

# 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: From 2019, this will be 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."



In order to appeal to as many DIY fans as possible and to guarantee diversity in the choice of products, STAEDTLER has developed a total of four exciting and inspiring theme worlds customers can choose from: "Personal Branding," "Wedding Décor," "Mindful Travelling" as well as "Interior Design."

### The complete creative package

For each of the four theme worlds, STAEDTLER together with experts develops fascinating projects and individually compiled product combinations, which can then be tested and implemented by customers. In addition to the necessary products, each box contains access to online tutorials created and presented by the respective experts. In this way, customers not only receive instructions for the implementation of their projects, but simultaneously profit from valuable tips and extensive knowledge. The box moreover contains further utensils necessary for the creative project. Moreover, a creative 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 deco objects, artistic inspiration and further creative projects, which they can immediately carry out with the new Creators Boxes.

### 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.

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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 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](http://www.staedtler.com)