



## PRESS RELEASE

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### **25 years triplus: Five new bonus packs for the brand anniversary**

*In 2022, one of STAEDTLER's most important brands will be celebrating its anniversary: triplus is turning 25. The product family offers a wide range of pens for a wide range of applications, which has been continuously expanded. STAEDTLER is launching attractive bonus packs and attractive supporting material for retail to celebrate the anniversary appropriately and draw attention to the special occasion.*

#### **Anniversary of a popular product family**

On 10 January 1997, triplus was registered as a trademark of STAEDTLER in Germany. Since then, it has been one of the most popular product brands of the stationery and creative goods manufacturer. The triangular shape of the pens has enabled ergonomical writing ever since its birth - a strength for which young and old alike appreciate the triplus family. The triplus fineliner and triplus color felt-tip pens manufactured in Germany are the focus of the anniversary and boast diverse fields of application: They are used by both schoolchildren and university students, are ideal for painting and drawing and thus support them in trying out current creative trends, such as handlettering, sketchnoting and studygram. Detailed motifs such as mandalas are particularly successful using the triplus fineliners.

#### **Fineliners and felt-tip pens in colourful bonus packs**

To celebrate the anniversary of the popular brand appropriately, STAEDTLER is enriching the product range during the 2022 campaign period with special sets in attractive product packaging and is launching an attention-grabbing campaign with POS material and colourful display solutions. STAEDTLER is launching five new sets. Each of them shines in a cardboard packaging designed for the occasion. The triplus fineliners will be presented in three different celebration sets: in a set of 25, a set of 10 and a set of 5. The triplus color felt-tip pens are also available in sets of 25 and 10 for the anniversary. The sets are all bonus packs and offer additional colours as a gift.

#### **Displays for retail**

The triplus products showcase various attractive display solutions in the anniversary design for retailers: from the counter display and floor-standing displays to integration in the brand shop. STAEDTLER also supplies accompanying material for the POS with posters, ceiling hangers and floorstickers. This way, the anniversary can be duly celebrated.

You can read more about the triplus family and its areas of application here:

[triplus - ergonomic and versatile pens and pencils | STAEDTLER](#)

Caption:



25 years of triplus: The brand will be celebrating its anniversary in 2022. To mark the occasion, STAEDTLER is launching attractive bonus packs and supporting material for retailers.

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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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