

„Ready to market“

Made from
upcycled wood



Ready to market

The very best for our environment

Sustainability is our aim

Long before the emergence of the many eco-standards and environmental seals, STAEDTLER was already demonstrating corporate responsibility:

As a long-standing company, **the use of innovative technology enables us to continually improve the efficiency of our processes** and increases the lifetime of many of our products. And **the result is product longevity, which in turn protects the environment.**

Environmental compatibility is also taken into account in the development phase of new products and production processes. **Raw materials and energy are used sparingly. Recycling options and waste reduction are always taken into consideration.**

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Ready to market

Raw materials used responsibly

Made from upcycled wood

Thanks to STAEDTLER's exceptional manufacturing technology, we don't need entire wooden boards to produce pencils. We upcycle even smallest by-products arising anyway from sawing and planing processes in the wood industry.

This procedure saves trees and gives wood leftovers an upgraded life as high-quality STAEDTLER pencils.

- No complete wooden boards needed compared to regular production processes of pencils, usage of already arising by-products in wood production
- STAEDTLER's production method compared to traditional production methods reduces wood waste significantly
- Upcycling of raw material leftovers, prevents them from getting burned or thrown away

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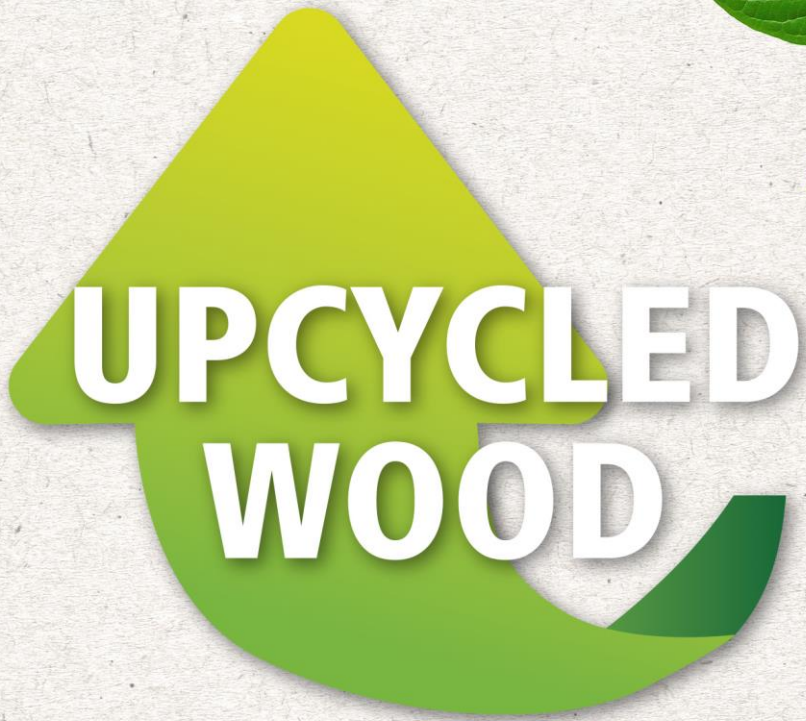
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UPCYCLED WOOD

ABOUT

Made from upcycled wood

- **Raw materials used responsibly:** High-quality pencils, produced in an environmentally friendly way with upcycled wood obtained by using simple wood chips from sawing and planning processes in the wood industry.
- **Certified wood:** The upcycled wood originates from mainly German, PEFC-certified forests managed in an ecologically, economically and socially sustainable manner.
- **Short supply routes:** „Made in Germany“

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Eco superstars!

Prominent UPCYCLED WOOD USP communication directly on product, on packaging and advertisement material as useful orientation assistance for customers searching for high-quality products and outstanding sustainable solutions.

The light and dark brown carton optic represents the environmentally friendly characteristics of the products. The carton packages are made from 80% recycled material which can be recycled again.

Images not final

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Raw materials used responsibly

High-quality pencils manufactured in an ecofriendly way by upcycling PEFC-certified wood by-products from the timber industry.



Noris colour
coloured pencil
Art. No. 185 in 36 colours



Noris colour
watercolour pencil
Art. No. 185 10 in 36 colours
Available Q4 2022



Noris colour
erasable coloured pencil
Art. No. 185 50 in 24 colours
Available Q4 2022

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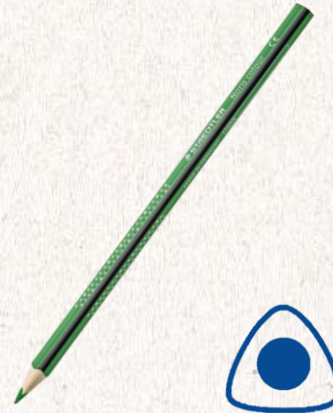
Products | Product range

Raw materials used responsibly

High-quality pencils manufactured in an ecofriendly way by upcycling PEFC-certified wood by-products from the timber industry.



Noris graphite pencil
Art. No. 183-HB



Noris coloured pencil, triangular
Art. No. 187 in 36 colours

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Raw materials used responsibly

High-quality pencils manufactured in an ecofriendly way by upcycling PEFC-certified wood by-products from the timber industry.



Noris jumbo learner's pencil
Art. No. 119
Availability Q1 2022



STAEDTLER jumbo learner's pencil
Art. No. 1285
Availability Q1 2022



Noris colour jumbo coloured pencil
Art. No. 188 in 12 colours
Availability Q1 2022

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Plan your UPCYCLED WOOD store decoration contest!

