor!



vitamingum®
nutrient-enhanced chewing gum



- 12 pieces nutrient-enhanced vitamin gum - for added daily health!
- Sugarless and **aspartame free!**
- Gluten free
- Fast absorption
- Custom printing on front side (optional stock art or custom art)
Background color on sides can be changed.
- Nutrition info **REQUIRED** on back and sides (cannot be removed or modified)
- **Printing:** Full **COLOR** printed sleeve
- **Product Colors:** grape pomegranate (white w/purple specs) or cinnamon (white w/red specs)
- **Product Size:** 4" x 2.5" x .3125" when assembled
- **Production Time:** 5 working days after art approval
- **Approximate weight per 250:** 14 lbs

SR	100	250	500	1000	2500
VitaminGum®	\$2.00	\$1.70	\$1.65	\$1.59	\$1.49

• Set-Up (Full Color): \$48(v)

Prices effective through 12/31/2015, subject to change without notice; **current** pricing will be posted on www.bentcil.com and will prevail; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

Stock Designs Available:

Optional stock art with space for logo drop. We can also custom design on the entire front of the sleeve. (Nutrition info is **REQUIRED** on back and sides).



#VG01 grape pomegranate



#VG02 cinnamon

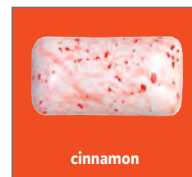


PERSONALIZE IT!

Sugarless!



grape
pomegranate



cinnamon



Scan to learn more
about VitaminGum®

Super CROC™

RUSH AVAILABLE

- SUPER STRONG heavy duty clip
- SUPER magnetic back - 100% magnetic coverage
- Large plastic teeth provide better grip
- Holds up to 200 catalog pages or 1 lb of weight
- **Printing:** Full **COLOR** digital printed inlay
- **Product Color:** Black
- **Product Size:** 3.5" x 1.25"
- **Imprint Area:** 3.125" x 1"
- **Production Time:** 7 working days after art approval
- **Approximate weight per 250:** 24 lbs

5R	100	250	500	1000	2500
Super Croc™	\$2.01	\$1.96	\$1.91	\$1.84	\$1.82

• Set-Up (Full Color Inlay): \$48(v)

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

PATENT PENDING



shown actual size



FULL Magnetic Back

Scan to watch a video about Super Gators® & Super Crocs™



Super GATOR®

RUSH AVAILABLE

- SUPER STRONG heavy duty clip
- SUPER Magnetic back - 100% magnetic coverage
- Large plastic teeth provide better grip
- Can hold up to 200 catalog pages or 1 lb of weight
- **Printing:** Full **COLOR** digital printed inlay
- **Product Color:** Black
- **Product Size:** 3" x 1.75"
- **Imprint Area:** 2.625" x 1.375"
- **Production Time:** 7 working days after art approval
- **Approximate weight per 250:** 28 lbs

5R	100	250	500	1000	2500
Super Gator™	\$2.01	\$1.96	\$1.91	\$1.84	\$1.82

• Set-Up (Full Color Inlay): \$48(v)

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

PATENT PENDING



PERSONALIZE IT!



shown actual size



FULL Magnetic Back

SUPER STRONG Magnetic Clips!

Can hold up to 1 lb of weight!



shown 30% actual size

PACKAGING OPTION: The POWER PACK™



PERSONALIZE IT!

- Printed card with product, enclosed together in a sealed cello bag
- **Printing:** Full **COLOR** digital print (both sides)
- **Product Size:** 4.375" w x 8" h
- **Production Time:** 7 working days after art approval
- **Personalize It:** put your recipient's name right in the image!
- **Mail It:** package is approved for direct mail (back is printed with recipient address, return address, and postage)

5R	100	250	500	1000	2500
Power Pack™	\$0.74	\$0.74	\$0.74	\$0.74	\$0.74

- Set-Up (full color): \$48(v)
- Direct Mail: \$0.32(v) per piece + postage (call for current rates)
- Personalization: \$0.44v + \$48v setup
- Less than minimum charge: \$27(v)
- Price includes package only; product priced separately

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.



NOTE:
All colors are transparent
except for white



**STEP ON IT! DROP IT!
STRONGER THAN EVER!**

- Re-engineered design includes stronger magnetic back, stronger hinge and spring, and larger imprint area
- Gator[®] strong magnetic back—holds over half a pound
- **Printing:** 1 Color Pad Print or Full **COLOR** print on plastic appliqué
- **Product Colors:** red, orange, green, blue, purple and white
- **Product Size:** 1.6" w x 3.1"
- **Imprint Areas:** Pad Print: 1.325" x 1.55" / Full Color: 1.44" x 1.6"
- **Production:** 5 working days after art approval
- **Approx. weight per 250:** 23 lbs

Price	100	250	500	1000	2500
Gator [®] Pad Print (4R)	N/A	\$1.61	\$1.58	\$1.54	\$1.51
Gator [®] Full Color (5R)	\$1.85	\$1.80	\$1.75	\$1.69	\$1.67

