



PRESS RELEASE

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COMPREHENSIVE EXTENSION OF THE STAEDTLER MARS LUMOGRAPH RANGE

Hatching, sketching, painting in watercolours: The STAEDTLER Mars Lumograph family expands its range with new products and line extension

Any drawing requires a little courage – for the first step and the first line. And of course one needs to have the right tools. The high-quality pencils from the STAEDTLER Mars Lumograph range, produced in Germany, present artists with the right equipment to create delicate sketches, broad hatching and fine drawings. The highly break-resistant lead characterizes the whole product range and ensures that the pencils, even when higher pressure is applied for particularly strong lines and hatching, do not break. The classic hexagon shape moreover guarantees extremely flexible and pleasant working on paper. Next to the Mars Lumograph aquarell, which is suitable for watercolouring and was already introduced this year, two product extensions and the three completely new products Mars Lumograph charcoal, Mars Lumograph jumbo and Mars Lumograph pure graphite will complement the family from the first quarter 2019.



Mars Lumograph charcoal 100C: Deep black tones for expressive portraits

A completely new addition to the range is the Mars Lumograph charcoal, which will be available in the degrees soft, medium and hard from 2019. For centuries, charcoal pencils have been fundamental for artists for expressive sketches and fine portraits. The high proportion of coal is particularly suitable for blurring and hatching delicate lines.



Mars Lumograph jumbo 100J: Grip for bold drawing and writing

With its thick lead and large diameter, Mars Lumograph jumbo is the “big brother” of the Mars Lumograph. It rests particularly comfortably in the hand and enables extremely flexible and pleasant working on paper. Due to its soft application of lines, the pen is next to sketching and hatching also suitable for rough nature sketches. The pencil is available in the degrees HB, 2B, 4B, 6B and 8B.

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Mars Lumograph pure graphite 100G: Contrasting lines for large areas

Due to its large lead diameter, the high-quality full-graphite pencil allows for graphic work on large painting surfaces. Its lacquered barrel ensures that the hands stay clean. Nine degrees between HB and 8B for permanent drawings and the degrees 4B, 6B and 8B for watercolouring guarantee diverse applications.

Mars Lumograph aquarell 100A: Delicate gradients

With Mars Lumograph aquarell, STAEDTLER already in 2018 produced the next generation of the product family. Due to the fact that the high-quality drawing tools in the degrees 4B, 6B and 8B are suitable for watercolouring, one can not only create preliminary sketches for watercolour, silk, oil or acrylics painting but also delicate gradients of grey and black tones. The only thing one needs next to the high-quality pencil is a brush, which is dipped into water according to the desired watercolouring effect and then stroked over the paper.

Mars Lumograph 100 and Mars Lumograph black 100B in additional degrees: For even greater variety in the line

The timeless classic Mars Lumograph will be additionally available in the degrees 10H, 10B, 11B and 12B since 2019. With a total of 24 degrees, STAEDTLER thus offers the largest range of drawing pencils. Moreover, the Mars Lumograph black Edition is expanded to include the degrees HB and 7B. The high proportion of carbon in the lead formulation ensures a rich application that manifests in jet black, matt lines and artistically brings to life expressive illustrations.

Erasers and sharpeners as perfect equipment for optimal results

Each "slip" can be corrected in no time with matching erasers. Mars plastic 526 50 is particularly suitable for the products Mars Lumograph, Mars Lumograph black, Mars Lumograph aquarell, Mars Lumograph jumbo and Mars Lumograph pure graphite. The STAEDTLER art eraser 5427 does away elegantly even with deep black lines created by the Mars Lumograph charcoal. In order to have the pencils ready for use it is convenient to have the matching sharpener within reach: for the new Mars Lumograph jumbo, the STAEDTLER tub sharpener 513 001 in a "super jumbo" size is suitable, for Mars Lumograph charcoal, the Mars sharpener 510 25-C made of magnesium can be recommended. The STAEDTLER metal sharpener 510 10 gets the Mars Lumograph, Mars Lumograph aquarell and Mars Lumograph black back into shape.

All pencils and erasers presented here are produced in Germany. STAEDTLER pays attention to environmental sustainability: The high-quality pencils are made of PEFC-certified wood from sustainably managed forests. Mars Lumograph aquarell has already been available since 2018 as part of STAEDTLER's range for hobby artists and professionals. Mars Lumograph charcoal, Mars Lumograph jumbo and Mars Lumograph pure graphite will be available worldwide from the first quarter of 2019.

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