



STAEDTLER®

Head of ideas.



One head, many ideas

Sustainability at STAEDTLER

2023

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Status: January 2024

Concept and implementation: Birke und Partner GmbH, Kommunikationsagentur

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The future needs good ideas

This mindset has a long tradition with us and is deeply rooted in our company. And good ideas also shaped our 2023 in a sustainable way.

Acting sustainably is one of our most important principles – in the interests of both people and the environment. For us, this means protecting our environment and dealing responsibly with our resources, but also with each other. It is important to take responsibility and make sustainable choices. In a world of many challenges, we recognise the importance of the three fundamental pillars for which we bear responsibility: economy, ecology and social affairs. These pillars form the foundation for a future worth living in, where we must reconcile economic prosperity, environmental protection and social justice. On the following pages, we present how we contribute to a sustainable world while respecting and strengthening these pillars.

STAEDTLER’s economic, environmental and social responsibilities go hand in hand with its long-term business success. We systematically record our sustainability development and continuously review key figures. To continuously update and improve our sustainability

concept based on the United Nations Sustainable Development Goals (SDGs for short), we rely on close dialogue with our partners and customers.

In 2023, we started with a materiality analysis to help us identify the most important topics and issues related to sustainability for our company. In doing so, we are focusing our resources and attention on the areas with the greatest impact on sustainability performance and business success. The materiality analysis ensures that our sustainability strategy is based on a solid foundation. In doing so, we take into account the needs of our stakeholders, the opportunities and risks for our company as well as our long-term orientation based on the criteria of the European Sustainability Reporting Standard (ESRS).

We want to show you our most important milestones from all the sustainability measures below. This brochure explains where we as a company stand in 2023, and how we want to become even more sustainable. Because our path continues. Through our joint commitment, we are striving for more to make the future more sustainable, step by step.

The Board of STAEDTLER SE

Matthias Greiner Dr. Konstantin Czeschka

One head, many ideas:

STAEDTLER, Head of ideas

It all starts with an idea. Some ideas are quiet and transform our immediate environment, while others are groundbreaking and have a global impact. Whether kindergarten child, architect or artist: There is no monopoly on good ideas. At STAEDTLER, we believe in all these ideas – and in bringing them to the world. We manifest this attitude in our figurative mark, the Mars head, and our brand claim: **Head of ideas**.

We see our products as an ally. They make it possible to bring your own imagination to life. Because if you paint, draw, model, design and formulate, you can create something new. And sometimes turn the world upside down with your ideas. Just like we at STAEDTLER do again and again to this day.

Our company history is full of free spirits who put their ideas into practice. It was in 1662 when Friedrich Staedtler came up with his idea, which was free from all conventions. Against the requirements of the Nuremberg Council, he began to manufacture both mines and the sheathing for pencils. In doing so, he abolished the separation between the production of the mine by the lead cutters and the production of the mine's wooden encasement by the carpenters. He established what was the beginning of an independent, effective pencil-making trade in Nuremberg. He followed his conviction and stood by his idea. His great-grandson Johann Sebastian Staedtler invented the coloured pencil as we still know it today, and also made it available to a wider audience outside of artist studios. For former STAEDTLER Managing Director Rudolf Kreutzer, employees were already the top priority at the beginning of the 20th century. He also had an eye on the environment and noted in a handwritten report back in 1909 during a sales trip for STAEDTLER that "large stocks of the well-known Californian redwood (...) were heavily thinned with the saw."

Today STAEDTLER is one of the world's leading manufacturers and suppliers of writing, painting, drawing and modelling products. We create ideas that make our products more sustainable, efficient and durable. In this way, we want to help people around the world realise and share their ideas. To achieve this goal, our currently more than 2,000 employees around the world work on the right products every day.

As a symbol of our company, the head of Mars is synonymous with ideas. These are firmly anchored in our corporate values:

Inspiration

We encourage each other to share our ideas.

Innovation

We think outside the box.

Quality

Our products make it possible to concentrate on your own ideas.

Tradition

We provide ideas – right from the start.

Sustainability

We think long-term and focus our actions on the three pillars of ecology, economy and social responsibility.

Accountability

We treat each other and our environment with care.



Sustainability strategy



Our aim is to handle the resources of our Earth with care and foresight. This is why efficiency plays a major role in our philosophy for sustainable action, for example in the production or logistics of our products. We focus on measures that lie within our area of responsibility and have an influence on our processes. Our focus is on our manufacturing processes, the materials we use, such as wood and plastic, and the procurement and transport of raw materials. We develop clearly defined factual bases for our measures, which we use to regularly check how we are achieving the reduction or savings targets we have set. We make our contribution to climate protection through measures at our sites to reduce our own CO₂ emissions with Scopes 1 and 2 of the GHG (Greenhouse Gas Protocol).

Our database refers to the completed financial year 2022. In addition, we also report on some noteworthy achievements from the current year 2023 and some of our newly set targets.

Traffic lights are intended to show the progress of our target achievements:



We have already achieved a lot and are well on our way.



There is still work to be done.



Adjustments are necessary.

To establish comparability with other institutions, we measure our key figures against the GRI (Global Reporting Initiative) and the SDGs (Sustainability Development Goals). We relate these two forms of environmental reporting to one another. The framework conditions are not only recognised worldwide, they are also two of the EU Commission’s recommended key figure systems in the new CSRD (Corporate Sustainability Reporting Directive). The SDGs are also known as the "global community's future contract for the 21st century" and were adopted as part of the 2030 Agenda for Sustainable Development at the UN Sustainable Development Summit in 2015. The 2030 Agenda defines a total of 17 sustainability goals (SDGs) and 169 sub-goals, which should form the framework for achieving a sustainable society.

STAEDTLER has prioritised the 17 goals concerning their relevance for the company and derived fields of action from them, based on seven SDGs.

