



# PRESS RELEASE

October 2018

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## STAEDTLER FACTS & FIGURES

<b>Founded</b>	1835 by Johann Sebastian Staedtler
<b>Production sites</b>	7 in total, 3 in Germany
<b>Staff</b>	2,800 in total, more than 1,200 in Germany
<b>Companies</b>	25 in total
<b>Market presence</b>	in over 150 countries
<b>Export share (Germany)</b>	over 80%
<b>Sales (2017)</b>	app. 336 million Euros
<b>Made in Germany</b>	almost three-quarter of total production
<b>Europe's largest manufacturer of</b>	wood-cased pencils, OHP pens, erasers, mechanical pencil leads and modelling clay
<b>STAEDTLER Foundation</b>	established 1997; supports scientific research at German universities and cultural projects in the metropolitan region Nuremberg.

### About STAEDTLER

STAEDTLER is one of the oldest industrial companies in Germany and ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and creative products. An international company, with its Headquarters in Germany and a high export quota, STAEDTLER has 2,800 employees worldwide, more than 1,200 of them in Germany alone. The long-established company attaches great importance to the origins of its products and manufactures almost three-quarter of its articles in Germany. This makes STAEDTLER the largest manufacturer of wood-cased pencils, OHP pens, erasers, mechanical pencil leads and modelling clays in Europe and proud of its long tradition of manufacturing 'Made in Germany' products. [www.staedtler.com](http://www.staedtler.com)

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## STAEDTLER - BRIEF PROFILE

### The company

The STAEDTLER company was founded in **1835** by Johann Sebastian Staedtler and today is one of Germany's oldest industrial companies. But even long before the company's foundation his ancestor, Friedrich Staedtler (1636–1688), worked as a pencil maker. And the generations in between were also pencil makers.

The STAEDTLER Group is now headquartered in **Nuremberg**. The Head Office in the city and **three** production sites in the metropolitan region Nuremberg employ more than 1,200 people.

The Group also employs **2,800** staff in **25** companies and **seven** production sites around the world. STAEDTLER products can be found in more than **150** countries. Exports from Germany account for more than **80%** of STAEDTLER's production.

### Products

Almost **three-quarter** of STAEDTLER products are **Made in Germany**. This makes STAEDTLER the **largest** manufacturer in Europe of wood-encased pencils, OHP pens, erasers, pencil leads and modelling clays. The range of this Nuremberg-based manufacturer of writing and drawing equipment includes products for end-customers (**B2C**) and solutions for industry (**B2B**). The additional value of its products demonstrates that STAEDTLER is not only following the obligations of its tradition but is also true to its responsibilities and its self-image as an innovator.

### Social and ecological responsibility

By signing the **STAEDTLER Social Charter**, the company undertakes to protect **international employment and human rights**, is committed to the payment of fair wages and social responsibility everywhere in the world and declares its opposition to forced labour, child labour and discrimination. As a result of the use of ecological manufacturing processes, STAEDTLER products are "**efficient for ecology**" and comply with ecological criteria such as durability and sustainability.

### The STAEDTLER Foundation

The STAEDTLER Foundation is a public foundation established under civil law. Since its formation in **1997** it holds all the shares in the STAEDTLER Group. The Foundation supports scientific **research** at German universities and **cultural projects** in the metropolitan region Nuremberg.

### Turnover

In 2017 the STAEDTLER Group recorded sales of **336 million Euros**.

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## STAEDTLER: HOW TO MAKE A WORLD-FAMOUS COMPANY OUT OF A PENCIL

It all started with a pencil. STAEDTLER is now one of Europe's largest manufacturers of writing equipment and is also one of the oldest industrial companies in Germany. STAEDTLER exports its products from Nuremberg – the heart of the Group – to 150 countries.

He intended his products to go right round the world. By establishing this objective back in 1835, Johann Sebastian Staedtler also laid the foundation stone for today's STAEDTLER Group. In 1853 the Nuremberg-based pencil maker successfully exhibited his products at the New York World Exhibition. Only a few years later the quality of these German products were greatly appreciated in Austria, France, England, Italy, Russia, America and Asia. More than two million pencils were manufactured by 54 workers. Fascination with pencils was a family trait for Johann Sebastian Staedtler. Long before he established his own factory in 1835, the occupation of one of his ancestors, Friedrich Staedtler, was recorded as "pencil maker". This was in 1662 and represents the first documentary mention of Friedrich Staedtler in the annals of the City of Nuremberg. His descendants also continued in the family occupation. The generations between Friedrich and Johann Sebastian Staedtler also remained true to the pencil maker's craft.

### From the idea to the pencil

The inventive talent of Johann Sebastian Staedtler continues to shape the company even up to the present day. The company continuously generated new ideas which transformed the STAEDTLER pencil into the pencil of choice. Starting with the invention of the coloured oil pastel pencil which "can be sharpened to a point just like a pencil" (1834), going on to the invention of the OHP marker (1964), the first coloured pencil with ABS (Anti Break System) (2005) and moving on to the first coextruded pencils (2009) and coloured pencils (2015) made from WOPEX material, an innovative composite consisting mainly of wood. The combination of tradition and innovative skills remain a firm feature of the corporate culture today.

### Making a mark everywhere in the world

STAEDTLER has remained true to the company founder's roots in Franconia, northern Bavaria. The Nuremberg Head Office is the heart of this writing equipment manufacturer and its largest site. The complete Lumocolor and triplus ranges and almost all coloured leads and pencil leads are manufactured here as well as all STAEDTLER inks and a major part of the company's ink-based writing instruments. STAEDTLER employs 2,800 people across the world, of which 1,200 in Germany. With a total of 25 companies worldwide, STAEDTLER maintains a strong market presence in 150 countries around the globe – and is therefore Europe's largest manufacturer of wood-cased pencils, OHP pens, erasers, mechanical pencil leads and modelling clay.

