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PRESS RELEASE

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New dimensions of colour brilliance: the pigment arts pen range is growing

Creativity knows no limits, and the world of art is becoming more colourful and exciting than ever with the expanded range of pigment arts pens from STAEDTLER. Since 2023, these high-quality markers have taken a firm place in the hearts of discerning users, and now STAEDTLER is proud to present an extended colour palette that takes artistic possibilities to infinitely new heights.

The pigment arts pen line stands for exceptional colour brilliance and versatile uses. Whether you're drawing portraits, mastering handlettering or trying out mixed media techniques, these pencils create breathtaking results and let your creativity run wild.

Black ink is not just black ink

Fine shades and bold contours are indispensable in the creative world. Calligraphy, portrait drawings, mangas – depending on the style and area of application, a different pen is required. That's why we're presenting our popular pigment arts pens in a new, elegant look – the "Intense Black" set of 4. This set includes the pigment brush pen with its flexible yet dimensionally stable brush tip, the pigment soft brush pen with an exceptionally soft brush tip, the pigment calligraphy pen for thin and thick lines, and the pigment pen with its round tip, which is perfect for contouring.

All pigment arts pens are equipped with our innovative multi-ink technology, which uses premium pigments to produce powerful and highly light-resistant colours. They dry quickly, are waterproof and won't smudge once the ink is dry. They can also be used on almost all surfaces. But that's not all – the housings of these pens are made of 97 percent recycled plastic, which underlines the environmental friendliness of our products.

More colour options for ink pens

Our pigment brush pens are getting more colourful! We are expanding the colour range to meet the needs of demanding hobbyists and experienced artists alike. New colour families such as "Yellows and Oranges", "Beiges and Neutrals", "Reds and Browns", "Blues and Greens", "Pastel Colours" and "Basic Colours" expand your creative possibilities. All colours are available in a practical box of six.

For specific purposes

STAEDTLER has also developed special sets for portrait colours to perfectly support the shading of faces in all skin tones. These, as well as the new combinations of cool and warm colours, are available in sets of 12. And for those who are looking for the ultimate colour experience, we now offer a set of 24 in addition to the set of 36, as well as a comprehensive set of 60 – with 24 brand new colours. Of course, all colours are also available as individual pens.

Gradients despite waterproof ink

Our new all-rounder stands for maximum flexibility. Our colour-neutral blender in the practical bottle shape with dosing tip, the Multi-Ink blending liquid 893, significantly expands the application possibilities of the multi-ink by combining the previously contrasting properties "permanent" and "soluble". It enables smooth colour transitions and gradients, watercolour and ombré effects, as well as lightening of colours to set light reflections or correct small errors.

The colour diversity of the pigment arts pen range is perfectly presented in the new counter displays. Whether you present individual pens by type or present the entire range with a functional display attachment – there are no limits to your creativity.

Discover the world of pigment arts pens from STAEDTLER and let your creativity shine in colour. For more information please go to:

<https://www.staedtler.com/intl/en/discover/pigment-arts-pen/>



Caption:

Four different pens for different applications: fine shading and strong contours for calligraphy, portrait drawings and mangas.

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Caption:

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Caption:

Dedicated portrait colour kits to perfectly support the shading of faces in all skin tones. These are available in different set sizes, as are the new combinations of cool and warm colours.

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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

Contact:

Dominik Kestler
Head of PR & Corporate Communications

STAEDTLER SE
Moosaeckerstrasse 3
D-90427 Nuremberg

phone: +49 911 9365-461
e-mail: dominik.kestler@staedtler.com