



## Background information

### **STAEDTLER**

#### **– new ideas arise from experience**

**STAEDTLER is one of the world's leading manufacturers of writing, colouring and drawing instruments. As one of the oldest industrial companies in Germany, STAEDTLER takes advantage of the great tradition of Nuremberg pencil-makers, centuries of experience and particular advances in research and development to manufacture innovative products of the highest brand quality.**

Long before Johann Sebastian Staedtler founded his own factory, the company J.S. Staedtler, for the production of pencils in 1835, one of his ancestors, Friedrich Staedtler, had already been active as a „Bleiweißstefmacher,“ 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. With the company's founding in the old quarter of the city of Nuremberg in 1835, Johann Sebastian Staedtler laid the cornerstone for today's modern and world-renowned STAEDTLER Group. In 1840, J.S. Staedtler was already producing 63 different types of pencils. The origins play an important role at STAEDTLER and, as such, more than 75% of their writing instruments are still produced in Germany. For this reason, this company that combines the traditional with the modern purposely uses „Made in Germany“ as a seal of quality recognised the world over.

**Ideas start in the mind– and then are brought to paper. With a fine writing instrument from STAEDTLER**



Whenever an idea or sudden inspiration comes to mind, what's the first thing you do? Right – you reach for a pencil or pen to write, scribble, draw or highlight your thoughts to show them to others or to remind yourself later. Thus, every idea starts with a pencil or pen.

It's therefore no wonder that STAEDTLER can proudly claim to give form to the ideas of people the whole world over. The company sees its products as helpful tools for promoting the flow of creative thought, coupled with the exceptional writing comfort and innovative product features that are sure to make a STAEDTLER your favourite writing instrument. So that the customers of the company may always enjoy the good feeling that comes from holding a genuine STAEDTLER pen in the hand, STAEDTLER continuously strives to develop even better writing, colouring and drawing instruments – product ideas that captivate through their intelligent design and finesse, and above all meet exacting demands for quality. To make ideas visible, one needs a product that doesn't slow down creativity and enables pleasant and dependable writing, colouring or drawing. Summarised in one simple claim: STAEDTLER – Your inspiration!

### **When ideas grow, global responsibility grows as well!**

Along with the success, growth and globality of STAEDTLER, so grows the company's responsibility for present and future generations. The manufacturer of writing and drawing instruments holds the welfare of children especially close to the heart. For this reason, STAEDTLER supports and initiates projects that promise children a future that is fair and worth living for – all over the world. Children are natural-born artists – and



colouring is of great importance for their development. Therefore STAEDTLER called out for the very first international World Kids Colouring Day which was held on 6 May 2008 for the first time. In this special annual colouring campaign, children the world over are invited to colour and sell their most beautiful works in exchange for a donation. Here children can move not only a pencil, pen or crayon, but the entire world. The universal language of pictures is understood the world over and unites children on all continents. Especially for small children still discovering their world, colouring is an important form of expression. Adults are naturally needed for the organisation of World Kids Colouring Day activities as well. The possibilities to create lovely pictures and trade them for a donation to a very worthy cause are unlimited.

### **Social responsibility as a management priority**

STAEDTLER's corporate philosophy is clearly aligned with the contents of its Social Charter. For the first time in the writing and drawing instrument industry, compliance with internationally prevailing principles are included in the objective agreements of all managing directors in Germany and STAEDTLER's overseas subsidiaries, thereby making social justice a direct management priority. As such, the Social Charter wasn't just brought to paper, but rather is continually reviewed and followed in the course of STAEDTLER's operations.

In its Social Charter, STAEDTLER speaks out against forced labour, child labour and discrimination and stands for the payment of fair wages worldwide. Recognition of rights to freedom of association and the right to collective agreements are further articles of the Social Charter. The provision of safe,



healthy working environments for the welfare of workers and opportunities for advanced vocational training are guaranteed. In addition, employment conditions are defined and locally valid working hours are upheld in all countries.

STAEDTLER is one of the oldest industrial companies in Germany. The company's roots and founding traditions still play a significant role in STAEDTLER's business today despite increasing globalisation. STAEDTLER has made a commitment to ecological and social obligations in line with ethical principles. This is also expressed in the company's legal form as a public foundation under civil law.

More information about STAEDTLER and its products can be found under [www.staedtler.com](http://www.staedtler.com).

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**Further information:**

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