- Set-Up for pad print or full color appliqué: \$48(v)
- 2 color pad print (requires art pre-approval): Addtl. \$48(v) set-up with \$0.13(v) running charge.
- Many stock imprint colors available. Add \$27(v) for PMS match
- Less than minimum charge: \$27(v)

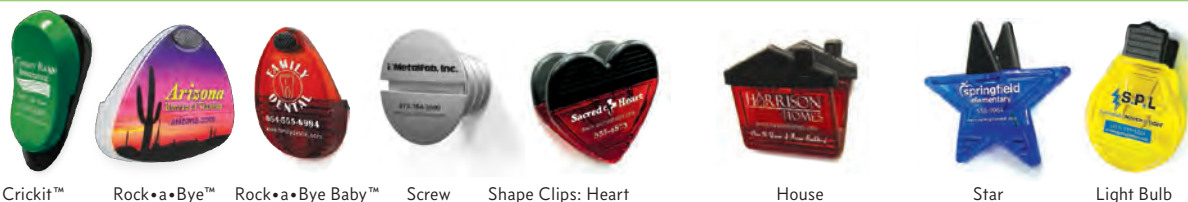
Prices effective through 12/31/2015, subject to change without notice; **current** pricing will be posted on www.bencil.com and will prevail; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.



shown 100%
actual size



**Visit website
for more
great clips!**



Crickit™

Rock•a•Bye™

Rock•a•Bye Baby™

Screw

Shape Clips: Heart

House

Star

Light Bulb

BARCODE keychain case™



- Holds up to 9 barcode cards. Magnetic lid keeps case closed, easy to open. Stainless steel cable wire keychain (w/threaded closure). Barcodes not included.
- **Printing:** 1 color pad print
- **Product Color:** white
- **Product Size:** 3" x 1.3" x .375" / **Inside Size:** 2.25" x 1.19"
- **Imprint Area:** 1.625" x .9375"
- **Production:** 5 working days after art approval
- **Approx. weight per 250:** 10 lbs

3R	250	500	1000
Barcode Key Case	\$2.29	\$2.22	\$2.17

- Set-Up (1 color): \$48(v)
- 2 color imprint (requires art pre-approval): \$48(v) set-up with \$0.13(v) running charge.

Prices effective through 12/31/2015, subject to change without notice; **current** pricing will be posted on www.bencil.com and will prevail; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

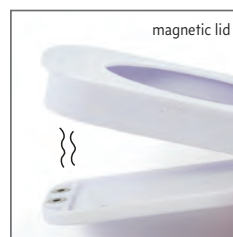


shown closed
70% actual size

(barcode cards
not included)



shown
open



magnetic lid

Scan code to watch a
video about Barcode
Keychain Case™

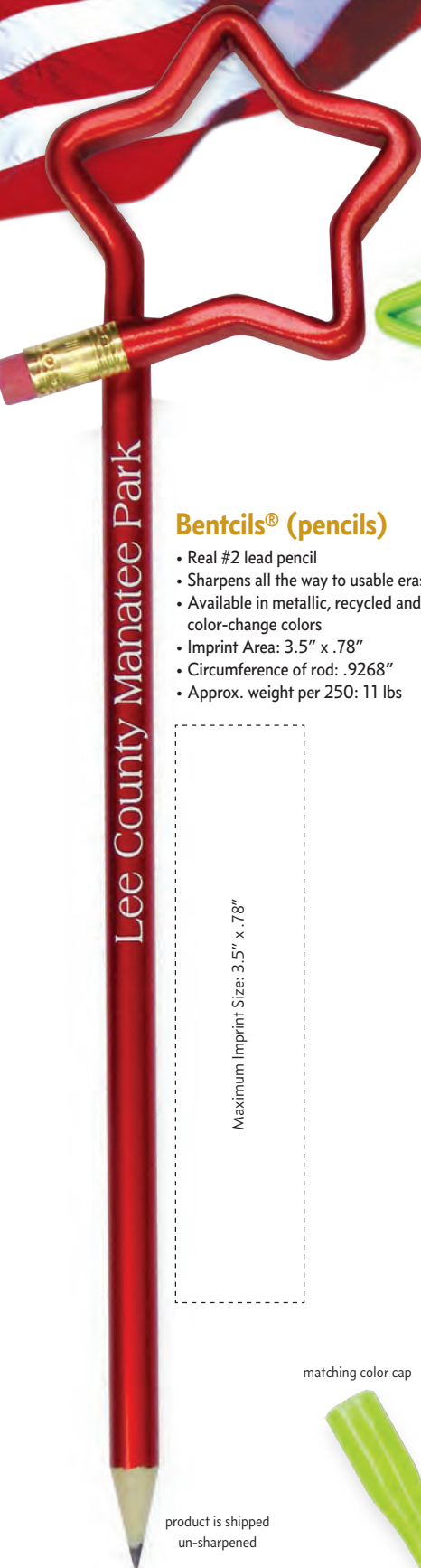


BENT PENS & PENCILS SIZE COMPARISON



RUSH
AVAILABLE

shown actual
size



Bentcils® (pencils)

