„Ready to market“

# Made from upcycled wood



Ready to market

# The very best for our environment

## Sustainability is our aim

Long before the emergence of the many eco-standards and environmental seals, STAEDTLER was already demonstrating corporate responsibility:
As a long-standing company, **the use of innovative technology enables us to continually improve the efficiency of our processes** and increases the lifetime of many of our products. And **the result is product longevity, which in turn protects the environment.**

Environmental compatibility is also taken into account in the development phase of new products and production processes. **Raw materials and energy are used sparingly. Recycling options and waste reduction are always taken into consideration.**



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Ready to market

# Raw materials used responsibly

## Made from upcycled wood

Thanks to STAEDTLER's exceptional manufacturing technology, we don´t need entire wooden boards to produce pencils. We upcycle even smallest by-products arising anyway from sawing and planing processes in the wood industry.

This procedure saves trees and gives wood leftovers an upgraded life as high-quality STAEDTLER pencils.

- No complete wooden boards needed compared to regular production processes of pencils, usage of already arising by-products in wood production
- STAEDTLER's production method compared to traditional production methods reduces wood waste significantly
- Upcycling of raw material leftovers, prevents them from getting burned or thrown away

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# ABOUT

## Made from upcycled wood

- **Raw materials used responsibly:** High-quality pencils, produced in an environmentally friendly way with upcycled wood obtained by using simple wood chips from sawing and planning processes in the wood industry.
- **Certified wood:** The upcycled wood originates from mainly German, PEFC-certified forests managed in an ecologically, economically and socially sustainable manner.
- **Short supply routes:** „Made in Germany“



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# TARGET GROUP

**Environmental protection concerns us all**
Surveys show, every age group indicates that environmental attributes are significant considerations in selecting brands and greater sympathy for brands with a strong sense of social responsibility.

**Consumer shopping behavior has fundamentally changed**

- Nearly six in 10 consumers are willing to change their shopping habits to reduce environmental impact and are willing to pay for an increased cost by 10 % and more for eco-friendly product alternatives.
- Nearly eight in 10 respondents indicate sustainability is important for them.
- Six in 10 consumers say they´re likely to switch to a brand that is more environmentally friendly.

Research ‘Meet the 2020 consumers driving change’ by IBM Institute for Business Value in association with the National Retail Federation. n = 18,980 consumers in 28 countries.
‘GlobalWebIndex’, March 2019. n= 1,589 internet users in the U.S., 2,244 internet users in the UK aged 16-64
‘Top 10 global consumer trends 2021’ by Euromonitor International. The trends are identified through industry market analysis to quantitative global consumer surveys with an international coverage in 100 countries.



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# POS | Packaging layout

current layout




new layout




**Eco superstars!**
Prominent UPCYCLED WOOD USP communication directly on product, on packaging and advertisement material as useful orientation assistance for customers searching for high-quality products and outstanding sustainable solutions.

The carton optic represents the environmentally friendly characteristics of the products.
The carton packages are made from 80% recycled material which can be recycled again.

current pencil design




new pencil design




Images not final

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# POS | Display solutions

## HQ initiated floorstanding displays




**BTS Let´s discover nature in the air archway**
(without pencil tower displays)
Art. No. tbd
Measurements assembled
160 x 245 x 20 cm




**UPCYCLED WOOD pencil tower display**
Art. No. tbd
Measurements 38 x 169 x 38 cm
Preassembled, 3 trays optimized for 185/187 carton boxes, option to place blistercards




**UPCYCLED WOOD shelf decoration**
Can be fixed very easy with magnetic strips on existing store shelf systems
Make to order!

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# POS | Display solutions

## HQ initiated floorstanding displays




**SHOP SYSTEM WOOD**
For shop solutions and trade fair construction.
Different versions and sizes of superstructure possible.
Dimensions large frame: 58 x 4 x 58 cm
Content: empty, flat packed
Make to order!




