

## PRESS RELEASE

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### All aglitter with edding

(Ahrensburg, October 2023) As an established creative brand, edding is always on the look-out for new trends that enable it to offer its trade partners target-group-specific products with significant demand potential. Right now, glitter-effect products are particularly popular among the younger target group. From this autumn, edding will be addressing this trend by introducing its new range of high-quality glitter pens. Dealers will also be able to take advantage of extensive sales support for this product launch.



The new range features attractive sets of glitter colour pens and glitter brush pens that are guaranteed to bring fun and enjoyment to everyday life. The products are tailored towards the mainly female target group of 15- to 35-year-olds and are incredibly easy to use. Sparkly highlights will quickly transform birthday cards, Christmas cards, greetings cards or entries in journals and notebooks into real eye-catchers by adding a hint of glamour.

### **Pens that bring sparkle to everyday life**

There are two different pens available: glitter colour pens in a set of 4 with a stroke width of 3 mm in pastel shades or in a set of 5 pens in trendy basic colours. Also available are glitter pens with a soft, flexible brush nib in a set of 4 or a set of 10 with a stroke width of 1-6 mm. These new products are perfect for lettering, colouring and for all spontaneous ideas on light-coloured paper.. There's no need to pump the pens to activate them – simply remove the cap and start adding sparkling effects. The highlight of the range is a transparent glitter pen featuring a brush nib that adds glitter to any lettering or sections already coloured in. The water-based ink in the glitter pens is quick-drying, low-odour and can be wiped off the skin.

### **Support for dealers**

edding is offering its dealers an extensive communications pack designed to inspire customers and boost sales. For presentations at the POS, edding is offering various modules for integration into its existing POS shop, as well as clip strips. With different-sized online banners, key visuals and content for retailers' own online stores, edding is actively supporting the trade. Tailored end-user activities in the press and online will accompany the launch. Further attention will be generated by new creative ideas on edding's website and in its newsletter, which has more than 80,000 subscribers throughout Europe.

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## *PRESS RELEASE*

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### **Things are getting festive – edding Christmas campaign 2023**

(Ahrensburg, October 2023). **Christmas is the time for festive decorations, creative crafting and individually designed gifts. For novice crafters and experienced DIY fans alike, edding offers a wide choice of products for creative ideas at Christmas time. Alongside the popular gloss paint markers, the range also includes acrylic markers, chalk markers and metallic brush pens. To give dealers the best possible sales support, the campaign will be backed up by across-the-board communication, including on social media, the edding website and at the point of sale.**



No matter whether you're designing Christmas cards, Christmas tree baubles, wooden gift tags or window panes, edding has exactly the right creative

products for any application. Trade partners and end users alike can always rely on the high quality of our products and will be wowed by the edding creative range. And because they are so easy to use, even beginners can conjure up impressive results.

### **Gloss paint markers for all smooth materials**

Gloss paint markers give a permanent shiny finish to smooth surfaces such as Christmas baubles made from glass or plastic, metal candle holders, cards and much more besides. Thanks to the highly opaque ink, even dark-coloured materials can be decorated in the most beautiful shades. In total, there are four stroke widths to choose from in 22 colours, including gold, silver, classic primary colours and soft pastel shades. Attractive sets round off the product range.

### **Acrylic markers for all rough surfaces**

Christmas cards and gift wrap can be transformed into mini works of art in a matter of moments using edding acrylic markers. Available in 26 opaque colours and a host of different stroke widths, they can be used for colouring in large areas and for adding finer details. Decorative items made of wood, terracotta or stone can also be given a highly festive look thanks to the versatile markers. Striking, three-dimensional effects can also be achieved using the 3D double liner.

### **Brush pens for dark and light-coloured paper**

When it comes to creating designs on dark or light-coloured card, the edding 1340 metallic brush pen is the perfect choice. The soft, flexible brush tip is ideal for hand lettering and all manner of highly effective designs. Six opaque, vibrant metallic colours are available.

