



STAEDTLER®

Head of ideas.

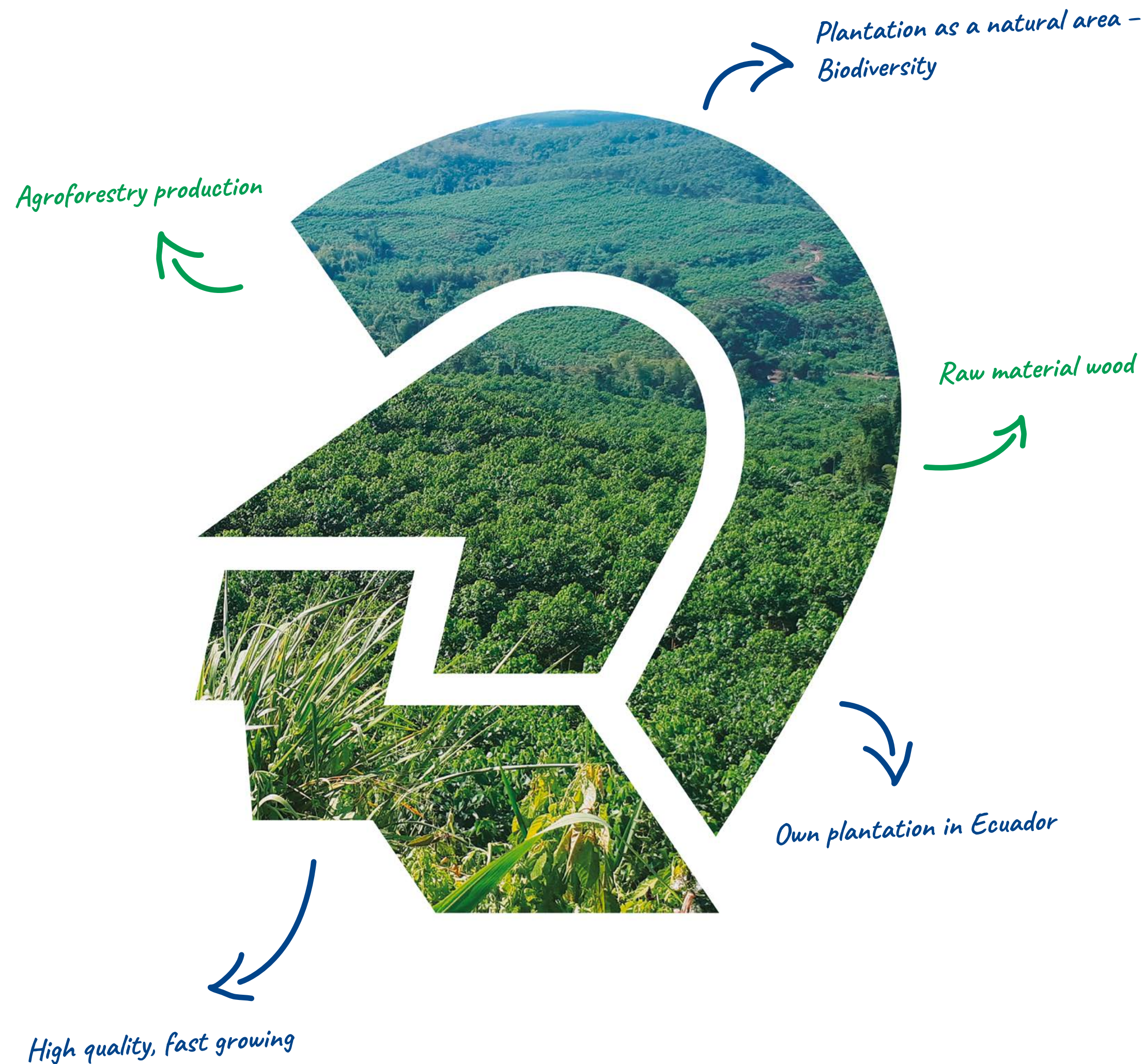
Certified environmental friendliness

with the TÜV Rheinland Green Product Mark



Green Product

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Sustainability at STAEDTLER

Our aim is to handle the resources of our earth with care and foresight. This is why efficiency plays a major role in our philosophy for sustainable action; for example, in the production or logistics of our products. We focus on measures that lie within our own area of responsibility and have an influence on our processes. Therefore, our focus is on our manufacturing processes, the materials used, such as plastic and wood, as well as the procurement and transport of raw materials.

