



Head of ideas.

## PRESS RELEASE

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### **NORIX: STAEDTLER Launches a New Creative Range for Kids Aged 10+ – Made for a New Generation**

With NORIX, STAEDTLER introduces a new, independent product range designed specifically for children and young people aged ten and above. The new line addresses a generation in transition – no longer children, not yet teenagers – with growing expectations of design, functionality and individuality. NORIX combines ergonomic innovation with a bold, contemporary look, creating writing and creative tools that are both practical and expressive.

NORIX is aimed at tweens and teens from Generation Z and Generation Alpha, for whom self-expression plays an increasingly important role. At this age, school supplies are no longer meant to look childish, but confident, modern and personal. NORIX builds on the trusted quality of the STAEDTLER brand while taking a clear step into a new, style-defining phase.

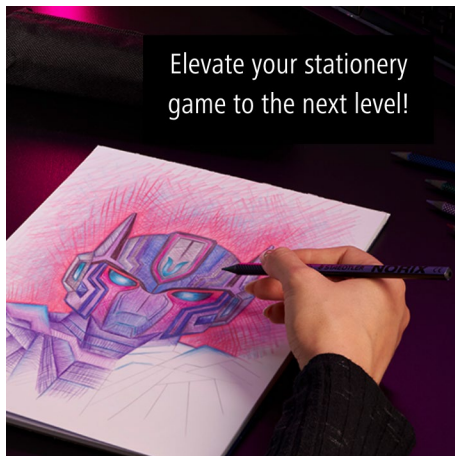
At the heart of the range is a newly developed pen design that enhances writing comfort and control. Its distinctive shape fits naturally in the hand and is ideal for frequent writing, drawing and note-taking. The assortment is complemented by coordinated accessories such as rulers, erasers, sharpeners, scissors and compasses, all designed to reflect the character and colour world of the NORIX line. The graphite and coloured pencils are produced using sustainable materials, especially upcycled wood shavings and are produced in Germany which underlines the quality and responsibility behind the range.

Visually, STAEDTLER is also taking a new approach with NORIX. For the communication surrounding the launch, the company consciously combines real studio photography with AI-generated visual worlds. This reflects the fact that the target group feels at home in digital environments, while at the same time offering a reason to step away from screens and engage creatively in an analogue way – by writing, drawing and creating with NORIX.

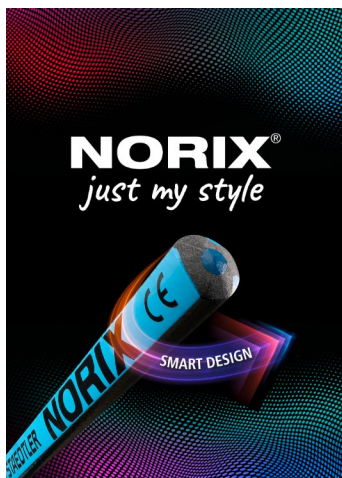
The development of the visual content was carried out in collaboration with the creative agency Think in Motion, responsible for concept development as well as film and post-production. To ensure a realistic and authentic product presentation, all product-related scenes and artworks were captured in real studio settings and later enhanced with digital elements. The result is a modern visual language that remains closely connected to the product itself.

The launch of NORIX is supported by a comprehensive digital communication campaign across social media platforms, online channels and creator collaborations. The content is tailored to platforms that are relevant to the target group, ranging from video formats to interactive elements. NORIX is positioned not only as a new product line, but as a creative companion for a generation exploring its own style and identity.

With NORIX, STAEDTLER demonstrates how a traditional company can take new paths without losing sight of its core values. The range stands for thoughtful design, high quality and the conviction that analogue creativity continues to play an important role in a digital world



**Bildunterschrift:**  
The NORIX products offer teens and tweens more than just stationery. Simply next level.



**Bildunterschrift:**  
The smart design of NORIX makes the pencils especially ergonomic and anything else than boring.

## 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](http://www.staedtler.com)*

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