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## PRESS RELEASE

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### News from the distinguished STAEDTLER triplus range

The success story of the STAEDTLER triplus product line comprising all kinds of different writing instruments began in the year 2003. As a result, it was, for example, distinguished as 'Brand of the Century' by the 'Deutsche Standards' publishing house in Autumn 2009. This year again, STAEDTLER is introducing great novelties, all available in the first quarter of 2010.

#### STAEDTLER triplus ball XB

The new triplus ball XB is highly impressive thanks to its wide 0.7 mm line width which ensures a particularly soft writing performance and enables the pen to glide smoothly across paper. Its ergonomic shape and rubberised barrel offer users superb writing comfort. In addition, the ink colour is immediately recognisable as it corresponds to the colour of the barrel. The STAEDTLER triplus ball XB is available in six new colours and comes, as you would expect, in the practical STAEDTLER box. The triplus range too has already been distinguished with the reddot design award making it synonymous with award-winning quality.



#### STAEDTLER triplus roller can



New to the STAEDTLER triplus roller range is the novel 'roller can'. This is an attractive, elegant-looking metal case with transparent lid which is easy to open and – making it extremely practical – to reclose too. The roller can keeps the 12 triplus rollers inside nice and tidy at all times and makes them convenient to transport. Also available is an eye-catching dealer display designed to look like a vending machine - in matching classy silver finish. As soon as one can is removed, a new one slides into place. The colourful roller cans inside the 'vending machine' are visible from the outside through viewing windows.



Other highlights from the STAEDTLER triplus range include the 'Taschelini', the 'fineliner zipper pencil case' – also known as zipper pack – and the handy 'fineliner backpack.'



The square-shaped practical and convenient **STAEDTLER Taschelini** in strawberry-red colour comes packed to the brim with 20 blue and 20 black fineliners or rollerballs. The high-quality bag is made by 'Koziol', so it too is branded 'Made in Germany'. Not only does it fit on any desk, it is also a real attention-grabber when used elsewhere too.



Quick and easy to zip open and closed, the **STAEDTLER zipper pack** can be created from a single zip. This exciting storage possibility for pens is available from STAEDTLER already filled with 20 different-coloured fineliners. The zipper pencil case is made up of one approx. 2 m long zip. The pencil case is made by doing up the entire length of zip and is available in three fantastic colour versions: violet/yellow, orange and turquoise/light green.



### **STAEDTLER triplus fineliner backpack**

The STAEDTLER triplus fineliner backpack, complete with 20 fineliners, is a small bag accessory with sideways compartment. It is available in two different designs (retro and paisley prints). The compact mini-backpack is ideal for recreational use, for the office (as a handbag alternative) or for taking on holiday. Whether for the storage of pens, for other accessories when on-the-go or for situations in which you need your hands free. The triplus fineliner mini-backpack is small but effective and the perfect accessory wherever you happen to be!



There is also a wide variety of new compact and counter displays available for the different product segments – including for mechanical pencil leads, e.g. for the 40-piece mechanical pencil lead tube. Blister card promotions and added value deals for the triplus range are also being offered in 2010.