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PRESSE RELEASE

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Creativity at the highest level: STAEDTLER will be launching new artist products in 2025

STAEDTLER is realigning its product range for high artistic and creative demands and presenting the new Artist Series, which will be available in the second half of 2025. With a clear focus on advanced and professional users, the range offers high-quality products 'Made in Germany' that take the creative process to the next level. The realignment underlines STAEDTLER's ambition to establish itself as a leading brand in the art materials sector.

Artist Series: High-quality products for high demands

STAEDTLER is continuously investing in the development of innovative products that meet the requirements of the modern art world and creative industries. The Artist Series combines STAEDTLER's core competences and innovations in an elegant and artistic look. Products such as the iconic Mars Lumograph pencils, the pigment arts pens and the pigment liner offer the highest quality for people with an advanced or professional creativity profile who value precision and reliability in their work tools. New in the range are the Mars Lumograph colour aquarell pencils, which impress with their brilliant colours and soft, watercolour lead.

Supporting creativity

The range is targeted at ambitious and professional creatives who want to express their passion – whether it be in painting, illustration or design. With products developed specifically for advanced and professional requirements, STAEDTLER offers tools that support the creative process and help to create extraordinary works of art. Extreme light-fastness, innovative ink formulations such as multi-ink technology and precise line quality are at the centre of product development.

Long-lasting products and sustainable materials

STAEDTLER remains true to its philosophy of sustainability and also uses wood from PEFC-certified, sustainably managed forests in the Artist Series. In addition, the company focuses on long-lasting product features such as the high break resistance of the leads and premium pigments that retain their colour brilliance even after long-term use.

Product highlights of the STAEDTLER Artist Series

Mars Lumograph: This classic among premium pencils is available in 24 finely finely graded consistent degrees of hardness. It is also available in different versions, such as the black pencil **Lumograph black** and charcoal pencil **Lumograph charcoal**.

Mars Mars Lumograph colour aquarell: New highly pigmented, lightfast watercolour pencils in up to 120 colours, with soft and water-soluble leads for both smooth transitions and strong colours.

pigment arts pen: High-quality fibre-tip pens with multi-ink technology, which are extremely lightfast, offer exceptional colour brilliance and can be used for almost all surfaces.

pigment liner: The proven fineliner in up to 12 line widths for precise drawing and sketching, waterproof on paper and lightfast.

New partnerships with renowned creatives

To emphasise this realignment, STAEDTLER is working with well-known artists as brand ambassadors. These partnerships are intended to showcase the potential of the products and inspire other creatives. In addition, STAEDTLER is sending a clear signal: the company not only supplies materials, but also sees itself as a partner for artists who want to develop their creativity at the highest level.

Premium design for the artistically minded

The redesign of the packaging emphasises the high-quality character of the products. An elegant colour gradient in blue and black reflects the artistic aesthetics and strengthens the STAEDTLER brand presence. Each product in the Artist Series will feature its own artistic motif symbolising the creative power of the product.

The Artist Series will be available in stores from the third quarter of 2025.

More information can be found here: www.staedtler.com



Caption:

The new Mars Lumograph colour aquarell pencils complement the STAEDTLER range for advanced and professional creatives.

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Images not final



Caption:

Brilliant colours and precise lines: the new Artist Series sets no limits on creativity.

Image rights: STAEDTLER SE

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About STAEDTLER

STAEDTLER ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products and is one of Germany's oldest industrial companies. With its products, STAEDTLER inspires the creativity of its customers throughout their life: from their first attempts at colouring in early childhood to products for creative work. The writing and creative goods manufacturer offers a wide range of high-quality products for all ages and demands, constantly developing new approaches to connect analogue tradition and digital innovation. STAEDTLER headquarters are located in Nuremberg. It currently employs more than 2,100 people worldwide. www.staedtler.com

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