



PRESS RELEASE

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STAEDTLER PASTEL LINE: COMPREHENSIVE RANGE IN SOFT PASTEL COLOURS

A true pastel paradise on your desk: whether powdery pink, mint green or delicate blue - pastel shades are in vogue! Inspired by the continuing pastel trend, STAEDTLER is presenting the new “Pastel Line” product range. The design is to appeal to youngsters and young adults.



Range consisting of lead and coloured pencils as well as fineliners, fibre-tip pens, Textsurfer, matching accessories and compasses.

The products of the “Pastel Line” by STAEDTLER will inspire you to paint and decorate with their delicate colours. The range includes products from various product areas. Among these are coloured pencils in 12 soft powdery shades which are available in a cardboard box (146 C12 PA). The pencils of the product range (118 BK6 PA and 119 BK2 PA) are designed in the style of the yellow-black classic, the Noris pencil, and thus increase the recognition value. In addition to the wood-cased pencils in ergonomic triangular form, the product range also includes mechanical pencils in six different pastel colours. These are available on blister cards (777 05BKPA) or in a cup (777 KP36PA). Fineliners and fibre-tip pens from the triplus range are within the “Pastel Line” available in the practical STAEDTLER box with six perfectly matched colours (323 SB6 PA and 334 SB6 PA). Textsurfer are available in four or six pastel shades in hangable wallets (364 CWP4PA and 364 CWP6PA). All pens of the “Pastel Line” are made in Germany.

Erasers (525 PSBKPA), sharpeners (512PS2BKPA) and compasses (556 00-PA1 and 556 00 PA2), which also impress with their delicate pastel-coloured look, round off the range.

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Further packaging solutions: Mixed sets

The mixed sets offer a well-thought-out combination of individual products. The two mixed sets for marking, writing and drawing, contain a selection of triplus products and Textsurfer (61 SBK1 PA) or additional colour pencils (61 SBK2 PA) next to pastel stickers for colouring or notepads. The mixed sets (61 SBK3 PA and 61 SBK4 PA) offer a combination of pencils, erasers and sharpeners.

The pastel trend at the point of sale

The designs of the packaging and displays meet the taste of the young target group and pick up on the ongoing pastel trend. The various pencils, sharpeners and erasers of the “Pastel Line” are already available. The compasses are available since November 2019. The products can be presented in attractive, pre-filled counter displays.



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