Pens.com Celebrates 60 Years of Bringing Brands to Life

Global promotional products leader marks six decades of helping businesses build stronger brands through personalized merchandise and quality customization.

SHELBYVILLE, TN, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Pens.com is celebrating its 60th anniversary, marking six decades of helping businesses build their brands with personalized promotional products. Over 60 days in August and September, Pens.com is commemorating an incredible 60 years with internal events for team members and external promotions for customers. Key promotions include an anniversary sitewide sale offering businesses up to 20% off, a chance at multiple $250 swag giveaways, free Design Wrap templates, and an appreciation video expressing gratitude for decades of customer trust and support.

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>
> *Bryan Kranik, CEO of Pens.com*

Founded in 1966 as National Pen, the company has grown from a custom pen provider into a global leader in branded merchandise, serving millions of customers across 22 markets worldwide. Today, Pens.com offers thousands of customizable products—from pens and bags to drinkware, stationery, apparel, and more—always growing to meet the needs of every business.

"This anniversary isn't just about Pens.com—it's about the millions of businesses we've had the privilege to support along the way," said Bryan Kranik, CEO of Pens.com. "For 60 years, businesses of all sizes, from all around the world, have trusted us to bring their brands to life. We're incredibly grateful for that trust and proud to have played a role in their success. As we look ahead, we're excited to continue investing in new products, new enhancements, and new services to help businesses stand out."

The anniversary marks a remarkable journey of innovation and growth, with significant

milestones including:

1966: National Pen was founded, helping make custom promotional pens accessible and affordable for businesses.

1987: Began international expansion with the opening of its Dundalk, Ireland office.

1993: Became the world's largest mail-order manufacturer of personalized writing instruments, and expanded into new product categories, like drinkware and stationery, offering more ways for businesses to promote.

1996: Surpassed one million active customers worldwide.

2016: Joined Cimpress, the global leader in mass customization, unlocking advanced technology and world-class personalization capabilities.

2017-2020: Further diversified with new product offerings, plus a growing global Customer Care Team to strengthen worldwide service.

2023: Rebranded as Pens.com, reinforcing a modern, digital first experience rooted in decades of personalization expertise.

To commemorate the milestone with team members, Pens.com is hosting local anniversary events and featuring employee spotlights recognizing the people who have helped shape the company over six decades.

As part of the celebration, team members from around the world participated in a "Thank You" video to customers, sharing messages of gratitude in their native languages, honoring the support that has fueled the company's global growth over the past 60 years.

A full timeline of Pens.com's history is available on the company's website. To explore the timeline and watch the special anniversary video, visit:

www.pens.com/about-us

While Pens.com is proud of its heritage, the company remains focused on the future. With continued investments in technology, customization, product innovation, and customer experience, Pens.com is committed to helping business owners build their brand, connect with customers, and grow their business in all the years to come.

"We've spent 60 years helping businesses make meaningful connections," added Kranik. "The opportunity ahead is even more exciting than the journey behind us, and we're just getting started."

About Pens.com

Pens.com helps businesses build their brand, connect with customers, and grow their business through personalized promotional products. Founded in 1966, the company is committed to delivering more value to its millions of customers across 22 countries worldwide, offering a wide selection of customizable products, expert design support, and industry-leading personalization capabilities. It operates a network of more than 11 facilities across North America, Europe, Africa, Australia, and Asia. Pens.com, a National Pen brand, is a Cimpress company (Nasdaq: CMPR).

To learn more, visit www.pens.com.

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