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### **Taking responsibility for the future**

The company is proud of its tradition and its history which stretches back for more than 175 years but also keeps the future firmly in its sights. The STAEDTLER not-for-profit foundation established in 1997 is committed to the promotion of new ideas and the perpetuation of knowledge. It supports scientific research at German universities and cultural projects, particularly in the metropolitan region Nuremberg.

### **About STAEDTLER**

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# PRESS RELEASE

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## STAEDTLER PRESENTS NEW BRAND IDENTITY WITH FOCUS ON CREATIVITY

The long-established Nuremberg-based company STAEDTLER has strengthened its umbrella brand with the claim “Release your creativity.” The STAEDTLER brand will with immediate effect be showcased with an overall visual approach and adapted corporate communications.

All artistic work starts with creativity. Creativity often makes life more beautiful – sometimes also happier and easier. The manufacturer of writing and drawing materials and creative goods uses this premise for the company’s new umbrella brand.

STAEDTLER considers itself not only a partner for people of all ages who want to realize their creative ideas, but also as a source of inspiration throughout their lives. With a broad range of high-quality and innovative creative products ‘made in Germany’, STAEDTLER has promoted the development of individual personalities – for more than 180 years.

With the claim “Release your creativity,” STAEDTLER calls upon its target groups to unfold and live their creativity – and to thereby also make a difference.

“For many it’s only a pen – but for us it is much more than that! Because the pen, its first stroke, stands at the beginning of every story, every innovation and many ideas,” says Britta Olsen, Head of Brand & Communications at STAEDTLER. “We believe in a world full of ideas. We trust in people who bring to life ideas with their passion. For us, creative fulfilment is the key to an inspired life. Creative work makes people a little bit happier. And more relaxed.”



The connection between reality, pen and paper as well as people’s visionary ideas are represented in the campaign’s imagery and underscored by the claim “Release your creativity.”

### Creative Design as visual theme for all target groups

The underlying idea takes up the passion and joy involved in creating as well as the awareness of high-quality and innovative products that enable everyone to express their creativity. Three core target groups are

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addressed: children with the themes painting & crafts, creative hobbyists with the themes drawing & designing, and adults in an office and work environment with the themes writing & implementing. The campaign's motives accordingly take up images from these different themes.

Just like in the new advertising motifs, STAEDTLER brings to life ideas in its overall communications: an image film and newly designed image brochures give the company and the brand a fresh look. New presentation templates and relevant corporate wording in internal and external communications complement umbrella brand communications.

For more information about STAEDTLER's assortment please see [www.staedtler.com](http://www.staedtler.com)

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## THE NEW CREATIVE RANGE DESIGN JOURNEY TAKES ARTISTS ON EXPEDITIONS



For the first time, STAEDTLER combines products for hobby artists in a distinct product category: With around 30 products, Design Journey invites you to be creative. The logo and the packaging design with imagery inspired by North American national parks ensure a special recall value with retailers and customers.

With the range Design Journey, STAEDTLER offers ideal companions for individual creative paths: fine pastel chalks, luminous acrylics and double ended brush markers are included alongside highly pigmented wood-cased coloured pencils, woodless coloured pencils with watercolour lead and premium-quality artists pencils. Around 30 products in more than 60 product variations motivate creative beginners and encourage more advanced hobby artists to try new ideas. Design Journey offers orientation and an overview over STAEDTLER's wide range of creative tools that enable customers to embark on their very own Design Journey.

### High recall value through logo and packaging design

Design Journey products can be recognized by their packaging. The logo is based on the design of old highway signs from the U.S. and points to the new range's core message: "Discover & Create." A brush and pen are crossed behind the sign. Next to the logo, each packaging is decorated with a motif inspired by the North



American wilderness: a dragonfly dancing along a water plant, a mountain landscape at sunset or images from North American wildlife. The packaging motifs serve as both models and inspiration for customers.

#### **The pristine wilderness of North American national parks as a source of inspiration**

With its luminous landscapes, its versatile flora and fauna and its pristine wilderness, North America offers a rich source of inspiration. The magnificent forests become a kaleidoscope of different shades of green and brown, peculiarly shaped massifs turn into geometrical abstractions. If one absorbs this inspiration and puts it on paper, one realizes how one's inner horizon is also constantly expanding and how one can release one's creativity.

The Design Journey range will be available in stores from January 2019. From this autumn, retailers can obtain information on Design Journey's new products and their areas of application in a new magazine. Interested consumers will find inspiration and creative signposts for their artistic expeditions in an additional magazine, which will be available from January 2019.

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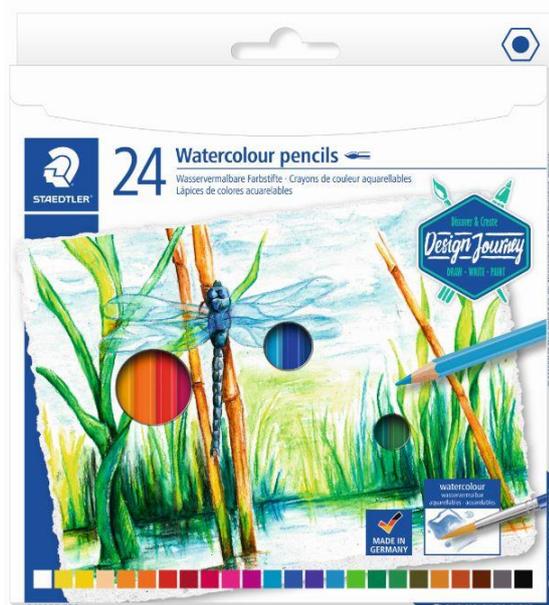
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## NEW RANGE DESIGN JOURNEY IMPRESSES WITH PRODUCT VARIETY

Variety in the creative range: Design Journey combines around 30 products in more than 60 product variations and offers beginners and advanced hobby artists perfect products for creative expeditions. The logo and packaging design with imagery from North American national parks ensure a special recall value with retailers and customers.