We have derived the following fields of action:

- Technology innovations
- Resource efficiency
- Occupational health and safety
- Energy efficiency
- Product quality
- Satisfied employees
- Attractive employer
- Circular economy
- Mobility innovations business model (decarbonisation)

We focus our actions on the following SDGs:

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS





Production and process innovations

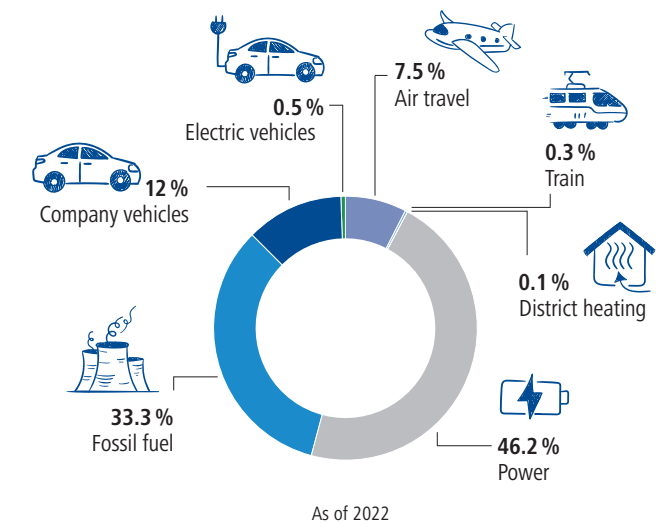
We master our key technologies ourselves – from material technology involving formulation and manufacturing to process technology, such as (co-)extrusion and colour pigment grinding. These areas are central to our research and development activities and enable innovative products and efficient processes.

We conserve resources

At a time when resource scarcity and environmental impact are increasingly pressing issues, efficient and sustainable production methods are crucial. Resource efficiency is not just a buzzword, but a key principle for a company's long-term success and responsibility towards the environment and society. The need to conserve resources goes far beyond mere cost savings, although this is undoubtedly an important factor.

The reasons for saving resources range from reducing the environmental footprint to increasing competitiveness and securing the future viability of a company. The proportion of renewable energies is to be increased further by 2030. Currently, 6.5 % of the total energy required comes from self-generated, renewable sources.

Our CO₂ emissions

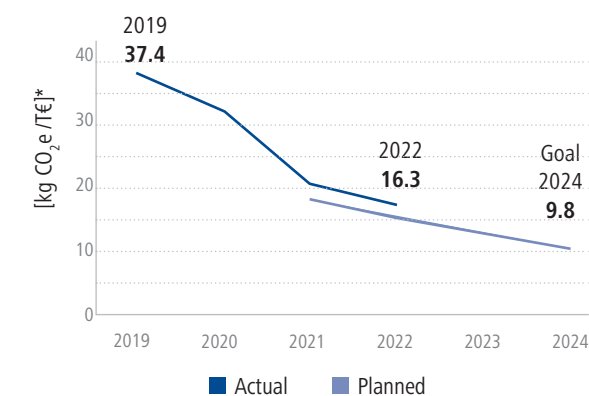


Our goals for 2022 and their degree of fulfillment



Goal

70 % reduction in emission intensity by 2024



* Annual emission reduction of all emissions emitted by STAEDTLER worldwide, based on turnover in € million.



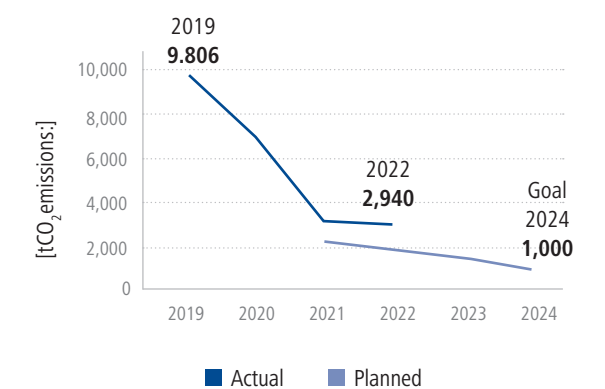
Measures

- Power concept
- 100 % green electricity at German locations
- Reduction of natural gas consumption at plants in Germany



Goal

80 % reduction in GHG scope 2 (CO₂e/electricity) by 2024



Measures

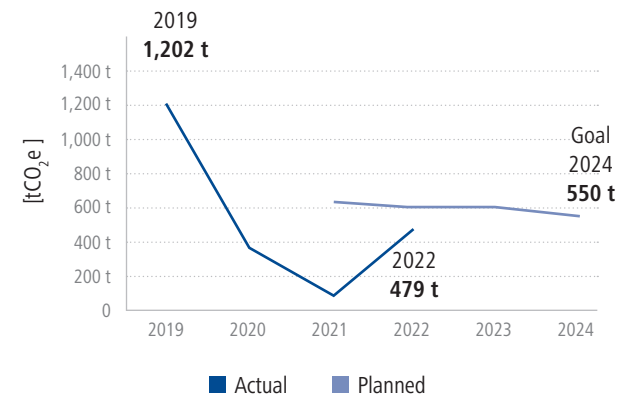
- 100 % green electricity at German locations (since 2021)

The CO₂ values were calculated on the basis of the BAFA factors – as at 15/11/2021.



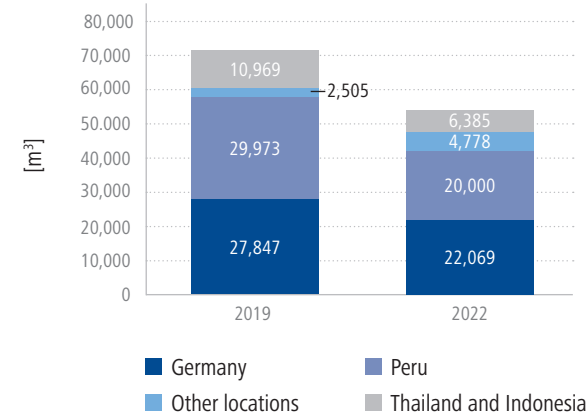
Goal

50 % reduction in the CO₂ e-footprint of air travel by 2024



Goal

We will reduce our water consumption by 20 % by 2024

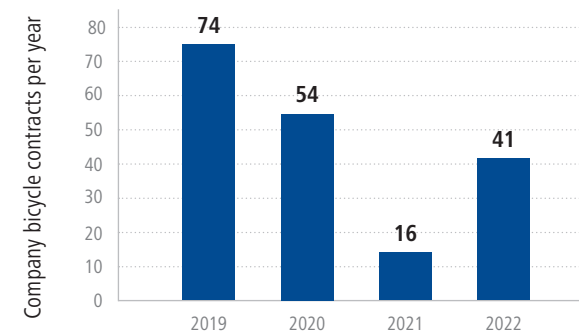


The set target has already been reached.



