



PRESS RELEASE

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LURCH & STAEDTLER: a perfect trend duo

Back in style – whether you're going to the office, university or out and about - the stylish „Lipstick“ thermos flask and the design award-winning „triplus“ ballpoint pen in trendy lilac are the perfect way to set the tone. Together, LURCH and STAEDTLER have created this unique duo that demonstrates trend awareness. The „Lipstick“ thermos flask and the new „triplus“ ballpoint pen impress with their fashionable design, which, combined with the trendy colour lilac, gives the duo a real wow factor. Packaged in an attractive box, the limited edition set is perfect as a gift.

The two products complement each other not only in terms of colour, but also at the place of use. Whether out and about at work or at the auditorium, with a ballpoint pen and your favourite drink to hand, you are perfectly equipped in meetings, in work groups or even concentrated at your desk. The limited edition set is also suitable as a premium or promotional item and can be engraved on request.

The triplus ballpoint pen from STAEDTLER

Spring 2021 saw the launch of the new triplus Fine Writing series, including the new triplus ballpoint pens. The solid metal body of the new triplus writing instruments exudes value, while the triangular shape ensures an extremely comfortable writing experience. Clip, pusher and tip are made of metal in high-gloss silver and refine the product all around. The ballpoint pen is equipped with a push mechanism, a large-capacity refill G2 with blue ink and writes in line width M. As the winner of the Red Dot Design Award 2021 in the Product Design category, the STAEDTLER triplus ballpoint pen also impressed a 50-member international jury due to its design quality and degree of innovation.

The Lipstick thermos flask from Lurch

The compact insulated bottle is made of stainless steel and keeps absolutely tight. This means you can also fill carbonated drinks without worrying that something will spill in your handbag. With a capacity of 300ml and compact dimensions (height 18 cm, Ø 5.5 cm), it is perfect for hot and cold drinks to-go. The bottle is made of particularly light stainless steel and weighs only 145g. The modern double-wall insulation keeps the drink hot for up to 12 hours and cold for up to 24 hours. The large drinking opening (Ø 4.2 cm) with rounded edges ensures a pleasant drinking sensation.



Caption: Stylish and practical - the "Lipstick" thermos flask and the "triplus" ballpoint pen in hip lilac

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Caption: Always ready to hand - the "Lipstick" thermos flask and the "triplus" ballpoint pen are a must-have when you're on the go

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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 modelling 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

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