

PRESS RELEASE

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THE NEW CREATIVE RANGE DESIGN JOURNEY TAKES ARTISTS ON EXPEDITIONS



For the first time, STAEDTLER combines products for hobby artists in a distinct product category: With around 35 products, Design Journey invites you to be creative. The logo and the packaging design with imagery inspired by North American national parks ensure a special recall value with retailers and customers.

With the range Design Journey, STAEDTLER offers ideal companions for individual creative paths: fine pastel chalks, luminous acrylics and double ended brush markers are included alongside highly pigmented wood-cased coloured pencils, woodless coloured pencils with watercolour lead and premium-quality artists pencils. Around 35 products in more than 70 product variations motivate creative beginners and encourage more advanced hobby artists to try new ideas. Design Journey offers orientation and an overview over STAEDTLER's wide range of creative tools that enable customers to embark on their very own Design Journey.

High recall value through logo and packaging design

Design Journey products can be recognized by their packaging. The logo is based on the design of North American national park signs from the U.S. and points to the new range's core message: "Discover & Create." A brush and pen are crossed behind the sign. Next to the logo, each packaging is decorated with a motif inspired



by the North American wilderness: a dragonfly dancing along a water plant, a mountain landscape at sunset or images from North American wildlife. The packaging motifs serve as both models and inspiration for customers.

The pristine wilderness of North American national parks as a source of inspiration

With its luminous landscapes, its versatile flora and fauna and its pristine wilderness, North America offers a rich source of inspiration. The magnificent forests become a kaleidoscope of different shades of green and brown, peculiarly shaped massifs turn into geometrical abstractions. If one absorbs this inspiration and puts it on paper, one realizes how one's inner horizon is also constantly expanding and how one can release one's creativity.

The Design Journey range will be available in stores from January 2019. From this autumn, retailers can obtain information on Design Journey's new products and their areas of application in a new magazine "wild at heART". Interested consumers will find inspiration and creative signposts for their artistic expeditions in an additional magazine, which will be available from January 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 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