### **Chalk markers for festive windows**

Decorating windows at Christmas is a tradition that originated from the Netherlands but is now becoming increasingly popular here, too. edding chalk

markers are the perfect pens for adding decorative festive motifs to windowpanes and other glass surfaces. What's really neat is that the motifs are easy to wipe off with a damp cloth. With three different stroke widths and 20 colours available, crafters can really let their creativity run wild.

### **360° sales support**

Attractive displays and shop-window decorations serve to create a festive in-store atmosphere, transporting customers into a tangible world of feelings and emotions. Depending on the channel, edding is offering a range of counter displays in the most popular Christmas colours - including mixed displays featuring the complete creative range visible at a glance. Extensive online and social media activities, together with new ideas on the edding website, will generate demand among end users. An attractive competition and an Advent calendar - complete with creative surprises - will also ensure increased attention.

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## *PRESS RELEASE*

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### **EcoLine series gets a facelift**

*(Ahrensburg, October 2023)* edding's EcoLine range - introduced in 2009 - is being revamped, with both the packaging and the markers set to benefit from a new look. The aim of the relaunch is to give the product range a crisper, modern image that's even more in keeping with the edding brand whilst underlining edding's competence in sustainability. The new design will be rolled out from October 2023.



edding's market research has revealed the potential to improve differentiation between the various product types in the EcoLine range. As a result, the markers will now be getting a crisp, new barrel design, with each product type being allocated a different base colour to help it stand out. The previous uniform beige look will be swapped for a visual "paper-like" effect to emphasise the product's environmental credentials whilst also making it clear that the labels continue to be made from paper. From now on, vignettes printed on the barrel will highlight the most important environmental properties in an instant. The packaging is also

being updated and will benefit from a completely new, modern design which clearly communicates its contents and potential uses. Around 80 per cent of the packaging is from recycled cardboard. For the sake of the environment, old packaging and labels will be used up before the new packaging is introduced. The new-look EcoLine whiteboard and flipchart markers will be rolled out in October, with permanent markers set to follow from the end of the year.

### **edding EcoLine at a glance**

The climate-neutral edding EcoLine range includes permanent, whiteboard and flipchart markers, all of which are made from 83 per cent post-consumer recycled material (90 per cent recycled material overall). The use of post-consumer materials represents an annual saving of around 126 tonnes of carbon emissions. The edding 24 highlighters in the EcoLine range are largely made from renewable resources and, in 2020, became the first ever markers to be awarded the “Blue Angel” ecolabel. Packaging for the highlighters has already been switched to the new design.

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## **PRESS RELEASE**

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### **The edding Group commits to sustainable profit-for strategy and expands its far-reaching social impact partnership with share**

- Strategic transformation at edding by 2026 will see the family company move from a profit-orientated company (for-profit) to a purpose-orientated company (profit-for) with environmental and social sustainability at its core
- Over the next three years, edding expects to reduce its CO<sub>2</sub> emissions by at least 3,000 tonnes, partly through production changes and new packaging solutions
- edding's social impact partnership with share will be extended, with edding assuming sole responsibility for sales of the B-Corp company's\* entire stationery product range from 2024
- edding is expected to provide 5 million school lessons for children over the next three years through the distribution of share stationery products

**Ahrensburg, Germany, 10/10/2023**

The edding Group has ambitious plans ahead: By 2026, the medium-sized company will undergo a strategic transformation from a profit-orientated company (for-profit) to a purpose-orientated company (profit-for) with environmental and social sustainability at its core. For several years now, the preamble to edding's articles of association has stated that the company seeks to promote the sustainable development of society. Right from the very beginning, the company's vision has been to create and preserve a world worth living in for future generations. Now, edding is going one step further by realigning its corporate strategy.



