



PRESS RELEASE

October 2021

Made from Upcycled Wood: STAEDTLER transforms leftover wood into new pencils

When sawing and planing in the wood industry, wood chips are left over as a by-product or waste product. However, STAEDTLER offers a new use for them – in high-quality pencils. The stationery and creative goods manufacturer does this through an innovative production process, enabling even the smallest wood residues to be recycled. In order to make the sustainably produced pencils easily recognisable for retailers and end consumers, STAEDTLER will label them as “Made from Upcycled Wood” from 2022.

STAEDTLER to take on upcycling

STAEDTLER has been producing some of its pencils and coloured pencils from wood chips instead of classic wooden boards for over a decade. In this way, the stationery and creative goods manufacturer is giving wood chips from the wood industry a new use in high-quality pencils. From 2022, STAEDTLER will make them visible through the “Made from Upcycled Wood” label. “The principle of upcycling here consists of the words 'up' and 'recycling',” explains Britta Olsen, Head of Brand and Communications at STAEDTLER. “With upcycling, waste or by-products from the wood industry are not disposed of, but rather are processed into new, high-quality products. In this way, we avoid waste and also save resources.” Upcycled Wood pencils use even the smallest wood chips from German sawmills, which process PEFC-certified trees from primarily German forests. This leads to short transport routes. “Sustainable use of resources is essential for us at STAEDTLER. Our 'Upcycled Wood' pencils make it possible for us to use the raw material wood much more efficiently than in classic pencil and coloured pencil production,” says Britta Olsen.

High-quality pencils made of wood chips

STAEDTLER’s new “Made from Upcycled Wood” label will make this special production of pencils and coloured pencils visible from 2022. “Sustainable production is crucial for an increasing number of end customers. With the label 'Made from Upcycled Wood', our resource-conserving production method based on the upcycling principle is easily recognisable,” explains Britta Olsen. STAEDTLER produces stationery for different age groups from Upcycled Wood, such as the Noris colour 185 and Noris colour 187 coloured pencils for schools, the Noris 183 pencil or the compact Noris digital jumbo stylus pen for tablets, smartphones etc.

The “Made from Upcycled Wood” pencils are not only distinguished by their sustainable production. The special processing of the pencils made of wood chips makes them particularly break-resistant and prevents the wood from splintering. A special soft surface ensures that they sit securely in the hand – a particular advantage for children. The Noris jumbo range contains pencils and coloured pencils for small children from the age of four. This will be available in stores in the course of the year 2022. The Noris jumbo pencil is made of Upcycled Wood as a learning-to-write pencil, just like the Noris colour jumbo, making it the ideal companion for early writing attempts in pre-school.

STAEDTLER offers the popular Noris colour in triangular and hexagonal shapes for all schoolchildren. In 2022, the range will be supplemented with the Noris colour watercolour and Noris colour erasable to motivate children to try out different painting and drawing techniques.

"Made from Upcycled Wood" campaign:

Upcycling is an important building block for STAEDTLER's environmentally conscious production, with a focus on the manufacture of sustainable products. "What has long been anchored in our corporate philosophy and technologically in production is now becoming ever clearer to our customers," explains Britta Olsen. For this reason, the stationery and creative goods manufacturer is planning its own "Made from Upcycled Wood" campaign for 2022. "In addition, we will provide our customers with additional inspiration for creative upcycling projects with a wide range of creative tips for their homes," says Britta Olsen.

STAEDTLER is making displays, advertising material and accompanying information material available to retailers as part of the new campaign. This addresses the customer's specific desire for a sustainable and responsible lifestyle and shows the contribution of pencils manufactured according to the "Made from Upcycled Wood" principle. The packaging also meets environmentally conscious consumer standards: They are made from 80 percent recycled material and can be recycled again. "Since sustainable and conscious consumer behaviour plays an important role at almost all ages, at work and at school, STAEDTLER's 'Made from Upcycled Wood' products appeal to customers, big and small, throughout the year," stresses Britta Olsen.



Caption:

With upcycling STAEDTLER offers a new use for wood chips in high-quality pencils.

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STAEDTLER is making displays, advertising material and accompanying information material available to retailers, which addresses the customer's specific desire for a sustainable and responsible lifestyle.

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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

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