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PRESS RELEASE

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STAEDTLER receives the highly coveted red dot design award 2011 for its ballpoint pen 'tripplus 426'

(Nuremberg) STAEDTLER triplus 426 impressed the jury

Just as its mechanical pencil counterpart, the 'tripplus 776', before it, the STAEDTLER ballpoint pen 'tripplus 426' has been distinguished with the highly coveted, internationally renowned design prize 'red dot design award'.

The STAEDTLER triplus 426 is available in the barrel colours blue, black, red and green in the line widths F and M. The barrel colour reflects the colour of the ink, it is refillable and offers a particularly smooth writing experience. Its non-slip rubberised barrel surface and harmonious, rounded triangular shape ensure that it doesn't twist around even during intense writing and drawing use and that the writing hand stays relaxed and unstrained when used for longer periods of time. Its indelible ink conforming to ISO 12757-2 makes it a true all-round talent for office use.

More than 1,000 guests from the world of design, industry, society and media will be celebrating the winners of the red dot design award on 4th July 2011 – as always in the Aalto Theatre, Essen's Opera House. Subsequently, the STAEDTLER triplus 426 will be on display for the public for a period of four weeks in a special exhibition in the red dot design museum.

Today, the red dot design award, with origins as far back as 1955, is the largest, most influential design competition in the world. It is divided into the three disciplines 'red dot award: product design', 'red dot award: communication design' and 'red dot award: design concept'. In the year 2010 alone, almost 14,000 entries from 68 countries were received.

Further information on the red dot design award and the STAEDTLER triplus 426 can be found at: www.red-dot.de/presse and www.staedtler.com.