



Head of ideas.

PRESS RELEASE

August 2022

STAEDTLER: HOW TO MAKE A WORLD-FAMOUS COMPANY OUT OF A PENCIL

It all started with a pencil. STAEDTLER is now one of Europe's largest manufacturers of writing equipment and is also one of the oldest industrial companies in Germany. STAEDTLER exports its products from Nuremberg – the heart of the Group – to 150 countries.

He intended his products to go right round the world. By establishing this objective back in 1835, Johann Sebastian Staedtler also laid the foundation stone for today's STAEDTLER Group. In 1853 the Nuremberg-based pencil maker successfully exhibited his products at the New York World Exhibition. Only a few years later the quality of these German products were greatly appreciated in Austria, France, England, Italy, Russia, America and Asia. More than two million pencils were manufactured by 54 workers. Fascination with pencils was a family trait for Johann Sebastian Staedtler. Long before he established his own factory in 1835, the occupation of one of his ancestors, Friedrich Staedtler, was recorded as "pencil maker". This was in 1662 and represents the first documentary mention of Friedrich Staedtler in the annals of the City of Nuremberg. His descendants also continued in the family occupation. The generations between Friedrich and Johann Sebastian Staedtler also remained true to the pencil maker's craft.

From the idea to the pencil

The inventive talent of Johann Sebastian Staedtler continues to shape the company even up to the present day. The company continuously generated new ideas which transformed the STAEDTLER pencil into the pencil of choice. Starting with the invention of the coloured oil pastel pencil which "can be sharpened to a point just like a pencil" (1834), going on to the invention of the OHP marker (1964), the first coloured pencil with ABS (Anti Break System) (2005) and moving on to the first coextruded pencils (2009) and coloured pencils (2015) made from WOPEX material, an innovative composite consisting mainly of wood. The combination of tradition and innovative skills remain a firm feature of the corporate culture today.

Making a mark everywhere in the world

STAEDTLER has remained true to the company founder's roots in Franconia, northern Bavaria. The Nuremberg Head Office is the heart of this writing equipment manufacturer and its largest site. The complete Lumocolor and triplus ranges and almost all coloured leads and pencil leads are manufactured here as well as all STAEDTLER inks and a major part of the company's ink-based writing instruments. STAEDTLER currently employs more than 2,300 people in 26 countries across the world, of which approx. 1,200 in Germany. STAEDTLER is located in 26 countries and maintains a strong market presence in over 150 countries around the globe. It is therefore Europe's largest manufacturer of wood-cased pencils, OHP pens, erasers, mechanical pencil leads and modelling clay.

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



Head of ideas.

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 currently employs more than 2,300 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

Contact details:

Britta Olsen
Head of Brand and Communications

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

phone: +49 911 9365-821
e-mail: britta.olsen@staedtler.com