With the range Design Journey, STAEDTLER offers ideal companions for individual creative paths: Next to fine pastel chalks, luminous acrylics and double-ended brush tip markers, the focus is on highly pigmented coloured pencils and premium-quality artists pencils.



### 146C and 146 10C: Wide range with coloured pencils

With its colourful forests, its versatile flora and fauna and its pristine wilderness, North America offers a source of inspiration for hobby artists of all ages. With Design Journey's high-quality coloured pencils, a landscape's nuances fully come into their own. The coloured pencils in the classic hexagon shape are available in a highly pigmented (146C) and a watercolour version (146 10C). The highly pigmented version will first be available in 24 colours from January 2019; from autumn 2019, the range will be expanded to comprise a total of 72 colours. The watercolour pencils will also be available in stores in 24 brilliant colours from January. The high-quality coloured pencils are made from PEFC-certified wood from sustainably managed forests.

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**149C: Coloured pencil STAEDTLER super soft with extra soft lead for particularly high opacity even on dark paper**

The new coloured pencil STAEDTLER super soft enables very soft colour gradients: in this way, the glowing red of the setting sun, mountaintops glimmering in the evening light, or the shimmering light on a hot summer day can be portrayed particularly well. The coloured pencil in the classic hexagon shape will be available from January 2019 in 24 colours and can also be purchased as a set of 12 in a cardboard box or a metal tin case.

**146 10G: New woodless coloured pencil for luminous colours**

Another new item in the range is the highly pigmented woodless watercolour pen in the classic hexagon shape. Due to its 7mm solid lead that is not encased in wood, it is perfectly suited for large-scale sketching and hatching. The lacquered surface ensures clean hands. Due to the pen's suitability for watercolouring, one can create brilliant watercolour effects on paper with a suitable brush. From January, the coloured pencil will be available in stores in 12 luminous colours.

**100P: High-quality pastel pen for smooth gradients and smallest details**

For those who create detailed drawings and put emphasis on utmost precision even when it comes to small areas, the high-quality pastel pen is the right drawing tool. With a lead diameter of 3.6mm, linear tasks can be executed just as optimally as designing large areas. The pen is moreover suitable for blurring and mixing with coloured and charcoal pencils in order to create fine colour gradients. From January 2019, the pastel pen will be available in stores in the colours "Sepia light," "Sepia dark," "Umber," "Sanguine dry," "White," and "Lighting."

**More than 20 further products are ideal companions on the creative journey**

Next to the new products in the segment of coloured pencils, Design Journey also features extensions in existing product lines. The extra broad fineliner 338 will thus be available as part of Design Journey from January 2019 in a pack of ten or 20 in the transparent STAEDTLER box. From April 2019, the pigment liner 308 will be available in stores as part of Design Journey in the additional colours yellow, light blue, light green, fuchsia, light brown and grey.

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## FIMO NOW ALSO INSPIRES WITH A LEATHER LOOK

With FIMO leather-effect, STAEDTLER presents a new modelling clay which is very similar to leather in look and feel. This unique quality offers FIMO fans enthusiastic about crafts completely new modelling possibilities. FIMO leather-effect complements the extensive FIMO range with a new highlight for creative decorations, trendy accessories and individual jewellery.



The DIY trend attracts many loyal fans. Enthusiastic budding hobby artists and more advanced DIY fans like to draw inspiration from new ideas, materials and creations. With FIMO leather-effect, STAEDTLER expands its range of oven-hardening modelling clays by a product with a completely new look and feel – made possible through a new formula offering creative leeway and versatile application possibilities. FIMO leather-effect is an innovative product that can be optimally combined with FIMO soft and FIMO professional and will be available in stores from the second quarter of 2019.

### Fascinating versatility

After hardening in the oven, FIMO leather-effect takes on a consistency and structure strongly reminiscent of leather. As FIMO leather-effect remains significantly more flexible and elastic compared to other hardened FIMO modelling clays, it can be handled like leather or other textile materials, and it also allows three-dimensional modelling: it is suitable for braiding, piercing, embossing as well as for cutting and sewing.

### Accessories, jewellery, decoration – anything is possible

Handbags, necklaces, bracelets – with FIMO leather-effect, users can create individual pieces of art according to their own desire and imagination. Due to the easy handling and unique structure of the new FIMO modelling clay, many techniques used to handle leather can be applied. In this way individual strings can, for example, be used to create braided necklaces or bracelets, which can compete with real leather jewellery in terms of look and feel. Furthermore, deco objects or fashion accessories such as handbags can be decorated and upgraded with FIMO leather-effect by, for instance, attaching trims, decorative borders or other elements.



### **Modern variety of colours for setting trends**

For FIMO leather-effect STAEDTLER has developed a distinct colour palette. Choosing from 12 fresh and modern shades of colour, users are able to pick up current trends and incorporate them into their own work. They can choose between the colours ivory, saffron yellow, ochre, berry, watermelon, indigo, lagoon, olive green, rust brown, hazel, dove grey and black.

### **How to use FIMO leather-effect**

Before hardening, FIMO leather-effect can be shaped and designed at will. Afterwards, the completed modelled accessory, jewellery or deco element is hardened in the oven at 130°C for 30 minutes. The hardened piece can then be further treated in a number of ways – for instance through painting or refinement with leaf metal.

### **FIMO leather-effect in stores from spring 2019**

Adventurous customers will find FIMO leather-effect in all 12 shades of colour as single colours in standard blocks in stores from spring 2019. As a half block, FIMO leather-effect is arranged in a themed, attractive material pack, which is also available from spring 2019. The colour pack comprises a total of 12 half blocks in different colours.

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## INNOVATIONS AND PRODUCT EXPANSIONS IN THE STAEDTLER TRIPLUS FAMILY



STAEDTLER further expands its triplus range and introduces the completely new products STAEDTLER triplus permanent and STAEDTLER triplus gel. Next to the ergonomic triangular shaft, which guarantees a particularly pleasant feel, the products impress with their unique variety of colours.

