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PRESSE RELEASE

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STAEDTLER will re-launch the triplus in 2025: the perfect companion for students

From 2025, STAEDTLER will be presenting its popular triplus brand in a new look and the material changeover recycled plastic. The brand triplus stands for ergonomics, design and sustainability and offers the ideal range for students looking for functionality and style in one product. The triPLUSyou claim emphasises the close connection between students and their indispensable companions in everyday student life.

triPLUSyou – a classic rethought

The brand triplus has been synonymous with relaxed writing for over 25 years thanks to the characteristic triangular, ergonomic shape of the pens. Now it has been given additional sustainable features: The relaunch includes the use of recycled plastic, which makes the products even more environmentally friendly, and combines this with a modern, fresh packaging design that appeals perfectly to the target group - students and young adults. The triPLUSyou communication concept emphasises the brand's core values: comfort, ergonomics and sustainability.

A faithful companion in everyday student life

tripus is targeting learners and students with its new campaign. Whether it's taking notes, writing exams or organising study material - the ergonomic pens offer the necessary comfort to stay relaxed and focused even during long study sessions. 'With the relaunch of triplus, we want to offer students a solution that improves their learning and writing experience,' says Britta Ender, Head of group communications & brand management at STAEDTLER. 'tripus is not only a functional companion, but also an expression of personal style that emphasises environmental awareness.'

Focus on sustainability

A key element of the innovations is the **the material changeover to recycled plastic** for the fineliners, fibre-tip pens and highlighters. The housing of the pens, i.e. the barrel, cap and end cap, are now made from 97 per cent recycled plastic in accordance with ISO 14021. In addition, the new cardboard boxes made from at least 80 per cent recycled material underline STAEDTLER's commitment to a sustainable future. All other types of packaging are reusable. The sustainable properties are also emphasised by the packaging design, which prominently highlights the sustainability feature.

Colourful and functional

The triplus range includes a wide selection of writing technologies with fineliners, fibre-tip pens, highlighters, ballpoint pens and mechanical pencils. All products are available in clearly distinguishable colours and offer an outstanding user experience thanks to their ergonomic shapes. The popular fineliners, for example, are available in 40 colours that are perfect for mind mapping and creative work. The DRY-SAFE technology also ensures that the pens can be left uncapped for days without drying out - ideal for exams where reliable pens are essential.



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Digital and user-centred - The campaign triPLUSyou

STAEDTLER is focussing primarily on digital channels for the launch of triPLUSyou. A comprehensive campaign will be launched on target group-oriented platforms such as TikTok. As part of the back-to-university period in spring and autumn 2025, the STAEDTLER TikTok channel will share exciting content about the special features of triplus. The campaign will be supported by relevant influencers who will emphasise the ergonomic benefits and sustainable production.

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



Caption:

triplus pens are particularly suitable for students who are looking for functionality and style combined in one product.

Image rights: STAEDTLER SE



Caption: The housing of the new triplus pens is made from 97 per cent recycled plastic.

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About STAEDTLER

STAEDTLER is one of the world's leading manufacturers and suppliers of writing, colouring, drawing and 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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