

STAEDTLER breaks the world record

The longest pencil in the world is 225.2 metres long



On 15.09.2011, STAEDTLER broke the world record. With the help of with 56 employees, the long-established Nuremberg company succeeded in manufacturing the longest pencil in the world.

STAEDTLER's **giant pencil**, confirmed today by the Guinness Book of Records as being the longest pencil in the world, measures exactly 225.2 metres. It is

almost 9.7 times longer than the world's previous record-breaking pencil which was presented in New York in 2007. However, contrary to its American counterpart, it actually looks just like a conventional pencil – apart from the fact that it is 1,325 times longer than the ones normally to be seen in shops. The giant pencil is subsequently to be cut up into handy-sized pieces and put to good use in SOS Children's Villages all over Germany.



How is that possible?

STAEDTLER revolutionised the world of pencils in the year 2009 with the development of a true tree-saving wonder. Whereas before, leads had to be glued between two pieces of wood and a



number of different production stages were required before the pencils were finished, co-extrusion technology now enables us to 'bond' the lead, the wood and the surface of the pencil in one single step and to manufacture a very long pencil. This pencil, known as WOPEX, is then normally cut into 14 cm long pieces. In order to break the world record, the saw, usually used to cut the pencils to size, was turned off so that the attempt to break the world record could begin.



This special manufacturing process also helps protect the environment. The utilisation of a special wood granulate means that up to 80% of wood per tree can be used in the manufacture of WOPEX compared to 20% in the case of the conventional

pencil production process.

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