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PRESS RELEASE

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New species discovered – the STAEDTLER diversity continues to grow!

Launched last year, our successful expedition to search for new innovative STAEDTLER articles to supplement our great diversity of mechanical pencils is to be continued in 2010. Now the company is, once again, able to present newly discovered specimens for adding to our already extensive collection of impressive STAEDTLER individuals.

STAEDTLER triplus 776

One new product in the mechanical pencil range comes from the award-winning triplus line – the STAEDTLER triplus 776. Its barrel colour comes in a light metallic finish in the classic colours black, silver and blue. Its harmonious rounded triangular shape prevents the triplus 776 from twisting around in the hand while in use. In addition, the ergonomic three-sided design of the pencil keeps hands relaxed and unstrained even during longer periods of writing.



A further user benefit is the non-slip rubberised barrel surface. The pencil's lead sleeve slides back while writing, thereby offering additional lead protection, and, when required, can be fully retracted – making the triplus 776 pocket-safe too. It is available in the line widths 0.5 and 0.7 mm.



The product design of our triplus 776 is so impressive that a competent panel of experts has already distinguished it with the reddot design award. The 'reddot' is a seal of approval for outstanding design recognised the world over.

STAEDTLER graphite 762

Another article from the diverse range is the STAEDTLER graphite 762. The new mechanical pencil with push-button on the side! You know the problem! Right in the middle of writing, you have to change your grip to the top of the pencil to advance more lead. Not any longer! STAEDTLER's new mechanical pencil graphite 762 comes equipped with a side push-button mechanism – for superb writing comfort. So you don't need to interrupt your flow – there's no need to change your grip.

Top convenience for a perfect lead supply. The graphite 762 is available in the attractive colours wine red, royal blue and lime green in the line widths 0.5 and 0.7 mm.



STAEDTLER Mars micro

The great diversity of mechanical pencils includes a truly stunning version of our classic, the Mars micro. The STAEDTLER Mars micro is available with immediate effect in strong, fresh trend colours (silver, pink, black, light green and light blue). The rubberised grip zone in white (and anthracite in the case of the black pencil) ensures a secure grip. It is available in line width 0.5 mm and its features are identical to those of the standard Mars micro mechanical pencil.

STAEDTLER mechanical pencils are extremely diverse when it comes to function and use. From pocket safety, cushioned lead and ISO colour coding to adjustable degree indicator. Whoever the user, whatever the application and demand – STAEDTLER offers just the right mechanical pencil. Our mechanical pencil leads make ideal accessories for all mechanical pencils. The manufacture of mechanical pencil leads constitutes one of our fields of core competence. They are produced using carefully selected, over 90 percent natural raw materials. These are processed in a unique, ecological production process - without the addition of PVC or softening agents.

