

2025-26



STAEDTLER®

Head of ideas.



Sustainability at STAEDTLER

Where quality meets
environmental responsibility



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Sustainability at STAEDTLER

At STAEDTLER, we aim to manage Earth's resources with care and foresight. Efficiency is central to our sustainability approach – across production, logistics, and material sourcing. We focus on improving manufacturing processes, using sustainable materials like recycled plastic and wood, and optimising transport and procurement.

Here are just some of the initiatives and goals we're pursuing 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've developed a process that transforms small wood by-products from the timber industry into high-quality upcycled pencils – like our well-known Noris coloured pencils and the new Norix range. The Noris colour products have earned TÜV Rheinland's Green Product certification, recognising their sustainable credentials.



100% Green energy

We have been using green electricity or green power at our German production sites since 2021, and since 2023 in our Peruvian production site. 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

In 2022, we launched a major initiative to transition a number of our pen and marker ranges to have their housings made from 97% recycled plastic. Three years on, we're proud to see key products – like Lumocolor markers, Noris writing pens, triplus fineliners and Textsurfer highlighters – already being made from recycled materials.



Only using wood from sustainable sources

Wood is at the core of our pencils, which is why we only use timber from sustainably managed forests. All wood used in our wood-cased pencils is certified by either PEFC or FSC™, ensuring responsible sourcing and environmental care.

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.



Current key figures

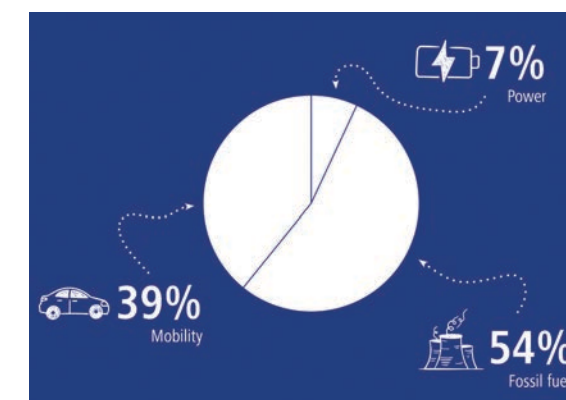
At STAEDTLER, we're committed to using fewer resources and making smarter choices. We've reduced carbon emissions and water usage, and increased the use of recycled plastics – key steps in our ongoing sustainability journey.

A phenomenal 50 percent reduction in CO₂ emissions

Reducing emissions is key to fighting climate change and protecting the planet for future generations. That's why we're proud to have cut our CO₂ emissions from 6,643 to 3,329 tonnes in 2024 – a reduction of 3,314 tonnes compared to 2021.



Our CO₂ emissions come from various areas of our business activities. In 2024, CO₂ emissions were distributed as follows:



Using green electricity at our production sites is paying off. Compared to 2021, we have reduced our CO₂ emissions from electricity by 92%.

Plastic packaging reduction

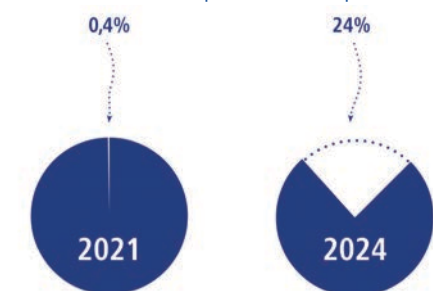
Since 2022, we've removed over 18 tonnes of plastic from our blister card and class pack packaging by transitioning to fully recyclable cardboard alternatives.



Percentage of recycled plastic used in products

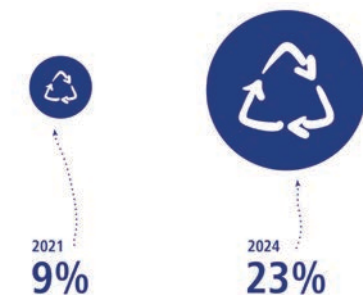
Since 2021, we have substantially increased the proportion of recycled plastic in our products. Recycled materials now account for nearly a quarter of our total plastic use.

With our Lumocolor markers, triplus fineliners, and now Textsurfer highlighters made from 97% recycled plastic, we're prioritising the shift to recycled materials for pen and marker casings – barrels, caps, and end caps.



Percentage of recycled plastic used in packaging

In 2024, we were able to significantly increase the amount of recycled plastic in our packaging compared to 2021 – more than double within just 4 years! Currently, this figure only includes STAEDTLER packaging that is filled in Germany.



Reduction of water consumption in production

We were able to reduce our global water consumption by 31% between 2021 and 2024.



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

Made from sustainable wood, our coloured pencils come in reusable and recyclable packaging. Both the Noris colour and Norix ranges are made from upcycled wood, with Noris colour certified as a TÜV Rheinland Green Product.



Whiteboard markers

Our whiteboard markers are now made from 97% recycled plastic. Select styles and colours are refillable and feature dry-safe ink. They're also available in reusable and recyclable packaging options.



Permanent markers

With the same sustainability credentials as our whiteboard markers, our permanent marker range is now transitioning to housings made from 97% recycled plastic.



Highlighters

Our Textsurfer highlighters are transitioning to housings made from 97% recycled plastic. Select styles and colours are refillable, and packaging options include recyclable cardboard and plastic wallets made with up to 75% recycled PET.



Writing instruments

Made from 97% recycled plastic, our triplus fineliners and Noris writing pens feature dry-safe ink that won't dry out when left uncapped. They're also available in reusable, recyclable packaging.



FIMOair modelling clay

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



For more info, visit our website: www.staedtler.com/au/sustainability