- Real #2 lead pencil
- Sharpens all the way to usable eraser
- Available in metallic, recycled and color-change colors
- Imprint Area: 3.5" x .78"
- Circumference of rod: .9268"
- Approx. weight per 250: 11 lbs

Maximum Imprint Size: 3.5" x .78"

matching color cap



InkBend Standards™

- Full size bent pen
- Ultra high gloss tube
- Blue or black ink
- Transparent and opaque colors
- Imprint Area: 3" x .625"
- Circumference of rod: .7697"
- Approx. weight per 250: 8 lbs

Maximum Imprint Size: 3" x .625"

matching color cap



InkBend Xtras™

- Extra large bent pen
- Ultra high gloss tube
- Blue or black ink
- Transparent and opaque colors
- Imprint Area: 3.5" x .78"
- Circumference of rod: .9268"
- Approx. weight per 250: 12 lbs

Maximum Imprint Size: 3.5" x .78"

translucent white cap



Baby Bends™

- Smaller bent pen
- Transparent colors
- Imprint Area: 2.75" x .5"
- Circumference: .5890
- Approx. weight per 250: 5 lbs

Maximum Imprint Size: 2.75" x .5"

product is shipped
un-sharpened

BENTCILS®, INKBEND STANDARDS™ & INKBEND XTRAS™

- **Printing on Pen Rod:** screen print, pad print, or foil transfer
- **Printing on Billboard™ inserts:** Full **COLOR** digital print
- **Writing Ink Color:** black or blue
- **Production Time:** 5 days after art approval.
- **Approx Weight per 100:** Bentcil - 5 lbs; InkBend Standard - 4 lbs; InkBend Xtra - 5 lbs

RUSH
AVAILABLE



Bentcil® (Pencil) 4R	250	500	1000	2500
Basic Shapes	\$1.50	\$1.47	\$1.45	\$1.43
Special/Multi-Color	\$1.70	\$1.68	\$1.65	\$1.61
14" Foil Pencils	\$1.50	\$1.47	\$1.45	\$1.43

InkBend Standard™ 4R	250	500	1000	2500
Basic Shapes	\$1.50	\$1.47	\$1.45	\$1.43
Special/Multi-Color	\$1.70	\$1.68	\$1.65	\$1.61
Billboard Standards™ (w/pre-printed insert)	\$1.90	\$1.88	\$1.84	\$1.79
Billboard Standards™ (w/custom insert)	\$1.98	\$1.95	\$1.92	\$1.88
Billboard Standards™ Flip Pen	\$2.16	\$2.13	\$2.10	\$2.05

InkBend Xtra™ 4R	250	500	1000	2500
Basic Shapes	\$1.61	\$1.58	\$1.56	\$1.54
Special/Multi-Color	\$1.78	\$1.75	\$1.73	\$1.71
Billboard Xtras™ (w/pre-printed insert)	\$1.97	\$1.94	\$1.91	\$1.86
Billboard Xtras™ (w/custom insert)	\$2.06	\$2.03	\$2.00	\$1.95

- Set-Up for imprint : \$48(v) per imprint
- Set-Up for custom billboard insert: \$48(v) - includes full color both sides
- Ink color change: \$13(v) per change
- PMS ink color match: \$27(v)
- Minimum quantity: 250 pieces per order; 100 pieces per shape and color. Less than minimum charge is \$27(v) imprinted and \$13(v) unimprinted

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

BABY BENDS™

RUSH
AVAILABLE

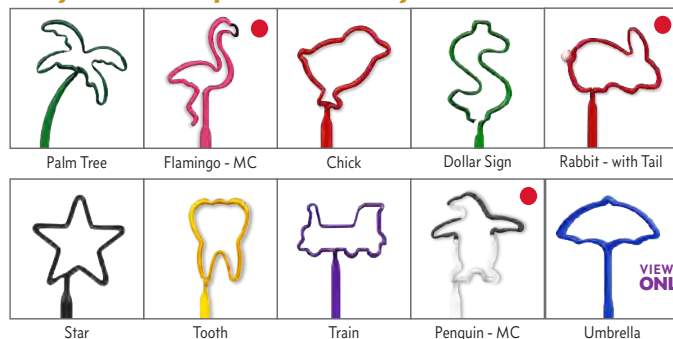
- Smaller, fun size pen available in a variety of shapes and colors. Includes clear breathe-through safety cap.
- Optional Click-Cap™ available for easier writing!
- **Printing:** screen print
- **Writing Ink Color:** black
- **Imprint Area:** 2.75" w. x .5" h.
- **Production Time:** 5 days after art approval.
- **Approx weight per 100:** 2 lbs

