



## PRESS RELEASE

April 2021

### **STAEDTLER triplus Fine Writing Instruments win Red Dot Design Award**

*"Cool to the touch" - For the launch of the new triplus Fine Writing Instruments, the priority from the very start was to design a writing instrument range made of cool, solid metal. High-quality appearance, elegant and timeless. STAEDTLER will be presenting its new triplus products in March 2021 with four selected fashionable colours. The design quality and the degree of innovation also impressed a 50-member international jury: the STAEDTLER triplus fountain pen and the STAEDTLER triplus ballpoint pen won the Red Dot Design Award in the Product Design category. The quality seal has been around for over 60 years. In 2021, it is particularly sought-after – more companies and design studios than ever before have put themselves before the professional judgment of the international jury this year. The STAEDTLER triplus Fine Writing Instruments meet the strict evaluation criteria of the jury with a large number of submissions from 60 countries.*

"We focused on providing an enjoyable writing experience and durability when developing the new STAEDTLER triplus writing instruments - i.e. a timeless 'classic'. We have therefore opted for a very clear design in an ergonomic triangular shape, which makes writing relaxing. The vibrant colours, such as roaring red, are simply a delight and an eye-catcher on any desk!

We are therefore particularly pleased that our STAEDTLER triplus fountain pen and the STAEDTLER triplus ballpoint pen impressed the expert jury of the Red Dot Design Award 2021", says Florian Bernreuther from the Fine Writing Team.

#### **About the STAEDTLER triplus Fine Writing Instruments**

"Cool to the touch" – the solid metal body of the new triplus Fine Writing Instruments radiates high quality, while the triangular shape ensures an extremely comfortable writing experience. The special appeal lies in the combination of timeless design and fashionably bold colours in a trendy matt look. Whether to-do lists at work, student transcripts or personal words to loved ones - the new triplus products are ideal companions for people with style. The modern design is already clear from on the packaging: With its dynamic tripod design, the folding box, made from 60% recycled cardboard, accentuates the triangular shape of the fountain pen and the ballpoint pen. All triplus fountain pens are supplied with a standard ink cartridge in blue. Empty cartridges are not used in the sale of this product – for the sake of the environment.

#### **About Red Dot**

The Red Dot Design Award dates back to 1955. Its award, the Red Dot, has established itself internationally as one of the most sought-after quality seals for good design. In order to be able to professionally cater for the diversity in the area of design, the award is divided into three competitions: the Red Dot Award: Product Design, Red Dot Award: Brands & amp; Communication Design and Red Dot Award: Design Concept - each one is organised once a year. From products, brand communication and creative projects to design concepts and prototypes, the Red Dot Award documents the world's most striking trends. The award-winning designs are displayed in exhibitions around the world and in the Red Dot Design Museums, as well as in yearbooks and online.



More information on STAEDTLER's Fine Writing range is available at: [www.STAEDTLER.com/finewriting](http://www.STAEDTLER.com/finewriting)



Caption: The triplus fountain pen in roaring red is an eye-catcher on any desk.  
Image rights: STAEDTLER Mars GmbH & Co. KG



Caption: The folding box is made from 60% recycled cardboard and comes in a new dynamic design.  
Image rights: STAEDTLER Mars GmbH & Co. KG

## 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](http://www.staedtler.com)



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