

Innovation Report – Insights-X 2018

From 4 to 6 October, the exhibitors at Insights-X are presenting the latest industry trends and innovations across three halls, reflecting the multi-faceted stationery market in six different categories: Writing Utensils and Equipment, Paper and Filing, Artistic and Creative, Desktop, Bags and Accessories and Stationery & Gift Articles. The Innovation Report features a selection of new products from each of these categories.

Writing Utensils and Equipment

The **Black Lead Pencils** from **Pajory** are perfect for scribbling down ideas or creating a quick sketch. The hexagonal pencils are made from certified wood and with break-resistant super-bonded graphite lead, which is available in hardnesses from 2B to 2H. Bringing a touch of sparkle to the daily grind, the **Sparkle Pencils** from **Faber-Castell** are designed with a glitter cap with an eye-catching pearl varnish. Equipped with break-resistant lead in hardness B, the pencils come in nine colours.



The new range of **Textliner Pastels** is perfect for people who enjoy current trends such as bullet journals and hand lettering or who need the right marker to highlight important events in the diary. Faber-Castell has extended the line to include the three delicate shades pale blue, pale green and vanilla. Their long-lasting wedge tips come in three different line widths. The company also presents the new **Grip FineWriter**. This metal-clad fibre tip pen guarantees a soft flow when writing. The **Grip 2010 "Trend"** offers maximum comfort for both right- and left-handers and comes in stylish pink, turquoise and blue. The **Grip 2011 "Classic"** is ideal for young professionals who still like using fountain pens. It is available in classic silver, black and midnight blue. **Kaweco** likewise boasts a selection of elegant fountain pens. A must-have for all vintage fans is the **STUDENT** series which combines the colours of the 70s – orange and cream – with warm golden designs. The **AL Sport Deep Red**, on the other hand, catches the eye with its striking metal body made from high-quality aluminium. This lightweight model is perfect for on the go. The AL Sport is supplied in four other colours as well as in the models RAW and Stonewashed. Kaweco is adding the colour navy to its **CLASSIC Sport** series and the soft pastel shade Fox to the SKYLINE Sport series. Every series consists of fountain pens, mechanical pencils, clutch pencils, ballpoint pens and gel rollerball pens. The **Vision** calligraphy set featured in the James Rizzi special edition from **ONLINE Schreibgeräte** is the ideal gift for people who love creative handwriting. It contains not only a fountain pen with a 1.4mm aluminium nib but also a 0.8mm and a 1.8mm grip part, a converter and two ink pots. The James Rizzi Cover on the packaging lends the luxury set a funky vibe. The **KISS KISS** series from **ONLINE Schreibgeräte** conjures up holiday memories that brighten up dull days at school. The designs of the fountain, calligraphy and rollerball pens create trendy contrasts, with soft shades of turquoise combined with pixelated suns and hearts. The series is rounded off with matching stationery such as college pads and notebooks. Be it for school kids, students or hobbyists, **STAEDTLER's triplus** range which is being extended to include two new products, has the right tool for every task. With its thin, metal-encased tip, the **tripus permanent** is particularly suited for delicate designs on almost any surface. The triplus permanent will be available in a total of ten different colours from February 2019. Another new permanent addition is the **tripus Gel** which comes in 20 different colours. These gel pens are equipped with Airplane-Safe Technology, which prevents them from leaking when opened on a plane. Innovations are likewise being added to the company's other product categories. From mid-2019, the **tripus ball** will be available in ten additional colours and