Goal

We are constantly creating incentives and promoting the use of alternative forms of mobility such as car pools and e-mobility



Measures

- Bike leasing: "My company bike" offer used by approx. 10 % of employees in Germany (>100 active contracts)
- Electromobility concept for the Nuremberg site provided by an external consultant
- Increasing proportion of company e-cars

Examples of optimised production facilities:

- By using a new system technology in injection moulding production, we were able to reduce the power requirement for each plastic part produced, which is made up of STAEDTLER pins. Comparing 2014 to 2022, we have been able to save **over 27 %** electricity per produced part.
- In 2019, we optimised the compressed air generation in the Neumarkt and Sugenheim plants with a total of five new compressors with intelligent control, saving **over 30 %** of electricity for the compressed air generated each year.
- In 2020, we optimised cooling production at our plant in Nuremberg. We now use efficient CO₂ refrigeration systems that produce cooling water for production and use CO₂ as a natural refrigerant. The resulting waste heat is used for hot water treatment, which saves natural gas.

Our activities



Waste water treatment

Thanks to our wastewater treatment plant at the Nuremberg site, we can continuously improve the ratio of treated wastewater to filtered substances. The amount of wastewater to be disposed of has fallen by over 30 % compared to 2020 in 2015.

Picture: Water before (right) and after (left) the cleaning process through the new water treatment plant introduced in 2018.



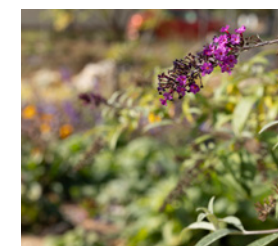
Eliminate waste

We are working to optimise our processes so that as little waste as possible is generated. In plastic processing, injection moulding no longer results from hot runner technology. This also reduces the amount of electricity required and waste generated. We collect the plastic waste separately in order to recycle it.



Environmentally friendly electricity

We are significantly increasing the share of renewable energies. Since January 2021, we have been using only green electricity at all German sites. This means that all of our products manufactured in Germany are exclusively produced using green electricity. Since April 2022, our site in Peru has also been producing 100 % green electricity, which is generated by hydropower.



Nature-oriented company premises

In order to improve biodiversity, a new planting and habitat concept was implemented on our site in Neumarkt. This includes perennials, grasses, deadwood areas and rock piles that provide shelter and food for various species of animals. There is also the "sea of flowers" which blooms all year round and a green fence with clematis and climbing roses to provide additional habitats.



Management certifications

The quality and environmental management system of our production sites in Germany and Peru is globally harmonised and certified according to ISO 9001 and ISO 14001. With both certifications, we want to support our sustainable corporate development. Our quality management system is intended to increase our capacity for quality and the satisfaction of our customers; the environmental management system makes important contributions to the ecological pillar of sustainability.



Solar on the roof

Since 2019, we have been producing electricity at our Nuremberg site with our own photovoltaic system. The plants in Neumarkt and Hengersberg are also equipped with such a system. The expansion of the solar power plants in Nuremberg and Neumarkt as well as the start of PV systems in Sugenheim are planned from 2023.



Energy efficiency winners

The STAEDTLER Neumarkt plant has held this title since 2019. The award from the “Energy Region Nuremberg” recognises comprehensive energy efficiency measures. This success was made possible by replacing the gas heating system, installing a 2,000-litre buffer storage tank and the renovation of the facade.



Energetic chip recycling

Since March 2023, we have been generating even more of our own heat energy through chip recycling at the Neumarkt site. These are chips produced during the production of wood-cased pencils in the raw pencil production process. By pressing the chips into briquettes, they can be stored until use. If necessary, they are crushed and fed into the solid fuel boiler.

Our goals in production and process innovation

Reduce CO₂ emissions

- By 2024, we will reduce the intensity of emissions by 70% (kg CO₂e*/T€ of Group gross sales).
- We will reduce the CO₂* footprint of air travel by 50% by 2024.
- We are constantly creating incentives and promoting the use of alternative forms of mobility such as car pools and e-mobility.
- We will reduce the GHG scope 2 (CO₂e*/power) by 80% by 2024.

Increase energy efficiency

- The expansion of the solar power plants in Nuremberg and Neumarkt as well as the start of PV systems in Sugenheim are planned from 2023.

- By 2030, we will increasingly use energy from renewable sources that we generate ourselves or through direct investments.
- We will install a new heat pump in Sugenheim in 2023.
- In 2023, we will purchase an adsorption refrigeration system for the Sugenheim plant. Waste heat generated during production is converted into cold.

Reduce water consumption

- A new target to reduce water consumption is being planned.

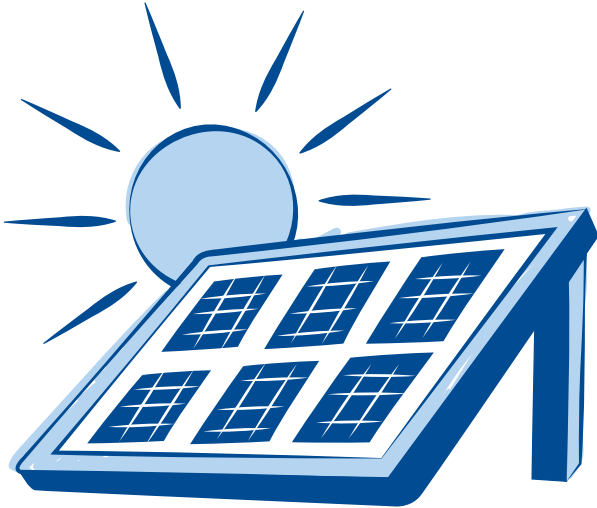
* CO₂equivalents: Unit of measure to make the climate impact of different greenhouse gases comparable.

