

PRESS RELEASE

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STAEDTLER CONCRETE – NEW COLOURS FOR THE INNOVATIVE PEN MADE FROM CONCRETE

Since the end of 2019, STAEDTLER's Concrete Ballpoint pen is also available in brick red and charcoal black. Its material makes it special. In a unique manufacturing process, the shaft is cast by hand at STAEDTLER's Nuremberg site. This patented process makes STAEDTLER Concrete a truly unique piece.

Two new colour variants



Charcoal black - 441CONB9-9

STAEDTLER Concrete is already an absolute eye-catcher with its individually designed concrete shaft. Now the modern, high-quality writing instrument is also available in two new colours: charcoal black and brick red. These colour variants are created by adding special colour pigments. But STAEDTLER Concrete does not only look stylish - due to its form it also ensures a good grip. The barrel has six asymmetrically arranged edges. In this way, a hexagon is created, allowing everybody to find an optimal grip. STAEDTLER Concrete is the perfect combination of design and comfort. The new colours are

available to retailers in two displays already since the fourth quarter of 2019 – individual colours will follow in the first quarter of 2020.



Brick red - 441CONB2-9

Unique manufacturing process

STAEDTLER Concrete is the product of years of searching for the perfect concrete mix. In collaboration with the Civil Engineering Faculty at the Nuremberg Institute of Technology, STAEDTLER has developed the formula for the high-performance concrete as well as an innovative production process. In the patented manufacturing process each barrel is given an individual design and thus becomes a unique piece. The other elements of the ballpoint pen are made from high-quality matt chrome metal: the tip, the push button and the clip. A particular design feature can be found on the concrete disc embedded in the push button: the world-famous Mars head, the logo of the Nuremberg manufacturer of writing and creative products STAEDTLER.



The three variants of the pen are positioned attractively in the counter display

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About STAEDTLER

STAEDTLER is one of Germany's oldest industrial companies. The group ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and creative products. 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 employs 3,000 people in 26 countries worldwide – of which 1,200 work in STAEDTLER'S domestic market. For production the company stays true to its roots and counts on quality "Made in Germany": nearly two-thirds of all STAEDTLER products are manufactured in Germany. www.staedtler.com