



PRESS RELEASE

October 2018

STAEDTLER: NEW EXPERTS AND TUTORIALS FOR THE “HOW TO...” POS CONCEPT

With the “How to...” concept, STAEDTLER links digital inspiration with analogue product consultation. From 2019 on, the Nuremberg based manufacturer of stationary and creative goods complements the POS concept with further inspiring tutorials and their experts.



Every day, millions of people seek inspiration in countless online tutorials and enthusiastically use them to unleash their creativity. STAEDTLER links the digital with the analogue world and integrates creative online tutorials as a display solution directly at the POS. This way, inspiration can be found directly where the products are – in the shop.

“How to...” – a concept for creative ideas

The aim of the “How to...” POS concept: position application tutorials also in a trading environment at the POS and simultaneously present the relevant STAEDTLER products. The displays consist of a cube that is hollow and open on both sides and made of extremely strong and high-quality honeycomb cardboard. Inside there is a wall on which tutorials and product recommendations are presented on both sides. On each side there are brief, pictorial step-by-step instructions for DIY projects by selected experts and artists, including relevant products. With this type of product presentation, STAEDTLER wants to show the many creative people and DIY fans directly in a retail environment how versatile its products are. The tutorials offer ideas that inspire people to become creative themselves.

Tips and tricks from DIY experts

Each “How to...” tutorial is created by chosen experts from a specific area of the big DIY world who share their ideas, expertise and inspirations with the creative community

for this display concept. From 2019 on, the following experts will complement STAEDTLER’s innovative POS concept: Greek graphic designer Meni, American artist Taylor, German DIY-blogger Mako, and German YouTuber Beccy.

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Linking the analogue and the digital

The displays additionally contain a holder with business cards with a reference to <https://www.staedtler.com/howto>. This link leads to the “explore” page within the STAEDTLER homepage. Here, enthusiastically DIY-fans as well as creative beginners will explore many inspirations and detailed step-by-step instructions for artistic projects. Of course, the themes and tutorials that are simultaneously presented at the POS are also available here, allowing users to simply copy the projects at home. With this system, STAEDTLER can respond to current trends and vividly present them to customers in a retail environment.

Versatile and individual

The pictorial displays are designed in a way that they can not only feature tailored content and be reused but can also easily be employed worldwide. The tutorials and products can be exchanged and the display can thereby be adapted to special regional requirements and themes. In its placement the display offers additional flexibility. It can be employed both as a counter display and as a large themed area. To do so, the individual cubes are simply combined with a metal clip and stacked next to or on top of one another. The “How to...” concept by STAEDTLER allows an attractive secondary placement of products directly at the POS. By visualizing the application possibilities of products, customers gain additional value and are offered a buying incentive – an advantage for the brand and for retail.

Our new “How to...”-Tutorials:

> “How to beautify wood slices” with Meni (https://www.instagram.com/menis_art/)

The Greek graphic designer and illustrator usually draws her inspiration for DIY projects from nature and shares her works with her more than 80,000 fans on Instagram. For the “How to” POS concept, she prepared the tutorial “How to beautify wood slices” which enables users to create natural deco creations.

> “How to paint galaxy artworks” with Taylor (<https://www.instagram.com/humbyart/>)

Trendsetters around the globe have discovered “infinite space” for themselves, and the U.S. artist has nearly perfected the creative presentation of galaxies, moons and stars. He inspires more than 180,000 people on Instagram and YouTube with his creations. In his tutorial “How to paint galaxy artworks”, hobby artists learn how to create fantastic works of art that expand our horizon with acrylics, watercolour pencils or fibre-tip pens.

> “How to draw bookmarks” with Mako (<https://www.instagram.com/makoccosinos/>)

Mako is a real DIY-fan and shares her passion with her more than 30.000 Followers on Instagram. In her tutorial “How to draw bookmarks”, she focuses on one of the real classics in the DIY sector – the bookmark. She shows how users can create real eye-catchers or beautiful, personal small gifts.

> “How to upcycle cans with FIMO” with Beccy (<https://www.youtube.com/user/BeccyLemon/>)

The trained communications designer Beccy is an enthusiastic fan of modelling with FIMO and presents her own works on her own YouTube channel. For her tutorial “How to upcycle cans with FIMO”, she focuses on the topic “Upcycling” and shows how to create real pieces of jewellery from used cans with the help of FIMO.



> *How to design a cork pinboard*

With this tutorial, STAEDTLER revives an old trend: cork pinboards. The instructions explain how the practical helpers for everyday life can be creatively designed and embellished with diverse materials, drawings or lettering.

> *How to create painted rocks*

This tutorial shows how rocks can be transformed into an impressive deco idea with the right pens and techniques. Depending on size, the rocks can be decorated with patterns or slogans – an idea that is thousands of years old and enjoys renewed popularity.

Further "How to..."-Tutorials – out now:

> *"How to draw a mandala" with Sine Hagestad (https://www.instagram.com/sine_art)*

The Norwegian mandala artist is specializing in delicate patterns and drawings, for which she mainly uses triplus fineliners and pigment liners from STAEDTLER. On her Instagram account she already inspires hundreds of thousands of followers with her work. In the context of the new "How to..." POS concept by STAEDTLER, with the tutorial "How to draw a mandala" she contributes inspirations for the design of hobby artists' own mandalas.

> *"How to design a ruler" with Camilla Loschbrand (<https://www.instagram.com/camillalochbrandt>)*

Zentangles, doodles and also mandalas are the Norwegian artist's area of expertise – and a spirograph serves her as the perfect tool. In her tutorial "How to design a ruler", she allows close insight into how to use such a stencil and how to create beautiful shapes. In the "How to..." display, one can find not only spirographs but also the matching writing tools for their use: triplus fineliners and pigment liners in a multitude of colour variations.

> *"How to make a FIMO magnet" with Lisa Tihanyi (<https://www.meinfeenstaub.com/>)*

The blog of the ardent DIY enthusiast is all about doing things yourself. Every day, she inspires her readers and fans with many ideas about how to improve one's home with creative tricks. Lisa is a big FIMO fan and focuses on moulding with FIMO soft for the "How to..." displays. In her tutorial "How to make a FIMO magnet" she shows how to create trendy decorative elements with the world-famous, oven-hardening modelling clay, for example a bright green cactus magnet.

> *"How to do handlettering" with Lise Hellström (<https://www.instagram.com/inkandlise>)*

Statements from Lise in the most beautiful varieties of her handwriting as well as with diverse writing tools are always authentic and unusual. The Swedish artist has mastered hand lettering like almost no other artist. For STAEDTLER she remains true to her artistic focus and shows in her tutorial "How to do handlettering" in detail how one can use one's handwriting to make every single letter expressive in a very special way.

> *"How to create watercolour art" with Funda Tazedal und Sandra Ergin (<http://www.honeydarko.com>)*

With its blog, the artist collective HoneyDarko has dedicated itself to the fields of "design and calligraphy." On Instagram, followers can find diverse applications and techniques. For STAEDTLER they explore the trend of watercolour art and use water-based ink together with unusual tools such as foil or a water spray. The tutorial "How to create watercolour art" shows this special watercolour effect and how one can combine it with motifs.



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 modeling clays in Europe and proud of its long tradition of manufacturing 'Made in Germany' products. www.staedtler.com