Baby Bend™ 4R	250	500	1000	2500
Basic Shapes	\$1.16	\$1.11	\$1.08	\$1.05
Special/Multi-Color	\$1.34	\$1.30	\$1.26	\$1.23
Click Cap™ Option	\$0.42	\$0.42	\$0.42	\$0.42

- Set-Up for imprint: \$48(v) per imprint
- Ink color change: \$13(v) per change
- PMS ink color match: \$27(v)
- Minimum quantity: 250 pieces per order; 100 pieces per shape and color. Less than minimum charge is \$27(v) imprinted and \$13(v) unimprinted

Prices effective through 12/31/2015, subject to change without notice; **current pricing will be posted on www.bentcil.com and will prevail**; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

Baby Bend™ shape ideas...many more available!

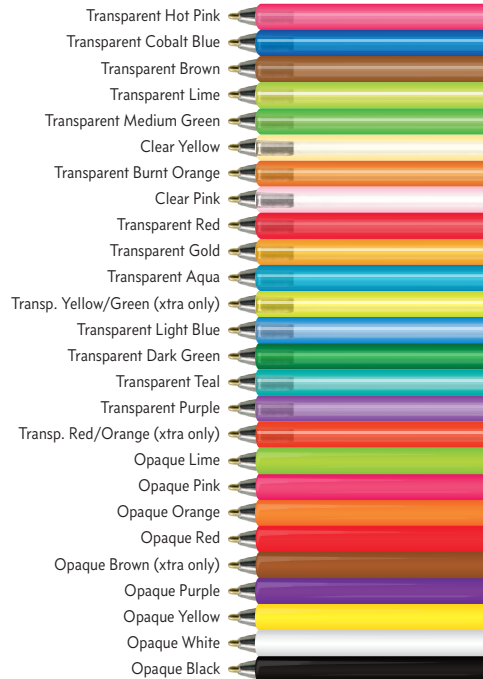


optional
Click-
Cap™

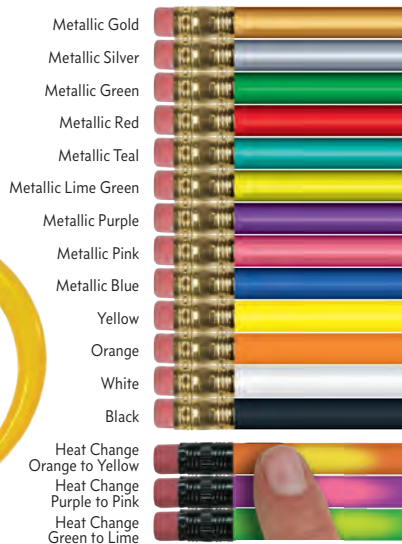


Volcom Power & Light

InkBend Standard™ & Xtra™ rod colors



Bentcil® rod colors



Baby Bend™ rod colors



All colors are transparent

Click-Cap™ available for easier writing!



