

## Company information

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### 03. STAEDTLER – your inspiration! Made in Germany

## **STAEDTLER is committed to its German manufacturing base – and has been for the past more than 175 years!**

STAEDTLER is one of the oldest industrial companies in Germany and proud of its long manufacturing tradition. More than 80% of all STAEDTLER products are still 'Made in Germany'. This makes STAEDTLER, with its three production plants in the Nuremberg metropolitan region, the largest European manufacturer of graphite pencils, coloured pencils, erasers, mechanical pencil leads and modelling clays. STAEDTLER is an international company with a high export quota. This can also be seen in its distribution to more than 150 countries. STAEDTLER's roots however are in Nuremberg – still the headquarters of the STAEDTLER Group. Also the know how for innovative products of the highest possible brand quality is to be found here in the research and development departments. These R&D teams continuously strive to think ahead and to develop new ideas for even better writing, drawing, colouring and creative articles. Inspirational product ideas that captivate through their intelligent design and finesse and, above all, meet STAEDTLER's exacting demands for quality. Over the years, STAEDTLER has repeatedly distinguished itself with the development of inspirational, innovative products - making STAEDTLER the clear favourite for writing instruments. From the invention of the coloured oil pastel pencil that 'can be sharpened to a point just like a pencil' (1834) to the launch of the first OPH pen (1964); from the first coloured pencil with A-B-S (2005) right up to the unique co-extruded pencil made out of WOPEX, an innovative natural fibre material with 70% wood (2009) – all of them milestones of German origin.



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#### Company contact

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### **Nuremberg – head office of the STAEDTLER Group**

STAEDTLER is able to take advantage of the great tradition of Nuremberg pencil-makers, its decades of experience and significant headstart in the field of research and development. Long before Johann Sebastian Staedtler founded his own pencil manufacturing plant J.S. Staedtler in 1835, one of his ancestors, Friedrich Staedtler, had already been active as a 'lead-pencil maker'. Records of him in the city annals date back as far as 1662. With the company's foundation within Nuremberg's old city walls in 1835, Johann Sebastian Staedtler laid the keystone for the modern, world-renowned STAEDTLER Group as we know it today. The Nuremberg site is the largest of STAEDTLER's manufacturing plants and it is here that the widest range of products is produced. Not only are all Lumocolor products, the triplus range and coloured and graphite pencil leads manufactured here, this is also where all STAEDTLER inks and ink writing instruments are made – products which are highly impressive thanks to special characteristics such as Dry Safe or Ink Jet Safe.



### **STAEDTLER invests in its German site**

The fact that STAEDTLER continues to remain committed to its German site is reflected in the millions invested in the new logistics centre which was opened in 2007. This logistics centre is responsible for the delivery of STAEDTLER 'Made in Germany' products to countries all over the world and for the central supply of European office and writing instrument dealers with products from the Nuremberg head office. This enables a direct delivery without unnecessary detours via national interim storage facilities resulting in more effective transport routes, a better availability of products and safeguarding of jobs in Germany.



What's more, in the construction phase, STAEDTLER took the conscious decision to work together with local-based companies, thereby making an active contribution to securing jobs in the region and again displaying its commitment to Germany as its business location.

### **More than 60 percent of the STAEDTLER workforce is employed in Germany**

There are more than 1,500 employees in Germany alone at the STAEDTLER plants in Nuremberg, Neumarkt and Sugenheim, all contributing to the success of the company and the manufacture of its high-quality products. This means that more than 60 percent of the company's total workforce of 2,200 is employed in Germany. STAEDTLER profits from Germany's high standard of education and continually provides new incentives in order to optimise procedures and company processes and encourage the development of new innovations. Be that through advanced training measures, continuous improvement processes or innovation management.



**Why settle for less than the best? STAEDTLER is committed to quality 'Made in Germany'**

STAEDTLER attaches great importance to the health and well-being of consumers. This is especially important when it comes to modelling and painting with finger paints as users have direct contact with the material. This is why STAEDTLER products are toxicologically examined by



independent institutes and comply with the strict European guidelines for the safety of children's toys. At STAEDTLER, top priority is given to product safety and quality.

