



Happy Birthday

120 years

In 2021, the Noris brand is celebrating its 120th birthday. It was officially registered with the Imperial Patent Office on **10 September 1901**.



Nuremberg and the castle often used to serve as motifs for Noris product packaging.

A lifelong companion

Noris has established itself over time as a companion in all phases of life: STAEDTLER has the right tool at hand, whether for school children, experienced writers, draughtsmen or artists.

Noris

The brand shares its name with its home city of Nuremberg: The Franconian city, in the Middle Ages called Norimberga or Norimberg, was nicknamed Noris in the 17th century.

Incidentally: Nuremberg and the castle used to decorate numerous product packaging and advertising materials from the Noris range.

School brand

Noris still has great significance today, especially as a school range, as this illustration of a previous product packaging shows. Already back in 1919, there were numerous Noris products for everyday school life, such as pencils, pocket pens or pastel crayons.



From an early age

The extra-thick Noris junior products with highly break resistant lead are specially made for small children's hands. This means that even the youngest ones are ideally equipped for their first writing and drawing exercises.



459.97 m



was the length of the Noris colour which made it into the Guinness Book of Records in 2015 as the longest coloured pencil in the world. This is thanks to the innovative WOPEX material developed by STAEDTLER: This allows pencils to be made in one mould.

Striped look

Some Noris products are decorated in yellow and black stripes. Others are a little more colourful: Noris colour, Noris eco and Noris junior wear the striped pattern in different colours. There are also unicolour and multicoloured products in the diverse Noris range.



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Iconic yellow and black stripes:

In 1955, the famous Noris 120 pencil received its striking look. The colour scheme is still found in many products from the Noris range to this day.

Noris 1100

The yellow and black pencil did not always look like we know it today: The Noris 1100 from 1934 was yellow/orange with dark brown stripes.


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passers-by painted a pencil with stripes in a 2017 STAEDTLER survey in England. Half of them in yellow and black.

Crowned with glory

The colourful caps with crowns at the shaft end of the classic Noris 120 are not just decorative jewellery: Since 1955, the different colours have shown the hardness of the pencil.

Digital expedition



It looks like a classic Noris 120 – but writes on electronic displays instead of on paper. Noris digital has been breaking new ground in digital worlds since 2017 as a stylus for selected tablets and the like. In 2020, the Noris digital jumbo was launched with a soft digital eraser at the end.

Giant pencil

On the occasion of the 7th International Cartoon-Salon in Barcelona in 1989, a giant Noris pencil was erected.



True heroes

Noris is known worldwide: In a Malaysian commercial film, Noris pencils became superheroes in 2015. In Malaysia, school assignments are multiple choice and completed with pencils.





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The Noris brand is characterised by its diversity. In addition to erasers, sharpeners, compasses and much more, the focus is still on the pencils. The Noris 120 yellow-and-black striped pencil in particular has become a true classic around the world. In former times it used to come in completely different colours. On the occasion of the 120th anniversary of the traditional brand, we can look back on the evolution of a very special pencil family.

In 1901

the history of the Noris brand and its pencils began with the registration of the trademark at the Imperial Patent Office on 10 September.

In 1934

the Noris pencil looked different. The Noris 1100 – a predecessor of today's classic – still wore a yellow/orange cladding with dark brown stripes.

In 1955

Noris 120 got the iconic yellow-and-black striped pattern that it is still famous for around the world today. Incidentally: That year, the coloured caps with crowns at the end of the pencil also became a symbol of the pencil's hardness.

In 2015

a colourful relative of the Noris 120 made history. At 459.97 metres, the Noris colour made it into the Guinness Book of Records as the longest coloured pencil in the world at that time. Produced in one mould, the innovative material WOPEX paved the way to a world record.

In 2017

the Noris digital was unveiled, which looked like the famous Noris 120 with its yellow-and-black stripes, but in fact broke new ground. As a stylus for selected tablets and the like, it brought Noris' analogue writing experience to digital worlds.

In 2021

the Noris brand will look back on 120 years of movement – and a family of pencils that is constantly reinventing itself. In the anniversary year, the next development is already in pipeline with the Noris junior which, thanks to its compact format, offers an especially safe writing experience even for the youngest amongst us.

