



Head of ideas.

PRESS RELEASE

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The right pen for every age: STAEDTLER expands its range for children and teenager

STAEDTLER continues to set standards in educational support and is launching new age-by-age products on the market in 2025. Specially developed for young people between the ages of 2 and 16, these products promise unlimited colouring and crafting fun while promoting creative development.

Playful learning made easy

Children's needs and abilities vary greatly depending on their age. They discover the world in their own way and develop their creativity individually. Through colouring and handicrafts, children develop their visual imagination and learn to give shape to their ideas. STAEDTLER has set itself the task of developing products that not only encourage creative thinking, but are also fun for children and teenager. STAEDTLER's innovative Age-by-Age concept offers the right colouring and writing instruments for every age, specially tailored to the child's needs and stage of development: for toddlers from two, pre-school children from four, school children from six and from ten.

Promoting creative development right from the start

Movement and fine motor skills are still developing in small children. The Noris junior product range with the friendly frog as the key visual on all packaging supports children from the age of two in their first creative steps. The entire range is based on the motto "PLAY - EASY - ECO - SAFE" and includes high-quality, dermatologically tested, environmentally friendly products that are harmless to health for colouring, drawing and crafting. These include coloured pencils and pencils, wax crayons, finger paints, sharpeners, scissors, brushes, play dough and much more, all perfectly adapted to small children's hands.

New in the range: Noris junior 3in1 DUO children's colouring pencil

In addition to the previous sixteen standard colours and the four neon crayons, STAEDTLER presents six new Noris junior 3in1 DUO pencils. The duo coloured pencil is suitable for tone-on-tone combinations as well as for two-colour creative ideas for the little ones. The radiant DUO effects are created simply by turning the pencil and thus offer colourful colouring adventures. Like all Noris junior coloured pencils, the DUO coloured pencil is also a wax crayon and watercolour pencil all in one. The thick lead has a high breaking strength. Thanks to the soft lead, even the youngest children can get great and colourful colours on paper or other dark and even smooth surfaces, such as cardboard or glass, with little effort.

Children on a journey of discovery: The Noris jumbo 4+ range

Noris jumbo follows the guiding principle "EXPLORE - EASY - ECO - SAFE" in line with the spirit of discovery of pre-school children. Children of kindergarten age are particularly curious and love to find and learn new things. The Noris jumbo products tie in seamlessly with the Noris junior range and are tailored to children from the age of four and their needs. They are characterised by their particularly simple and self-explanatory handling. The triangular shape of the pencils and crayons helps children to learn the three-point finger-grip.



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The intelligent way to learning success with Noris

With Noris, one of the most iconic and traditional school brands, young fans will find reliable and sustainable companions throughout their school years. The Noris 6+ range offers everything children need for a successful start to school. STAEDTLER emphasises the principles of "LEARN - EASY - ECO - SMART", which promise a pleasant learning experience, easy handling and environmentally friendly products.

New in the range: Additional colours of the Noris writing pen

STAEDTLER is further expanding the Noris writing pens range in 2025 and is launching five new colours (bright yellow, magenta, delft blue, pale green and warm sepia) as well as many new sets of different sizes. The special fineliner makes the transition from pencil to ink writing child's play. Thanks to its pressure-resistant tip, it is the ideal first fineliner for school and the ink washes out easily from most textiles. The housing is made from 97 per cent recycled plastic. The Noris writing pen is now available in a total of ten colours. New sharpeners, scissors, glue sticks and brushes round off the comprehensive 6+ product range.

Innovative ergonomics: NORIX - just my style

NORIX is the new 10+ range from STAEDTLER and a must-have for children and teenager who want to find their own expression. It is characterised by its stylish design, ease of use and environmentally friendly and intelligent product solutions, true to the product promise "CREATE - EASY - ECO - SMART". The focus of the new NORIX range is on a unique, ergonomic pen shape that has been specially developed for frequent writers: The asymmetrical shape - semi-circular and flattened on one side - ensures relaxed writing and colouring. The stylish black wood and the surface with metallic effect as well as the bold, vibrant colours make the NORIX coloured pencils and pencils an eye-catcher at school. Cool scissors, erasers and sharpeners complement the new trendy pencils.

Find out more about STAEDTLER's extensive range of school products and the latest developments in our newsroom: www.staedtler.com



Caption:

Double the colouring fun for the little ones: the two-colour Noris junior DUO coloured pencils create even more colourful works of art.

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About STAEDTLER

STAEDTLER ranks among 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, STAEDTLER inspires the creativity of its customers throughout their life: from their first attempts at colouring in early childhood to products for creative work. The writing and creative goods manufacturer offers a wide range of high-quality products for all ages and demands, constantly developing new approaches to connect analogue tradition and digital innovation. STAEDTLER headquarters are located in Nuremberg. It currently employs almost 2000 people worldwide and is represented by affiliates in 25 countries. www.staedtler.com

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