STAEDTLER's triplus range offers school children, students and hobby artists the right tool for any occasion: for writing, drawing or colouring. Furthermore, delicate designs can be created and larger areas of colour can be worked on. The common characteristic of all STAEDTLER triplus pens is the ergonomic triangular shaft which guarantees particularly relaxed writing, drawing and painting. Thanks to the Mix & Match features, the fineliners of the STAEDTLER triplus range provide a perfect match of colours when combined with broadliners and fibre-tip pens.

### **triplus permanent 331: diverse applications and waterproof**

A new addition to the range is the triplus permanent: With its thin, metal-clad tip, the fineliner is particularly suited for delicate designs on almost any surface. The ink is waterproof. The triplus permanent will be available from February 2019 in a total of ten different colours in a stand-up STAEDTLER box. Each colour can also be purchased as an individual pen.

### **triplus gel 462: smooth writing experience for daily use**

For those who pick up a pen every day the new triplus gel represents the ideal writing tool. The colour of the cap and the pen's end indicates the colour of the pen that is otherwise cased in light silver; in this way, one immediately has the right colour of a total of 20 available colours at one's fingertips. The gel pen is equipped with Airplane-Safe Technology, which provides automatic pressure equalization. On a plane, this prevents pens from leaking when they are opened. Ink stains on business shirts are thus a thing of the past. From end of 2019, the gel pen will be available in a stand-up STAEDTLER box containing ten or 20 pens.

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#### **triplus fineliner 334 and triplus color 323: largest variety with 60 colours**

This winter, the triplus fineliner range will grow by 12 new colours to encompass a total of 60 vibrant colours. Among these are such highlights as “dove grey,” “vanilla” or “mahogany.” Additionally, STAEDTLER expands its triplus fineliner MY COLOURS series with the new theme sets “Llama,” “Watermelon” and “Botanical.” Six fineliners in specially selected trend colours are combined in a themed set.

Next to the fineliner variety (line width approx. 0.3 mm), the new MY COLOURS sets are also available in the fibre-tipped range triplus color (line width approx. 1.0 mm). They will be available in stores from January 2019. All triplus fineliner and triplus color pens are equipped with DRY SAFE technology. These pens do not even dry up when left uncapped on the desk for days.

#### **triplus ball 437: Diversity in line and colour**

From mid-2019 the triplus ballpoint pen will be available in ten additional colours and thus 20 colours in total for the line widths M and XB. The new line width F will suit users who not only appreciate a variety of colours but also flexibility. The triplus ball in this line width will be available in the colours green, blue, black and red. Like the triplus gel, triplus ball is equipped with Airplane-Safe Technology.

#### **triplus textsurfer 362: variable tip for subtle highlights in ten new colours**

The highlighter impresses with its pleasantly soft tip that, with its variable line widths from approx. 1-4 mm, is also suitable for very fine highlighting of text passages or small print. The PP barrel guarantees long service life. The triplus textsurfer will be available in a stand-up STAEDTLER box from February 2019 in ten new pastel and vintage colours. Each colour can also be purchased as an individual pen.

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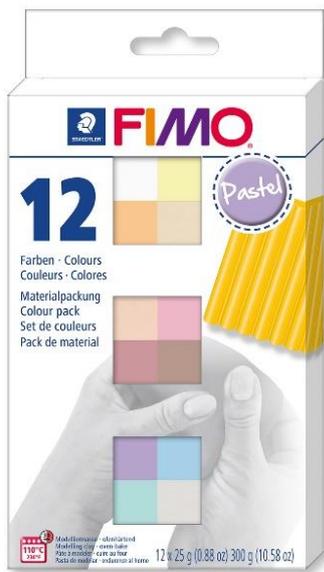
# PRESS RELEASE

October 2018

## NEW ADDITIONS TO THE FIMO RANGE

Precious FIMO liquid colours, colour packs with perfectly coordinated shades, funny FIMO kids sets and a new packaging size – from 2019, STAEDTLER offers DIY fans and craft enthusiasts even more products for designing their projects.

The oven-hardening modelling clay by STAEDTLER offers creative minds many different possibilities: With FIMO, deco ideas for the home work out just as well as unusual accessories or personal pieces of jewellery. With FIMO soft, FIMO effect, FIMO kids, FIMO professional, FIMO liquid and the new FIMO leather-effect, the range comprises a multitude of different products. In this way, all users find what they need.



### New colour packs – something for every taste

The colour packs contain perfectly coordinated shades: delicate accessories, for instance, can be created ideally with “Pastel Colours.” Those who prefer earthy shades can look forward to the set with “Natural Colours.” From 2019, STAEDTLER expands its range in this segment from two to a total of ten packs with perfectly coordinated colour combinations.

The FIMO materials FIMO soft, FIMO effect and FIMO professional are sorted by colours according to themes, which makes a selection of trendy and matching colours easy. FIMO soft is available in the colour combinations “Basic Colours,” “Pastel Colours,” “Natural Colours” and “Fashion Colours.” In the FIMO effect line, DIY fans can look forward to the colour compositions “Effect Colours” and “leather-effect.” The FIMO professional line offers the colour compositions “Basic Colours” and “Doll art Colours” for FIMO professional doll art.

The colour packs each contain twelve half blocks. FIMO soft “Basic Colours” and FIMO effect “Effect Colours” are additionally offered in packaging sizes with 24 half blocks.

### Precious colours for FIMO liquid

The three new FIMO liquid colours gold, silver and black set precious tones in the product line. STAEDTLER thus expands the colour variety, thereby creating a multitude of new design possibilities with impressive effects – for example for decorative ornaments such as borders or sparkling pendants. The oven-



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hardening liquid is a fixed component of the large FIMO range and, due to its special material characteristics, it is suitable for exciting DIY projects. The possible combinations with other FIMO products and the material's flexible characteristics even after hardening, render FIMO liquid indispensable for ambitious hobby artists. The new colours will be available as 50ml bottles from January 2019.

