



PRESS RELEASE

October 2018

STAEDTLER PRESENTS NEW BRAND IDENTITY WITH FOCUS ON CREATIVITY

The long-established Nuremberg-based company STAEDTLER has strengthened its umbrella brand with the claim “Release your creativity.” The STAEDTLER brand will with immediate effect be showcased with an overall visual approach and adapted corporate communications.

All artistic work starts with creativity. Creativity often makes life more beautiful – sometimes also happier and easier. The manufacturer of writing and drawing materials and creative goods uses this premise for the company’s new umbrella brand.

STAEDTLER considers itself not only a partner for people of all ages who want to realize their creative ideas, but also as a source of inspiration throughout their lives. With a broad range of high-quality and innovative creative products ‘made in Germany’, STAEDTLER has promoted the development of individual personalities – for more than 180 years.

With the claim “Release your creativity,” STAEDTLER calls upon its target groups to unfold and live their creativity – and to thereby also make a difference.

“For many it’s only a pen – but for us it is much more than that! Because the pen, its first stroke, stands at the beginning of every story, every innovation and many ideas,” says Britta Olsen, Head of Brand & Communications at STAEDTLER. “We believe in a world full of ideas. We trust in people who bring to life ideas with their passion. For us, creative fulfilment is the key to an inspired life. Creative work makes people a little bit happier. And more relaxed.”



The connection between reality, pen and paper as well as people’s visionary ideas are represented in the campaign’s imagery and underscored by the claim “Release your creativity.”

Creative Design as visual theme for all target groups

The underlying idea takes up the passion and joy involved in creating as well as the awareness of high-quality and innovative products that enable everyone to express their creativity. Three core target groups are

1 of 2

CONTACT DETAILS

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

BRITTA OLSEN

Head of Brand & Communications

phone: +49 911 9365-821
fax: +49 911 9365-99219
email: britta.olsen@staedtler.com



addressed: children with the themes painting & crafts, creative hobbyists with the themes drawing & designing, and adults in an office and work environment with the themes writing & implementing. The campaign's motives accordingly take up images from these different themes.

Just like in the new advertising motifs, STAEDTLER brings to life ideas in its overall communications: an image film and newly designed image brochures give the company and the brand a fresh look. New presentation templates and relevant corporate wording in internal and external communications complement umbrella brand communications.

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 2,800 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