By 2030:
renewable
energy.



Our idea:
Capture the sun
over our locations.

Our locations in Nuremberg, Neumarkt and Hengersberg produce their own electricity.



Social responsibility

We value each other – inside and outside of the STAEDTLER company. To this end, we take internal measures that strengthen the well-being and cooperation of employees. We are committed to social projects around the world.

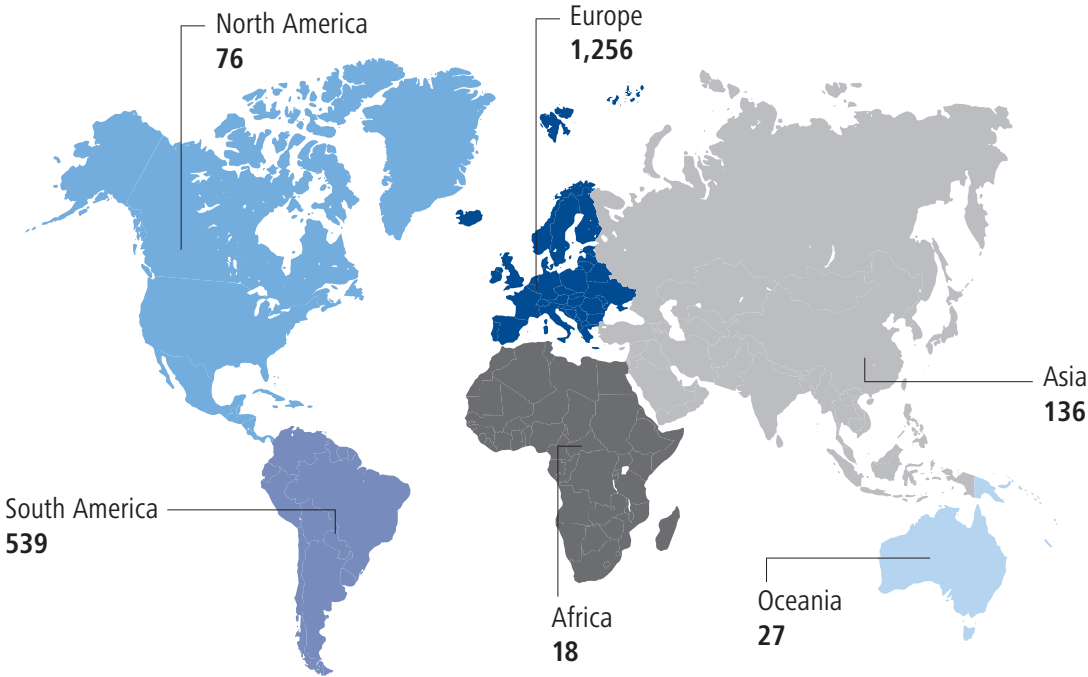


STAEDTLER worldwide

Through social responsibility, we want to make a positive contribution to society. It is important to recognise, evaluate and proactively shape the social impacts of company activities. Our social responsibility includes various aspects such as working conditions and employee rights, diversity and inclusion, community engagement, ethics and integrity, and education and training. Appreciative cooperation across all continents of the world is an important maxim for us in our actions.

To this end, we set ourselves the goal of determining the first international key figures on diversity and equal opportunities. We achieved this in 2023 and will derive follow-up goals in the next step. Dealing with demographic change plays an important role here. We continuously ensure safe and healthy working. Since June 2022, a full-time paramedic has been employed at our Nuremberg site, and we have appointed a senior occupational safety specialist.

2,052 employees at STAEDTLER



Employees by gender



Age of employees



Global leadership positions

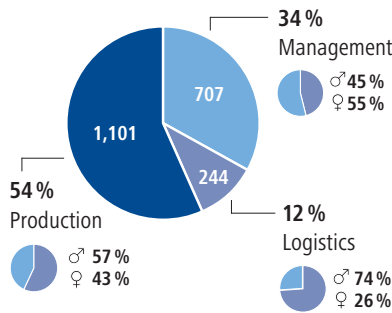


Employees with personnel responsibility (incl. team leaders, no deputies)

Age of managers



Employees by department



Our activities



World Kids Colouring Day on 6 May

STAEDTLER initiated World Kids Colouring Day in 2008 and has since called on children all over the world to draw for charity every year. For every picture they draw, we support children's rights organizations with one euro – making the little artists big helpers who are committed to children in need. On World Kids Colouring Day 2023, our environment played a special role: Following the motto “Discover nature – underwater”, tens of thousands of children around the world creatively explored their environment and its biodiversity. A total of 65,132 pictures were the result – painted, drawn and crafted, from 12 countries. This year, too, there was a record participation rate. Once again, the children's rights organization Plan International Germany received one euro per submission from STAEDTLER, this time as support for the aid project “Clean Water for Ghana”.

