

New WOPEX communication line

'WOPEX. Technique and tenacity'

We all know – indeed we're certain – that... "a pencil is a pencil is a pencil". A pencil is an everyday item that everyone – regardless of their age – has held in their hands at some stage in their life or maybe still uses to work, write and draw with.

Technique

The development of WOPEX in the year 2009 proved to be quite a sensation, both as far as the technically sophisticated manufacturing procedure, 'the co-extrusion with wood', is concerned as well as the uniqueness and level of innovation of the WOPEX material itself. The development of the innovative natural fibre material with 70% wood has enabled the production of a pencil which combines innovation with ecology, technique and tenacity. The pencil is available in the degrees HB, 2H and 2B. The use of the WOPEX material enables a significantly more efficient utilisation of wood per tree. The wood for WOPEX pencils comes from PEFC-certified, sustainably managed forests in Germany.

Tenacity

Its tenacity is reflected in a write-out length that is up to twice as long as that of conventional wood-cased pencils and a particularly high level of break resistance. In addition to this, WOPEX offers a unique writing experience. Thanks to its non-slip, velvety-soft surface and the fact that it is a little heavier than traditional pencils, WOPEX is extremely comfortable and pleasant to hold. All of these characteristics offer WOPEX users a great many advantages when writing and drawing and, as a result, higher added value!



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The second line of communication

Highlight of the year 2010 was undoubtedly the strong presentation of WOPEX at the youth exhibition 'YOU' in Berlin, staged from 1st – 3rd October at the former Tempelhof Airport location.



The three-day event also heralded the start for the second line of communication and for the direct addressing of young, trend-conscious people at a consumer exhibition by means of the new message 'technique and tenacity.'

STAEDTLER was not only present with an open-plan exhibition booth in a fresh design. The different promotions, measures and activities on offer at the STAEDTLER stand enabled a direct communication with visitors and gave them the opportunity to 'touch and try, see, test and find out more' for themselves, meaning they were able to experience the WOPEX user benefits first-hand.



The message that WOPEX 'feels good, writes for longer, is an enduring performer and particularly break resistant' was both communicated and demonstrated to the young target group via the claim 'expertise and endurance' and by associations with and activities centred around the nimble-fingered sport of 'penspinning'. Penspinning is a fast-moving, contact-juggling kind of sport where 'players' aspire to learn and master sophisticated tricks like 'double charge, sonics and finger passes' in different levels of difficulty.



[penspinning with WOPEX](#)

A modern WOPEX film shot with the well-known performance artist and celebrity Henry Doan shows him penspinning with WOPEX in a variety of different life and theme worlds with which teenagers, young adults and students can identify themselves.

Short spots have been made out of the original YOU penspinning film for use on well-known social media network sites such as facebook, youtube and, in Germany, Studi and SchuelerVZ as well as on our own homepage. They show the different theme worlds 'park, office, café and city' and everyday situations which teenagers and young adults can identify themselves with. Different



situations and reactions of other people to the penspinning artist are showed and zoomed in on which make the viewer want to find out for himself what it feels like to touch WOPEX and what other kinds of things – apart from drawing and writing – it can be used for.

These short spots, which are also available for dealers, subsidiaries and partners for POS advertising, arouse interest in WOPEX and show the innovative pencil and its user benefits using fitting examples.

It is particularly at exhibitions like the YOU that the young target group is to be found en bloc. They are there to find out more about what's new, gather information on the latest trends or simply have an exciting day out with friends and maybe treat themselves to something special. Modern-day teenagers and young adults are experience-oriented, individualistic and single-minded and, at the same time, have a strong affinity for technology and media. The way WOPEX and its new communication line was presented at the YOU with performance artists, film sequences from the lifeworlds of young people and invitation for visitors to 'touch and try' the WOPEX for themselves met these traits spot-on and made the exhibition a great success for WOPEX.

So, once again, STAEDTLER was able to present itself as a source of inspiration for people the world over. The claim 'STAEDTLER - your inspiration!' reflects our corporate philosophy. The YOU provided us with a platform for a successful, authentic and effective communication of the message 'WOPEX. Technique and tenacity.'