

Product information

05. The world of inspirations – for writing and marking

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STAEDTLER triplus fineliner – now in 30 brilliant colours

The triplus fineliner with its ergonomic shape for relaxed writing and Dry Safe technology for preventing a quick drying up of the ink is the perfect companion whatever the situation.



Now available in 30 different vibrant colours, the triplus fineliner is a match for any rainbow. Not only does the array of colours offer great variety - the range of uses for the fineliner is very varied too: Whether red for teacher corrections, blue for order forms, black for crossword puzzles or the new carmine and lime green colours for adding an individual touch to revision notes. As from March, with the addition of 10 new pens bringing the total number of brilliant colours up to 30, our triplus fineliner range will offer the widest variety of colours in the STAEDTLER fineliner segment.

The new triplus colours are available in different combinations: in displays, in sets of six in the STAEDTLER box, individually or in the new 'girlie' sets.

The new colours are, for example, available in sets of six fineliners in the new colour combinations 'pastel shades' and 'natural shades' in the practical 'stand up and start writing' STAEDTLER box.

The new girlie sets in light violet and green-coloured transparent STAEDTLER boxes are particularly trendy and eye-catching. The 'city' and 'party' stickers on the front are real attention-grabbers. Each of the girlie sets comes complete with six triplus fineliners from the 'pastel shades' line.



Another highlight from the new triplus fineliner range for 2011 is the ultra-modern cotton pencil case filled with 20 different-coloured pens. The colourful lifestyle image from the world of 'music and party' on the front and its 'used' look makes it a 'must' for any trend-filled rucksack. There is also a trendy-looking neoprene pencil case from the theme world 'beach and leisure' available – this one too comes complete with 20 triplus fineliners.

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Another product special lined up for 2011 is the new triplus fineliner coffee mug, which comes filled with a selection of 40 fineliners... a welcome guest in any office or home or on any school or student desk. The triplus coffee mug is made out of white porcelain and has a 5 cm wide dark violet silicon ring around it, both perfect for displaying the STAEDTLER imprint and for ensuring a firm grip when filling with a hot beverage. And not only can it be used for holding drinks, the triplus coffee mug also serves as an attractive attention-grabbing triplus fineliner display for placement on shop counters or as a pen-holder for desks at home or work. So users always have just the right colour to hand.

A particularly, user-friendly and – thanks to its triangular shape – eye-catching new product is the ‘mix your own box’ display comprising the entire triplus range. Here, shoppers are free to choose whichever articles they like from the triplus range – whether for example the fineliner or roller, mechanical pencil, triplus color, textsurfer or triplus ball ballpoint pen. Or, they can take advantage of the chance to fill one of the four different translucent STAEDTLER boxes (light green, anthracite, turquoise and light violet) with a selection of triplus products – otherwise not available in that combination as a standard article.



New products and promotions in the triplus range are not just restricted to the fineliners though – STAEDTLER has also come up with something new for the ballpoint pen segment too.

New triplus family member in the ballpoint pen segment



The STAEDTLER ballpoint pen triplus 426 in the line widths F and M and in the barrel colours blue, black, red and green is the newest member to join the triplus family.

Its design is equivalent to the award-winning mechanical pencil 776 which was launched last year and distinguished with the ‘reddot design award.’ Just like the mechanical pencil, the ballpoint pen counterpart, triplus 426, comes equipped with a non-slip rubberised barrel surface and harmonious, rounded triangular shape. This ensures 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. In the case of the triplus 426, the barrel colour reflects the colour of the ink, it is refillable and offers a wonderfully smooth writing experience. Its indelible ink conforming to ISO 12757-2 makes it a true all-round talent for office use.



Hibiscus flowers as ballpoint pen design



When it comes to trendy ballpoint pen designs, another absolute 'beauty' is the new STAEDTLER elance 'hibiscus edition'. As far as exciting realisations of new ideas in the field of ballpoint pen design are concerned, the new 'elance hibiscus' comes second to none compared to earlier 'distinguished' designs, such as the triplus ball. The pictured flower motifs from the theme world 'beach and leisure' are extremely chic and the wonderful shiny finish of the three different-coloured barrels underlines the high-quality appearance of this product. STAEDTLER's 'elance hibiscus' with its enchanting violet flower design fits in perfectly with the contemporary 'music, lifestyle and leisure' lifeworlds of young adults. This makes it a highly coveted accessory and, as such, an absolute 'must' for any rucksack or handbag.