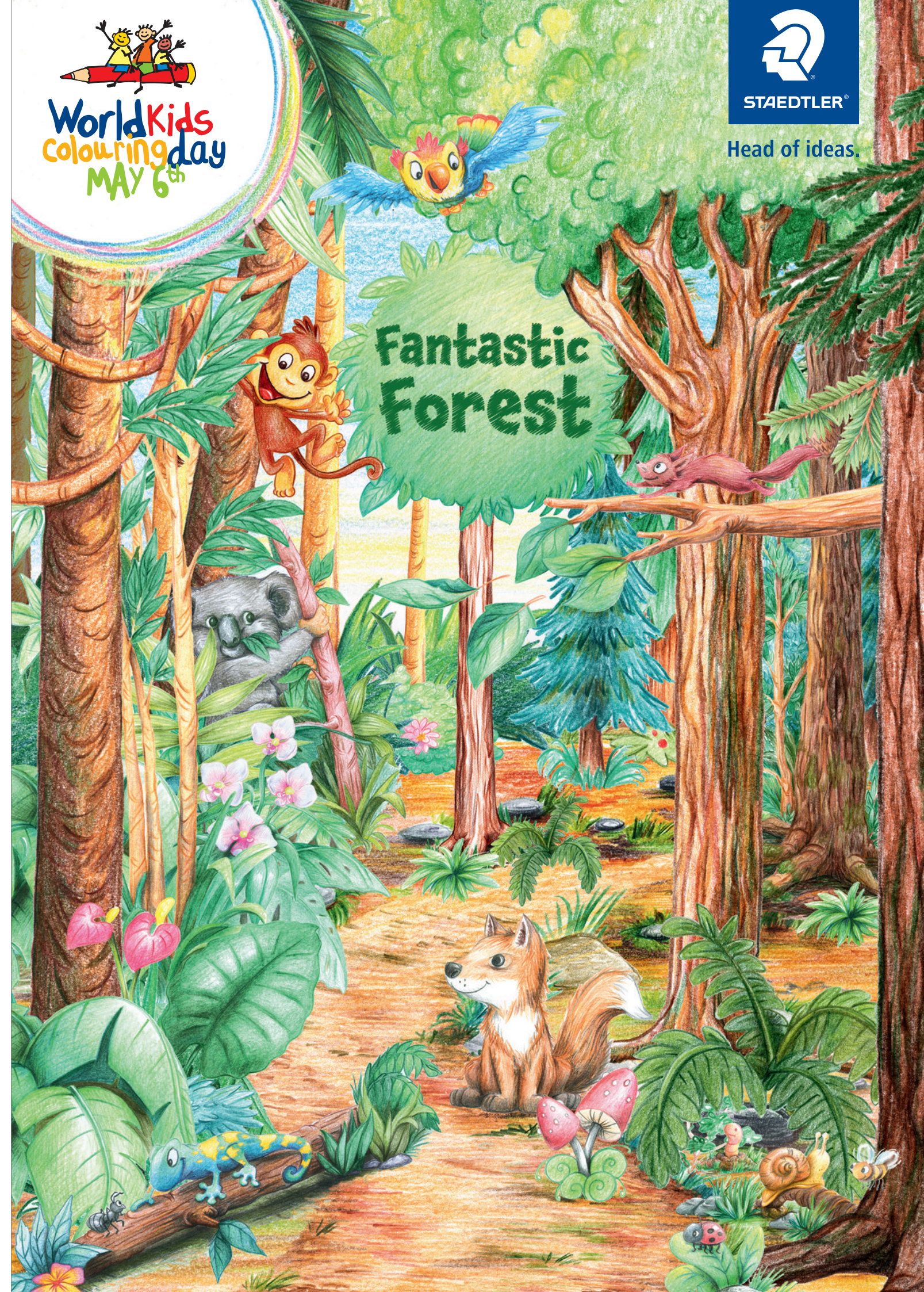
Code of Conduct

STAEDTLER thinks globally and takes into account local, cultural, economic and legal circumstances. We are committed to complying with the legal requirements and high standards set out in our Code of Conduct in all our activities. Our Code of Conduct is a binding internal standard based on applicable law. It specifies the corporate principles mentioned and helps us all to follow these principles and implement them even better in our work for STAEDTLER. The Code of Conduct is continuously being developed and adapted to the constantly changing economic and legal conditions. We regularly review and update the related documents and references. However, the Code of Conduct is not just a collection of rules and guidelines for lawful conduct in day-to-day work. It also offers all employees the opportunity to contact a Compliance Officer in confidence, particularly in cases of doubt. These two elements – the rules and the Compliance Officer – give our Code of Conduct its special quality.

Sedex member

STAEDTLER has been a member of Sedex since 2022. Sedex, short for Supplier Ethical Data Exchange, is a world-leading organisation that promotes the adherence to and improvement of safe, ethical and sustainable business practices while safeguarding the working conditions of employees throughout the supply chain. The results of external audits are made available to our customers via the Sedex platform. It enables companies to collect and share information about working conditions, ethical business practices and environmental impacts in their supply chains to foster social responsibility and sustainability. Sedex helps companies monitor and improve compliance with social and ethical standards in their supply chains.

Sedex Member





Innatura

Since 2016, STAEDTLER has donated 122 pallets of products, including pencils and coloured pencils, sharpeners, erasers and modelling clay, making it one of the top five donors to Innatura for years. The social enterprise collects donations in kind from companies and passes them on to charitable organisations at favourable prices. This saves the facilities money that they can use elsewhere. Our products went via Innatura to 405 different institutions and thus numerous children, young people and families.



Occupational health and safety

We are continuously working to improve occupational and plant safety as well as health protection at STAEDTLER. We take care to protect people and the environment in our workplaces. Regular training sessions are held to ensure compliance with relevant laws and regulations. Every manager is obliged to instruct and support their employees in exercising this responsibility.



Real-life inclusion

STAEDTLER has been working with the Lebenshilfe Lenkersheim charity near its Sugenheim site for 14 years. Following the motto "It's normal to be different", around 29 employees, including carers from Lebenshilfe, currently support the STAEDTLER team and take on packaging work or duties in the canteen, for example.



Business Partner Code of Conduct

With the upcoming implementation of the Supply Chain Due Diligence Act, we have implemented a Business Partner Code of Conduct. The ETI Basic Code is based on the conventions of the International Labour Organisation (ILO) and is an internationally recognised code of good labour practice. It is regarded as a global reference standard and is often used as a benchmark for conducting social audits and developing action plans for ethical trade. The second part of the Business Partner Code of Conduct then deals with the environmental aspects of fulfilling the Supply Chain Due Diligence Act. Here, too, we have taken care to incorporate the international requirements for the value chain.

