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## PRESS RELEASE

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### Affixed, noted, remembered – the STAEDTLER memo board

The self-adhesive memo board in practical A5 size can be used time and time again – anywhere you like and just is a clever concept. Whether on the fridge as an indispensable shopping aid, in a student flat-share as a communal notice board, in the office as an appointment-reminder or for letting others know that a particular conference room is occupied. Wherever you use the STAEDTLER memo board, be it in the office or in everyday life, it is an extremely useful little helper and puts an end to the usual chaos of sticky notes all over the place.



In order to emphasise its functionality and purpose more clearly, the STAEDTLER memo board has been given a totally new design. It is now even more attractive and has more of a whiteboard appearance. This underlines its note board function still further. The STAEDTLER memo board comes in a plastic bag. This means that the content is immediately visible and users are able to test the flexibility of the memo board on the spot for themselves. What's more, the fact that it is so flexible means that the memo board can even be attached directly onto pillars. The newly designed inlay instantly provides users with a clearer illustration of the advantages offered by the memo board and the different applications it can be used for. The STAEDTLER Lumocolor correctable is also enclosed. It can be dry-wiped off the board at any time and, should quick, minor corrections need to be made, the pen comes complete with its own wiper integrated in the end plug. No more accidental smudging and, thanks to the pen holder, the correctable is always where it belongs and where you need it: directly on the STAEDTLER memo board!



**Four-STAEDTLER-in-one – the Lumocolor sets**



Lumocolor pen Set

It doesn't make any difference which way you look at it. The exact pen you need for a particular job at hand either never seems to be in the house, has been lent out to somebody by your son or you simply don't own one. The new STAEDTLER Lumocolor sets now provide you with the ideal 'four-in-one' solution.

There are two different versions available. The Lumocolor permanent pen set and the Lumocolor permanent marker set – both are ideal for office, household and factory use.

The Lumocolor pen set comprises four permanent pens in the colour black in the line widths S, F, M and B. It is available in the practical, stand-up, prize-winning STAEDTLER box.



The Lumocolor permanent marker set comprises four different permanent markers in the colour black with different tips – from a fine point to a wide chisel point – suited to satisfy different applications and requirements. This set comes packed in a practical clam shell box, meaning everything is kept neat and tidy.

Lumocolor marker Set

**Promotional activities: 7+3 and 3+1 makes two!**

Different Lumocolor promotions extend the range of classic STAEDTLER Lumocolor products to include highly attractive added-value packages! There are two different value-adding campaigns being run in the year 2010: the 7+3 and the 3+1 Lumocolor permanent promotions.

The 7+3 promotion comes in an appealing transparent pack enabling immediate recognition of the impressive products within: seven black Lumocolor pens and three extra different-coloured ones for free. An eye-catching red triangle on the front clearly communicates the value-adding component of the promotion, i.e. the inclusion of three free-of-charge Lumocolor permanent pens in the colours red, blue and green.



The second value-adding promotion comes in the form of a set of four Lumocolor permanent pens in the practical and handy stand-up STAEDTLER box. The motto of this campaign is buy three and get a fourth Lumocolor permanent pen for free. This box also comes complete with a conspicuous red triangle on the front informing consumers about the 3+1 offer. The set is available in the line widths F and M.

The primary user benefit: all Lumocolor pens and markers have the advantage that they come equipped with our STAEDTLER Dry Safe ink technology. This means that they can be left uncapped for days at a time without drying up. And, when used again, they are ready for action without delay. They therefore offer a longer service life than comparable products without this feature and, as a result, higher user benefit too!

