



STAEDTLER®

Head of ideas.



Sustainability at STAEDTLER

Protecting the environment and people is a long-standing tradition at STAEDTLER. Whether at a global level or here in Australia, producing products and packaging that leave minimal impact on the environment is at the heart of what we do.



For more information
visit our website



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Sustainability at STAEDTLER

Our aim is to handle the resources of our earth with care and foresight. This is why efficiency plays a major role in our philosophy for sustainable action, for example in the production or logistics of our products. Our focus is on our manufacturing processes, the materials used, such as plastic and wood, as well as the procurement and transport of raw materials.

Here are just some of our initiatives and goals that we undertake to **reduce, reuse and recycle**.

Quality that lasts

Sustainability begins with quality products that last, and this is the objective we use to drive our entire production chain: from extracting the right raw materials (break-resistant leads), to product development innovations and using energy-efficient packaging (space efficient, reusable).

Innovative features such as **Dry Safe Ink** (leaving the cap off for days without drying out) or having **refillable markers** ensures the long life of our products. Our **STAEDTLER boxes** are designed to be used again and again ... all they need is some favourite STAEDTLER products to fill them up!



Production and process innovations

Upcycled wood

We have developed a production process that makes use of the smallest wood by-products from the wood industry, to produce upcycled high quality pencils. These new Upcycled Wood products have been recently awarded the TÜV Rheinland Green Product certification.



100% Green Energy

All four German production sites have been manufacturing using 100% green electricity since 2021.

STAEDTLER has committed to using renewable energy by 2030.

Made in Germany

Almost two thirds of our STAEDTLER products are manufactured in Germany giving added peace of mind for high efficiency and quality standards.

Products made from recycled materials

By 2025, we're aiming to have a number of pen and marker products in our range with the barrels made from 97% recycled materials. This includes Lumocolor markers and Textsurfer highlighters, amongst others, and this changeover has begun in 2022.



Only using wood from sustainable sources

Wood is the very heart of all our pencils and is therefore essential for STAEDTLER. We only use wood from sustainable forestry for the production of all wood-cased pencils. All the wood used is either PEFC or FSC™ certified.

The STAEDTLER plantation

Trees for future STAEDTLER pencils will grow in our own FSC certified plantation (FSC C172764) in Ecuador, South America, on an area of around 1,200 hectares.



Look out for the clear sustainability messaging on our packaging

Sustainable Packaging

STAEDTLER is a member of the Australian Packaging Covenant Organisation and is committed to achieving **Australia's 2025 National Packaging Targets**.

100 % reusable, recyclable or compostable packaging

70% of plastic packaging being recycled or composted

50% of average recycled content included in packaging

Phase out of problematic and unnecessary single-use plastic packaging

Our progress

High proportion of products in reusable packaging

The STAEDTLER box, metal tins and cups can all be used again and again, and make up 35% of our total sales value.



High proportion of products in recyclable packaging

Over 60% of total sales value is in recyclable packaging, with over 65% of this made from cardboard.

Over 70% of our plastic packaging is recyclable.



High proportion of packaging made from recycled material

Almost 90% of our cardboard packaging is made with minimum **80% recycled material**.

Our soft plastic wallets and boxes are made with minimum **75% recycled PET** and our STAEDTLER boxes are in the pipeline for recycled PET by 2025.



Replacing blistercard packaging

By 2025, we're aiming to replace **all blistercard packaging with a fully recyclable cardboard** packaging solution which will be made from at least 80% recycled materials. This changeover has begun in 2022 and has resulted in over 3.5 tonnes of plastic waste being diverted from landfill.



Our products

Below is an overview of our key products categories and their sustainability credentials.

Graphite Pencils

Our graphite pencils are made from sustainably managed wood and are available in reusable and recyclable packaging options.



Coloured pencils

Our coloured pencils are made from sustainably managed wood and are available in reusable and recyclable packaging options. Our Noris colour range is made from Upcycled Wood and have been awarded the TÜV Rheinland Green Product certification.



Whiteboard markers

Our whiteboard markers can be refilled (select colours and styles only) and features dry safe ink (select styles). Both features increase the life of your marker. They are available in reusable and recyclable packaging options.



Permanent markers

As per whiteboard markers sustainability credentials plus the housing of the 31 series are made from 97% recycled plastic.



Highlighters

Our Textsurfer highlighters can be refilled (select colours and styles only). They are available in recyclable cardboard and plastic packaging options with the plastic wallets made with up to 75% recycled PET.



Writing Instruments

Our triplus fineliners feature dry safe ink to help increase the life of your pen. Our writing instruments are available in reusable and recyclable packaging options.



FIMOair modelling clay

FIMOair is made from minimum 80% natural materials. The product has also been dermatologically and toxicologically tested.



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