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A decorative swirl graphic consisting of several overlapping, flowing lines that form a circular shape.

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Hub Pen Company Announces Allegiance to Promo Standards

BRAINTREE, MASSACHUSETTS (August 8, 2016) – Hub Pen Company is excited to announce their allegiance to Promo Standards and the technology services the company has adopted and implemented to support it.

Promo Standards is the industry focus on the development of technology standards to enable system to system communication in an effort to reduce the frictional cost of business between Suppliers and Distributors. Hub Pen has adopted Promo Standards and encourages all distributors and suppliers to leverage the technology.

To date, Hub Pen has released the Inventory and Order Status standards, and are currently testing the Shipping Notification standard. The Product Media Content and Product Data standards are in the works for 2016. Hub Pen has committed to adopting all future standards released by Promo Standards.

Hub Pen is proud to have partnered with the following Distributors and Suppliers who are leveraging the Inventory or Order Status Standards: AIA Corporation; Kaeser & Blair, Inc.; Facilisgroup; Geiger; InkHead Promotional Products; HALO Branded Solutions; AnyPromo; The Vernon Company; Summit Group; Essent; Distributor Central; CommonSKU.

Recently Paul Weller, Director of IT for AIA announced, “AIA Corporation is proud to have joined with Hub Pen in implementing the newest Promo Standard inventory service (version 1.2.1). Hub Pen’s upgrade allows AIA distributors to quickly check inventory levels and details right from within our ordering application. This improves our customer satisfaction, reduces distributor stress and phone calls/emails to Hub Pen, and further advances our Supply Chain partnership we have built with Hub Pen as an AIA MVP Supplier. We look forward to working closely with Hub Pen and implementing more Promo Standard services in the coming months.”

Dan Rochette, founder and CTO of Facilisgroup, knows first-hand of the benefits of adopting Promo Standards. “Facilis offers leading-edge technology to well over 100 of the top distributors in US and Canada, and we’ve been working with Hub Pen for many years. Now with the adoption of Promo Standards by both Facilis and Hub, a wealth of information will be available at our partners’ fingertips that wasn’t available before.”

About Hub Pen Company: Boston has been described as the “Hub of the Universe” and in the Hub Pen story the same holds true. From Frank and Rita Fleming’s humble beginnings in Boston in 1954 to the 100 million pen annual operations of today, Hub Pen has grown to serve an ever-increasing national and international market.

- ASI Distributors Choice: 2016 #1 for Writing Instruments
- PPAI Supplier Excellence Award for Writing Instruments five years running
- Promo Marketing: 2016 Supplier Excellence Awards Winner #1 for Writing Instruments
- Identity Marketing: 2015 Readers Choice #1 Supplier; #1 for Writing Instruments

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