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PRESS RELEASE

January 2025

STAEDTLER Group: The Executive Board of Directors presents the “Go Beyond” growth strategy

Nuremberg, January 2025 – The STAEDTLER Group has set the next milestone in its corporate development and is opening a new, ambitious chapter in the company’s history. Under the motto “Go Beyond”, the STAEDTLER Board of Directors members Matthias Greiner (CEO/CFO), Dr Konstantin Czeschka (COO) and Hannes Marohn (CSMO) present the strategic direction for the years ahead.

The Board of Directors of the STAEDTLER Group was completed in July 2024. With Hannes Marohn as the new Chief Sales and Marketing Officer (CSMO), the strategic course for marketing and sales has been set. With his wide-ranging expertise and many years of experience in international business, Hannes Marohn will help take STAEDTLER to the next level and further expand its position on the international market. Most recently, Hannes Marohn was the Global Head of Puzzles and International Licensing at the Ravensburger Group.

The STAEDTLER Group will continue to develop at a strategic and organisational level in order to meet the challenges of a changing market and ever increasing destructive competition. The central objective of the “Go Beyond” growth strategy is to transform the STAEDTLER Group from a traditional stationery manufacturer into a global, brand-oriented consumer goods company. The focus will be on innovation and diversification. The company plans to almost double its turnover by 2035, tap into new markets and business areas, and further expand its digital products.

The establishment and expansion of global brand platforms are the core aspects of the growth strategy. The focus is on the Group’s strongest product brands globally in the three areas of stationery, crafts, and creativity. STAEDTLER wants to establish itself as a brand, marketing and content powerhouse. This involves targeted investments in brand communication and increased consumer centricity.

In addition to optimising existing sales channels, a strong focus will be placed on expansion in three key regions: South America, North America, and Europe. A global growth fund is



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intended to enable targeted investments in growth projects and actions. Strategic acquisitions and partnerships are also part of the growth strategy. New business development and digitalization will also play an important role in the new marketing and sales strategy.

"The 'Go Beyond' strategy challenges us to be bold and innovative in order to remain successful in the long term in a difficult market environment. Our mission of empowering generations to express themselves is our driving force," says Chairman of the Board of Directors Matthias Greiner. "With 'Go Beyond', the STAEDTLER Group is looking to a future characterised by growth, innovation and sustainable success."

The worldwide expansion of "Go Beyond" will be personally supported by the three members of the Board of Directors and rolled out internationally with the respective management teams in the coming weeks.

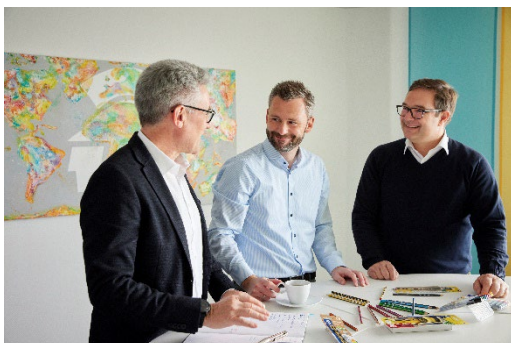


Caption:

The Board of Directors of the STAEDTLER Group has been complete since July 2024 (from left to right): Dr Konstantin Czeschka, Matthias Greiner, Hannes Marohn

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Caption:

"The 'Go Beyond' strategy challenges us to be bold and innovative in order to remain successful in the long term in a difficult market environment." (quote from Matthias Greiner)

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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 26 countries. www.staedtler.com

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