in the new line width F. Similarly, the **triplus textsurfer** will appear in ten new pastel and vintage colours. The **triplus fineliner** range is welcoming twelve new colours, bringing the overall total to 60. Moreover, STAEDTLER is continuing to expand its **MY COLOURS series**, featuring the new themed sets "Llama", "Botanical" and "Watermelon". **PILOT PEN** is adding a new innovative **Fineliner** to its cult pen series **FriXion**. Available in twelve colours, the pen is designed with thermo-sensitive ink. This means that it can be erased without a trace by rubbing it with the plastic tip located on the Fineliner's cap. Dexterity and fine motor skills are needed for pen spinning, a craze where pens are moved acrobatically between the fingers. **SA.BI.NE trend** is responding to this latest form of contact juggling with its **Spinning Pens**. The company has developed the blue fineline roller pens with a 0.5mm nib in collaboration with the renowned manufacturer Zhiago. Depending on the model, either two metal ball bearings on the plastic ends or reinforced plastic caps help to set the pens in motion. The range encompasses three models, suitable for beginners to advanced jugglers.

Paper and Filing

All children can immerse themselves in the imaginative underwater world of **Little Mermaid** from **Baier & Schneider**. The beautifully designed collection encompasses refreshing accessories and shimmer effects. It comprises a variety of different notepads, folders, pencil sharpeners and pens. The range is rounded off with pencil cases, stickers, a wallet, timetables, a PE bag and a small school gift cone for the first day of school. Interpreted in a provocative tattoo style, the new "**Skull**" range targets all boys aged 12 and over. The black-and-white products are nicely finished with effective gold film. Set against a striped or dotted background, the motifs from the **Flamingo & Lama** series from **Veloflex** are completely on-trend, adorning A4 and A5 ring files, A3 and A4 binders as well as notebooks in a matching "Dots" design. It's all about colour in **Pajory's neu:Style collection**, featuring not only notepads and document files but also wi-ro notepads for school along with wide and narrow document folders. Pastels set the tone in the **BE Collection**. The files, notepads and wi-ro notebooks brighten up the day with cheerful slogans such as "Simply happy, to embrace those rainy days" or "Simply you, with everything that makes you unique". Pajory has also created a stylish range of notebooks for the office environment. The **Class Pastel Hard Cover Notebooks** are supplied in five colours and bring a touch of glamour to the working day. Hand-written notes can be a useful learning aid and help kids and adults to structure their ideas. At the same time, we have come to expect transparency and the immediate availability of data in our digital world. In response, **Hamelin** is building a bridge between the digital and analogue worlds with its **Oxford** brand, turning paper into a smart feature with **SCRIBZEE®**. The free, cloud-based app makes it possible to quickly scan, save and send hand-written notes and documents from an Oxford product. So far, the College pads from A5 upwards are among the products already compatible with the app. The charming list pad from the **I've Got Felines For You series** from **Santoro London**, is perfect for jotting down tasks, thoughts and for shopping trip reminders. Embellished with stylish artwork, the pad has a dusk pink border and white lined pages for easier note-making. The **Tropical Collection** page-tab sticky note folders add a splash of colour to any desk. Each folder contains eight different sticky notes in tropical colours. They come in the "Sloth" and "Toucan" designs. New **Sticky Notes** are also on the cards at **Global Notes** – a business division of **AMC AG**. The pads in brilliant colours are available with practical line and box prints, making it easier to maximise the space when jotting down notes and reminders, and adding structure to the workplace. Like all the products from the leading manufacturer of self-adhesive and repositionable sticky notes, these notes can be removed without leaving residues and are environmentally friendly. From next January, **monbijou** from **Lingen Verlag** will be visited by the ever popular Peanuts. The **Peanuts Sticky Note Box with Heart** contains sticky notes in three sizes. They are well protected in an embossed flap box with a magnetic fastener, that brings a touch of style to any desk. The



matching notebook “**Lass die Gedanken fliegen**” (**Let your thoughts take flight**) offers plenty of space for long and short notes. Equipped with a practical zip, it ensures that notes and pens never go missing. The closable notebooks are also available in many other, trendy cover designs with special messages.

