



PRESS RELEASE

October 2020

On the go with the mobility sets from STAEDTLER

STAEDTLER is creating new impressions within the ergonomic triplus family, which is based on different writing styles and writing occasions with its diverse products. With the mobility sets, STAEDTLER is dedicated to the trend of mobile working. The "Mobility Star" and "WELCOME SET" versions equip customers with different pens for a wide range of applications. This means that there are no limits to creativity on the go.

Pen boxes to go

Whether at home, on a business trip or in the office: With the new mixed multi-sets from the triplus family, the ergonomic writing companion is always with you. The combination of several products such as triplus color, triplus textsurfer, triplus micro 0.5 mm or Lumocolor permanent duo in one box provides the ideal equipment for different applications. The triplus textsurfer can be used to highlight text passages, for example, while the triangular triplus micro 0.5 mm pencil with a chromed metal tip is suitable for quick notes and sketches. This means that users always have the matching pen at hand with the sets and can easily transport them. This saves time and meets the requirements of a "Clean Desk Policy". Thanks to their ergonomic triangular shape, the triplus pens sit comfortably in the hand and enable relaxed writing and marking.

Individual sets

STAEDTLER will offer the new triplus multi-sets 34 in three different configurations from January 2021. With ten pens, it is available in a practical, upright STAEDTLER box in black. Alternatively, as a "Mobility Star" set, it contains twelve pens including a triplus ruler in a handy cardboard container, which offers additional space for other favourite pens. STAEDTLER provides retailers with ten "Mobility Star" packages in attractive shelf-ready displays.

One highlight on the first working day is the "WELCOME SET", which welcomes new team members with 15 selected pens in the handy cardboard container and equips them for a wide range of tasks and projects.

More information on the triplus range from STAEDTLER can be found at:

<https://www.staedtler.com/intl/en/discover/triplus-ergonomic-and-versatile-pens-and-pencils/>

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: With the new mixed multi-sets from the triplus family, the ergonomic writing companion is always with you. The combination of several products in one box provides the ideal equipment for different applications.

Image rights: STAEDTLER Mars GmbH & Co. KG



Caption: One highlight on the first working day is the "WELCOME SET", which welcomes new team members with 15 selected pens in the handy cardboard container and equips them for a wide range of tasks and projects.

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



Contact details:

Franziska Jordan
PR Manager

STAEDTLER Mars GmbH & Co. KG
Moosaeckerstrasse 3
D-90427 Nuremberg

phone: +49 911 9365-567
e-mail: franziska.jordan@staedtler.com