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PRESS RELEASE

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STAEDTLER wins Design Plus 2009 award for WOPEX

The Design Plus contest is one of the most important interbranch trademarks for outstanding and notably innovative design. 2009 is the third time that the prize has been awarded at the "Material Vision" trade fair in Frankfurt/Main.

DESIGN PLUS
materialvision

An interdisciplinary jury of experts assessed the entries of the basis on the basis of following criteria: design quality, choice of materials, utility value, technical quality, ecological quality / sustainability and overall concept.

The jury of experts made its selection from 160 exhibitors from 15 countries. The STAEDTLER innovation WOPEX convinced the jury to include it among the winning products. The highlight of the competition was the awards ceremony at the "Material Vision" fair on June 17th, 2009 in the special Design Plus area at the Frankfurt fair.

STAEDTLER sent its latest product innovation WOPEX to compete for the coveted Design Plus prize. WOPEX stands for "wood pencil extrusion" and constitutes a unique material mix of natural-fibres together with a specially developed production technology. The WOPEX technology allows a highly efficient pencil production using co-extrusion technology and 70% wood, and is naturally



Made in Germany. It is manufactured in a completely solvent-free production procedure, has an excellent lead stability and break resistance and a substantially higher write out

length as a comparable wood-cased pencil. WOPEX is particularly ecologically efficient due to a significantly higher utilisation of wood from each tree, the wood being from PEFC-certified, sustainably managed forests. In this way, STAEDTLER imposes new standards in ecology and efficiency with the advanced technology WOPEX!

For further information about the award Design Plus and about WOPEX please click:
www.material-vision.messefrankfurt.com and http://www.staedtler.com/Wopex_eng.Staedtler