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PRESS RELEASE

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The WOPEX tree-saving wonder – now also in 2H and 2B!



STAEDTLER has a very long tradition in the manufacture of wood-cased pencils. In 2009, STAEDTLER succeeded in developing a product that is not only extremely innovative, but also constitutes a continuation of the company's long tradition in pencil-writing. The advanced WOPEX pencil provides the foundation for a brand-new generation of pencils at STAEDTLER and is a true 'efficient for ecology' product! So WOPEX heralds the beginning of a totally new chapter in pencil history.

Ecological and efficient!

WOPEX offers innovation-conscious and environmentally aware users in offices, schools and institutes of higher education an unbelievable writing experience as well as superb writing comfort. The innovative WOPEX material is a standard-setting natural fibre material with 70% wood. The employment of this revolutionary material makes the new WOPEX pencil particularly ecologically efficient. It enables a significantly higher utilisation of wood per tree using wood solely from PEFC-certified, sustainably managed forests. In addition, WOPEX is manufactured in a completely solvent-free production procedure, offers particularly high lead stability and break resistance and a significantly longer write-out length than normal wood-cased pencils.



In 2010 the metallic blue WOPEX pencil in degree HB is getting company. As from March, the tree-saving WOPEX range is being extended by the addition of the degrees 2H and 2B.



This creates potential for totally new areas of application and makes WOPEX ideal for, amongst others, offices and schools. Its non-slip, velvety soft surface and the fact that it is a little heavier than conventional pencils ensure that WOPEX is extremely comfortable to hold. Its lead glides

particularly smoothly across paper and is easy to erase. This promotes nicer, clearer handwriting not only in school or education. In offices too the extraordinary haptic of WOPEX offers a pleasant writing comfort.

Attractively presented!



New displays will be available for the trade for the innovative WOPEX in HB and two new degrees 2H, in metallic green, and 2B, in metallic copper. To emphasise the fact that significantly more WOPEX pencils can be gained from one tree than would be the case using conventional pencil-manufacturing methods, the new WOPEX displays have been designed to resemble a tree in both shape and colour. In addition, the display underlines the ecological efficiency of WOPEX pencils. The new large tree display will comprise different hardness degrees of WOPEX pencils. There will also be a smaller counter display containing WOPEX in degree HB.

So young yet already so distinguished!

The WOPEX pencil and material are so innovative that WOPEX was already distinguished with the 'Design Plus' award at the 'Material Vision' exhibition in Frankfurt in 2009. 'Design Plus' is one of **DESIGN PLUS** the most important cross-industry prizes awarded for outstanding, particularly **materialVISION** innovative design. The assessment criteria included design, choice of materials and ecological quality and sustainability. In autumn 2009, WOPEX won first place as 'Bio Composite of the Year 2009' at the 'Bio Composites Congress' in Stuttgart. And, in December 2009, WOPEX again came first, winning the 'WPC Innovation Award' at the Wood Plastic Composites Congress in Cologne.



Both prizes send out an important signal, not only raising awareness within the bio composite industry itself but also attracting the interest of companies from other sectors. The awards are designed to encourage the development of new, material-appropriate applications and markets for a variety of bio composites.

