Head of ideas.

PRESS RELEASE

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Learn hand lettering with the new Creator from STAEDTLER

The new Design Journey Art Class from STAEDTLER is dedicated to the trend of hand lettering. In addition to video courses and information on work materials and font styles, hobby creators can find the new Hand Lettering Creator on the STAEDTLER website – a practical learning tool that offers exercise sheets and customisable templates.

When lettering becomes a work of art

Hand lettering is the art of beautiful writing – quite simply, drawing letters. Each letter becomes a work of art, while the designed text becomes an expressive image. If you would like to learn hand lettering, STAEDTLER now offers a comprehensive range: This year's Design Journey Art Class is all about this topic.

The stationery and creative goods manufacturer has developed a new exercise tool for the course: the Hand Lettering Creator. It offers basic exercises for letters and words in different font styles as well as customisable design templates for download. In addition, two artists explain the most important techniques and give helpful tips in ten video courses. The hand lettering guide also contains recommendations for the right material such as pens and paper, provides background information and helps to avoid typical beginner's mistakes.

Dual-fibre marker for an expressive brush stroke

Anyone who creates art embarks on a creative journey. The popular Design Journey range from STAEDTLER is aimed at creative hobbyists who want to try out a wide range of painting and drawing techniques. The range offers a wide range of products for hand lettering, such as the water-paintable double fibre marker with brush tip. A new hand lettering set – with triplus fineliner, felt-tip pen and highlighter – is ideal for creating vibrant hand lettering motifs in different font styles.

For the point of sale, STAEDTLER offers diverse material such as a magazine with exercise sheets from A to Z and templates or a practical mini flyer showing the alphabet in six different hand lettering styles – for limitless inspiration.

Further information and the Hand Lettering Creator can be found at:
https://www.staedtler.com/intl/en/discover/hand-lettering-guide/
https://www.staedtler.com/hand-lettering-creator/

Caption:
With the new Design Journey Art Class, hobby creators get to know different hand lettering styles and find inspiration.

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Caption:
STAEDTLER also offers practice materials for hand lettering as well as matching pencils such as the water-paintable double-fibre marker.

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About STAEDTLER
STAEDTLER ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products and is one of Germany's oldest industrial companies. 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 2,200 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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