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## PRESS RELEASE

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### STAEDTLER wins first place with WOPEX as 'Bio Composite of the Year 2009'



The Bio Composites Congress took place in Stuttgart on 26<sup>th</sup> and 27<sup>th</sup> October 2009 as part of the AVK Annual Convention and COMPOSITES EUROPE Exhibition.

WOPEX won first place as 'Bio Composite of the Year' from a total of three nominated finalists.

The innovation prize 'Bio Composite of the Year' sends 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 award is designed to encourage the development of new, material-appropriate applications and markets for a variety of bio composites. Focus for the entries submitted was on new materials used in concrete product applications.



It was the second time that the innovation prize had been awarded at the Bio Composites Congress. The products submitted were appraised by a jury made up of representatives from nova-Institut as well as congress sponsors and partners. The outstanding 'Top 3' entries were nominated from the total number of submissions received prior to the congress.

The STAEDTLER innovation WOPEX impressed not only the nomination jury but also the many professional visitors to the congress. The winner was determined by a vote carried out among participants on day one of the event. Result of the voting was that the WOPEX pencil was distinguished with first place for the 'Bio Composite of the Year' innovation award.

It was WOPEX, the company's latest 'Made in Germany' product innovation, that STAEDTLER entered into the competition for the 'Bio Composite of the Year' award. WOPEX is a natural fibre material with 70% wood which enables an efficient manufacture of pencils using co-extrusion technology. WOPEX is particularly ecologically efficient as it allows for a significantly higher utilisation of wood per tree from PEFC-certified, sustainably managed forests. In addition, the pencil 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 comparable wood-cased pencils. With WOPEX, STAEDTLER is setting new standards in ecology and efficiency. The long-established company STAEDTLER is, with WOPEX, launching an innovative product that will not only be instrumental in writing the future, but also constitute a continuation of the company's long tradition in pencil-writing. Right in line with the company motto: 'STAEDTLER – your inspiration!'.

Further information on the 'Bio Composite of the Year' award and on the product innovation WOPEX can be found at: [www.biowerkstoff-kongress.de](http://www.biowerkstoff-kongress.de) and [www.staedtler.com](http://www.staedtler.com).