Artistic and Creative

The company **Faber-Castell** is launching a limited edition to mark **Polychromos**’ 111th anniversary. Four metal cases in various sizes serve as luxurious storage solutions, which are filled with 12, 24 or 36 artists’ pencils. To stay true to the original pencils, they are designed with the traditional seal, whilst the cases are adorned with the original motif, a spectacular sunrise. Lively and intense colours are on the agenda for the pencils in the **Colors Pure Nature** line from



Pajory. The round pencils from certified wood have a three-millimetre lead which is extremely break-resistant. They come in sets of 12 or 24. Children cannot resist picking up and drawing with the **Colori Colouring Pencils** from **Eberhard Faber** which are characterised by their radiant and vivid colour combinations. Small drawing errors can be quickly and easily rubbed away with the colourful eraser on the top of each pencil. The break-resistant pencils are made from 52% recycled materials. Sparkly highlights can be created with the **EFA Glitter Felt-Tip Pens**. They are also perfect for decorating gift tags and greetings cards. The felt-tip pens with ventilated caps are available in eight colours. The **PINTOR** creative markers from **PILOT PEN** are the ideal creative tool for both hobby artists and craft professionals. The pens can be used on a variety of different surfaces and are available with immediate effect in sizes EF and B. Offering 24 colours, the markers cover a wide spectrum of shades from loud to pastel and metallic. A seemingly infinite diversity of colour is found in the two boxes from the Colour Happy Edition from **edding**. The compact **Colour Happy Box** contains 20 edding 1340 brush pens, including ten new colours. The supplied Brush Pen Colour Mixer brings the total of possible shades to 190. New worlds for ambitious painting enthusiasts are opened up by the **Colour Happy Big Box**, which comprises not only brush pens and fibre pens but also fineliners, gel roller pens and profipens. The 69 pens are all colour coordinated. Decorating textiles with handmade designs is a fun pastime enjoyed by many. The popular **edding 4500 Textile Markers** and **edding 4600 Textile Pens** are valuable tools of the trade. They are now offered in three tailor-made sets, each containing five pens in coordinating colours. The different packs all come with interesting suggestions and ideas. Artistic minds can create their very own personal masterpieces with the **edding Permanent Spray**. The spray is now also available in the on-trend colours mellow mint, moss green, rose gold and vibrant amber. **STAEDTLER** sends hobbyists on artistic expeditions with its **Design Journey**. The series comprises around 30 products in more than 60 product variations. They include luminous acrylics, fine pastel chalks, double ended brush markers, highly pigmented wood-cased coloured pencils, woodless coloured pencils with watercolour lead and premium-quality artists’ pencils. All Design Journey products feature a motif inspired by the North American wilderness, serving both as models and inspiration. The hobby-craft trend continues to go from strength to strength with FIMO. Fans of the modelling clays can look forward in the second quarter of 2019 to **FIMO leather effect**. Compared to the other hardened FIMO modelling clays, this one is considerably more malleable and elastic, so that it can be modelled three-dimensionally and handled like leather. FIMO leather effect will be launched onto the market in twelve fresh, modern colours and can be combined perfectly with FIMO soft and FIMO professional. Lanterns are an eye-catcher not only on processions. They also look great decorating children’s bedrooms or at themed parties. **folia**® is bringing out new **Lantern Sets** featuring the themes Sun, Moon & Stars, Outer Space, Ghost, Monster Pony, Frozen and Underwater World. Each set contains everything needed to make a lantern from scratch. The supplied 3D adhesive pads allow the lantern to ‘hover’ and make it look three-dimensional. The sets are rounded off with a wire holder, a wooden lantern stick and an LED light. For fans of

