

>stationery

# Going With the Flow

Scribbling seems easiest when holding a high-quality pen, but writing quality doesn't always attract buyers. Pens that appeal to a wide range of consumers, from school age to busy professionals, need to showcase more attractive features, like tracking capabilities, multi-function or fun adornments. Retailers who provide space for consumers to try out the latest pens can get the ink—and purchases—flowing. —*T.H.*