Our goals in social responsibility

Appreciative cooperation:

- We continue to promote social projects such as World Kids Colouring Day and environmental education projects.
- We continuously ensure safe and healthy working.
- Signing of the Business Partner Code of Conduct by our suppliers and agencies starting in 2024 January.

65,132 euros for the aid project "Clean Water for Ghana" thanks to World Kids Coloring Day 2023.



Our idea: Children draw for children.

On World Kids Colouring Day, the little ones let us see the world through their eyes. STAEDTLER will support with one euro for each picture to a charity project. Since collaborating with Plan International Germany, a total of over 190,000 euros has been raised over the last six years.





Material innovations

Things that are used for a long time are especially gentle on our environment and its resources. That’s why we develop our products for long-term use and continuously research new formulations and technologies that make our products even more durable and sustainable.

We focus on long-lasting products

In a world where environmental impacts are increasing and resources are becoming scarcer, promoting durable products is key to achieving a sustainable future. It’s our responsibility to make conscious choices and choose products that not only meet our needs, but also protect our planet. But it’s not just the products themselves that should be

sustainably produced, we also have many options for working in a resource-conserving manner when it comes to packaging. We have already succeeded in switching over 50 % of single-use plastic packaging to cardboard packaging. Our plastic packaging consists of at least 75 % recycled content.

Our goals for 2022 and their degree of fulfillment



Goal

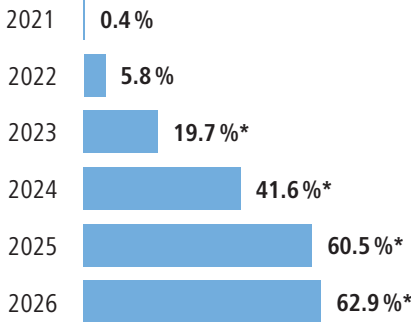
Increase the use of recycled plastics and/or bio content in plastics in existing product lines to reduce their CO₂ e-footprint by up to 20% by 2024



Measures

- The first pens have been changed, for example from Lumocolor 31, triplus (first colours), STAEDTLER highlighter and pigment art pens (new since 2023).
- Further measures to reduce the CO₂ e-footprint are still being determined.

Proportion of recycled polypropylene (*planned)



Our idea:
Pencils, Made from
Upcycled Wood.



We have the power to protect the environment for future generations. Through upcycling, we upgrade wood chips, which are produced as residual and waste products in the wood industry, to new pencils.

**More trees can
keep on growing.**



Our activities



Made from Upcycled Wood

We at STAEDTLER developed a process over ten years ago that enables us to use wood as the most important raw material for our pencils even more efficiently. The key to this is “upcycling”. Upcycling recycles leftover or waste materials and transforms them into something new. While these substances lose some of their value during recycling or downcycling, they are upgraded during upcycling and often receive a new purpose. The use of existing materials reduces the need for new raw materials and thus saves resources and the environment.

Thanks to our exceptional production technology, we do not need any wooden boards like in conventional production processes to produce pencils Made from Upcycled Wood. We use wood chips from sawing and planning processes in the woodworking industry. This means that even the smallest wood remains can be reused in high-quality pencils. The wood shavings used for upcycling come from PEFC-certified, predominantly German forests (PEFC/04-31-1227), which are managed in an ecologically, economically and socially sustainable manner. This also keeps transport routes short, as all our products made from upcycled wood are “Made in Germany”. Thanks to their high quality and fracture resistance, they are particularly durable and save our resources in production and use. Staedtler's most renowned product, the Noris 120 pencil, in its black and yellow stripe design, is also being made from upcycled European wood since 2023.

DRY SAFE



The pen remains open – this happens quickly. The result: It dries out, no longer writes and is disposed of straight away. To make our products more durable – for our customers and the environment – we developed DRY SAFE technology. Nature served as a role model: Many plants protect their fruits and leaves from drying out with a layer of wax. We have applied this principle to our products since 1996. This allows the pens to remain open for days without losing quality. We use DRY SAFE technology in the Lumocolor range and the triplus family, for example.

Brand Shop at STAEDTLER

The vision in the general overhaul of STAEDTLER's in-house shop-in-shop system was to perfectly combine sustainability, aesthetics and (multi-)functionality. This is particularly evident through the use of certified, recycled wood. Special attention was also placed on energy efficiency, with energy-saving and atmospheric lighting solutions being developed to conserve resources and reduce operating costs.



Lumocolor Recyclate

For over 65 years, our Lumocolor brand has represented excellent quality and reliable performance. The international conversion of the product range to recycled material started at the end of 2022. Since then, 97 % of the housing, i.e. the shaft, protector and end cap of the pens, has been produced from recycled plastic. This changeover is an important contribution to reducing CO₂ emissions, and our promise of the quality will of course remain in place. The change will initially apply to Lumocolor permanent and Lumocolor non-permanent universal pens as well as special pens. We plan to extend this conversion to recycled plastic in the entire Lumocolor range over the next few years.



Refill station

Our STAEDTLER refill stations have been around for a very long time, but over the years they have become even more important because we want to reduce the amount of plastic waste. The range has been expanded with additional refill stations so that Lumocolor markers, pens and text markers can now be used again and again to protect the environment and your wallet.

Eraser made from renewable raw materials

With our new STAEDTLER erasers 526 80 / 526 83, we are presenting our first models that are made from at least 56 % renewable raw materials. We use plant residues from olive processing, which are ground into a fine "flour" instead of burning it. This olive flour replaces fillers in the erasers, which no longer need to be produced again. This helps to reduce the use of freshly produced industrial filler material. The sleeves of the erasers are made from 100 % sugarcane fibres, which are produced as waste during sugar production. These are processed into paper without the use of bleaching and dyeing chemicals. In addition, we do not use any additional plastic packaging or shrink film.

eco+ edition

Our eco+ edition offers a product line with a clear focus on communicating sustainability benefits. It includes particularly sustainable products with innovative environmental benefits in the product, packaging and production categories.



