

## WOPEX wins the 'iF material award 2010'



material  
award

2010

Yet another award for STAEDTLER's innovative WOPEX pencil: In the category 'Product', WOPEX impressed the jury of experts and was distinguished with the 'iF material award 2010'.

89 entries from 66 participants from 18 different countries were tested and evaluated based on a number of key criteria such as innovation, choice of material, workmanship, environmental compatibility, design quality, functionality, ergonomics and safety. WOPEX met all the criteria with flying colours. After all, with WOPEX, STAEDTLER has succeeded in developing a product which is not only extremely innovative but is particularly ecologically efficient at the same time and offers a high level of user benefit. The standard-setting innovative WOPEX material is a natural fibre material with 70% wood. It enables a significantly higher utilisation of wood per tree using wood solely from PEFC-certified, sustainably managed forests. In addition, WOPEX is manufactured in a completely solvent-free production procedure, offers particularly high lead stability and break resistance and a significantly longer write-out length than comparable wood-cased pencils.



Since its introduction in 1953, the iF award has come to be recognised as a reliable indicator of outstanding design. In the categories 'Material', 'Product' and 'Process', aspirants for the coveted iF prize include manufacturers, designers, developers, constructors and architects whose products display a both innovative and efficient use of materials.

All winning entries, including WOPEX, were displayed in the special 'material TRENDS exhibition 2010' at the Hannover Fair from 19<sup>th</sup> – 23<sup>rd</sup> April 2010.

Further information on the 'iF material award 2010' and the product innovation WOPEX can be found at: [www.ifdesign.de](http://www.ifdesign.de) and [www.staedtler.de](http://www.staedtler.de)

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