### Funny figures ensure entertainment and creativity

With the new FIMO kids funny kits, children can unleash their creativity. Starting off from simple basic forms, funny figures can be modelled that guarantee plenty of entertainment. Two FIMO blocks in matching colours and simple instructions ensure easily achieved results. Eight different modelling sets on blister cards will be available from January 2019. FIMO fun at an attractive price is ensured by: "Funny Mice," "Funny Beetles," "Funny Cats," "Funny Cactus," "Funny Carrots," "Funny Peas," "Funny Sausages" and "Funny Paper."



### More weight for big blocks

For those who are enthusiastic about big FIMO creations or frequently use basic colours, the big blocks of modelling clay offer the best value for money. STAEDTLER now increases the blocks' weight to an English pound (454 grams), thereby adapting the volumes to international norms. With eleven luminous colours for FIMO soft, 24 brilliant colours for FIMO professional and six natural colours for FIMO professional doll art, the large selection of colours of the material blocks remains the same.

### "MADE by YOU ♥"

With the claim "MADE by YOU ♥", STAEDTLER encourages modelling with FIMO. It is to provide motivation for those still undiscovered, hidden DIY artists and inspiration to all who have already discovered the joy of modelling. In this way, beginners and more advanced DIY fans are invited to be creative and to unleash their creativity: With FIMO, an infinite amount of creations are possible – "MADE by YOU ♥".

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# PRESS RELEASE

October 2018

## COMPREHENSIVE EXTENSION OF THE STAEDTLER MARS LUMOGRAPH RANGE

### Hatching, sketching, painting in watercolours: The STAEDTLER Mars Lumograph family expands its range with new products and line extension

Any drawing requires a little courage – for the first step and the first line. And of course one needs to have the right tools. The high-quality pencils from the STAEDTLER Mars Lumograph range, produced in Germany, present artists with the right equipment to create delicate sketches, broad hatching and fine drawings. The highly break-resistant lead characterizes the whole product range and ensures that the pencils, even when higher pressure is applied for particularly strong lines and hatching, do not break. The classic hexagon shape moreover guarantees extremely flexible and pleasant working on paper. Next to the Mars Lumograph aquarell, which is suitable for watercolouring and was already introduced this year, two product extensions and the three completely new products Mars Lumograph charcoal, Mars Lumograph jumbo and Mars Lumograph pure graphite will complement the family from the first quarter 2019.



#### **Mars Lumograph charcoal 100C: Deep black tones for expressive portraits**

A completely new addition to the range is the Mars Lumograph charcoal, which will be available in the degrees soft, medium and hard from 2019. For centuries, charcoal pencils have been fundamental for artists for expressive sketches and fine portraits. The high proportion of coal is particularly suitable for blurring and hatching delicate lines.



#### **Mars Lumograph jumbo 100J: Grip for bold drawing and writing**

With its thick lead and large diameter, Mars Lumograph jumbo is the “big brother” of the Mars Lumograph. It rests particularly comfortably in the hand and enables extremely flexible and pleasant working on paper. Due to its soft application of lines, the pen is next to sketching and hatching also suitable for rough nature sketches. The pencil is available in the degrees HB, 2B, 4B, 6B and 8B.

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### **Mars Lumograph pure graphite 100G: Contrasting lines for large areas**

Due to its large lead diameter, the high-quality full-graphite pencil allows for graphic work on large painting surfaces. Its lacquered barrel ensures that the hands stay clean. Nine degrees between HB and 8B for permanent drawings and the degrees 4B, 6B and 8B for watercolouring guarantee diverse applications.

### **Mars Lumograph aquarell 100A: Delicate gradients**

With Mars Lumograph aquarell, STAEDTLER already in 2018 produced the next generation of the product family. Due to the fact that the high-quality drawing tools in the degrees 4B, 6B and 8B are suitable for watercolouring, one can not only create preliminary sketches for watercolour, silk, oil or acrylics painting but also delicate gradients of grey and black tones. The only thing one needs next to the high-quality pencil is a brush, which is dipped into water according to the desired watercolouring effect and then stroked over the paper.

### **Mars Lumograph 100 and Mars Lumograph black 100B in additional degrees: For even greater variety in the line**

The timeless classic Mars Lumograph will be additionally available in the degrees 10H, 10B, 11B and 12B from 2019. With a total of 24 degrees, STAEDTLER thus offers the largest range of drawing pencils. Moreover, the Mars Lumograph black Edition is expanded to include the degrees HB and 7B. The high proportion of carbon in the lead formulation ensures a rich application that manifests in jet black, matt lines and artistically brings to life expressive illustrations.

### **Erasers and sharpeners as perfect equipment for optimal results**

Each "slip" can be corrected in no time with matching erasers. Mars plastic 526 50 is particularly suitable for the products Mars Lumograph, Mars Lumograph black, Mars Lumograph aquarell, Mars Lumograph jumbo and Mars Lumograph pure graphite. The STAEDTLER art eraser 5427 does away elegantly even with deep black lines created by the Mars Lumograph charcoal. In order to have the pencils ready for use it is convenient to have the matching sharpener within reach: for the new Mars Lumograph jumbo, the STAEDTLER tub sharpener 513 001 in a "super jumbo" size is suitable, for Mars Lumograph charcoal, the Mars sharpener 510 25-C made of magnesium can be recommended. The STAEDTLER metal sharpener 510 10 gets the Mars Lumograph, Mars Lumograph aquarell and Mars Lumograph black back into shape.

All pencils and erasers presented here are produced in Germany. STAEDTLER pays attention to environmental sustainability: The high-quality pencils are made of PEFC-certified wood from sustainably managed forests. Mars Lumograph aquarell has already been available since 2018 as part of STAEDTLER's range for hobby artists and professionals. Mars Lumograph charcoal, Mars Lumograph jumbo and Mars Lumograph pure graphite will be available worldwide from the first quarter of 2019.

