



# PRESS RELEASE

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## INNOVATIONS AND PRODUCT EXPANSIONS IN THE STAEDTLER TRIPLUS FAMILY



STAEDTLER further expands its triplus range and introduces the completely new product STAEDTLER triplus permanent. Next to the ergonomic triangular shaft, which guarantees a particularly pleasant feel, the triplus products impress with their unique variety of colours.

STAEDTLER's triplus range offers school children, students and hobby artists the right tool for any occasion: for writing, drawing or colouring. Furthermore, delicate designs can be created and larger areas of colour can be worked on. The common characteristic of all STAEDTLER triplus pens is the ergonomic triangular shaft which guarantees particularly relaxed writing, drawing and painting. Thanks to the Mix & Match features, the fineliners of the STAEDTLER triplus range provide a perfect match of colours when combined with broadliners and fibre-tip pens.

### **triplus permanent 331: diverse applications and waterproof**

A new addition to the range is the triplus permanent: With its thin, metal-clad tip, the fineliner is particularly suited for delicate designs on almost any surface. The ink is waterproof. The triplus permanent will be available from February 2019 in a total of ten different colours in a stand-up STAEDTLER box. Each colour can also be purchased as an individual pen.

### **triplus fineliner 334 and triplus color 323: Diversity in colour and themed sets**

The triplus fineliner range grew by 12 new colours in 2018 to encompass a total of 60 vibrant colours. Among these are such highlights as "dove grey," "vanilla" or "mahogany." Additionally, STAEDTLER expanded its triplus MY COLOURS series with the new theme sets "Lllama," "Watermelon" and "Botanical." Six specially selected trend colours are combined in a themed set.

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Next to the fineliner variety (line width approx. 0.3 mm), the new MY COLOURS sets are also available in the fibre-tipped range triplus color (line width approx. 1.0 mm). They will be available in stores from January 2019.

**triplus ball 437: Diversity in line and colour**

From mid-2019 the triplus ballpoint pen will be available in ten additional colours and thus 20 colours in total for the line widths M and XB. The new line width F will suit users who not only appreciate a variety of colours but also flexibility. The triplus ball in this line width will be available in the colours green, blue, black and red. The triplus ball is equipped with Airplane-Safe Technology.

**triplus textsurfer 362: variable tip for subtle highlights in ten new colours**

The highlighter impresses with its pleasantly soft tip that, with its variable line widths from approx. 1-4 mm, is also suitable for very fine highlighting of text passages or small print. The PP barrel guarantees long service life. The triplus textsurfer will be available in a stand-up STAEDTLER box from February 2019 in ten new pastel and vintage colours. Each colour can also be purchased as an individual pen.

For more information about STAEDTLER's assortment please see [www.staedtler.com](http://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](http://www.staedtler.com)