paper art, folia® has also developed new **Little Paper Frames** for showing photos in their best light. The frames are easy to make and are also suitable for younger children thanks to the manageable folding technique. They are available in the models Basic, Pastel, Quadratic and Rectangular. The frames can be decorated individually, adding a stylish element to any home. To give children some peace and calm in their often busy and stressful lives, **Loick Biwertstoff** has created new motifs for **PlayMais®**. **MOSAIC DREAM Unicorn** enables kids from five years to create their very own unicorns. Six templates are just waiting to be used with the more than 2,300 colourful PlayMais®. Older children can give their imagination a free rein with the **Trendy MOSAIC Rainbow**. PlayMais® are available with immediate effect also as **Mini-MOSAICS** in a pocket format. Each box features four themes and comes with two colourful printed templates and 300 PlayMais®. Loick Biwertstoff has the perfect products for freestyle mosaic artists in **MOSAIC 1600 Girls** and **MOSAIC 1600 Mixed**.

Desktop

With everything from storage boxes to LED table lamps and desktop accessories, **CEP Office Solutions** specialises in a wide spectrum of product lines for the office, school and home. The market leader in France is adding new exciting colours and a variety of different designs to its **SMOOVE Drawer Box line**. A textured surface lends the boxes a sophisticated and contemporary finish. SMOOVE is available with five drawers in three different sizes as well as with five flat compartments



suitable for DIN A4 formats. Thanks to ergonomic handles, the drawers are easy to open and close with the fingertips. The **Ellypse OWA office accessories** are made from 100% recycled materials. The series, which has been developed in collaboration with Armor, not only includes letter trays and waste bins but also desktop drawer modules with four or eight drawers, desk organisers and step sorters. Stamps are the perfect way to jazz up stationery or add the finishing touches to hand-crafted gifts. **Efco creative** has developed the self-colouring **NIO®** stamp especially for this purpose. It is ready to use and is supplied in ten stamp colours designed specifically for the collection. Every NIO® stamp comes with a code which enables hobbyists to create individual motifs using an online configurator. The stamps and ink pads can easily be replaced. Decorating windows with chalkboard paint is another current and highly popular trend. **Rico Design** offers practical **Chalk Markers** in a wide spectrum of colours. The classic colours are found alongside shimmering shades such as silver and gold as well as fresh pastels. The chalk markers are all water-based and are ideal for smooth surfaces such as glass, ceramic and blackboard finishes. They are matt when dry and can be wiped away with a damp cloth. Stacks of inspiration is offered by the stencil packs on different themes such as Halloween and Christmas. The new **Block Bottom Bags** from Rico Design offer plenty of storage space. The two-ply, sturdy paper gives the bags extra strength and stability. The bags are offered in various sizes, colours and graphic designs. Creative minds will love enhancing the block bottom bags using the stencils, home acrylic paints, stickers and a wide selection of pens.

Bags and Accessories

Santoro London presents a roomy rucksack and a heart-shaped shoulder bag as part of its **Gorjuss series**. The practical shoulder bag is decorated with the lovely Gorjuss girl and a zebra, offering plenty of space for everyday belongings. The front flap of the rucksack is interpreted in ruby red satin with a Little Red Riding Hood motif. The shoulder straps in brown leatherette can be adjusted for comfort. The company is showcasing another functional rucksack from its “**Poppi loves**



