

## PRESS RELEASE

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### 02. History

#### **Looking toward the future for more than 170 years**

Tradition is our commitment, and quality is our tradition - not just at our location in Germany where more than two-thirds of all STAEDTLER products are manufactured, but throughout the world, where MADE IN GERMANY has become synonymous with the highest standards of quality. STAEDTLER is proud of its long-standing production tradition in Germany, and it goes without saying that this tradition will be continued long into the future.

Long before Johann Sebastian Staedtler founded his own pencil manufacturing plant in 1835, one of his ancestors, Friedrich Staedtler, had already been active as a pencil maker. Records of this ancestor of the company's founder can be found in the public records of the city of Nuremberg as far back as 1662.

With the foundation of the company in Nuremberg's old quarter in 1835, Johann Sebastian Staedtler laid the groundwork for the modern and world-renowned STAEDTLER group of companies, adapting the experience and knowledge in the traditional handcraft of pencil making gained in the workshop of his father, Paulus Staedtler, to industrial production.

By around 1840, J. S. Staedtler produced 63 different kinds of pencils. By 1866, 54 workers were employed and 15,000 gross (= 2,160,000) of pencils were produced annually.

In the year 1900, the product name „Mars“ was registered with the Imperial Patent Office. What began as a trademark for a high product standard is today a brand distinguished by the same qualities worldwide: innovation, precision, reliability and superb writing comfort. As such, STAEDTLER has become one of the world's leading manufacturers and suppliers of writing and drawing instruments.

In 1949 STAEDTLER broke new ground and began manufacturing ballpoint pens. One year later the company introduced the first leadholder, a pencil with a solid barrel and releasable lead, the forerunner of the fine lead mechanical pencil. In the following years, STAEDTLER continued to expand its range of writing instruments, progressing from mechanical pencils (1955), to technical pens (1962), to felt-tip, fibre-tip and overhead projector pens (1964) all the way to fine lead mechanical pencils in 1969.

All shares of the STAEDTLER Group are held by the STAEDTLER STIFTUNG (foundation). In 1997 this public foundation under civil law was officially recognised and certified as a non-profit organisation. The purpose of the foundation is to promote scientific research at German universities – in particular the Friedrich-Alexander University of Erlangen-Nuremberg and the Georg-Simon-Ohm Polytechnic University - as well as other cultural institutions.

Our demand for the highest possible excellence is anchored worldwide, making STAEDTLER one of the leading manufacturers and suppliers of fine writing and drawing instruments the world over.