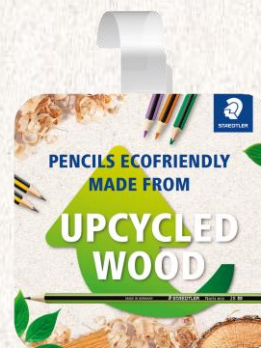
For more details contact HQ



UPCYCLED WOOD store decoration floor sticker

Art. No. 0D018H6000
Measurements tbd.

Only limited quantities available!



UPCYCLED WOOD store decoration shelf wobler

Art. No. 0D018J6000
Measurements tbd.

Only limited quantities available!



UPCYCLED WOOD store decoration ceiling banner

Art. No. 0D018K6000
Measurements tbd.

Only limited quantities available!

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UPCYCLED WOOD
production station activity
Measurements ca. 60 x 160 cm
Make to order!



UPCYCLED WOOD paper bag
Art. 0G018D6000
Measurements 32 x 40 cm
FSC certified paper.
Only limited quantities available!



UPCYCLED WOOD handout booklet
DE, Art. No. 0V018C3008
FR, Art. No. 0V018C4000
GB, Art. No. 0V018C6000
ES, Art. No. 0V018C2000
Measurements 10 x 10 cm
FSC certified paper.
Only limited quantities available!



UPCYCLED WOOD
store decoration information pillar
Art. No. tbd
Measurements assembled 60 x 160 cm
**Only limited quantities available,
free of charge!**

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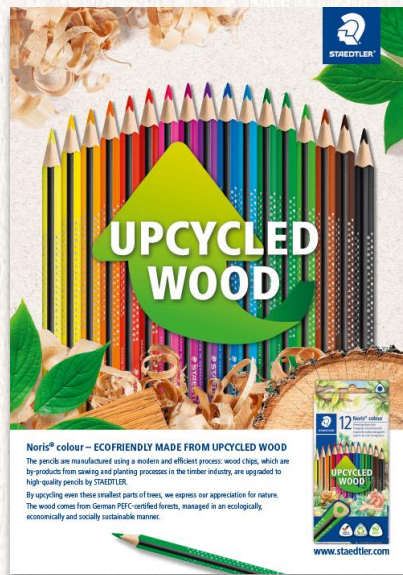
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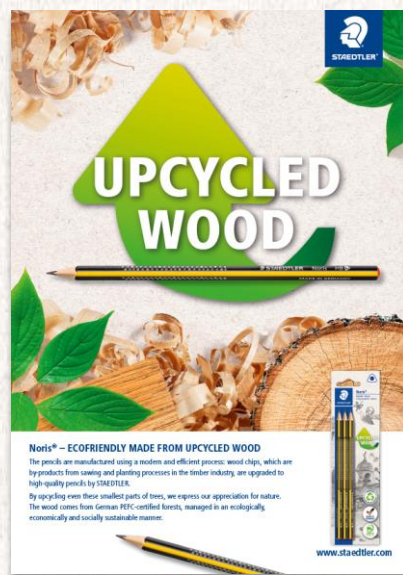
Website, PR, ads, banners

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Ads
Specs need to be defined

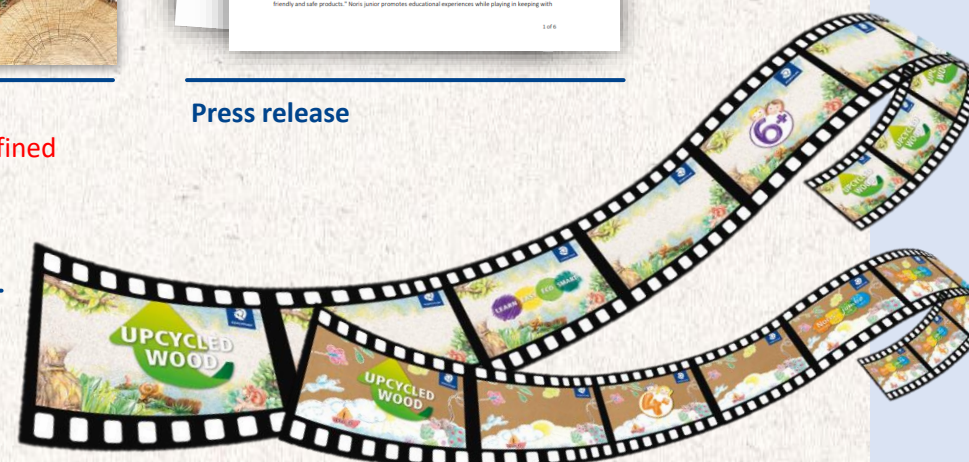


Web banners
Specs need to be defined



Press release

Advertisement spots
Upcycled wood video commercials in standard version and as 4+ Noris jumbo children version



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Premium online content

We provide text and image elements for your online product presentation.

You can find the content in the Celum folder
External communication > E-commerce content.

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Website



Video tutorials

The sustainability and protection of the environment website brings together all the different measurements and stories behind STAEDTLER's corporate responsibility.

We offer step by step tutorials that show inspiring upcycling and recycling projects.

New video tutorials are released regularly on our website and social media like facebook, Instagram and Pinterest. The tutorials on our website assist with additional pictures and text, helping the customer to understand the steps. All tutorials are available for download as PDF file on our website.



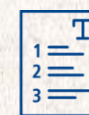
Video tutorial

+



Images
of the individual steps

+



Written instruction
in DE & EN

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Subject to change.