From high-contrast flower motifs to new triplus family members and the great diversity of the mechanical pencil range - inspirations from STAEDTLER are to be found wherever you look.

Even greater diversity in the STAEDTLER mechanical pencil range

One new mechanical pencil and one existing mechanical pencil in a new design increase the STAEDTLER diversity and enhance the range with the addition of hip colours and designs.



The STAEDTLER graphite 764 in the four fresh colours pink, green, turquoise and lavender is very much in vogue. Its tapered grip zone is extra-long and comes equipped with a non-slip rubberised surface. So even in the most stressful of exam situations for example, you are assured of a good, firm hold. The graphite 764 is pocket-safe thanks to its retractable lead sleeve. It slides back while writing, thereby protecting the lead against breakage. To ensure good erasing results, the graphite 764 is equipped with an extra-long twist eraser which is, of course, both PVC and latex-free. It is available in the line widths 0.5 and 0.7 mm and comes complete with three mechanical pencil leads in degree B. Mechanical pencil lead tubes in matching colours make perfect trend accessories for these mechanical pencils. For every purchase of a graphite 764 on a blister card, there is a tube of mechanical pencil leads included free of charge.



Overview of the new lead tubes by showing available blistercards



Also new are the coloured mechanical pencil lead tubes to match the classic STAEDTLER Mars micro 775 – already launched in new trend colours at the Paperworld 2010. The new lead tubes and their mechanical pencil counterparts are very special specimens from our great diversity of mechanical pencils. Each one is more stunning than the next and the attractive, fresh colours are real eye-catchers and sure to stand out whether in a pencil case, an office or simply on a desk.

The STAEDTLER graphite 777 music edition is a mechanical pencil in retro design. The image



of a microphone in the vivid colours violet, blue and light green is used to reflect the theme world

‘music’ and stands out particularly well against the plain black background of the barrel. The three different-coloured worlds of music each come with different background motifs and, with music being a popular and modern theme world, appeal to teenagers in particular. Music, notes and even popstars are trend themes to be found in many different areas of adolescents’ lives. Whether on posters or clothing, music is a contemporary theme that’s around us all the time and plays a huge part in a teenager’s everyday life. The world of music is a theme we have picked up on for our range of mechanical pencils and is now to be found on the STAEDTLER graphite 777 music edition as well as on the matching display and blister cards.



New ‘famous’ display design for the STAEDTLER pigment liner

The newly designed, eye-catching pigment liner displays for individual pens and STAEDTLER box sets depict drawings by the famous autistic artist Stephen Wiltshire. This British artist likes



to use STAEDTLER’s pigment liner to draw and sketch his ‘city landscapes’. Illustrations of his New York and Chicago skylines provide a small documentation of his works of art and, together with a portrait of the artist, are now to be found on the STAEDTLER pigment liner displays. So users can see just from looking at the displays, that the pigment liner is ideal for drawing and sketching applications.

The artist Stephen Wiltshire

Stephen Wiltshire is an artist who draws and paints detailed cityscapes. He has a particular talent for drawing lifelike, accurate representations of cities, sometimes after having only observed them briefly. He was awarded an MBE for services to the art world in 2006. Stephen studied Fine Art at City & Guilds Art College. His work is popular all over the world, and is held in a number of important collections.



Stephen was born in London to West Indian parents on 24th April, 1974. As a child he was mute, and did not relate to other human beings. Aged three, he was diagnosed as autistic. He had no language and lived entirely in his own world.



At the age of five, Stephen was sent to Queensmill School in London, where it was noticed that the only pastime he enjoyed was drawing. It soon became apparent he communicated with the world through the language of drawing; first animals, then London buses, and finally buildings. These drawings show a masterful perspective, a whimsical line, and reveal a natural innate artistry. Aged eight, Stephen started drawing

cityscapes after the effects of an earthquake (all imaginary), as a result of being shown photographs of earthquakes in a book at school. He also became obsessed with illustrations of classic American cars at this time (his knowledge of them is encyclopaedic), and he drew most of the major London landmarks.

