



FACTSHEET

May 2017

TAKE YOUR BREAK – COLOUR YOUR MOMENTS

With its campaign 'Take your break – Colour your moments', STAEDTLER is looking to raise awareness for the right balance between stress and relaxation in working life. The declared objective: To establish adult colouring as a key pillar of worksite health promotion.

Alarming figures

- About 5 in 10 Germans feel stressed at work.
- Almost 15 percent of absent days are due to mental health problems.¹
- Employees on sick leave as a result of mental health problems are absent for particularly long periods of time: In 2016, the average was 38 days.²
- One in four people who rate their corporate culture as being poor is also dissatisfied with their own health. In the case of those with a positive view of their company, it is only one in ten.³
- In Europe, mental illness results in annual costs of an estimated 240 billion euros.⁴

Worksite health promotion pays off

- The 2015 Preventive Health Care Act is aimed at strengthening worksite health promotion structures, e.g. via courses for the development of stress management skills.
- Health and long-term care insurance funds are to invest more than 500 million euros in the future for health promotion and prevention measures.
- Worksite health promotion creates strategically significant competitive advantages and can lead to a massive reduction in costs resulting from employees absent on sick leave.
- It strengthens employee retention and attracts new talents.
- Satisfied, relaxed employees perform better, their potential can be put to more effective use, the working atmosphere is improved.

Colouring within the context of worksite health promotion

- A fast and effective method for relaxing.
- Easy, inexpensive and simple to implement.
- Fits in smoothly with all kinds of work processes.
- Can be done by anyone, no prior experience required.

COMPANY CONTACT

STAEDTLER Mars GmbH & Co. KG
Moosaeckerstrasse 3
90427 Nuremberg, Germany
www.staedtler.com
info@staedtler.de

CLAUDIA FOERSTER

Manager Public Relations
phone: +49 911 9365-567
fax: +49 911 9365-99567
email: claudia.foerster@staedtler.de



**Prominent support from
Sven Hannawald**

- In the course of his career, the ski jump Olympic gold medal holder, 4-time world champion and Grand Slam winner of the FIS Four Hills Tournament was himself subjected to intense pressure.
- Hannawald first came across the topic of 'colouring' during his burnout therapy – though without pattern sheets back then.
- Today, he especially likes colouring templates as these enable people to relax and be creative even if they don't possess any particular talent for colouring or drawing – completely without any additional pressure.
- He meanwhile uses adult colouring in his own management seminars.
- In private too, he always has pens, pencils and a colouring pad to hand for relaxing from time to time.

¹ Source: Relax, Germany – TK Stress Study 2016

² Source: DAK-Gesundheit analysis on number of work days lost due to illness 2016

³ Source: AOK Absenteeism Report 2016

⁴ Source: Relax, Germany – TK Stress Study 2016

About STAEDTLER

STAEDTLER is one of the longest-established businesses in Germany and Europe's biggest manufacturer of wooden pencils, OHP pens, erasers, pencil leads and modelling clays. The company's products inspire creativity in its customers throughout their lives. From a child's first crayons to creative design products, the writing materials and creative goods manufacturer provides a wide range of products for all ages and to meet all needs, and brings fresh, digital-age thinking to tried and tested products. The company is based in Nuremberg and employs 2,100 staff in 21 offices worldwide, more than 1,200 of whom are based in STAEDTLER's home market of Germany. When it comes to production, the company stays true to its roots and prioritises quality products Made in Germany: almost three-quarters of all STAEDTLER products are manufactured in Germany. www.staedtler.com