



Head of ideas.

PRESS RELEASE

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STAEDTLER: A passion for creativity

Since the invention of the coloured pencil, STAEDTLER has enabled people to express themselves creatively and turn ideas into reality. What began in 1835 with the founding of the company in Nuremberg continues its success story all over the world. The company is convinced that STAEDTLER products belong in every hand: even in a digitalised future, STAEDTLER stationery and creative products are reliable companions for anyone who wants to shape the world.

Inventiveness, ingenuity and passion are the ingredients for the development at the beginning of the story: the wood-cased coloured pencil as we still know it today. Its inventor Johann Sebastian Staedtler laid the foundations for what the STAEDTLER Group stands for today when he founded his pencil factory "J.S. Staedtler" in 1835: High-quality stationery with Franconian roots and a global focus - created to bring creativity to life worldwide.

Traditional craftsmanship and passion

His pencils were to go around the world: In line with Johann Sebastian Staedtler's vision, his products caused a sensation at the New York World's Exhibition in 1853. Within a few years, they found enthusiastic fans all over the world. Even then, the passion for stationery was a family tradition at Staedtler. Friedrich Staedtler, an ancestor of Johann Sebastian Staedtler, is considered to be the first documented German pencil maker. His name first appeared in the books of the city of Nuremberg in 1662. His wealth of ideas continues in the STAEDTLER group to this day.

"Go Beyond": Thinking beyond the familiar

In an increasingly digitalized world, analogue writing, painting and creative design are experiencing a new appreciation as an expression of creativity, individuality and deceleration. STAEDTLER brings together the best of both worlds: high-quality creative tools for every project complemented by digital platforms with tutorials, workshops and practical creative tips. As a source of ideas, STAEDTLER inspires people of all ages all over the world to express themselves imaginatively. As a manufacturer of writing and creative products, STAEDTLER offers the right product for every hand and every idea. In line with this self-image, the vision for the future is clear: as part of the "Go Beyond" growth strategy, the STAEDTLER Group is tapping into new markets and business areas. The focus here is on strengthening product brands such as Noris, Lumocolor, Mars and FIMO, as well as the Peruvian subsidiary Artesco.

From the idea to the pen

STAEDTLER is characterized by the desire to constantly rethink stationery. After all, the invention of the coloured pencil in 1834 was not the end of the story - numerous innovations have followed over the years, and coloured pencils and graphite pencils have been further developed and improved. In 2009 and 2015, for example, STAEDTLER launched co-extruded graphite and coloured pencils on the market, which are not made from wooden slates but from wood chips that are a waste product of sawing and planing processes in the woodworking industry: Pencils Made from Upcycled Wood. In the new NORIX graphite and coloured pencils released in 2025, this development is reflected in a new ergonomic shape and a youthful design. The Made from Upcycled Wood pencils are not only an example of ingenuity, but also an expression of STAEDTLER's environmental awareness.



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Responsibility beyond the boundaries of the company

Sustainability is central to STAEDTLER. All production sites use 100 percent green electricity, and three German plants generate their own electricity using photovoltaic systems. STAEDTLER focuses on durable products made from sustainable materials: the wood-cased pencils are made exclusively from PEFC-(PEFC/04-31-1227) or FSC™ (FSC™ C007132)certified wood, and plastic parts are increasingly being replaced by recycled materials. As a member of Sedex and the UN Global Compact, STAEDTLER is committed to fair working conditions, ethical business practices and the protection of human rights worldwide - for a sustainable future beyond the company's borders.

About STAEDTLER

STAEDTLER is one of the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products and is one of Germany's oldest industrial companies. With its products, the company inspires the creativity of its customers throughout their lives: from the first crayon in early childhood to products for creative design, STAEDTLER offers a wide range of products for all age groups and requirements, rethinking the tried and tested against the backdrop of digitalization. The company is headquartered in Nuremberg, currently employs around 2,000 people worldwide and is represented by subsidiaries in 25 countries. www.staedtler.com

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