The teachers at Queensmill School encouraged him to speak by temporarily taking away his art supplies so that he would be forced to ask for them. Stephen responded by making sounds and eventually uttered his first word - "paper." He learned to speak fully at the age of nine.

In 1987, the BBC QED programme, 'The Foolish Wise Ones', featured Stephen's astounding talent. Stephen was introduced by Sir Hugh Casson (past president of the Royal Academy), who described him as "the best child artist in Britain".



Stephen's work has since been the subject of numerous television programmes around the world. He has been featured in many books, and his own third book *Floating Cities* (1991) was number one in the Sunday Times Bestseller List.



Meanwhile, Stephen's artworks were being exhibited frequently in venues all over the world. In 2001 he appeared in another BBC documentary, 'Fragments of Genius', for which he was filmed flying over London aboard a helicopter, and subsequently completing a detailed and perfectly scaled aerial illustration of a four-square-mile area within three hours. His drawing included 12 historic landmarks and 200 other structures.

In October and November 2003, thousands flocked to the Orleans House Gallery in Twickenham, near London, England, to see the first major retrospective of Stephen's work. The exhibition covered the 20-year period, from 1983 to 2003, and comprised 150 examples of Stephen's drawings, paintings and prints.

If you want to read and learn more about the artist, please visit his website www.stephenwiltshire.co.uk/ or... if you are around... visit his gallery 'Stephen Wiltshire Gallery in the Royal Opera Arcade, Pall Mall, London'.

Lumocolor – the surface specialist

Lumocolor correctable – for dry and clean correcting



The STAEDTLER Lumocolor correctable was launched in the year 2009 and has since gone on to prove its worth as a true expert when it comes to writing on smooth surfaces such as write-on films, sheet covers, laminates or school whiteboards. With the Lumocolor correctable, mistakes can be corrected easily with the wiper at the end of the pen and, what's more, it's dry and clean to use.

With the 'correctable', accidental smudging while writing is a thing of the past. It is also suitable for use on paper as the writing does not bleed through. The addition of the colours red and green to the existing range provides users with even more 'correctables' to choose from. A new, redesigned packaging concept, variety of counter displays, combination of the line widths F and M together in one display and availability of all four colours in one STAEDTLER box all contribute to enhancing the diversity of the Lumocolor correctable for dealers and, as a result, for consumers too. Lumocolor correctable is available with immediate effect in the four colours black, blue, red and green.



Different Lumocolor correctable displays



A familiar 'surface' in a great design

The special edition Lumocolor memo board is a familiar product in a new attractive look. The clever memo board in practical A5 size is a self-adhesive note board which can be used time and time again, anywhere you like. It can be dry-wiped, written on repeatedly and removed from smooth surfaces like fridges and affixed to other smooth surfaces without leaving a trace. The memo board is truly ingenious and is an ideal and practical means of communication when you want to leave a note or information for someone else or when you want to remind yourself of something later. The appealing



design depicts a bistro / coffee setting. So the Lumocolor memo board is not only a practical helper, but also makes an attractive decorative object for the kitchen or office at the same time. As in the case of the standard memo board, there is a display available comprising 10 sets. Each Lumocolor memo board set comes complete with a dry-wipe Lumocolor correctable – the specialist for smooth surfaces.

Two surface specialists for specific applications

There are two new products in the Lumocolor pen segment which are simply perfect for their specific areas of application. The garden marker in line width M has been designed for outdoor applications like for writing and marking on stickers, signs, flower pots etc. So now, the days in which you had to struggle to make out what was written on your herb pots after a shower of rain are well and truly over. The garden marker is waterproof, lightfast and weatherproof. The laundry marker is also a permanent marker in line width F and is particularly suitable for the lasting labelling of textiles. So, in kindergartens for example, identical pieces of children's clothing won't get mixed up any more. It also facilitates the identification of laundry in hospitals without having to go through the laborious task of sewing name tags on or suffer the expense of having the patients' names printed on.

