



PRESS RELEASE

October 2020

tradition: the familiar red-black pencil design now also for erasers

STAEDTLER's red-black striped pencil "tradition" is internationally renowned. Since July 2020, the matching eraser "tradition" has also been available in the same design. Together, pencils and erasers form a stylish duo in every pencil case or on your desk.

Convenience and excellent erasure

The new eraser "tradition" impresses on many levels. Minimal crumbling during erasing and quality "Made in Germany" make it an ideal companion for the "tradition" pencil. The new eraser is free of phthalate and latex and ensures comfortable handling thanks to the sliding sleeve. Thanks to the protective cellophane wrapper with practical tear and open strip, the eraser remains clean until its first use and can therefore be used straight away and quickly.

Stylish and unforgettable

Thanks to its simple, red-black and internationally recognisable design, the eraser "tradition" is already now part of STAEDTLER's comprehensive product range as a classic. The eraser sits comfortably in the hand – for clean and quick work. It comes in three different sizes: B20, B30 and B40.

Product presentation at the POS

The eraser is traditionally available in various shelf-ready packs of 20, 30 or 40. The number of erasers depends on the eraser size. For size B20 (65x23x13mm), the shelf ready contains 20 erasers; 30 erasers for size B30 (43x19x13mm), and 40 for size B40 (33x16x13mm). It can also be purchased on blister cards in a set of two or four. Another packaging variant offers the eraser on a blister card together with the matching red sharpener.



Caption: Quick and clean working with the „tradition“ eraser made in Germany.

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You can find information about STAEDTLER products, the company and the latest news in the Newsroom:
<https://www.staedtler.com/intl/en/company/newsroom/>



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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