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# PRESS RELEASE

October 2018

## STAEDTLER CREATORS BOX – THE COMPLETE PACKAGE FOR CREATIVE PROJECTS

Learn from experts and always have the suitable product at hand: From 2019, this will be possible with STAEDTLER's Creators Boxes. Valuable knowledge and high-quality products offer customers the perfect complete package for creative activities – true to the claim "Release your creativity."



In order to appeal to as many DIY fans as possible and to guarantee diversity in the choice of products, STAEDTLER has developed a total of four exciting and inspiring theme worlds customers can choose from: "Personal Branding," "Wedding Décor," "Mindful Travelling" as well as "Interior Design."

### **The complete creative package**

For each of the four theme worlds, STAEDTLER together with experts develops fascinating projects and individually compiled product combinations, which can then be tested and implemented by customers. In addition to the necessary products, each box contains access to online tutorials created and presented by the respective experts. In this way, customers not only receive instructions for the implementation of their projects, but simultaneously profit from valuable tips and extensive knowledge. The box moreover contains further utensils necessary for the creative project. Moreover, a creative community will be built.

There, users can exchange views, motivate and inspire one another and share their progress and ideas. DIY fans can thus look forward to many new deco objects, artistic inspiration and further creative projects, which they can immediately carry out with the new Creators Boxes.

### **A focus on design and creativity**

With the new Creators Boxes, STAEDTLER wants to generate customers' enthusiasm and curiosity. This is also evident in the design of the boxes. Here, STAEDTLER emphasizes modern design as well as high-quality and creative implementation in order to inspire customers already at the point of purchase. Moreover, the expert for the respective theme world is depicted on each box. In this way, it becomes evident, which ideas and projects users can look forward to. With this new concept, STAEDTLER expands its range for adult creative fans and reaches out to experienced hobby artists as well as those who want to make a fresh entrance into the DIY world.

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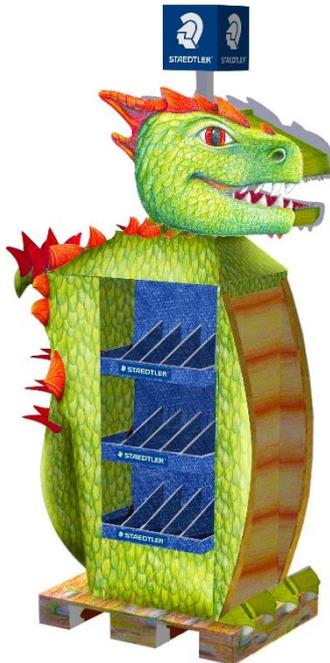
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# PRESS RELEASE

October 2018

## STAEDTLER counts on strong product presentation at the POS

With an eye-catching back-to-school display, STAEDTLER will strengthen its product presentation at the Point of Sale next year. Innovative display concepts support retailers in the placement of product ranges and attractive POS elements encourage customers to touch products.



Presenting new products in a straightforward way and giving customers the best possible support in selecting suitable writing tools and creative products: STAEDTLER's display solutions are renowned for individual and high-quality POS product presentations. Successful concepts such as the modular brand shop system or creative theme campaigns will also in 2019 be provided to retailers to support customer contact. Moreover, innovative display options such as Digital Signage create added value and ensure creative inspiration. Video screens thus complement the STAEDTLER brand shop by video communication at the POS.

### A funny dragon to kick off the new school year

As a highlight for stores' interiors, STAEDTLER will next year at the beginning of the new school year provide an unusual floor display in form of a dragon. The green-red mythical creature will immediately catch the eyes of school children and parents and will inspire to go on creative adventures in imaginative worlds. For this purpose, STAEDTLER Noris colour 185 coloured pencils are suitable: Made from innovative WOPEX material with PEFC-certified wood and equipped with a particularly break-resistant lead, the pens are ideal companions for a perfect beginning of the school year. They are available in boxes of 6, 12, 24 and 36 colours and can be effectively placed in the new display.

### Versatile placement options and themes

The back-to-school theme also supports sales in form of a theme campaign: Spread throughout the year, flexible, exchangeable headers for upright and counter displays as well as products matching the theme ensure an individual product presentation and regular new features in stores. Further theme campaigns are "Office," "Design Journey," "Comic Range" and "Playtime."

As usual, all STAEDTLER displays impress through their high-quality elements, flexible applications and a high recognition value in secondary or multiple placements. Easy-care, robust material and easy refilling make the product presentations easier. With diverse possibilities in display composition, STAEDTLER upgrades the sales

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environment at the POS and guarantees special eye-catchers and an increase in customers' length of stay in stores.

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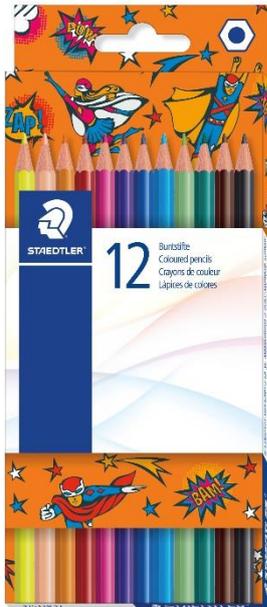
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# PRESS RELEASE

October 2018

## BANG! THE NEW COMIC RANGE IS AN EYE-CATCHER

With brightly coloured comic-style motifs, STAEDTLER presents its new product line “Comic Range.” The attractive design is to motivate children to draw and write. Three different motif universes will decorate the range’s products and packaging from October 2018.



Vivid language and brightly coloured graphics that fire up the imagination: Children find it particularly easy to pick up their favourite product if it instantly catches the eye. With the motifs “Bang,” “LOL” and “Superheroes,” STAEDTLER counts on striking comic-artwork-style graphic elements for young users – with imprinted speech bubbles, colourful, flashy effects and strong superheroes.