NOTE: width of imprint size reduces slightly with Click-Cap™

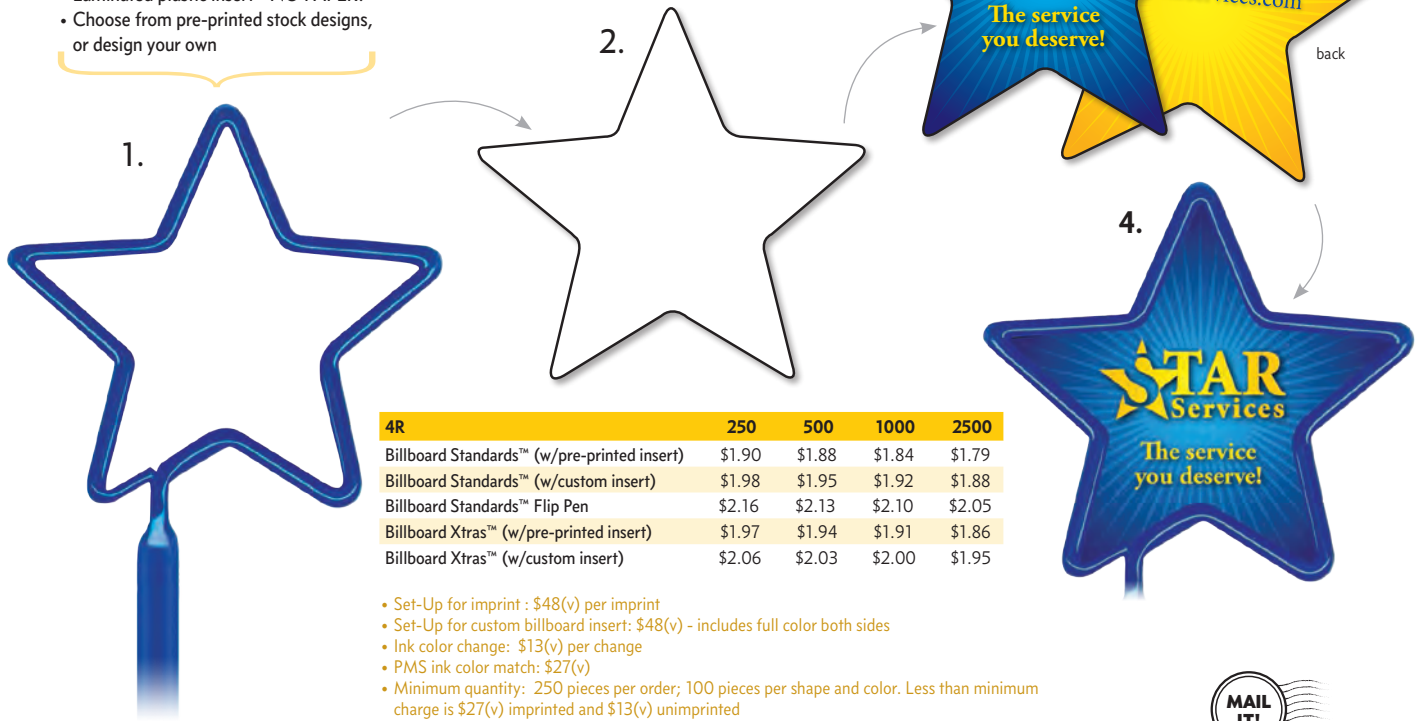
BILLBOARD™ PENS

- Enhance your bent pen with a 2-sided, full color plastic insert!
- Many of our pens are available with Billboard™ inserts (check website for availability)
- Full **COLOR** digital print on both sides
- Laminated plastic insert - NO PAPER!
- Choose from pre-printed stock designs, or design your own

RUSH
AVAILABLE



PATENTED



4R	250	500	1000	2500
Billboard Standards™ (w/pre-printed insert)	\$1.90	\$1.88	\$1.84	\$1.79
Billboard Standards™ (w/custom insert)	\$1.98	\$1.95	\$1.92	\$1.88
Billboard Standards™ Flip Pen	\$2.16	\$2.13	\$2.10	\$2.05
Billboard Xtras™ (w/pre-printed insert)	\$1.97	\$1.94	\$1.91	\$1.86
Billboard Xtras™ (w/custom insert)	\$2.06	\$2.03	\$2.00	\$1.95

- Set-Up for imprint : \$48(v) per imprint
- Set-Up for custom billboard insert: \$48(v) - includes full color both sides
- Ink color change: \$13(v) per change
- PMS ink color match: \$27(v)
- Minimum quantity: 250 pieces per order; 100 pieces per shape and color. Less than minimum charge is \$27(v) imprinted and \$13(v) unimprinted



Prices effective through 12/31/2015, subject to change without notice; current pricing will be posted on www.bentcil.com and will prevail; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

Billboard™ Shape Ideas....hundreds available!

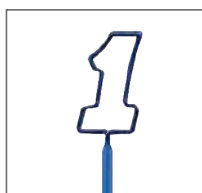
Alien BB-48	Baseball BB-15	Basketball BB-15	Brain BB-66	Butterfly BB-79	California BB-92
Computer BB-33	Coffin Flip Pen BB-253	Drama Masks BB-59	Flag - USA BB-09	Flag - Great Britain BB-09	Flag - Checkered BB-09
Light Bulb BB-116	Light Bulb BB-162	Sign - Highway BB-227	Snowflake BB-68	Spade BB-130	Stoplight BB-39
Sun BB-68	Sunglasses BB-245	T-Shirt BB-64	Texas BB-81	USA BB-80	VIEW MORE ONLINE → Scan code to view all Billboard™ shapes

InkBend Standard™ Shapelist

★ Shown with Billboard™ Insert (also available w/o insert) ● Shown as Special / Multi-Color ▲ Call for pricing as shown



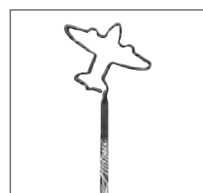
Mustache



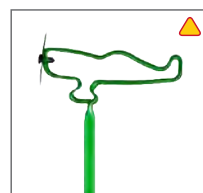
1



Airplane



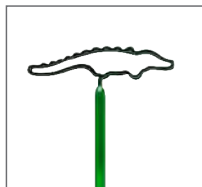
Airplane/Bomber



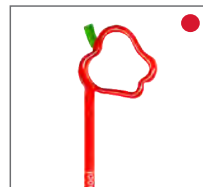
Airplane - Propeller



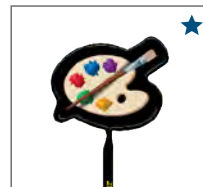
Alien (BB-48)



Alligator 2



Apple



Art Palette (BB-54)



At Sign



Bicycle



Boat - Sailboat



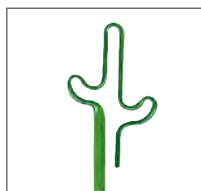
Bone



Book (BB-11)



