



PRESS RELEASE

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STAEDTLER CREATORS BOX – THE COMPLETE PACKAGE FOR CREATIVE PROJECTS

Learn from experts and always have the suitable product at hand: That’s possible with STAEDTLER’s Creators Boxes. Valuable knowledge and high-quality products offer customers the perfect complete package for creative activities – true to the claim “Release your creativity.”



The complete creative package

In order to appeal to as many DIY fans as possible and to guarantee diversity in the choice of products, STAEDTLER has developed exciting and inspiring theme worlds customers can choose from: “Wedding”, “Mindful Travelling”, “Interior Design as well as “Personal Branding with Handlettering” which makes the prelude and is already available.

Interlink digitally and analogue

For each of the four theme worlds, STAEDTLER is accompanied by an expert. The products of STAEDTLER and the instructions of the experts create a product that provides customers with an all-round service. Each box contains a code that gives the customer access to an online tutorial. There, the experts show how they work and give exclusive insights into their daily work. This way, customers do not just receive instructions for the implementation of their projects, but also benefit from valuable tips and extensive knowledge. The handlettering artist and author Lise Hellström is the creative head behind the first Creators Box “Personal Branding with Handlettering”.

Online Community

Moreover, a community will be built. There, users can exchange views, motivate and inspire one another and share their progress and ideas. DIY fans can thus look forward to many new artistic inspirations and further creative projects, which they can immediately carry out with the new Creators Boxes.



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CONTACT DETAILS

STAEDTLER Mars GmbH & Co. KG
Moosaeckerstraße 3
D-90427 Nuremberg
www.staedtler.com
info@staedtler.com

FRANZISKA JORDAN

Manager Public Relations

phone: +49 911 9365-567
fax: +49 911 9365-99567
email: franziska.jordan@staedtler.com



A focus on design and creativity

With the new Creators Boxes, STAEDTLER wants to generate customers' enthusiasm and curiosity. This is also evident in the design of the boxes. Here, STAEDTLER emphasizes modern design as well as high-quality and creative implementation in order to inspire customers already at the point of purchase. Moreover, the expert for the respective theme world is depicted on each box. In this way, it becomes evident, which ideas and projects users can look forward to. With this new concept, STAEDTLER expands its range for adult creative fans and reaches out to experienced hobby artists as well as those who want to make a fresh entrance into the DIY world.



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