

STAEDTLER and its social responsibility

STAEDTLER is one of the oldest companies in Germany – pencils with the attribute ‘Made in Germany’ have been manufactured here for more than 175 years now. We attach great importance to this quality standard and to the fact that our head office continues to be located in Nuremberg. Our strong sense of tradition and production site loyalty distinguish us: Despite the fact that we have long since become active on a worldwide scale and accept the global responsibility that goes with this role, we still concern ourselves with local Nuremberg issues too, the city where it all began back in 1835.



“STAEDTLER believes that in a social market economy, 'economy' should not be the only thing that matters”, says Managing Director Axel Marx. “The acceptance of responsibility both for society and the environment has always played an integral role in our company philosophy.” For this reason, STAEDTLER supports and initiates many projects whose aim it is to secure a better and fairer future – both on a local and global level. On 14th July 2010, we were distinguished with the first ‘Nuremberg Award for Company Culture without Discrimination’ for our committed defence of human rights.

Neighbourly help

For years now, STAEDTLER has been involved in charitable projects in and around Nuremberg. We support institutes of education, disabled people organisations and health-care facilities to name but a few. STAEDTLER sponsors the after-care house of the non-profit organisation 'Klabautermann e.V.', for example, thereby helping look after chronically ill children in Nuremberg's 'Südlinikum' hospital. As drawing and craft-making can help the recovery



process, STAEDTLER provides creative products for educational art therapies and, in doing so, makes the young artists' world a more colourful place. ‘It’s normal to be different’ is the message behind STAEDTLER’s unique integration project with the local disabled workshop ‘Westmittelfränkische Lebenshilfe Werkstätten GmbH’. This project involves STAEDTLER providing the organisation with access to rooms, thereby enabling them to expand their workshops and, consequently, increase the number of disabled people participating in working life in an external company. STAEDTLER also provides support for the neighbouring ‘Friedrich Staedtler School’, the primary school close to the company’s head office, and promotes the transfer of knowledge from theory to practice. In sponsoring these

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and other activities, the company is involved in the region in an active, long-term capacity and feels closely connected to its Nuremberg roots.

At the same time, STAEDTLER is one of the world's leading suppliers of writing, colouring, drawing and creative products and exports 80% of its products to more than 150 countries. As the size and international reputation of STAEDTLER grows, so does its social responsibility worldwide: not only for its employees, but also for a sustainable ecological and economic approach. STAEDTLER has the interests of present and future generations at heart and, for years now, has aligned its activities with the contents of its social charter. What this means is: We stand up against forced labour and discrimination and ensure fair, socially compatible working conditions in all international subsidiaries and production facilities.

World Kids Colouring Day

STAEDTLER pencils make the world a more colourful place. Children in particular let their imagination run wild when colouring and drawing and express their thoughts and feelings as they do so. The aim of World Kids Colouring Day is to let children have fun colouring – while helping children in need at the same time.

As it is the young ones especially our society needs to protect. STAEDTLER has been organising this worldwide colouring event now since 2008 and it is staged every year on 6th May under a different motto every time.

STAEDTLER subsidiaries work together with national children's relief organisations and run their own local colouring events in aid of this good cause. It works like this: The focus is very much on the children who become artists for the day and each create their very own work of art. These are then given to friends and family in exchange for a small donation. The money raised is then passed on to social organisations to provide support for disadvantaged children. The money raised in Germany this year is being donated to the organisation 'SOS Children's Villages'. Everything you need to know about the World Kids Colouring Day 2011 will be available in March at www.world-kids-colouring-day.com.



Ecological and efficient

STAEDTLER acts both ecologically and efficiently!

We have adopted the ambitious standard of producing products that are not only especially environmentally compatible but, above all, also highly impressive thanks to their longevity and high user benefit. This perfect interaction is called 'efficient for ecology' by STAEDTLER. At STAEDTLER, environmental compatibility is an issue from the very beginning of a new product's development: Raw materials and energy are used as sparingly as possible and close attention is paid to recycling possibilities and to reducing the amount of waste. This automatically leads to a reduction of CO₂ emissions.

efficient
for ecology



STAEDTLER also has an ecological and efficient system for its packaging and logistics. One example of how STAEDTLER combines innovation with revolutionary materials is provided by WOPEX – a brand-new generation of pencil which enables a significantly higher utilisation of wood per tree, is made using PEFC-certified wood from sustainably managed German forests and manufactured in a completely solvent-free production process. STAEDTLER has already received many awards for this accomplishment – a great incentive to continue to act ‘efficient for ecology’.

STAEDTLER Foundation

Since its foundation in 1997, all shares of the STAEDTLER Group have been held by the STAEDTLER Foundation. This public foundation under civil law is dedicated above all to the promotion of innovative ideas and the perpetuation of knowledge. The STAEDTLER Foundation promotes scientific research at national universities and polytechnics. It also supports cultural projects closely concerned with the subject of education.

