
Ackerman Pens Newsletter

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This is a short newsletter - just two things - new business practices and a new product. The new business practices are improved shipping policies and customer service, while the new product is the Double Ended Pump Pen. Both are described below in more detail.

Improved Customer Service

Our business started as a hobby - I made a pen I liked, others asked for a copy, and eventually I was selling our pens online. We build a good pen, but I haven't done as good of a job at building a good business. That's changing this year. It's difficult to keep an adequate stock of every pen and part, and this has caused us to ship some orders late. We have finally built an inventory system that lets us track our supply more closely. Beginning June 1, 2010, we promise that we will send every customer a tracking number within two days of their placing an order, or explain why we cannot send the order and give them the option of cancelling. If we don't do one or the other, you will get your order for free. We are also implementing an online trouble ticket system, which lets you check your orders online more closely and tell us of any problems you have, with your order or our pens, online. Finally, we are doing a better job of posting whether products are in stock. This practice goes hand in hand with our new shipment policy. I realize better-run companies ship the next business day, and that will be our goal. At this time, I still do everything, and sometimes I just don't have time.

Double Ended Pump Pen

With this issue we are introducing the Double Ended Pump Pen. This lets you pick two tools for one pen, one tool for each end. For example, you can put a brush on one end and a nib on the other, say a crowquill and a Manga G nib. This lets you draw very fine shaded lines with one end and broader lines with the other. Another choice is a brush one end and a nib on the other, say, a Gillott 303 or a Manga G. You could also fill the brush end with water or dilute ink solution and use that to wash your drawn lines. A wild choice would be two brushes - one for ink, the other for wash.

The price of this pen is \$35.00 because you get two pumps and two tools. There is a barrier between the two ink storage areas, which lets you use different types of ink or paint for each end. We can provide a model without the center barrier, which expands the capacity slightly, if you're sure you want to use the same ink or paint for both ends. This configuration causes the pen to look a little strange when capped on both ends. This makes working with two tools much more convenient, however, this isn't the sort of pen you stick into your pocket.

