

MEDIA INFORMATION

April 2016

THE NORIS® COLOURED PENCIL FROM STAEDTLER

Ideal for children's hands: The Noris® coloured pencil is well-suited to the hand, possesses a high break-resistant lead, and guarantees comfort in drawing and colouring.

Unicorns, rainbows or fire trucks: no other activity offers children as much creative opportunity as drawing. Whether at school or in the playroom, the STAEDTLER Noris colour in 24 brilliant colours provides a youthful imagination with free rein. Made from WOPEX material, these coloured pencils are not only environmentally friendly, but also lie especially comfortably in the hand, and guarantee hours of fun in drawing.

Brilliant colours

Thanks to STAEDTLER's special manufacturing process with the unique WOPEX material, the Noris colour is up to every task. The material provides a range of advantages: the homogeneous lead brings the brilliant colours to life, and guarantees rich colour transfer from pencil to paper. Additionally, the slip-resistant, velvety surface ensures a child-friendly, stable grip. Furthermore, even when things get lively in the playroom, it's no problem for pencils made of WOPEX. The WOPEX material makes for an especially stable lead. If a pencil does happen to be subjected to enough stress to break, no splintering occurs.

Top-notch material and innovative processing

WOPEX, the material from which the Noris colour is made, is unique. Unlike other pencils, pencils made of WOPEX are not fabricated by gluing together wooden strips in multiple steps; WOPEX pencils are formed in a single casting process. In the so-called "Co-Extrusion Process," three granulate materials, one each for the surface, body and lead of the pencil, are melted at high temperatures and pressed together by a machine specially developed by STAEDTLER into a continuous pencil-strand. This production method, coupled with the innovative material, makes the lead especially resistant to breakage while gliding with particular ease across the paper. The material's density additionally makes the Noris colour sit particularly comfortably in the hand.

For the environment and a good conscience

The Noris colour is not only brilliant and robust, but also environmentally conscious: the wood used to make WOPEX is sourced from PEFC certified, sustainably harvested forests in Germany. Thus, pencils made of WOPEX make an active contribution to resource-efficient wood usage.

The Noris colour by STAEDTLER is available in a range of packaging, with packages of 12 or 24 assorted colours available.

CONTACT DETAILS

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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 a high export quota, STAEDTLER has 2,000 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 80% 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.