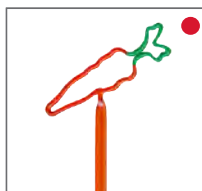
Butterfly 1



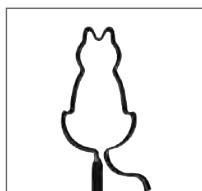
Cactus



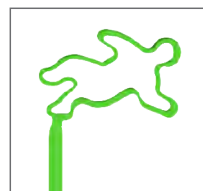
Car - Stock / Spoiler



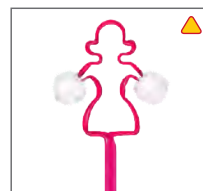
Carrot



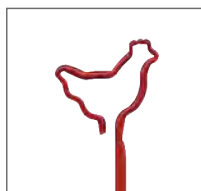
Cat with Tail



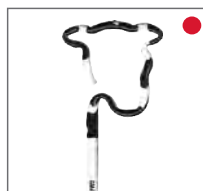
Chalkman



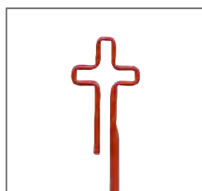
Cheerleader 2



Chicken



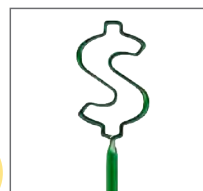
Cow



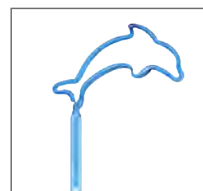
Cross



Dipstick



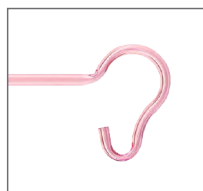
Dollar Sign 2



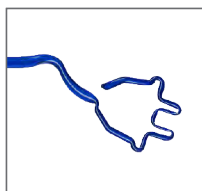
Dolphin



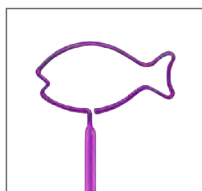
Drama Masks (BB-59)



Ear



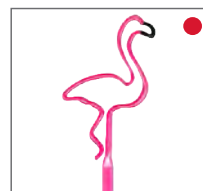
Electric Plug



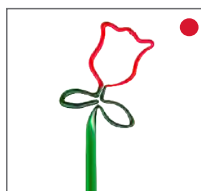
Fish



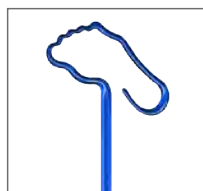
Fish- Koi



Flamingo



Flower - Rose



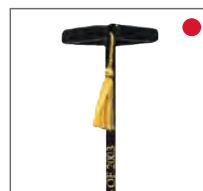
Foot



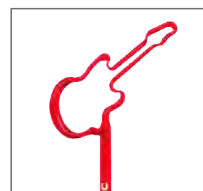
Giraffe - Body



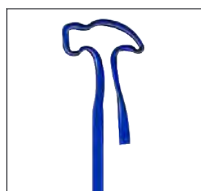
Glasses / Spectacles



Grad Cap 1



Guitar - Electric



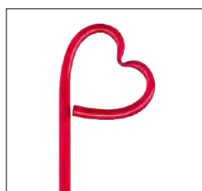
Hammer



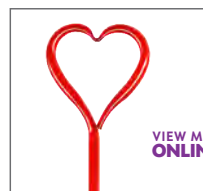
Hanger 3D



Hat - Hard



Heart



Heart - Royal

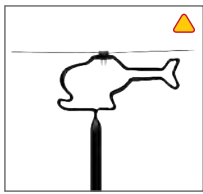


Scan code to view all InkBend Standards™ shapes

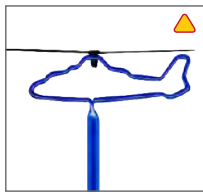
VIEW MORE ONLINE

InkBend Standard™ Shapelist

★ Shown with Billboard™ Insert (also available w/o insert) ● Shown as Special / Multi-Color ▲ Call for pricing as shown



Helicopter 1



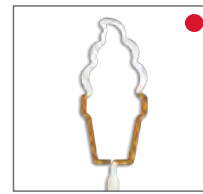
Helicopter - Rescue



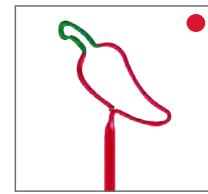
Horse - Head



House 1 (BB-194)



Ice Cream Cone 2



Jalapeno Pepper



Key



Knot

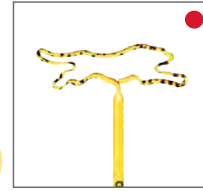


Lab Beaker 1

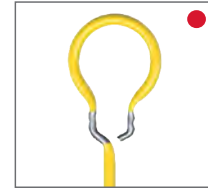


Leaf - Marijuana

NEW!



