

## PRESS RELEASE

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### CREATIVE RANGE DESIGN JOURNEY IMPRESSES WITH PRODUCT DIVERSITY

STAEDTLER presents new products from the Design Journey range: Mixed creative sets, among other things, round off the Design Journey range. The large product range offers beginners and advanced hobby artists the perfect selection for creative expeditions.



#### **Sketching Set (61 100): Ideal for detailed drawing**

With the new sketching set, inspirations from the versatile flora and fauna of North America can be put directly down on paper. The set is ideal for detailed drawings as well as for first artistic works. It contains everything you need for drawing: high-quality Mars Lumograph pencils in a slim and a jumbo version as well as in different degrees of hardness. In this way, the artwork's baselines can be gently sketched and contoured, with increased pressure on the pencil, shading can be highlighted. The pigment liner 308 is suitable for subsequently outlining the motive. An eraser and a double-hole sharpener are also included in the set.

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### **Watercolour Set (61 14610C): Ideal for watercolour drawings**

Colourful forests and spectacular sunsets can be created with the Watercolour Set. But the set is also the ideal companion for many other classic works of art painted in watercolours. The watercolour pencils create amazingly bright effects and a wide variety of brilliant colours in combination with water. The water brush 949 can be filled with water and guarantees a controlled flow of water when painting with watercolours. A sharpener and an eraser are also included in the set.

Two additional sets are part of the new series of creative sets:

### **Charcoal Set (61 100C): Ideal for drawings with coal**

The Charcoal Set contains a selection of Mars Lumograph charcoal and Mars Lumograph black. The set can be used to create any shade of black and grey.

### **Black&White Set (61 149C): Ideal for bright drawings on light and dark paper**

The Black&White set is suitable for bright drawings on light and dark paper. In addition to super soft coloured pencils, it also contains metallic markers for detailed decoration and for setting highlights with metallic accents.

The hangable cardboard box with a window for visibility allows STAEDTLER mixed sets to be optimally displayed in stores. The step-by-step instructions with detailed descriptions of the applications on the back of the packaging offer creative added value for customers. Due to the variety of themes and products, the sets also make an ideal gift for entry-level artists. The pencils and coloured pencils in all four sets are made of certified wood from sustainably managed forests.

### **Wood-cased coloured pencils for further creative expeditions**

In addition to the already wide choice of wood-cased coloured pencils within the Design Journey range, STAEDTLER presents two further highlights in 2020: the 146P pastel pencil in velvety colours and the tinted watercolour pencil 146 10T. The former is easy to smudge and guarantees smooth colour gradients thanks to its soft and powdery lead. The graphite-tinted watercolour pencil, in contrast, can be used dry to create subtle natural colours with a dark graphite character. Mixed with water, the colours become stronger but retain their subdued character. Both coloured pencils are made of wood from certified, sustainably managed forests. Both coloured pencils are available in 12 colours in cardboard and metal cases.

### **“Wild at heArt”**

Interested consumers will find inspiration and creative signposts for their artistic expeditions in the magazine “Wild at heArt”. Retailers can already find out about new products of the Design Journey range and their



applications in a magazine with the same title. For further information on both magazines, interested trade partners can contact their respective STAEDTLER sales representative.

#### **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)