



## PRESS RELEASE

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### **Timeless design and fashionable colours: STAEDTLER launches new, high-quality triplus writing instruments**

*For years, the brand name triplus has stood for ergonomic writing and a broad product range at STAEDTLER. In March 2021, the writing and creative goods manufacturer expanded the range with elegant triplus ballpoint pens and triplus fountain pens. The design is different from the well-known triplus products: The new pens have a full metal body, which stands for durability. The upbeat colours in high-quality matt finish demonstrate style and open up new target groups.*

#### **Practicality and perfect ergonomics**

"Cool to the touch" – the solid metal body of the new triplus writing instruments radiates highest quality, while the triangular shape ensures an extremely comfortable writing experience. The special appeal lies in the contrasts between timeless design and fashionably rich colours at an attractive price-performance ratio. Whether to-do lists at work, student transcripts or personal words to your loved ones – the new triplus writing instruments are the ideal companions for people with style.

#### **Characteristics of the triplus ballpoint pen**

The full metal body in ergonomic triangular form of the triplus ballpoint pen is available in four modern colours: roaring red, glorious gold, antique anthracite and radiant rosé. All colours have a matt finish and are therefore suitable as a trendy gift, for example. Clip, push button and nib are made of metal in high polished silver and refine the products all around. The trendy material-colour mix created by this combination lends the triplus writing instruments their individual character. The ballpoint pens are equipped with a push button mechanism, a G2 large capacity refill with blue ink and a medium sized line width, M. The STAEDTLER Mars head is embossed on the top of the handle, the STAEDTLER lettering is embossed all the way around on the upper decorative ring.

#### **Characteristics of the triplus fountain pen**

Matching the triplus ballpoint pens, the fountain pen is also available in roaring red, glorious gold, antique anthracite and radiant rosé, all in a matt finish. The body and cap are ergonomically triangular in shape, the grip zone, round to express the writer's unique handwriting style. Clip, grip zone and decorative parts are in high polished silver and create a sophisticated, shiny contrast to the matt colours of the housing. Available in line widths F and M, the stainless steel nib ensures a pleasant writing experience and is laser-engraved with the Mars head and a decorative line. The STAEDTLER Mars head is also embossed on the top of the pad and the STAEDTLER lettering is visible all round on the middle decorative ring. All triplus fountain pens are equipped with one standard ink cartridge in blue. Empty cartridges are not used in the sale of this product – for the sake of the environment.



### The new triplus products at the POS

The triplus fountain pens and triplus ballpoint pens are packed in individual boxes. The folding box is made of 60% recycled cardboard and comes in a new design. An integrated hanger can be folded out when presenting at the POS if required. The compact counter displays measuring 104x125x300 mm are each equipped with 12 writing instruments in 4x3 sorting.

More information on STAEDTLER products can be found in the Newsroom:

<https://www.staedtler.com/intl/en/company/newsroom/>



Caption: The triplus fountain pen in antique anthracite adds elegance to any desk.

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Caption: The triplus fountain pen in radiant pink primarily appeals to a female target group.

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Caption: The triplus ballpoint pen in roaring red brings passion to any text.

Image rights: STAEDTLER Mars GmbH & Co. KG



Caption: The triplus ballpoint pen in glorious gold has that extra something and stands for style and elegance.

Image rights: STAEDTLER Mars GmbH & Co. KG



Caption: The compact counter display is filled with 12 writing instruments in 4x3 colour sorting.

Image rights: STAEDTLER Mars GmbH & Co. KG



Caption: The new triplus products are packaged in individual boxes. The folding box is made of 60% recycled cardboard and comes in a new design.

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

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