



Head of ideas.

PRESS RELEASE

November 2022

STAEDTLER switches to recycled plastic for Lumocolor products

The Lumocolor product range from STAEDTLER has been providing customers with high-quality pens for many years, for a wide range of projects in the office, home or workshop. The writing and creative goods manufacturer is now taking a further step towards sustainability with this product range. 97 percent of the housing of selected Lumocolor products will be made from recycled plastic from autumn 2022 on. In future, all the housings of the entire Lumocolor range will be converted to recycled material.

Recycled housing for Lumocolor

STAEDTLER is taking further steps towards sustainability this autumn. Switching to recycled materials for the Lumocolor product family will begin in November 2022. In future, 97 percent of the housing, i.e. the barrel, cap and end cap of the pens, will be made from recycled plastic in accordance with ISO 14021. The changeover initially affects Lumocolor permanent and Lumocolor non-permanent pens as well as special pens for the garden, for CD/DVDs and for laundry. In the coming years, the switch to recycled material will also take place for other Lumocolor products such as the Lumocolor whiteboard marker and the Lumocolor flipchart marker.

All pens, the housing of which will in future be made of recycled plastic (97 percent), will also bear a new barrel imprint that carries the sustainable message to the outside world. There will also be an attractive green packaging design for Lumocolor products. They will feature icons that once again highlight the concept of sustainability.

High-quality and innovative product family

Lumocolor is a popular STAEDTLER brand – and has been for 65 years. All Lumocolor pens are characterised by their DRY SAFE technology. This means they can be left uncapped for days without drying out. The coloured pens boast high colour brilliance and the black ones are lightfast. Lumocolor permanent and Lumocolor non-permanent products can also be easily refilled and used with the corresponding filling station, which is why they are particularly long-lasting.

A clear step towards sustainability

In addition to Lumocolor, the switch to recycled material will also apply to selected products from two other product ranges: triplus and Textsurfers. Their packaging design deliberately sets itself apart from the standard range and provides customers with additional product information. STAEDTLER is presenting the sustainable aspects of the products and their production in this way. The housings are not the only sustainable feature of the selected products. The cardboard packaging consists of at least 80 percent recycled material. In addition, all STAEDTLER pens produced in Germany are made with 100 percent green electricity.

The writing and creative goods manufacturer provides retailers with a wide range of accompanying materials. In addition to a classic display for the triplus fineliner and a floor-standing display, STAEDTLER supplies a basic package for store decoration. There is also a notebook and a pencil case to complete the perfect package.



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Caption:

Starting in November 2022, the stationery and creative goods manufacturer will begin to switch over to recycled materials for the Lumocolor product family internationally.

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Caption:

On selected products, customers are provided with useful product information that focuses on sustainability.

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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 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

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