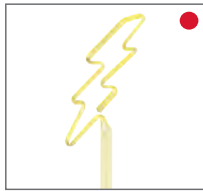
Leopard / Cheetah



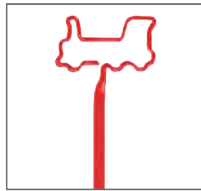
Light Bulb



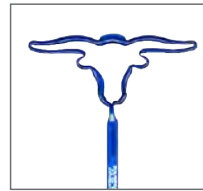
Light Bulb - Energy Saver
(BB-162)



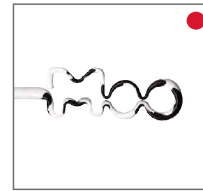
Lightning Bolt



Locomotive



Longhorn



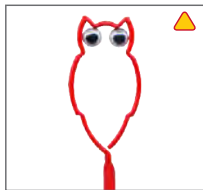
Moo



Motorcycle



Music Note - Treble Clef



Owl with Eyes



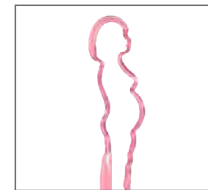
Piano



Paw Print (BB-239)



Pig



Pregnant Woman

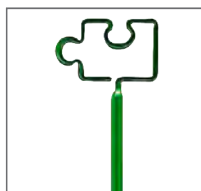


Prosthetic Leg

NEW!



Pumpkin (BB-25)



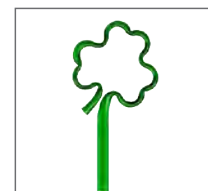
Puzzle Piece



Question Mark



Scissors



Shamrock



Shoe - Tennis (BB-261)



Shovel



Smiley BB-15



Snowflake (BB-68)



Snowman



Star 1 (small)



Stop Sign (BB-16)



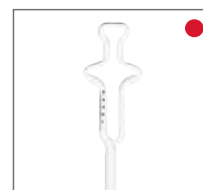
Stork with Baby



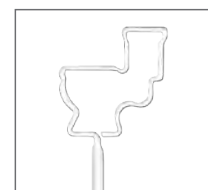
Sun (BB-68)



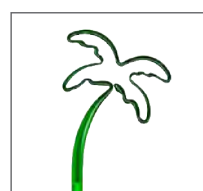
Sunglasses (BB-245)



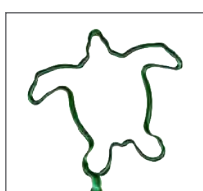
Syringe



Toilet



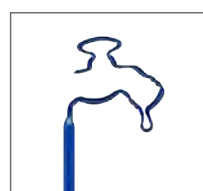
Tree - Palm



Turtle - Sea



Umbrella



Water Faucet 1



Windmill / Turbine

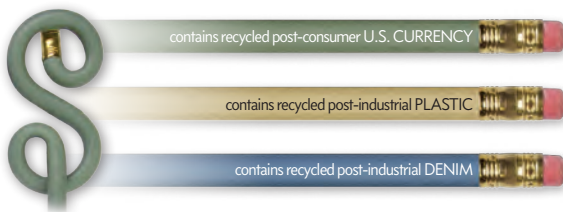
**VIEW MORE
ONLINE**



Scan code to
view all InkBend
Standards™ shapes

JUNKYARD™ BENTCILS®

made with recycled post-consumer and post-industrial products



RUSH
AVAILABLE



JUNKYARD™ SIMPLE STIX™

made with recycled post-consumer and post-industrial products



Imprint Area: 2 in. x .85 in.

JUNKYARD™ INKBENDS™

made with recycled post-consumer and post-industrial products



Also available in Heat Change (Recycled post-industrial PLASTIC, purple to pink or black to white)



4R	250	500	1000	2500
Bentcil®	\$1.50	\$1.47	\$1.45	\$1.43
InkBend Standards™	\$1.50	\$1.47	\$1.45	\$1.43
Simple Stix™	\$0.56	\$0.49	\$0.45	\$0.41

- Set-Up for imprint: \$48(v) per imprint
- Approximate weight per 100: 2 lbs

Prices effective through 12/31/2015, subject to change without notice; current pricing will be posted on www.bentcil.com and will prevail; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

NEODYMEPEN™

Works Like Magic!

Never Lose Your Pen Again!

- Convenient pen hangs around neck. High intensity neodymium magnets hold pen to lanyard. Pull pen away whenever you need it. Pen tip comes out automatically.
- Safe breakaway lanyard
- Printing: Full COLOR plastic wrap
- Product Colors: black or white
- Writing Ink Color: black
- Product Size: 4.25" long
- Imprint Area: 1.87" x 1.57
- Production Time: 5 working days after art approval
- Packaging: call Customer Service for package options
- Approximate weight per 250: 11 lbs

3R	250	500	1000
NeodymePen™	\$3.39	\$3.29	\$3.19

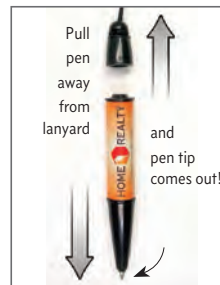
- Set-Up (full color): \$48(v)

Prices effective through 12/31/2015, subject to change without notice; current pricing will be posted on www.bentcil.com and will prevail; all invoices payable in USD; FOB Indianapolis; RUSH MAY BE AVAILABLE, call for details.

