

## PRESS RELEASE

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### THE CREATIVE JOURNEY CONTINUES WITH THE CREATIVE RANGE DESIGN JOURNEY BY STAEDTLER



Design Journey combines STAEDTLER products for hobby artists in one range. The consistent logo and packaging design with imagery inspired by North American national parks ensure a special recall value with retailers and customers.

With the range Design Journey, STAEDTLER offers ideal companions for individual creative paths: in addition to high-quality artist's pencils and highly pigmented coloured pencils, the focus is on fine chalks, luminous acrylics and double-ended watercolour brush pens. Since October 2019, mixed creative sets round off the range. The products motivate creative beginners and encourage more advanced hobby artists to try new ideas. Design Journey offers orientation and an overview over STAEDTLER's wide range of creative tools that enable all customers to embark on their very own Design Journey.



### **High recall value through logo and packaging design**

Design Journey products can be recognized by their packaging. The logo is based on the design of national park signs from the U.S. and points to the range's core message: "Discover & Create." A brush and pen are crossed behind the sign. Next to the logo, each packaging is decorated with a motif inspired by the North American wilderness: a mountain landscape by night or images from North American wildlife. The packaging motifs and the accompanying step-by-step instructions serve as both models and inspiration for customers.

### **The pristine wilderness of North American national parks as a source of inspiration**

With its luminous landscapes, its versatile flora and fauna and its pristine wilderness, North America offers a rich source of inspiration. The magnificent forests become a kaleidoscope of different shades of green and brown, peculiarly shaped massifs turn into geometrical abstractions. If one absorbs this inspiration and puts it on paper one realizes how one's inner horizon is also constantly expanding and how one can release one's creativity.

The Design Journey range has been available in stores since January 2019. Interested consumers will find inspiration and creative signposts for their artistic expeditions in the magazine "Wild at heART." In a magazine with the same title, retailers can learn about new products of the Design Journey range and their applications.

### **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](http://www.staedtler.com)