**SPECIAL DISPLAY**
Art. No. LR UCDISPL
Dimensions: 80 x 178 x 60 cm
Content: empty, incl. 10 hooks
Decoration not included

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# POS | Advertising materials




**Plan your UPCYCLED WOOD store decoration contest!**
For more details contact your Area Sales Manager




**UPCYCLED WOOD**
**store decoration floor sticker**
Art. No. 0D018H6000
Measurements tbd.
Only print data available!




**UPCYCLED WOOD**
**store decoration shelf wobbler**
Art. No. 0D018J6000
Measurements tbd.
Please get in contact with your Area Sales Manager!




**UPCYCLED WOOD**
**store decoration ceiling banner**
Art. No. 0D018K6000
Measurements tbd
Please get in contact with your Area Sales Manager!

Images not final

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# POS | Advertising materials




**UPCYCLED WOOD**
**production station activity**
Measurements ca. 60 x 160 cm
Please get in contact with your
Area Sales Manager!




**UPCYCLED WOOD paper bag**
Art. 0G018D6000
Measurements 32 x 40 cm
FSC certified paper.
Please get in contact with your
Area Sales Manager!




**UPCYCLED WOOD**
**endconsumer handout booklet**
DE, Art. No. 0V018C3008
FR, Art. No. 0V018C4000
GB, Art. No. 0V018C6000
ES, Art. No. 0V018C2000
Measurements 10 x 10 cm
FSC certified paper.
Please get in contact with your
Area Sales Manager!




**UPCYCLED WOOD**
**187 sampling card**
Art. No. 0M187B3600

**multiplier sampling box**
**with 187 + 183**
Art. No. 0M018K3600

Each with FSC certified carton
Please get in contact with your
Area Sales Manager!

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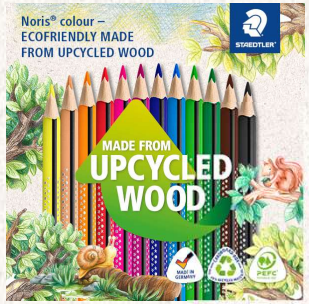
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# Communication | Website, PR, ads, banners




