



Head of ideas.

PRESS RELEASE

August 2022

STAEDTLER - brief profile

The company

The STAEDTLER company was founded in **1835** by Johann Sebastian Staedtler and today is one of Germany's oldest industrial companies. But even long before the company's foundation his ancestor, Friedrich Staedtler (1636–1688), worked as a pencil maker. And the generations in between were also pencil makers.

The STAEDTLER Group is now headquartered in **Nuremberg**. The Head Office in the city and **four** production sites in the metropolitan region Nuremberg employ approx. 1,200 people.

The Group is located in 26 countries and also currently employs more than 2,300 staff worldwide. STAEDTLER products can be found in more than **150** countries. Exports from Germany account for more than **80%** of STAEDTLER's production.

Products

Almost **two-thirds** of STAEDTLER products are **Made in Germany**. This makes STAEDTLER the **largest** manufacturer in Europe of wood-encased pencils, OHP pens, erasers, pencil leads and modelling clays. The range of this Nuremberg-based manufacturer of writing and drawing equipment includes products for end-customers (**B2C**) and solutions for industry (**B2B**). The additional value of its products demonstrates that STAEDTLER is not only following the obligations of its tradition but is also true to its responsibilities and its self-image as an innovator.

Social and ecological responsibility

By signing the **STAEDTLER Social Charter**, the company undertakes to protect **international employment and human rights**, is committed to the payment of fair wages and social responsibility everywhere in the world and declares its opposition to forced labour, child labour and discrimination. As a result of the use of ecological manufacturing processes, STAEDTLER products are "**efficient for ecology**" and comply with ecological criteria such as durability and sustainability.

Turnover

In 2021 the STAEDTLER Group recorded sales of approximately **342 million Euros**.

The STAEDTLER Foundation

The STAEDTLER Foundation is a public foundation established under civil law. Since its formation in **1997** it holds all the shares in the STAEDTLER Group. The Foundation supports scientific **research** at German universities and **cultural projects** in the metropolitan region Nuremberg.

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