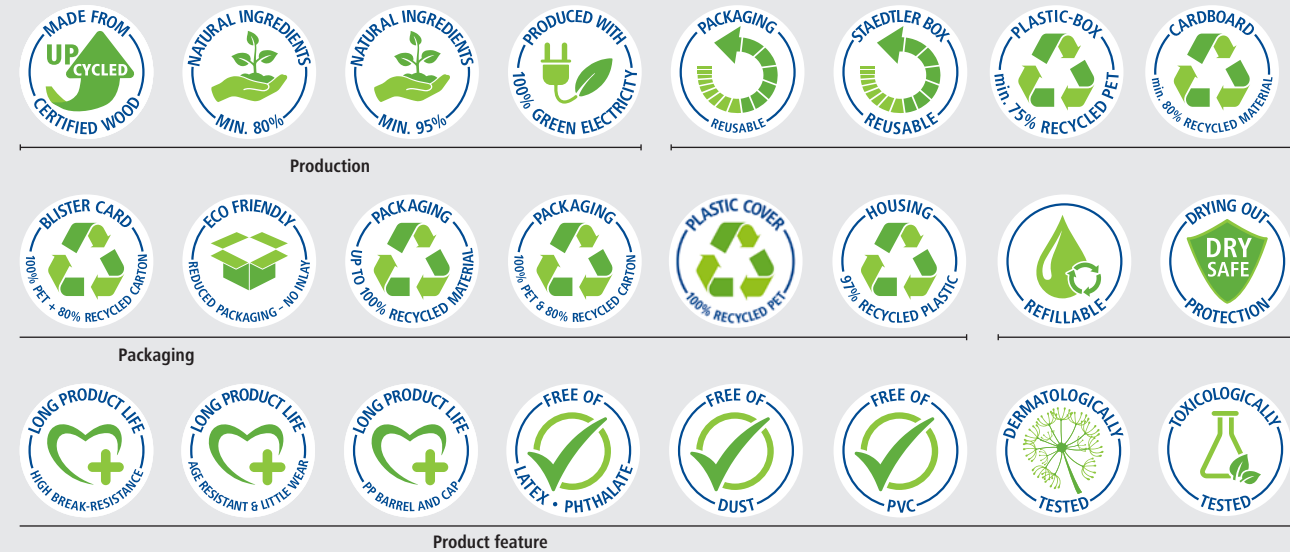
Proven environmental friendliness with TÜV Rheinland Green Product Certificate



From October 2023, our wood-cased pencils and coloured pencils Made from Upcycled Wood (120, 183, 185, 187 and 188) bear the TÜV Rheinland test mark for environmentally friendly products. The Green Product certification system is a voluntary environmental labeling program by TÜV Rheinland that indicates the environmental friendliness of a product within a specific product category based on life cycle considerations and contributes to reducing the environmental impact associated with products. TÜV Green Product certification provides consumers with guidance on safe and environmentally friendly products.

Sustainability means transparency...

... that's why corresponding pictograms make our sustainability aspects visible.
All packaging and materials are marked accordingly.



Our goals in material innovations

Sustainable products and packaging worldwide:

- From October 2023, the products Made from Upcycled Wood 120, 183, 185, 187 and 188 will bear the Green Product Label – TÜV Rheinland certificate (environmental certification type 1).
- By 2024, we will be converting blister caps from PET to rPET.
- We will convert at least 50 % of single-use plastic packaging to cardboard packaging by 2025.
- We will increase the proportion of recycled PP in the total polypropylene requirement to approx. 60 % by 2026 in order to reduce the product carbon footprint (PCF) by 20 %.

Sustainable packaging “Made in Germany”: We have already achieved this

We no longer really want to use PVC for our packaging.
That's why we have already completely switched to PET.
We want to use more solid cardboard.



Blister covers

We have switched 100 % of
our blister covers from PVC to PET.
Parts of the product range have already
been converted to full cardboard.



Cardboard packaging

Almost 100 % of our packaging
boxes, such as cases for coloured
pencils, have been converted to at
least 80 % recycled material.



Sustainable displays made from cardboard

Our cardboard displays contain as much
recycled material as possible.



Plastic cases

Previous plastic cases have been
converted to 75 % rPET or – where
possible – to cardboard packaging.



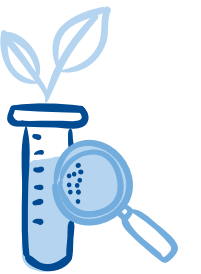
Sustainable, certified forestry

Wood is essential for our pencils and coloured pencils. That's why protecting and securing this raw material in the long term is important to us. In order to obtain it for our company in a sustainable way, we are growing it ourselves: strong trees grow on our own plantation in Ecuador, from which we manufacture equally strong products.

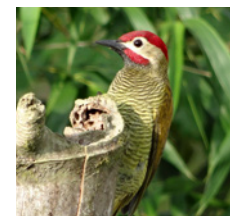


Sustainable forestry on our own plantation in Ecuador

We set up our own plantation in Ecuador, allowing us to oversee the production of the wooden boards used to make our pencils. For this purpose, we selected the tree species according to ecological and economic criteria, adhered to strict environmental standards in the cultivation conditions, took into account the existing flora and fauna and will continue to process the wood ourselves in the future. In Ecuador, we found the right conditions for our own plantation in 2017 after a thorough search. With a planned total area of around 1,200 hectares, trees for STAEDTLER pencils of the future are growing there on former pastures. Since 2022, the plantation has been FSC™ certified (FSC™ C172764) and has thus achieved the target set in 2021.



Our activities



Not only do some of our Noris pens have a red cap, but they also bear the Golden-olive Woodpecker that was spotted on our plantation.

Plantation as a natural area – biodiversity (species diversity)

In Ecuador, a country with a very high level of biodiversity, our focus is not only on conservation, but also on increasing this diversity. Our STAEDTLER plantation is located in an area with high biodiversity and endemic species that occur exclusively in this region. Ecuador is home to many unique plants and animals due to its geographical isolation by the Pacific Ocean in the west and the Andes in the east.

