



Head of ideas.

PRESS RELEASE

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STAEDTLER is consolidating its production sites in Germany

Nuremberg, 26 September 2025

The STAEDTLER Group has a 190-year history as one of Germany's oldest industrial companies. Staying true to this tradition, the company is consistently looking ahead. To secure its long-term competitiveness and enable further growth, the Board of Directors has decided to make comprehensive adjustments to the production structure.

Strengthening Germany as a business location: consolidation in Nuremberg

A key part of these changes involves consolidating all production activities at the group's headquarters in Nuremberg. The Sugenheim and Neumarkt plants will be integrated into the Nuremberg plant by the end of 2028. This will significantly simplify and streamline the production process, allowing synergies between the locations to be fully exploited. This efficient, forward-looking production structure will strengthen STAEDTLER's competitiveness and demonstrate our commitment to Germany as a business location.

All employees from the Sugenheim and Neumarkt plants will be offered jobs at the Nuremberg site. Company management will hold talks with employee representatives soon to work out mutually acceptable and viable implementation solutions.

Additional production site in Eastern Europe

To successfully counter increasing international competitive pressure and reflect expected worldwide growth, STAEDTLER is investing in a new production site in Eastern Europe. This will strengthen the STAEDTLER Group thanks to improved economic conditions, helping to secure jobs at its German site.

190 years of responsibility and vision

The planned measures represent a further step towards strengthening the STAEDTLER Group's position as a global brand-oriented consumer goods company specializing in writing, crafting, and creativity. Adjusting the production structure reflects the company's commitment to preserving its founders' legacy as an independent company, while also leading it towards a successful future with courage and responsibility.



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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. STAEDTLER inspires people of all ages around the world to express themselves and release their creativity. STAEDTLER headquarters are located in Nuremberg. It currently employs almost 2000 people worldwide and is represented by affiliates in 25 countries and in over 150 countries. www.staedtler.com

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