

STAEDTLER

a modern brand rich in tradition



STAEDTLER is one of the world's leading manufacturers and suppliers of writing, colouring and drawing instruments as well as premium quality modelling/polymer clays.

It is also one of the oldest manufacturing companies in Germany, drawing on centuries of experience and expertise in the development of innovative writing and drawing instruments.

It was in 1835 that Johann Sebastian STAEDTLER set up his pencil manufacturing plant in Nuremberg, and records show that one of the founder's ancestors was actually making pencils as early as 1662. In 1853, the pencil maker from Nuremberg showcased his wares at the Exhibition of the Industry of All Nations in New York; just a few years later, these high-quality, German-made products had already made a name for themselves in France, Britain, Italy, Russia, America and the Middle East. Soon STAEDTLER was progressing to both round and hexagonal wood pencils in 48 colours, and by 1870 STAEDTLER employed 54 people and already produced over 2 million pencils.

Today, STAEDTLER is an international company located in 27 countries, employing over 2,100 people. It is Europe's largest manufacturer of wood-cased pencils, offering a comprehensive range of stationery for school, home and work environments. Many of these products are now internationally recognised classics, such as the Noris HB pencil, the Mars plastic eraser and Lumocolor markers.

Throughout the company's history, quality and innovation have remained the key to STAEDTLER's continuing success, with regular breakthroughs in product design, performance and manufacturing process. Recent innovations include WOPEX, a groundbreaking way of producing pencils that maximises the usage of raw materials, and Noris colour, an enhanced range of coloured pencils made by the same innovative production process.



We'd like to invite you on an expedition, a Design Journey with STAEDTLER. We can promise you our biggest and most exciting ever new product launch, taking our range into brand new territory and encouraging creativity at every turn with inspirational new products in a truly staggering range of colours.

Here's just a small selection of some of the treats we have in store.

Design Journey is the title of our new art range specifically designed to foster creativity in people of every age. It's a comprehensive collection of fabulous products backed by engaging displays to inspire and instruct.

The new visually appealing Comic Range uses fun graphics in the brightest of colours to motivate children and adults alike to pick up a pencil and start writing, drawing or colouring.

Our unique and very popular triplus family is expanding and extending yet again with two brand new products plus exciting new colours and other developments across the existing range. Believe it or not, we're now offering an incredible 60 colours in the triplus fineliner range.

It's not all about writing and drawing though, we've also got some new FIMO products that really do open up all sorts of exciting new modelling opportunities. FIMO leather-effect not only mimics the look and texture of leather, it's also more flexible and elastic after hardening than the core range so it can be braided, pierced, embossed as well as cut and sewn. Sounds intriguing? It is!

Step into your STAEDTLER catalogue and let the Design Journey begin!



Philip Wesolowski
 Managing Director
 STAEDTLER (UK) Ltd



STAEDTLER

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responsible forestry



STAEDTLER has always been committed to longevity. It applies to the products as well as to the manufacturing processes. Using innovative technology, the long-standing company continuously strives to make its production processes more efficient and to lengthen the service life of its products. The result: Longevity for the benefit of the environment. That's our promise to produce our premium quality range in the most efficient, environmentally-friendly way with proper consideration for both natural resources and the many people involved in the process.

All of our woodcased pencils (blacklead and colour) which are made in Germany are manufactured from PEFC or FSC® certified wood.

PEFC provides a guarantee to purchasers of wood and paper products that they are promoting the sustainable management of forests. FSC® certification provides a credible link between responsible production and consumption of forest products, enabling consumers and businesses to make purchasing decisions that benefit people and the environment as well as providing ongoing business value.

At STAEDTLER UK we celebrated 50 years of excellence in 2016 with a year-long programme of CSR activities including working with local schools.

The company is a firm advocate of ongoing personal and professional development and actively encourages all personnel to learn new skills and achieve further qualifications.

2019 saw STAEDTLER becoming an official UK Superbrand. We were delighted to have achieved 'Superbrands' status and anticipate this additional accolade to have a positive impact on our business.

STAEDTLER Premium

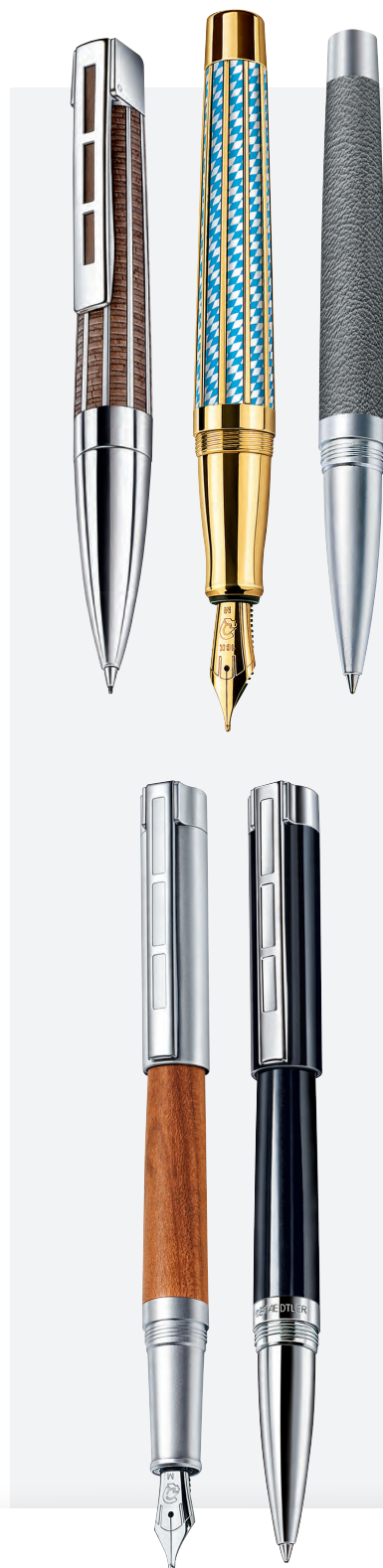
Lifestyle choice

Quality and performance are central to everything we do at STAEDTLER but with STAEDTLER Premium we have raised craftsmanship to an entirely new level. So much more than writing instruments, the pens and pencils in this luxury range are style statements in themselves, combining timeless elegance, incomparable performance and the very finest materials.

Designed for people who appreciate beauty and individuality in equal measures, STAEDTLER Premium is the latest chapter in the STAEDTLER story of progress through innovation. The various different styles, Corium, Lignum, Resina and new Metallum, have Latin names to reflect the high-grade materials used, such as the finest leathers, tactile wood or brilliant resin.

A development in the Premium journey is the sophisticated Initium Metallum series, characterised by a hand-brushed, clear anodised aluminium form with matt chrome-plated metal fittings. Eminently suitable for engraving and with a lovely velvet-soft feel, the design is available as a fountain pen, twist-action ballpoint, rollerball and mechanical pencil.

Whether you choose to express your personality through the metropolitan Corium Urbes line, the Initium Metallum series or with your own completely unique design in hand-crafted leather, STAEDTLER Premium invites you to join an exclusive club devoted to style and luxury.



View the full range of pens, pencils and co-ordinating accessories in the STAEDTLER Premium brochure.