



Head of ideas.

## PRESS RELEASE

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### **125 Years of Noris – An Icon Celebrates Its Anniversary**

For generations, the Noris pencil by STAEDTLER has been a familiar companion in everyday life – from learning to write and drawing to sketching and note-taking. To mark the 125th anniversary of its most iconic brand, STAEDTLER is launching an international anniversary campaign that brings together tradition and a contemporary spirit.

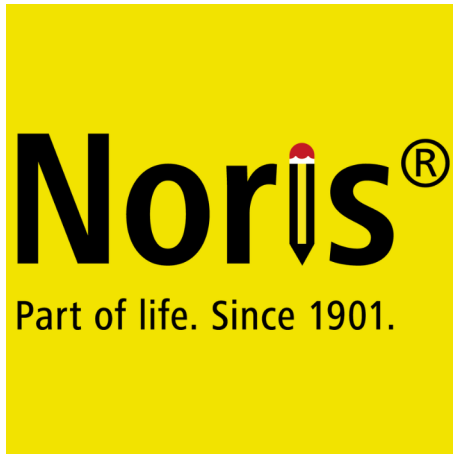
Registered as a trademark in 1901, Noris has remained unmistakable ever since: yellow and black stripes, a red tip and a clear, functional shape. What began as a simple graphite pencil has long since become a symbol of creativity, reliability and shared memories across generations. This heritage lies at the heart of the anniversary year 2026.

As part of the campaign, STAEDTLER is reinterpreting the iconic Noris design and expanding the range with modern colour editions, limited releases and special sets. The graphite pencil Noris 120 as the classic and the writing pen Noris 307 as the sensible addition will be available in fresh new colours, complemented by selected anniversary products – including a retro edition of the graphite pencil inspired by the original Noris design of the early years.

A central highlight of the anniversary activities is the global “Win the Golden Noris Pencil” promotion. Consumers purchasing selected products have the opportunity to take part in a prize draw. In addition to monthly prizes, the campaign features an extraordinary main prize: a Noris pencil made of pure gold, valued at €10,000. Participation is via a QR code inside the product packaging, leading to a digital creative task. The promotion runs throughout 2026 and is aimed at families with children and adults alike.

The anniversary is supported by extensive digital communication. Across social media and further online platforms, STAEDTLER invites people to rediscover creativity, share memories and become part of the Noris story. Playful content, creative challenges and surprising moments take centre stage.

With the Noris Anniversary campaign, STAEDTLER is celebrating more than just a product. It highlights writing and drawing as timeless, personal and connecting experiences – and shows that even a pencil can help write history.



Bildunterschrift:  
The Noris brand with its iconic black and yellow stripes design is known around the world.



Bildunterschrift:  
In the context of the 125th anniversary of the brand, consumers can win outstanding prizes with the activation "Win the Golden Noris Pencil"!

#### 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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