

PRESS RELEASE

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THE ERGONOMIC WRITING FAMILY – ERGONOMIC PENS FOR VARIOUS APPLICATIONS

The right pen for every occasion: for filigree sketches, marking, colouring and much more. In STAEDTLER's large triplus family everybody can find exactly the pen he or she needs. New sets provide inspiration and impress with a variety of themes for different target groups.



triplus multi sets 34: Perfect sets for Handwriting, Botanic journaling and Card designing

Creative messages and notes can be written and designed with the new triplus multi sets. The packaging of the new triplus multi sets speaks for itself: three attractive colours have been added to the popular STAEDTLER box. The packaging displays inspiring ideas and makes you want to be creative. The choice of colours and pens depends entirely on the application. Whether Handwriting, Botanic journaling or Card design, the triplus multi sets each offer the perfect combination of different products and colours from the large triplus family. All three sets are available since end of 2019.

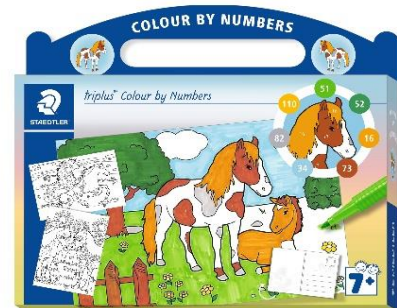
“Galaxy” and “Dino”: “my colours” sets launch new themes

The new “my colours” sets are available in a fineliner variety (line width approx. 0.3 mm) and also in the fibre-tip range triplus color (line width approx. 1.0 mm). Delivery started at the beginning of October 2019. With the themes "Galaxy" and "Dino" and the colour-coordinated pens, small and big artists can set out for new adventures.



Mixed sets for children from the age of seven: triplus Colour by Numbers

The principle is simple: Paint by numbers. In addition to the right colouring tools, the cardboard cases also offer three postcards each. These can be colored and then sent to friends and family. With the motifs "Horses" (34 CBN01), "Dino" (34 CBN02) and "Fashion" (34 CBN03), great colours inspire to start right away – at home or for traveling. Each set contains both triplus fineliners and triplus color fibre-tip pens. The mixed sets will be available from February 2020. The cardboard cases are available in practical external packaging with a display function.



Painting by numbers with the felt tip pens and fineliners of the triplus range



The STAEDTLER Box is now also available with 40 pens

STAEDTLER box with 40 pens

The popular STAEDTLER box is expanding. Since November 2019, the 40-piece STAEDTLER box is available with 20 assorted triplus fineliners and 20 assorted triplus color fibre-tip pens - making the Mix & Match even easier. For each triplus fineliner there is a matching colour of a triplus color. The large STAEDTLER box with 40 triplus fineliners or 40 triplus color fibre-tip pens is available since November 2019.

Pencil cases in pastel colours

20 triplus fineliners is available from the fourth quarter of 2019 in the successful pencil case in three trendy pastel colours: pastel pink, pastel green or pastel blue. The pencil cases are only available with in a counter display.

There is one thing that all triplus family members have in common: the ergonomic shape for relaxed, easy writing without getting tired. The triangular shape promotes a natural writing position. In addition, DRY SAFE technology guarantees high product reliability, as our fineliners, fibre-tip pens, broadliners and rollerballs can be left uncapped for days without drying up.



For more information about the STAEDTLER triplus range see:

<https://www.staedtler.com/intl/en/discover/triplus-ergonomic-and-versatile-pens-and-pencils/>



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