

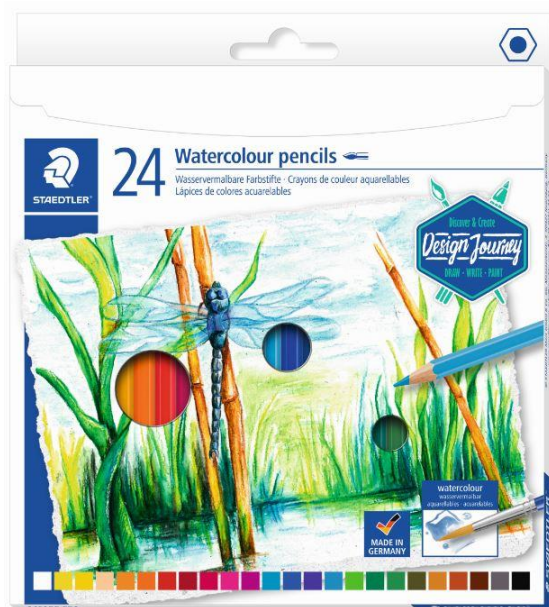
PRESS RELEASE

October 2018

NEW RANGE DESIGN JOURNEY IMPRESSES WITH PRODUCT VARIETY

Variety in the creative range: Design Journey combines around 35 products in more than 70 product variations and offers beginners and advanced hobby artists perfect products for creative expeditions. The logo and packaging design with imagery from 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: Next to fine pastel chalks, luminous acrylics and double-ended brush tip markers, the focus is on highly pigmented coloured pencils and premium-quality artists pencils.



146C and 146 10C: Wide range with coloured pencils

With its colourful forests, its versatile flora and fauna and its pristine wilderness, North America offers a source of inspiration for hobby artists of all ages. With Design Journey's high-quality coloured pencils, a landscape's nuances fully come into their own. The coloured pencils in the classic hexagon shape are available in a highly pigmented (146C) and a watercolour version (146 10C). The highly pigmented version will first be available in 24 colours from January 2019; from autumn 2019, the range will be expanded to comprise a total of 72 colours. The watercolour pencils will also be available in stores in 24 brilliant colours from January. The high-quality coloured pencils are made from PEFC-certified wood from sustainably managed forests.

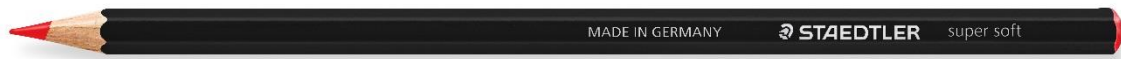
CONTACT DETAILS

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

FRANZISKA JORDAN

Manager Public Relations

phone: +49 911 9365-567
fax: +49 911 9365-99567
email: franziska.jordan@staedtler.com



149C: Coloured pencil STAEDTLER super soft with extra soft lead for particularly high opacity even on dark paper

The new coloured pencil STAEDTLER super soft enables very soft colour gradients: in this way, the glowing red of the setting sun, mountaintops glimmering in the evening light, or the shimmering light on a hot summer day can be portrayed particularly well. The coloured pencil in the classic hexagon shape will be available from January 2019 in 24 colours and can also be purchased as a set of 12 in a cardboard box or a metal tin case.

146 10G: New woodless coloured pencil for luminous colours

Another new item in the range is the highly pigmented woodless watercolour pen in the classic hexagon shape. Due to its 7mm solid lead that is not encased in wood, it is perfectly suited for large-scale sketching and hatching. The lacquered surface ensures clean hands. Due to the pen's suitability for watercolouring, one can create brilliant watercolour effects on paper with a suitable brush. From January, the coloured pencil will be available in stores in 12 luminous colours.

100P: High-quality pastel pen for smooth gradients and smallest details

For those who create detailed drawings and put emphasis on utmost precision even when it comes to small areas, the high-quality pastel pen is the right drawing tool. With a lead diameter of 3.6mm, linear tasks can be executed just as optimally as designing large areas. The pen is moreover suitable for blurring and mixing with coloured and charcoal pencils in order to create fine colour gradients. From January 2019, the pastel pen will be available in stores in four earthy colours and white.

Many other products are ideal companions on the creative journey

Next to the new products in the segment of coloured pencils, Design Journey also features extensions in existing product lines. The extra broad fineliner 338 will thus be available as part of Design Journey from January 2019 in a pack of ten or 20. From April 2019, the pigment liner 308 will also be available in stores as part of Design Journey in the additional colours yellow, light blue, light green, fuchsia, light brown and grey.

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