



Joint press release from STAEDTLER & FABER-CASTELL

### **STAEDTLER sells trademark rights for 'Eberhard Faber' to FABER-CASTELL**

With the integration of the products from the company Eberhard Faber GmbH – in particular the modelling materials – under the STAEDTLER umbrella brand, STAEDTLER will be expanding its user target groups with a comprehensive range to include the pre-school, kindergarten and creative sectors, fully in line with the company philosophy 'STAEDTLER – your inspiration!'.

In future, the STAEDTLER brand will be a brand which will accompany consumers their entire life from an early age on with creative, innovative and high-quality products, thereby enabling a visualisation of inspirations and ideas over generations.

Rights to the trademark Eberhard Faber, currently held by the STAEDTLER company group, will be acquired by Faber-Castell AG with effect from 1<sup>st</sup> January 2010. The product brands, in particular the well-known brand 'FIMO', will be found under the 'STAEDTLER' umbrella brand on articles in the new 'Hobby and Creative' product line.

'Eberhard Faber' is a well-known brand – especially in the USA – which dates back to the 19<sup>th</sup> century. For FABER-CASTELL, the acquisition of the 'Eberhard Faber' trademark rights from the STAEDTLER company group constitutes a return of this brand into the hands of the parent company.

As far as FABER-CASTELL's brand history is concerned, this is a milestone as, for the first time, all three Faber brands are again to be found in the possession of the original company A.W. Faber, founded in 1761 and, since 1898, known as FABER-CASTELL. With the brand A. W. Faber, Lothar von Faber, the current company director's great-great-grandfather, received the first ever trademark registration in the pencil-making trade worldwide. In the second half of the 19<sup>th</sup> century, his two younger brothers Johann and Eberhard Faber went into business themselves and became bitter competitors of the parent company.

The company Johann Faber was acquired by Count Roland von Faber-Castell in the 1930s. The trademark rights for Eberhard Faber for Europe were purchased by the STAEDTLER company group in 1978.

Eberhard Faber will complement the product portfolio of the FABER-CASTELL Group whilst remaining independent as a trademark. The marketing concept for the Eberhard Faber brand and range of Eberhard Faber products will be presented to the trade for the first time at the Paperworld Exhibition (January 2010).

**For further information:**



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