“We want to reimagine our business activities. To ensure that this transformation is successful, we need to put sustainability at the heart of all our company’s key processes,” explains Per Ledermann, CEO of the edding Group. “A stable economic foundation is no longer a company objective per se; instead, we see it as the starting point that allows us to help preserve a future worth living. By ‘profit-for’, we mean that profit is not a goal in itself, but rather a means to an end that allows us to fulfil our social responsibility.”

edding’s aim is to give more back to the environment and society in the long term than it takes in the form of the resources required for its day-to-day operations and development. To this end, the company has set itself a series of environmental, social, economic and internal sustainability goals. Over the next two years, changes and new packaging solutions among other things are expected to reduce edding’s CO<sub>2</sub> emissions by at least 3,000 tonnes. The family business is already working on changing the material used for the casings of its most popular pen, the edding 3000, from primary aluminium to post-consumer recycled (PCR) aluminium. Working in partnership with the packaging company LINHARDT, edding has made significant technical advances on this journey in recent months and it now plans to make the production switch to PCR aluminium from the beginning of 2024. In parallel, other plastic shafts of edding products from the Bautzen plant will also be converted to 100% recycled polypropylene in 2024.

### **2024 onwards: strengthening edding’s social impact partnership with share**

Another significant development is the social impact partnership launched by edding in 2021 with the B-Corp company share. This partnership will now be further extended as part of the company’s profit-for strategy. From 2024, edding will assume sole responsibility for sales of share’s entire stationery product range, which currently consists of 29 products. The common mission with share will remain unchanged, with

sales from every product sold – including the share x edding EcoLine permanent markers and highlighters – being used to support social projects around the world.

“We want to contribute to a more caring world and to make it as easy as possible for people to do something good in their everyday lives. Every stationery product sold will provide an hour’s teaching for children in Uganda”, confirms Ben Unterkofler, share’s founder. “Everyday purchases are a powerful way of integrating donations into people’s daily lives across the board. We are therefore delighted that a strong brand like edding is supporting this social mission and thereby creating vital access to education for many children.”

edding is expected to provide 5 million school lessons for children over the next three years through the distribution of share stationery products. This partnership will strengthen the ongoing collaboration between the two companies, both of which are founded on the same shared values.

“Our long-term partnership with share is an important step for us in our mission to take on greater social and civic responsibility. We are proud that sustainable practices have always been firmly anchored in edding’s corporate culture. Nevertheless, we recognise the challenges that we currently face on the way to becoming a purpose-orientated (profit-for) company. We know that we still have a long way to go but we are confident that we are ready for this journey,” adds Per Ledermann, CEO of the edding Group.

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\*B-Corp companies are certified companies that want to become more sustainable and are committed to regularly measuring and continually improving their social and environmental impact.

## **About the edding Group**

Founded in Hamburg in 1960, the family-owned company earned consolidated sales of EUR 159.2 million in 2022, with an average staff count of 735. The company has more than six decades of expertise in the design, manufacture and distribution of reliable, high-end branded products. Its core values include social and environmental responsibility. Top priority is given to conducting business in a fair and sustainable manner. But not only that - wherever edding operates as a business, it seeks to encourage individuals to express and visualise their personality, their thoughts, ideas and feelings.

Through its edding, Legamaster and Playroom brands, the company offers premium products and solutions for private and professional requirements. The edding range includes markers and writing implements for the home, the office and for industry, along with products to help unleash creativity and tattoo inks. Innovative digital applications round off the range. Legamaster develops and sells products for visual communication, such as flipcharts and whiteboards as well as electronic solutions such as interactive e-Screens. The Playroom brand, part of the edding Group since 2021, offers innovative concepts and services to promote a culture of innovation within companies and organisations.

## **About share**

share's mission is to generate direct social benefit - through everyday shopping. With currently more than 100 products, share offers a social alternative for everyday consumption decisions, because every product is at the same time a help for people in need. The aim of share is to offer people the opportunity to do good without any extra effort when shopping. With every share product purchased, a comparable aid effort is made possible. A QR code on the packaging provides transparency and reveals where the aid goes. The fact that the concept works is illustrated by the more

than 146 million aid items financed, including 40 million meals, 68 million days of access to clean drinking water and 33 million hygiene products and services.

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