### Range with pencils and coloured pencils, erasers, sharpeners and geometry sets

The product mix contains everything that belongs to a basic equipment for creative adventures: coloured pencils in cases with 12 or 24 colours as well as standard and jumbo pencils in the popular degree HB. Sharpeners for pencils with a diameter of 8.2 mm, erasers and geometry sets with the three different comic motifs complete the range.



### Flashy look at the Point of Sale

The colourful motifs suit the young target group’s taste and their attractive design catches consumers’ eyes. Additionally, a visually powerful header for a floor display supports the presence at the POS and will draw attention to the product presentation in retail already from October 2018.



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# PRESS RELEASE

October 2018

## STAEDTLER: NEW EXPERTS AND TUTORIALS FOR THE “HOW TO” POS CONCEPT

With the “How to” concept, STAEDTLER links digital inspiration with analogue product consultation. From 2019 on, the Nuremberg based manufacturer of stationary and creative goods complements the POS concept with further inspiring tutorials and their experts.



Every day, millions of people seek inspiration in countless online tutorials and enthusiastically use them to unleash their creativity. STAEDTLER links the digital with the analogue world and integrates creative online tutorials as a display solution directly at the POS. This way, inspiration can be found directly where the products are – in the shop.

### “How to” – a concept for creative ideas

The aim of the “How to” POS concept: position application tutorials also in a trading environment at the POS and simultaneously present the relevant STAEDTLER products. The displays consist of a cube that is hollow and open on both sides and made of extremely strong and high-quality honeycomb cardboard. Inside there is a wall on which tutorials and product recommendations are presented on both sides. On each side there are brief, pictorial step-by-step instructions for DIY projects by selected experts and artists, including relevant products. With this type of product presentation, STAEDTLER wants to show the many creative people and DIY fans directly in a retail environment how versatile its products are. The tutorials offer ideas that inspire people to become creative themselves.

### Tips and tricks from DIY experts

Each “How to” tutorial is created by chosen experts from a specific area of the big DIY world who share their ideas, expertise and inspirations with the creative community for this display concept. From 2019 on, the following experts will complement STAEDTLER’s innovative POS concept: Greek graphic designer Meni, American artist Taylor, German DIY-blogger Mako, and German YouTuber Beccy.

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### **Linking the analogue and the digital**

The displays additionally contain a holder with business cards with a reference to <https://www.staedtler.com/howto>. This link leads to the “explore” page within the STAEDTLER homepage. Here, enthusiastically DIY-fans as well as creative beginners will explore many inspirations and detailed step-by-step instructions for artistic projects. Of course, the themes and tutorials that are simultaneously presented at the POS are also available here, allowing users to simply copy the projects at home. With this system, STAEDTLER can respond to current trends and vividly present them to customers in a retail environment.

### **Versatile and individual**

The pictorial displays are designed in a way that they can not only feature tailored content and be reused but can also easily be employed worldwide. The tutorials and products can be exchanged and the display can thereby be adapted to special regional requirements and themes. In its placement the display offers additional flexibility. It can be employed both as a counter display and as a large themed area. To do so, the individual cubes are simply combined with a metal clip and stacked next to or on top of one another. The “how to” concept by STAEDTLER allows an attractive secondary placement of products directly at the POS. By visualizing the application possibilities of products, customers gain additional value and are offered a buying incentive – an advantage for the brand and for retail.

### **Our new “How-to”-Tutorials:**

#### **> *Meni* ([https://www.instagram.com/menis\\_art/](https://www.instagram.com/menis_art/))**

The Greek graphic designer and illustrator usually draws her inspiration for DIY projects from nature and shares her works with her more than 80,000 fans on Instagram. For the “How to” POS concept, she prepared the tutorial “How to beautify wood slices” which enables users to create natural deco creations.

#### **> *Taylor* (<https://www.instagram.com/humbyart/>)**

Trendsetters around the globe have discovered “infinite space” for themselves, and the U.S. artist has nearly perfected the creative presentation of galaxies, moons and stars. He inspires more than 180,000 people on Instagram and YouTube with his creations. In his tutorial “How to paint galaxy artworks,” hobby artists learn how to create fantastic works of art that expand our horizon with acrylics, watercolour pencils or fibre-tip pens.

#### **> *Mako* (<https://www.instagram.com/makoccosinos/>)**

Mako is a real DIY-fan and shares her passion with her more than 30.000 Followers on Instagram. In her tutorial “How to draw bookmarks,” she focuses on one of the real classics in the DIY sector – the bookmark. She shows how users can create real eye-catchers or beautiful, personal small gifts.

#### **> *Beccy* (<https://www.youtube.com/user/BeccyLemon/>)**

The trained communications designer Beccy is an enthusiastic fan of modelling with FIMO and presents her own works on her own YouTube channel. For her tutorial “How to upcycle cans with FIMO,” she focuses on the topic “Upcycling” and shows how to create real pieces of jewellery from used cans with the help of FIMO.

#### **> *How to design a cork pinboard***

With this tutorial, STAEDTLER revives an old trend: cork pinboards. The instructions explain how the practical helpers for everyday life can be creatively designed and embellished with diverse materials, drawings or lettering.



### > *How to create painted rocks*

This tutorial shows how rocks can be transformed into an impressive deco idea with the right pens and techniques. Depending on size, the rocks can be decorated with patterns or slogans – an idea that is thousands of years old and enjoys renewed popularity.

### Further "How-to"-Tutorials – out now:

#### > *Sine Hagestad* ([https://www.instagram.com/sine\\_art](https://www.instagram.com/sine_art))

The Norwegian mandala artist is specializing in delicate patterns and drawings, for which she mainly uses triplus fineliners and pigment liners from STAEDTLER. On her Instagram account she already inspires hundreds of thousands of followers with her work. In the context of the new "how to" POS concept by STAEDTLER, with the tutorial "how to draw a mandala" she contributes inspirations for the design of hobby artists' own mandalas.

