



## PRESS RELEASE

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### **The journey continues: STAEDTLER expands the Design Journey range with new products**

*STAEDTLER is enriching its popular Design Journey range, which accompanies hobby creatives in their first artistic steps, with chalk markers, paint markers and fineliners. Because you don't have to be an artist (yet) to live a picturesque life. With the right equipment, any imaginative and colourful work can be conjured up on paper. The Design Journey range with its diverse new products is ideal for this. The stationery and creative goods manufacturer also offers attractive supporting material for retailers.*

#### **Natural inspiration**

The new products in the Design Journey range are already inspiring with their packaging: Impressions from the untouched nature of North American national parks provide incentives to try out nature-like image motifs – whether mountain landscapes or wildlife. The logo of the product range also invites you to discover American wilderness. It is reminiscent of the signposts in national parks and conveys the message: Discover & Create.

#### **Colourful addition for the finest details**

The triplus fineliner is now being added to the Design Journey range. The tip of the pens is metal-set and super-fine with a line width of approx. 0.3 millimetres, enabling delicate drawings with a great deal of attention to detail, such as pointilism style. Thanks to the ergonomic triangular shaft, the fineliners are comfortable to hold. Thanks to DRY SAFE technology, they can stay open for days without drying up. The triplus fineliners are available within the Design Journey range in 24 or 48 colours in the cardboard case with delicate drawings. They bring the fascinating uniqueness of nature's smallest details to paper.

#### **Design journey goes off-road**

Personal ideas know no bounds. Two new products from STAEDTLER open up completely new worlds: Now the opaque design of a wide variety of surfaces is also very easy – with the new chalk markers and paint markers.

Made from low-odour water-based liquid chalk, the chalk markers have a line width of approximately 2.4 millimetres and are ideal for labelling, decorating and designing smooth surfaces such as blackboards, glass, windows and mirrors, thus enabling a creative journey beyond paper. Any mistakes can be quickly erased or corrected on almost all smooth surfaces with a damp cloth. This also makes it easy to create space for new ideas. The five selected colours are characterised by their high brilliance and therefore also stand out on dark surfaces.

If you want to leave a lasting mark on your design journey, the paint markers are the best choice. They can be used on almost all light and dark surfaces, such as stone, wood, plastic, metal and cardboard. Permanent and low-odour water-based acrylic ink is smudge and waterproof on almost any surface. The paint markers are also available with a line thickness of approximately 2.4 millimetres in five shiny colours. They are lightfast, opaque and can also be used on top of each other after drying.



### POS displays

STAEDTLER is offering new counter displays for the shimmering metallic markers, which have been a member of the Design Journey family since 2020. The large display has space for a total of 130 pens: 70x metallic pens, 30x metallic brushes and 30x metallic calligraphy in assorted colours. The small displays accommodate 70 pens of one variety – whether it's a pen, brush or calligraphy is left to the retailer. The displays not only offer ideal presentation of the products, but also provide information about the line width and colours of the three metallic marker models. In addition to the new Design Journey counter displays, STAEDTLER offers other counter and floor displays in various forms. There is also additional advertising material for the POS, such as shelf stoppers, catalogues or shelf flags.

The additions to the Design Journey range are complemented by creative tutorials and videos:

[Design Journey | STAEDTLER](#)

The products from the Design Journey range are part of the “Design Journey Art Class”, a free online course for beginners who want to try out drawing and painting: [Design Journey Art Class | STAEDTLER](#)



Caption:

The triplus fineliner is now being added to the Design Journey range.

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Caption:

The paint markers can be used on almost all light and dark surfaces.

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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 almost 3,000 people in 26 countries worldwide – of which approx. 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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