

# Staedtler: a revolutionary pencil

At Paperworld 2009, Staedtler heavily promoted its Wopex pencil, which will be launched in the third quarter of the year. According to Michaela Schubert, the Wopex - Wood Pencil Extrusion - is a revolutionary product and the next step in pencil design. "Wopex pencils are made using a very environmentally-friendly process that is completely solvent free and maximises the use of wood from each tree. 70% of the pencil is wood, there's a graphite natural fibre and the third granular is specially developed to give a soft surface, comfortable grip."

Wopex comes with a high-resistance tip and a writing length that is twice as long as a comparable wood-cased pencil. It is aimed at a broad target group in the office and school markets. PEFC certification is planned for the end of the year or the beginning of 2010.

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Michaela Schubert, in front of the Staedtler stand at Paperworld, said the Wopex pencil was one of the company's main attractions at this year's show.