**Ads**
Specs need to be defined




**Web banners**
Specs need to be defined

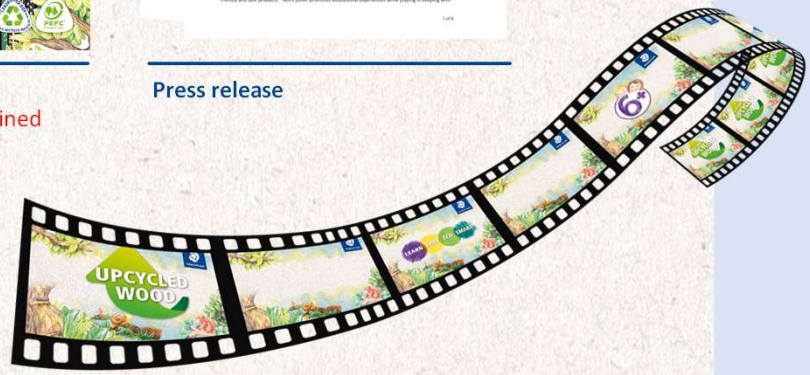

PRESS RELEASE

October 2020

**Discover the world with Noris junior:**
**STAEDTLER inspires young children in their creative development**

**Press release**

**Advertisement spots**
Upcycled wood video commercials




Images not final

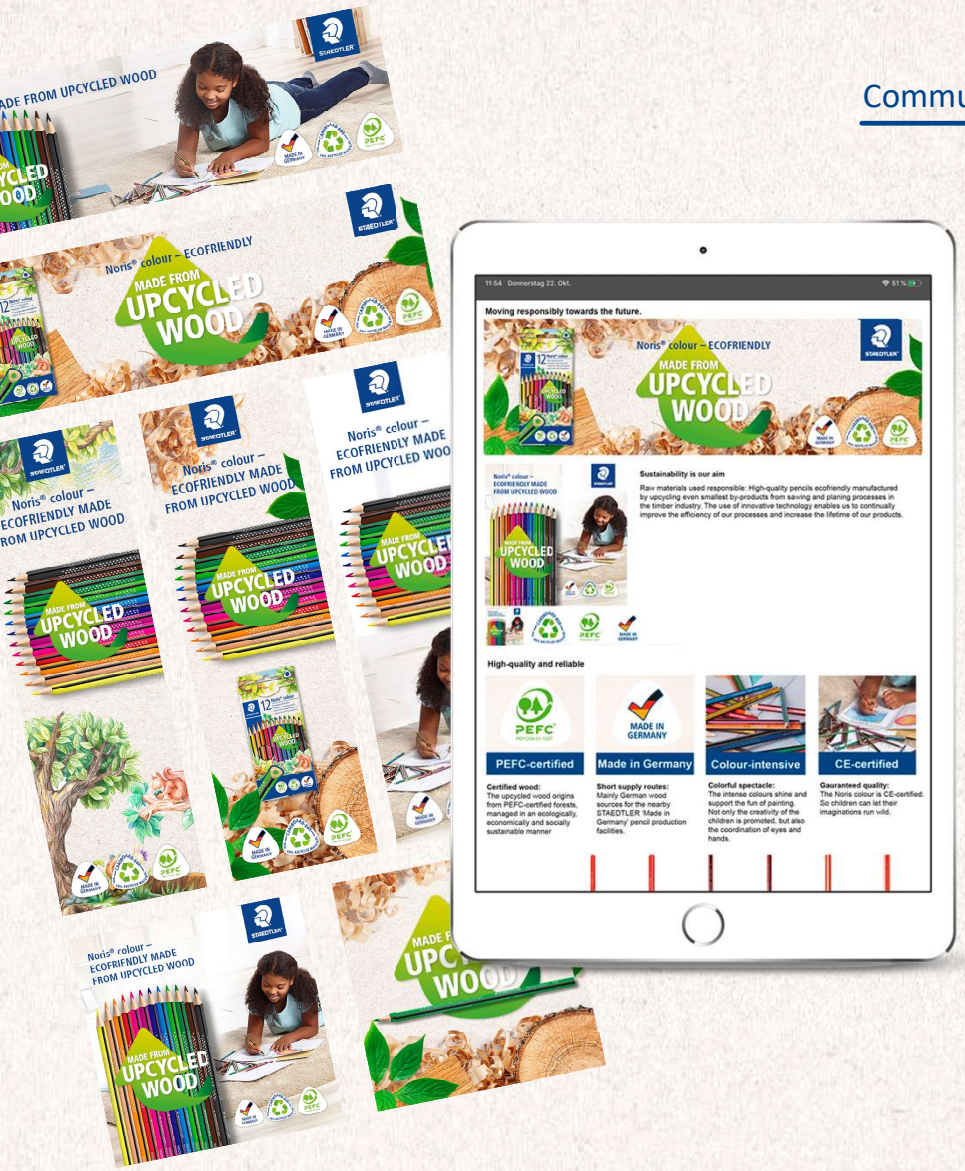
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## Communication | Website, PR, ads, banners




### Premium online content

We provide text and image elements for your online product presentation.

You can find the content in the Celum folder External communication > E-commerce content.

Images not final

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# Communication | Tutorials




**Website**

The sustainability and protection of the environment website brings together all the different measurements and stories behind STAEDTLER´s corporate responsibility.




**Video tutorials**

We offer step by step tutorials that show inspiring upcycling and recycling projects.

New video tutorials are released regularly on our website and social media like facebook, Instagram and Pinterest. The tutorials on our website assist with additional pictures and text, helping the customer to understand the steps. All tutorials are available for download as PDF file on our website.



**Video tutorial** + **Images** of the individual steps + **Written instruction** in DE & EN

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Subject to change.