



PRESS RELEASE

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Variety in their pencil cases: A colourful start to the school year with STAEDTLER's triplus family

The triplus family of pens, with their ergonomic shape and variety of colours, have long been an indispensable item for school bags. STAEDTLER is adding to its varied range with the new "my colours" set with a fashionable "Hygge" theme, bringing the Danish attitude to life into classrooms and children's rooms. The triplus fineliner will also be available in a new packaging in the future.

New packaging

Environmentally friendly packaging is increasingly important for consumers when they are making a purchase. STAEDTLER is now taking an essential step in this direction with new additional cardboard solutions for its triplus fineliner. The new packaging consists of stable cardboard, made using 80% recycled materials. A plastic window was also removed in production. Instead, a generous triangular cut-out – based on the ergonomic triangular shape of the triplus range – now gives you a glimpse of the pens. The new packaging will be used for sets with 20 triplus fineliner. They can be hung up and are also available to retailers in attractive shelf-ready displays with ten packs.

Also the new triangular cardboard cases for twelve triplus fineliner are particularly eye-catching. The resealable packaging packs a surprise with a clever folding mechanism and visually reflects the distinctive triangular shape of the triplus family. There is space for nine packs on the associated shelf-ready display.

Danish cosiness at school

"Hygge" means cosiness, but also serenity and concentration on the here and now - qualities that are important for a successful school day. That is why STAEDTLER now is bringing this attitude into the pencil case: six triplus color fibre-tip pens or six triplus fineliner with their distinctive, ergonomic triangular shaft are brought together in new sets with a fashionable "hygge" theme. The two specially compiled triplus "my colours" series boxes of pens each contain six pens in selected warm colours – for "hygge" writing and painting experiences in exercise books and drawing pads. Storage in the classic STAEDTLER box ensures tidiness – at school and at their desk at home.

Colourful school days with triplus

The practical pens from STAEDTLER's triplus family are versatile companions throughout the school day thanks to their ergonomic shape, variety of colours and wide range from fineliners to markers. The triplus fineliner with its super-fine tip, which is available in 60 different brilliant colours, can be used to clearly highlight important notes in school and exercise books. Thanks to its ergonomic triangular shape, even longer notes are easy to write. The triplus color ensures extra variety in pupils' school bags. The fibre-tip pen in 48 colours features a stable tip and is therefore suitable even for the youngest school children. Both products are ideal for sketchnoting: notes and exercise books can be illustrated with small drawings with basic shapes and lines. This makes the content even more memorable and helps with learning. The triplus family of pens do not just support everyday school life, they also make it colourful.

More information at: www.staedtler.com



Images:



Caption:
triplus set in environmentally friendly packaging: the new packaging made of sturdy cardboard, made with 80% recycled materials. Instead of a plastic window, a triangular cut-out gives a view of the 20 triplus fineliner.

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Caption:
The triangular cardboard case for twelve triplus fineliner is particularly eye-catching. The resealable packaging packs a surprise with a clever folding mechanism.

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Caption:
The new triplus set on the fashionable "hygge" theme contains six triplus fineliner in warm colours. Storing the pens in the practical STAEDTLER box makes sure that their school or home desk is always tidy.

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Caption:

Six triplus color fibre-tip pens in selected warm colours bring the fashionable "hygge" to school and the desk. Thanks to the practical STAEDTLER box, the pens are always neatly organised.

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