



Head of ideas.

PRESS RELEASE

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STAEDTLER Artist Series: Where Uncompromising Quality Meets Boundless Creativity

Drawing, sketching, illustrating – for many people, creative work is far more than a hobby. With the **STAEDTLER Artist Series**, the company addresses artists who place the highest demands on their tools. The new series combines decades of expertise, precision craftsmanship and contemporary design to offer products that support creative freedom and professional performance.

The Artist Series has been developed for those who pursue art with passion – whether in urban sketching, illustration, graphic or product design, or independent artistic work. At its core are control, reliability and expressive power. Every tool is designed to translate ideas precisely and to support each artist's individual style.

A defining feature of the series is the combination of technical excellence and artistic versatility. High-quality pigments ensure brilliant, lightfast colours, while finely graded degrees of hardness, soft leads and durable tips allow for precise, comfortable handling. From dry sketching and deep shading to watercolour and blending techniques, the Artist Series enables a wide range of creative applications.

The visual appearance of the Artist Series also makes a clear statement. A modern, reduced packaging design with dark gradients and expressive artworks underlines the premium character of the products and places the creative result at centre stage. The series deliberately reflects the perspective of artists and positions itself as a set of tools for authentic creative work.

A central element of the Artist Series is the quality promise **"Signature Quality by STAEDTLER."** All products are made in Germany and stand for precision, durability and carefully selected materials. Sustainability is an integral part of the concept, with long-lasting quality, responsible material choices and wood sourced from certified, sustainably managed forests.

The launch of the Artist Series is accompanied by a comprehensive digital communication program. Through social media, inspirational videos and content created with artists, STAEDTLER offers insights into creative processes, techniques and personal stories. In doing so, the brand positions itself not merely as a manufacturer, but as a creative partner that inspires and supports artistic communities.

With the Artist Series, STAEDTLER strengthens its position in the premium artist segment and creates an offering for everyone who takes their art seriously. Because when quality, experience and passion come together, there is room for what truly matters: creative freedom without compromise



Image description:
The new water-soluble Mars Lumograph colour aquarell with high lightfastness and rich pigmentation.
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Image description:
With the STAEDTLER Artist Series, passionate creatives and artists experience premium quality across all product categories
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About STAEDTLER

STAEDTLER is one of the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products and is one of Germany's oldest industrial companies. Its products inspire creativity throughout a person's life – from a child's first colouring pencil to tools for creative design. Headquartered in Nuremberg, Germany, the company employs around 2,000 people worldwide and has subsidiaries in 25 countries. www.staedtler.com

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