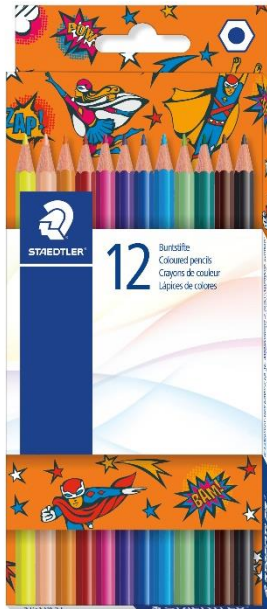


PRESS RELEASE

October 2018

BANG! THE NEW COMIC RANGE IS AN EYE-CATCHER

With brightly coloured comic-style motifs, STAEDTLER presents its new product line “Comic Range.” The attractive design is to motivate children to draw and write. Three different motif universes will decorate the range’s products and packaging from October 2018.



Vivid language and brightly coloured graphics that fire up the imagination: Children find it particularly easy to pick up their favourite product if it instantly catches the eye. With the motifs “Bang,” “LOL” and “Superheroes,” STAEDTLER counts on striking comic-artwork-style graphic elements for young users – with imprinted speech bubbles, colourful, flashy effects and strong superheroes.



Range with pencils and coloured pencils, erasers, sharpeners and geometry sets

The product mix contains everything that belongs to a basic equipment for creative adventures: coloured pencils in cases with 12 or 24 colours as well as standard and jumbo pencils in the popular degree HB. Sharpeners for pencils with a diameter of 8.2 mm, erasers and geometry sets with the three different comic motifs complete the range.



Flashy look at the Point of Sale

The colourful motifs suit the young target group’s taste and their attractive design catches consumers’ eyes. Additionally, a visually powerful header for a floor display supports the presence at the POS and will draw attention to the product presentation in retail already from October 2018.



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

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**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