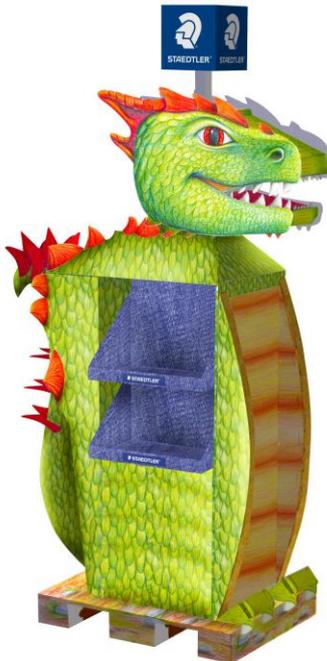


PRESS RELEASE

February 2019

STAEDTLER counts on strong product presentation at the POS

With an eye-catching back-to-school display, STAEDTLER strengthens its product presentation at the Point of Sale in 2019. Innovative display concepts support retailers in the placement of product ranges and attractive POS elements encourage customers to touch products.



Presenting new products in a straightforward way and giving customers the best possible support in selecting suitable writing tools and creative products: STAEDTLER's display solutions are renowned for individual and high-quality POS product presentations. Successful concepts such as the modular brand shop system or creative theme campaigns are also in 2019 provided to retailers to support customer contact. Moreover, innovative display options such as Digital Signage create added value and ensure creative inspiration. Video screens thus complement the STAEDTLER brand shop by video communication at the POS.

A funny dragon to kick off the new school year

As a highlight for stores' interiors, STAEDTLER provides at the beginning of the new school year an unusual floor display in form of a dragon. The green-red mythical creature will immediately catch the eyes of school children and parents and will inspire to go on creative adventures in imaginative worlds. For this purpose, STAEDTLER Noris colour 185 coloured pencils are suitable: Made from innovative WOPEX material with PEFC-certified wood and equipped with a particularly break-resistant lead, the pens are ideal companions for a perfect beginning of the school year. They are available in boxes of 6, 12, 24 and 36 colours and can be effectively placed in the new display.

Versatile placement options and themes

The back-to-school theme also supports sales in form of a theme campaign: Spread throughout the year, flexible, exchangeable headers for upright and counter displays as well as products matching the theme ensure an individual product presentation and regular new features in stores. Further theme campaigns are "Design Journey," "Comic Range" and "Playtime."

As usual, all STAEDTLER displays impress through their high-quality elements, flexible applications and a high recognition value in secondary or multiple placements. Easy-care, robust material and easy refilling make the product presentations easier. With diverse possibilities in display composition, STAEDTLER upgrades the sales

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environment at the POS and guarantees special eye-catchers and an increase in customers' length of stay in stores.

For more information about STAEDTLER's assortment please see www.staedtler.com

About STAEDTLER

STAEDTLER is one of the oldest industrial companies in Germany and ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and creative products. An international company, with its Headquarters in Germany and a high export quota, STAEDTLER has 3,000 employees worldwide, more than 1,200 of them in Germany alone. The long-established company attaches great importance to the origins of its products and manufactures almost three-quarter of its articles in Germany. This makes STAEDTLER the largest manufacturer of wood-cased pencils, OHP pens, erasers, mechanical pencil leads and modelling clays in Europe and proud of its long tradition of manufacturing 'Made in Germany' products. www.staedtler.com