



PRESS RELEASE

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Universal pen Lumocolor from STAEDTLER is aimed at numerous target groups

Lumocolor is known as a flipchart and whiteboard marker for clearly displaying ideas and visions in the office. STAEDTLER is now expanding its range with new colours and set combinations. The Lumocolor family is further enriched by two new mixed sets of permanent markers - ideal for craftsmanship or in the home.

Variety of colours on whiteboard and flipchart

STAEDTLER is adding new colours to its range of flipchart and whiteboard markers. Ideas and plans can be noted with the Lumocolor whiteboard marker, which can be dry-wiped away without leaving trace. From March 2021 on it will be available in pink, light blue and light green with a line thickness of around two millimetres. From October 2020, the round tip of Lumocolor flipchart marker can be used to write in pink and turquoise on the flipchart, while the locked tip of Lumocolor flipchart marker enables shades and highlights in grey and yellow in different linewidths of two to five millimetres. This gives presentations in the office or at the university a visual upgrade. All flipchart markers dry in seconds, making them ideal for left-handed users. The new colours of the Lumocolor whiteboard and flipchart markers are also available as individual pens. Existing sets can be expanded as desired.

Every set is trendy

Lumocolor is available in new trend colours in different combinations. From March 2021, STAEDTLER will be offering its whiteboard markers in three new different sets, each containing at least one of the new colours. The entire colour range is shown in the mixed ten count box. The current flipchart markers will be available from October 2020 as a set of four or eight with different colours. With this versatile range of equipment, users are fully in trend, for example with graphic recording. Graphic recording is a visualization technique that can be ideally implemented on a flipchart or whiteboard. Protocols are illustrated and key messages can be highlighted in this way. This brings clarity to everyday office life and adds a splash of colour. Lumocolor's programme expansion not only allows you to creatively design meeting contributions, but also to easily implement a wide range of projects. Many of the new set combinations are available in the classic, upright STAEDTLER box.

Home and garden markers

STAEDTLER offers its customers mixed sets of Lumocolor permanent markers for craftsmanship. From January 2021, two new blister cards will combine four different waterproof pens with different linewidths. This means that the right pen is always at hand for every application in the household, workshop, garage or garden. STAEDTLER is thus expanding its range of application blister cards presented in autumn 2019.

You can find information about STAEDTLER products, the company and the latest news in the Newsroom:

<https://www.staedtler.com/intl/en/company/newsroom/>



Caption: Ideas and plans can be noted with the Lumocolor whiteboard marker 351. It will be available in pink, light blue and light green in March 2021 with a line thickness of around two millimetres.

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Caption: From October 2020, the round tip of Lumocolor flipchart marker 356 can be used to write in pink and turquoise on the flipchart, while the locked tip of Lumocolor flipchart marker 356 B enables shades and highlights in grey and yellow in different line-widths of two to five millimetres.

Image rights: STAEDTLER Mars GmbH & Co. KG



Caption: STAEDTLER offers its customers mixed sets of permanent markers for craftsmanship. From January 2021, two new blister cards will combine four different water-proof pens with different linewidths.

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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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