The long-term conservation of these endemic species is a top priority. In 2021, we started with animal counts and have now created a baseline for stocktaking.



Gmelina – high quality, fast growth

The genus *Gmelina arborea*, a rapidly growing labiate, is cultivated here. The trunk of a *Gmelina* tree can be used for board production after about six years when the trunk diameter reaches 40 cm. A Linden tree from STAEDTLER's Franconian home country, on the other hand, takes around 80 years to achieve a comparable stem thickness. In addition to rapid growth, the *Gmelina* tree also has other advantages: The wood of the *Gmelina* tree does not need to be impregnated.



Agroforestry production

Agroforestry refers to an agricultural production system combining elements of arable farming with those of forestry. The aim is to optimise land use through agroforestry secondary use. The success of the Yuca (Maniok), which was already cultivated between the trees in 2019 and serves as food for the domestic market, proves us right. This means that more can be produced on the same surface, while at the same time creating jobs.



The raw material wood

Wood is the very heart of all our pencils and is therefore essential for STAEDTLER. It is therefore a matter of course for us to ensure the sustainable production of this raw material, even outside our own plantation. We already only use wood from sustainable forestry for the production of all wood-cased pencils. We attach great importance to securing resources in the long term. In addition, we keep relevant ecological aspects in mind in our in-house production and supply chain analysis. All the woods we use are PEFC (PEFC/04-31-1227) or FSC™ certified (FSC™ C007132).



Ensuring deforestation-free supply chains

The new EU Deforestation Regulation (EUDR) will apply from 30/12/2024. It is intended to ensure deforestation-free supply chains and protect human rights and indigenous rights. Products can only be legally marketed in Europe if they have been produced without deforestation and the laws of the country of origin have been complied with. STAEDTLER already meets the requirements of the EU Deforestation Regulation today through comprehensive documentation, risk assessments and due diligence declarations.

Our goals in forestry

Sustainable products and packaging:

- All wood used is PEFC (PEFC/04-31-1227) or FSC™ certified (FSC™ C007132). The Peru production site will be certified by 2025.

Biodiversity:

- We protect biodiversity in the STAEDTLER plantation and at the production sites.



Provide up to
70 % of the
wood required
ourselves.

Our idea:
Our own plantation
in Ecuador.

With a plantation in Ecuador, STAEDTLER takes its own responsibility for the production of wood, the key raw material for pencil manufacture.





Educational support

Ideas and knowledge are central to our future. That's why we support even the smallest children in developing their strengths with age-appropriate products.

Early childhood education



We see ourselves as a lifelong brand. With our wide range of products, we accompany people from their first attempts at drawing in early childhood to creative work at an older age. We offer exactly the right products for every age group – tailored to their needs – and guarantee the highest quality at all times.

In the early years of life, children are already laying the foundations for successful learning later on and thus for good development opportunities. We want to use our products, such as those from the Noris junior or the Noris jumbo range, to promote children's abilities. Creative children can react faster to new situations and find solutions to problems by improvising and going beyond classic thinking patterns. We encourage creative development right from the start. Every child has creative potential from birth, just waiting to be used. Visual arts foster fine motor skills and the visual-spatial thinking of children required for learning. The drive to discover, interact and observe begins in early childhood.

With the age-appropriate product concept, we support children in the various phases of their rapid development. Writing, drawing, painting and crafting skills are the foundations for maintaining human cognitive and motor skills. This philosophy is the cornerstone of STAEDTLER, and consequently we give children at all development levels the right pen or pencil.



Our activities



Noris junior

Noris junior makes it possible for even the smallest children to reach their full potential. The 2+ series stands for fun, easy use and environmentally friendly and safe products (PLAY – EASY – ECO – SAFE). The range guarantees educationally valuable playing experiences. The particularly thick and compact pencil shape fits perfectly into small children's hands – making drawing even more fun. We obtain dermatological expert opinions for Noris junior products.



Noris jumbo

The Noris Jumbo range lets young children discover their own creativity. The 4+ series stands for exploration, fun, EASY handling and environmentally friendly and SAFE products (EXPLORE – EASY – ECO – SAFE). The triangular pencil shape supports the learning of the "3-point finger grip". The jumbo format is made for small children's hands to make drawing pleasant. We also obtain dermatological assessments for our Noris jumbo products.



Noris 6+

Noris 6+ accompanies children in their early school years. With their iconic striped pattern, the Noris pencils are known worldwide. At the same time, the Noris 6+ range promotes environmental awareness in primary schools. The high-quality pencils are made from wood chips that are produced as a residual and waste product from the wood industry. These chips are given a new purpose in the STAEDTLER pencils Made from Upcycled Wood.



Happiness lessons at Friedrich Staedtler School



Friedrich Staedtler School pupils team building in the "Happiness Class".

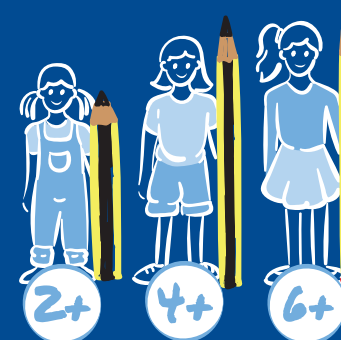
In recent years, interest in happiness research has grown in various areas, also due to the rapid digitalisation and its impact on our lives. This also applies to schools, where pupils are increasingly perceived as unfocused and less social. The subject of "Happiness" in school promotes personal skills, resilience and the handling of values to strengthen the pupils' life and social skills. For the third year in a row, STAEDTLER is financially supporting a weekly double hour of "Happiness" in 2023/24.

Our goals in education support

Personal development:

- We continuously promote lifelong learning and support the development of the youngest children with age-appropriate products.
- We regularly support educational projects in schools and kindergartens.

Our idea: The right pen or pencil for every age.



With our age-appropriate product concept, we support children in the various phases of their development. Analogue techniques such as writing and painting lay the foundation for the development of human mental and motor skills.



Encouraging
individual skills
from an early age.



Head of ideas.