



PRESS RELEASE

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120 years of Noris: World famous stationery brand celebrates its birthday

The Noris brand will celebrate its 120th birthday on 10 September 2021. The success story of the brand, which is particularly well-known for school products, started with its registration at the Imperial Patent Office in Berlin over a century ago. Today Noris represents a diverse range of products from Nuremberg stationery and creative goods manufacturer STAEDTLER. The Noris 120 yellow and black striped pencil is a world-famous brand classic.

Yellow and black stripes, mostly with a bright red dipped end – that’s how the Noris pencil stands out in pencil cases all over the world. It is probably the brand’s most well-known representative and, in a lot of families, gave even great-grandparents valuable service in school, leisure time and work. To this day, the Noris 120 is still a loyal companion in the pencil cases of many school starters. The brand’s popular classic is a German export hit, sold in over 80 countries. The brand itself is present in 127 countries. In 2015, Noris even made it into the Guinness Book of Records: with a Noris colour coloured pencil which, at 459.97 metres, was the longest coloured pencil in the world at the time of the record. The record was made possible by the special production process used to manufacture the Noris colour from wood chips and in a single mold instead of using the classic wooden slats.

120 years of diversity

The success story starts in 1901. The brand was launched with its registration at the Imperial Patent Office in Berlin on 10 September. To this day, the brand is connected to its home city of Nuremberg by its name Noris. Today, in addition to the popular pencil, numerous other STAEDTLER products from the Noris brand have the classic stripes, albeit in different colours. These include a variety of innovative children’s and school products such as the Noris colour coloured pencil – sustainably manufactured from wood chips – the Noris junior children’s crayons and pencils for the littlest ones from the age of two or the compact Noris digital jumbo stylus for tablets, smartphones etc.

The Noris range established itself early on as a school brand. The Nuremberg brand has become a huge hit on desks and in school bags around the world. But the range is also known beyond the pencil case. "Whether young or old - Noris is still a lifelong brand for everyone," says Britta Olsen, Head of Brand & Communication at STAEDTLER.

Further information can be found on the **Noris birthday website** [Happy Birthday, Noris! | STAEDTLER](#) as well as in the **STAEDTLER Newsroom** at [STAEDTLER is celebrating the 120th birthday of Noris brand](#) and [A small school story – learning to write then and now](#)

STAEDTLER also provides a detailed insight into the **manufacturing process** of the classic Noris 120 pencil in the video "[Lead & pencil production](#)" at www.staedtler.com/newsroom



Noris was registered on 10 September 1901. Today, its name is not only found on pencils, such as the world-renowned Noris 120, but also on a variety of products for the pencil case and beyond.

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German export hit: the popular Noris pencil is now sold in over 80 countries. The brand itself is present in 127 countries.

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The Noris brand shares its name with its home city of Nuremberg: The city and its castle can also be seen on numerous product packaging and advertising materials from the 1930s to the 1980s. STAEDTLER's headquarter is still in Nuremberg to this day.

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Record: As the world's longest coloured pencil at the time, a 459.97-metre-long Noris colour coloured pencil made it into the Guinness Book of Records in 2015. STAEDTLER's innovative manufacturing process made it possible – the Noris colour is made from wood chips and in a single mould.

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Noris, even for the littlest ones:
Accompanying the 120th birthday of the brand, STAEDTLER also presents a new range of products, the Noris junior range, aimed at children aged two and older.
In keeping with the motto "PLAY – EASY – ECO – SAFE", the specially designed pencils, finger paints, modelling clay and accessories are suitable for children's hands and thus meet the specific needs of small children.

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Tried and tested writing instruments are being re-imagined for the digital age. The Noris digital range visually retains the nostalgic charm of the classic Noris pencil but expands it with the new stylus technology for digital use. The Noris digital jumbo in compact jumbo format is also suitable for children.

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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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