



STAEDTLER

With tradition toward the future

STAEDTLER is one of the leading international manufacturers of writing, colouring and drawing instruments. Since its foundation, the company has been deeply rooted in its hometown of Nuremberg, Germany. Long before Johann Sebastian Staedtler founded his own factory for the production of pencils in 1835, one of his ancestors, Friedrich Staedtler, had already been active as a „Bleiweißstiftmacher,“ or lead-pencil maker. As early as 1662, this forefather of the company’s founder is mentioned in the records of the City of Nuremberg. For over 170 years, STAEDTLER has proudly emphasised the “Made in Germany“ aspect of its products and combines the traditional with the modern.

Commitment to children

As a socially responsible company, the welfare of children is held especially close to the heart at STAEDTLER. Our commitment and dedication takes wide variety of forms, ranging from regional sponsoring of student “Poetry Slam” contests, to the organisation of international colouring contests, to a corporate sponsorship for chronically ill children. In addition, the STAEDTLER FOUNDATION, founded in 1997, sponsors scientific and cultural projects, including the awarding of lucrative promotional prizes for outstanding achievements of doctoral candidates as well as projects of the Germanic National Museum. “As an internationally active company, we desire not only economic success, but also to actively participate in shaping the world in which we live. Active involvement in a number of areas, and especially for children and adolescents, is therefore very important to us,” explains Axel Marx, Managing Director of the STAEDTLER Group, as the reason behind STAEDTLER’s numerous community activities.

For the more than 2,500 STAEDTLER employees working in eight production facilities and 24 subsidiaries worldwide, responsibility and care are also given top priority. This is expressed in the existing Social Charter, in which STAEDTLER speaks out for fair wages and against discrimination, child and forced labour.



Colouring and writing: Only with STAEDTLER

STAEDTLER's philosophy of "a brand with tradition shaping its future" describes both the origin and dedication of the company. Quality, innovation, design and functionality characterise the STAEDTLER products. During production, close attention is paid to the environment and to the economical use of resources.

It is not without reason that STAEDTLER products are some of today's most innovative writing and drawing instruments in all areas. As early as five years after the company's founding, 63 different varieties of pencils were already being produced. A further milestone was the invention of the STAEDTLER Lumocolor. In 2004 the pen celebrated its 50th birthday and today is the #1 OHP-pen in the world. The entire product range of STAEDTLER has been continually developed and improved. Subsequently, the company is currently the Europe's largest manufacturer of pencils, coloured pencils, erasers and mechanical pencil leads. The newest innovation is A·B·S, the unique white lead coating for coloured pencils. The Anti-Break-System makes the lead 50% stronger and increases break-resistance by 30%, allowing hours of uninterrupted colouring fun for young and old alike.

Further information about the company STAEDTLER and its products can be found under www.staedtler.de or www.staedtler.com.