Animal” series. The highlight here is the front flap, detailing Poppi’s lovable friend Bear. **LYC SAC** is launching the classic **CITY** rucksack as a limited edition in metallic colours. The rucksack is designed with a large main compartment allowing quick and easy access to the items stored inside. The front pocket is perfect for smaller belongings. Thanks to the padded back and the soft straps, the rucksack can be worn comfortably for long periods. The new **Campus Fit** school backpack that **Undercover** is showing in its **Scooli** collection, is lightweight, ergonomic and has a narrow fit. Designed with a slender body and adjustable shoulder straps, it can be perfectly positioned on children with small frames, ensuring maximum comfort. The new school backpack is scheduled to appear in twelve designs from January. It comes as a set with a neck pouch, a shoe bag and a filled pencil case set. Undercover is just as proud of its modern **FlexMax**. The school backpack can be adjusted to the growing child thanks to the Velcro loop and height guides. The FlexMax is now available in new, neutral designs, including a blue wave look and a pink-and-white polka dot pattern. The pencil cases appearing under the **BRUNNEN** brand are well-known for their high quality. Excellent workmanship, bold colours and motifs are just some of their attributes. **Baier & Schneider** has added to its already extensive and structured product spectrum a pencil case and pen holder rolled into one with a wipe-clean inner lining. Practical stainless-steel thermos containers for on the go are part of the **Majoris series** from **Esbit Compagnie**. They keep hot meals warm for long periods and high-vitamin snacks, such as sliced fruit and vegetables, crisp and fresh. Thanks to the large opening, they are easy to fill and clean. Another new addition is a robust stainless-steel drinking bottle with a sports cap. Its slender dimensions ensure that it fits in many bike drink holders and in the side pockets of rucksacks. Both innovations will appear on the market in spring 2019. Like all products in the Majoris series, they are free from plasticisers.

Stationery and Gift Articles

Children can give their creativity a free rein with the reusable **Chalk Colouring Books** appearing under the **Jaq Jaq Birds** brand from **Stoqk International**. The books have several blank pages to stimulate creativity as well as pages with themed drawings. They come with the unique dust-free “**ButterStix**” chalks, which are easy to remove and leave no stains. In 2018, the colouring and doodle books, which are available in various themes, received the European Product Design Award. Hand



lettering does not just look great on paper. Lettering and decorations enhance any craft project. A treasure trove of stimulating ideas and valuable tips can be found in the book **Lettering Ideenschatz**, appearing under the **monbijou** brand and published by **Lingen Verlag**. Author Katja Haas demonstrates how lettering can be enhanced with frames, arrows, flowers and banners, making the book a perfect gift for all hand lettering fans. High-quality and unusual greeting cards are becoming more and more popular. **Santoro London** is responding to this trend with its latest 3D card models in the collections **Pirouettes**, **Popnrock** and **Swing Card**. The company is also extending its range of **Hoodies**, **Tiny Squee Mousies** and **Kleo Kats** to include new motifs. Just in time for the approach of Christmas, **ABC Glückwunschkartenverlag** is launching its new series **Handmade Christmas**. Festive, unique, handmade appliqués combined with modern

typographic elements turn these 56 Christmas cards into a luxurious, high-quality collection. This complements the company's other current series **WOW**, **Papierkunst** and **Flow**. Christmas is just as important to **Rico Design**, which offers the **Jolly Christmas** theme world in two different variations. Whereas **Classical Colours** is interpreted in the reds and greens of the festive season, **Pastel Colours** is dominated by shades of pink, sand and gravel. Pretty prints of little elves, Father Christmas and gifts are combined with matching graphic designs, spreading Christmas cheer. The **BRUNNEN** brand spotlights a wide selection of small gifts in its **Fun** range to which **Baier & Schneider** is adding several attractive innovations. Besides complete writing sets boasting on-trend motifs, moody dinos are appearing as collectibles and playmates for boys. The diary specialist **Häfft-Verlag** has created a true classic with its **Chäff-Timer** diaries, a range that has since been expanded at regular intervals. Its wide portfolio contains not only a diversity of attractive cover motifs, but also creative formats and high-quality workmanship. Alongside the popular **Family Timers** and the **Family Wall Planners**, the company also presents its current **Häfft Timers**. They are available on shop shelves in the 2019 version and bring a sense of order to the chaotic lives of pupils, students and apprentices. **Oxford**, a brand belonging to **Hamelin**, features **Student Diaries** that reflect the needs of young consumers. Plenty of information and entertainment pages turn the handy diaries into useful companions. The pages leave plenty of space for daily entries and additional notes. Timetables and grade tables help students organise their school day as efficiently as possible. The note pages contain the markings for the **SCRIBZEE®** app, allowing notes to be scanned and saved online.