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PRESS RELEASE

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The new NORIX graphite pencils and coloured pencils: Unique shape meets trendy design

STAEDTLER revolutionises the stationery market with the launch of the new NORIX range. The innovative coloured and graphite pencils combine eye-catching design, ergonomic benefits and sustainability. NORIX is STAEDTLER's answer to the growing demand for stylish and environmentally conscious stationery that is perfect for children and young people who want to emphasise their individuality.

Innovative products for creative minds

At the centre of the new NORIX range is a unique, ergonomic pen shape: not round, not square, but semi-circular and flattened on one side - the asymmetrical shape of the pencils ensures a high level of comfort and relaxed writing and drawing. Even during long periods of learning and writing, they always sit comfortably in the relaxed hand, as studies by the Technical University of Munich confirm. This revolutionary development creates a new balance between aesthetics and functionality.

NORIX – just my style

NORIX products are tailored to the needs of children and young people aged ten and older. Young people are looking for an individual style. They love to express themselves and be creative - whether digitally or on paper. NORIX supports them with products that not only look good, but also impress with their outstanding user-friendliness and high quality. The stylish black wood, the surface with metallic effect and the bold, vibrant colours make the NORIX pen a jewel in any pencil case.

Sustainability at the heart of the brand

Sustainability plays an important role at STAEDTLER. All NORIX pencils are Made from Upcycled Wood: they are made from wood chips that are waste products in the wood processing industry. The chips are ground and turned into a granulate, which then is used to produce high-quality pencils. The responsible use of resources is emphasised by the PEFC certification of the wood used from sustainably managed forests. NORIX products are not only environmentally friendly, but also particularly durable thanks to their high breaking strength - a real added value for young, environmentally conscious buyers.

NORIX product overview

NORIX graphite pencils (Art. Nr. 181-HBBK3 / 181 SBK2-1 / 181 SBK2-2 / 181 SBK2-3) have a new, innovative shape for relaxed drawing and an eye-catching black design with a non-slip surface. The pencils are equipped with an HB lead and are available in three trendy colours: Yellow, French Green and Scarlet.

NORIX coloured pencils (Art. Nr. 186 C12 / 186 C24) are just like the graphite pencils 'Made in Germany' and offer the same unmistakable design and ergonomic advantages for carefree colouring fun. With their high break resistance and soft surface, they are available in 24 bright colours.

The new NORIX range is rounded off with trendy scissors, sharpeners and erasers. The NORIX universal scissors (Art. No. 965 21X BK) offer high cutting quality and stainless steel blades. They have ergonomic handles in the new NORIX colours. The scissor blade with a titanium look is 21 centimetres long. The



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NORIX eraser as well as the new stylish NORIX sharpener in an innovative and eye-catching design are also available in the three trend colours and, together with the graphite pencils, are part of the mixed blister cards (181 SBK2-1 / 181 SBK2-2 / 181 SBK2-3)

The new NORIX pencils will be available in stores from the first quarter of 2025.

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



Caption:

The ergonomic shape of NORIX® pencils ensures a high level of comfort and relaxed writing even during long writing phases.

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Images not final



Caption:

Studies by the Technical University of Munich confirm the ergonomic advantages of the unique shape of NORIX® pencils.

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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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