WARNING: CHOKING HAZARD
Small parts. Not for children under 3 years.

CAUTION: Strong magnetic-field may affect operation of electronic medical devices i.e. pacemakers.

RUSH
AVAILABLE





Find this icon throughout the catalog to see which products can be mailed!

Don't spend precious time sorting, stamping, and driving to the post office.
We'll do all the work for you!

Direct Mail service includes:

- Address verification and sorting
- Printing of addresses
- Application of postage
- Delivery to the post office
- Call Customer Service for more details and pricing



Learn More Online!

CREATIVE PACKAGE OPTIONS:

**ALL PACKAGING OPTIONS
ARE APPROVED FOR MAILING**

THE POSTCARD BOX

- Full **COLOR** sleeve wrapped around foam encased product
- Many stock box sizes and product insert options available
- Custom sizes also available; call for details
- Full Color Digital Printing on all 4 sides of sleeve
- completed package sealed with shrink-wrap
- Production Time: 7 working days after art approval
- Visit www.bentcil.com for current pricing



THE FLAT TUBE™

- Full **COLOR** flat tube made from heavy card stock
- Perfect for Smashlights®, pens & pencils, and other slim items
- Sealed on both ends with clear tabs
- Perforation option for easy opening; call for details
- Product Height: 3.5"
- 3 stock lengths: 6.5", 9", 12". Custom lengths available; call for details
- Visit www.bentcil.com for current pricing



THE FOLD OVER

- Full **COLOR** folded card with product, enclosed in a sealed cello bag
- Perfect for the Letter Light, pens & pencils, and other slim items
- Full Color Digital Printing on outside of card
- Optional printing available on inside; call for details
- Size when folded: 8.5" x 5.5"
- Production Time: 7 working days after art approval
- Visit www.bentcil.com for current pricing



THE POWER PACK™

- Full **COLOR** card with product, enclosed in a sealed cello bag
- Standard product inserts: Gator® Clip, Super Gator®, Super Croc, Inkbends™, Bentcils®, Shapelights™
- Full Color Digital Printed Card (both sides)
- Product Size: 4.375" w x 8" h
- Production Time: 7 working days after art approval
- Visit www.bentcil.com for current pricing





Find this icon throughout the catalog to see which products can be personalized!

PERSONALIZE IT!

Stand out from the crowd with Personalization!
Using your list, we create products that are individually customized for each recipient!

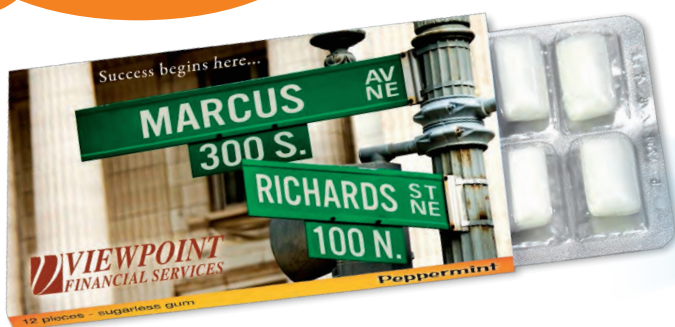
Contact us for details and pricing.



Flip Calendar

Each name is integrated seamlessly into the image

"Our client called and said that she loves it, it's very unique and everyone that walks past her desk comments on it!"



Chewing Gum

TEXT PERSONALIZATION

Personalize any text in your product. Recipients, branch locations, offer codes, you name it! Our advanced technology can use any font or type style you provide.

Example of custom name on each product



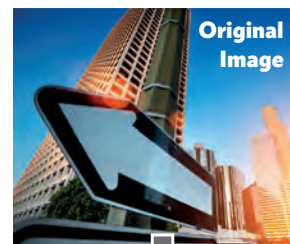
Example of custom offer code on each product

IMAGE PERSONALIZATION

See your recipient's name right in a special stock image - like it was photographed that way! Image Personalization creates a promotion that is truly unique and will have people talking!

Now offered on MORE products:

- All packaging and direct mail
- Dateline Calendars
- The Messenger™
- The Olivia™
- The Andrew™
- Flashcard® Duo™ & Quattro™
- Chewing Gum
- VitaminGum®
- and more!



Original Image



Personalized Image



The Messenger™

Image Personalization Gallery - Over 70 to choose from! For details, pricing, and more images: www.bentcil.com/personalization



Preview Online!
see your name in the images