#### > *Camilla Loschbrand* (<https://www.instagram.com/camillaloschbrandt>)

Zentangles, doodles and also mandalas are the Norwegian artist's area of expertise – and a spirograph serves her as the perfect tool. In her tutorial "how to design a ruler", she allows close insight into how to use such a stencil and how to create beautiful shapes. In the "How to" display, one can find not only spirographs but also the matching writing tools for their use: triplus fineliners and pigment liners in a multitude of colour variations.

#### > *Lisa Tihanyi* (<https://www.meinfeenstaub.com/>)

The blog of the ardent DIY enthusiast is all about doing things yourself. Every day, she inspires her readers and fans with many ideas about how to improve one's home with creative tricks. Lisa is a big FIMO fan and focuses on moulding with FIMO soft for the "How to" displays. In her tutorial "how to make a FIMO magnet" she shows how to create trendy decorative elements with the world-famous, oven-hardening modelling clay, for example a bright green cactus magnet.

#### > *Lise Hellström* (<https://www.instagram.com/inkandlise>)

Statements from Lise in the most beautiful varieties of her handwriting as well as with diverse writing tools are always authentic and unusual. The Swedish artist has mastered hand lettering like almost no other artist. For STAEDTLER she remains true to her artistic focus and shows in her tutorial "how to do handlettering" in detail how one can use one's handwriting to make every single letter expressive in a very special way.

#### > *Funda Tazedal und Sandra Ergin* (<http://www.honeydarko.com>)

With its blog, the artist collective HoneyDarko has dedicated itself to the fields of "design and calligraphy." On Instagram, followers can find diverse applications and techniques. For STAEDTLER they explore the trend of watercolour art and use water-based ink together with unusual tools such as foil or a water spray. The tutorial "how to create watercolour art" shows this special watercolour effect and how one can combine it with motifs.

### **About STAEDTLER**

STAEDTLER is one of the oldest industrial companies in Germany and ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and creative products. An international company, with its Headquarters in Germany and a high export quota, STAEDTLER has 2,800 employees worldwide, more than 1,200 of them in Germany alone. The long-established company attaches great importance to the origins of its products and manufactures almost three-quarter of its articles in Germany. This makes STAEDTLER the largest manufacturer of wood-cased pencils, OHP pens, erasers, mechanical pencil leads and modeling clays in Europe and proud of its long tradition of manufacturing 'Made in Germany' products. [www.staedtler.com](http://www.staedtler.com)

# PRESS RELEASE

August 2018

## SUCCESSFUL WORLD KIDS COLOURING DAY 2018 – STAEDTLER SUPPORTS SCHOOL PROJECT IN MALAWI WITH 21,450 EURO



*Britta Olsen, Head of Brand & Communications at STAEDTLER, is handing over the cheque to Wolfgang Porschen, Deputy National Director at Plan International Deutschland, and Carolin Grätsch, Specialist Corporate Partnerships at Plan International Deutschland.*

This year has seen the tenth anniversary of the World Kids Colouring Day. With the money raised at this year's World Kids Colouring Day, STAEDTLER supports the aid organisation Plan International's project "school education for kids in Malawi." The aim is to promote kids being creative together and at the same time to support children in need. Over a period of two months, children from all over the world sent in their artistic masterpieces around the theme "quite typical." For each drawing 1 Euro was given to the school project in Malawi.

The call for participation in the World Kids Colouring Day reached kids, school classes and organisations all over the world. In total, STAEDTLER received 21,450 submissions from more than 14 countries in Europe, Africa and Asia. Kids between 3-11 years could participate individually or in groups.

With the theme "quite typical," this year's World Kids Colouring Day focused on cultural characteristics that children come across in their everyday lives and that decisively shape them. The kids decided what they considered quite typical. This way, they could creatively communicate the way they see things. For each drawing sent in, the Nuremberg-based company gave 1 Euro in order to improve school conditions for children in Southeast Africa. Matching the number of submissions, STAEDTLER on 13.8.2018 presented a cheque for 21,450 Euro to the independent aid agency Plan International Deutschland e.V.

"We are very pleased that STAEDTLER supports our school project in Malawi," says Wolfgang Porschen, Managing Director responsible for marketing and fundraising at Plan International Deutschland. "We are impressed by the children's participation. In this way, they play a large part in sustainably improving learning conditions at elementary schools in Malawi."

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With the amount from STAEDTLER, the two elementary schools Mkoma and Malika in the south of Malawi can be expanded and refurbished in order to improve learning conditions in the long term. Currently, only very poor sanitary facilities are available to Malika's 2,574 pupils. With up to 160 pupils per class, the children moreover sit on the floor during lessons in completely overcrowded classrooms. The children and the region will sustainably profit from an improved educational standard. Plan International has for many years been committed to the education and development of children. The aid organisation moreover finances sustainable aid projects in more than 51 countries in Africa, Asia and Latin America.

"As an internationally operating company, it is also in our interest to support the well-being of children throughout the world. We are looking forward to many further World Colouring Kids Days in order to support important charity projects in the future," says Axel Marx, CEO of STAEDTLER Group. With the World Kids Colouring Day, the Nuremberg-based manufacturer of writing instruments and creative tools supports even the little ones in the exploration of their creative ideas. Painting and drawing not only contributes to relaxation but also strengthens cognitive abilities, concentration, communication skills and self-confidence. Between April and June 2018, kids sent in the pictures they drew, and the creators of the most expressive works of art were each awarded a colourful product basket by STAEDTLER.

The eleventh edition of the World Kids Colouring Day next year is to become another successful event. The basic idea of joint creativity will remain of central significance. STAEDTLER hopes to further increase the number of participants in order to provide even better support to effective self-help projects in the future. This is why the preparations for the World Kids Colouring Day 2019 are already in full swing. When announcing the call for participation, STAEDTLER will also reveal which theme will be guiding kids' creative outbursts next year and which project will be supported.

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