We develop clearly defined measures, which we regularly use to check how we are achieving the reduction or savings targets we have set. We make our contribution to climate protection at our sites by using measures to reduce our own CO₂ emissions in accordance with Scopes 1 and 2 of the GHG (Greenhouse Gas Protocol).

In order to establish comparability with other institutions, we measure our key figures based on GRI (Global Reporting Initiative) and SDGs (Sustainability Development Goals). We relate these two forms of environmental reporting to each other. The framework conditions are not only recognised worldwide, they are also two of the EU Commission's

recommended key figure systems in the new CSRD (Corporate Sustainability Reporting Directive). The SDGs will also be referred to as the 'Future Contract of the World Community for the 21st Century' and were adopted at the UN Sustainability Summit in 2015 as part of the 2030 Agenda for Sustainable Development. Agenda 2030 defines a total of 17 sustainability goals (SDGs) and 169 sub-objectives, which should form the framework for achieving a sustainable society.

We have prioritised the 17 goals for their relevance to the company and derived fields of action from them. Our business objectives are aligned and linked to the SDGs.



TÜV Rheinland

TÜV Rheinland stands for safety and quality in virtually all areas of business and life. Founded more than 150 years ago, the company is one of the world's leading testing service providers with more than 20,000 employees.

TÜV Rheinland's highly qualified experts test technical systems and products around the world, support innovations in technology and business, train people in numerous professions and certify management systems according to international standards. In doing so, the independent experts generate trust in products, as well as processes, across global value-adding chains and the flow of commodities.

Since 2006, TÜV Rheinland has been a member of the United Nations Global Compact to promote sustainability and combat corruption.



Precisely Right.

TÜV Rheinland Green Product Mark

The TÜV Rheinland Green Product Mark is a Type I voluntary environmental test mark. It gives a clear guideline for environmentally preferred products with less environmental impact. With the Green Product test mark we tag our products as green and environmentally friendly through the endorsement of an independent third party.

We provide you with clarity and credibility that your purchases cause less stress on the environment.



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A voluntary environmental test mark indicates the overall environmental status of a product within a particular product category; it also evaluates the product's life cycle and establishes whether it contributes to a reduction in the environmental impact associated with products of its type.

Criteria for the award of a Green Product Mark are drafted in accordance with the rules provided in the following standards and guides:

- ISO/IEC Directives, Part 1 and Part 2
- ISO/IEC Guide 21, Part 1 and Part 2
- ISO Guide 64
- ISO Guide 82
- ISO 14024
- US EPA Guidelines for Environmental Performance Standards and Ecolabels for Use in Federal Procurement
- ISEAL Code of Good Practice for Setting Social and Environmental Standards





Made from Upcycled Wood



Upcycling for a sustainable future

The Made from Upcycled Wood graphite and coloured pencil models 120, 183, 185, 187 and 188 have all of the criteria of products with particularly eco-friendly features and are awarded the environmental seal Green Product by TÜV Rheinland.

We at STAEDTLER have developed a process that enables us to use wood as the most important raw material for our pencils even more efficiently. The key to this is 'upcycling'. Upcycling recycles residual or waste materials and transforms them into something new. While these substances lose some of their value during recycling or downcycling, they are upgraded during upcycling and often achieve a new purpose. The use of existing materials reduces the need for new raw materials and thus saves resources and the environment.

Raw materials used responsibly:

- High-quality pencils
- Produced in an environmentally friendly way with upcycled wood
- Wood chips from sawing and planing processes in the wood industry

Certified wood:

- The upcycled wood originates from mainly German, PEFC-certified forests (PEFC/04-31-1227)
- Forests managed in an ecologically, economically and socially sustainable manner

Short supply routes:

- 'Made in Germany'





Get more information about Upcycled Wood.

Thanks to our exceptional production technology, we do not need any wooden boards (as in conventional production processes) to produce pencils and coloured pencils Made from Upcycled Wood. We use wood chips from sawing and planing processes in the woodworking industry. The grinding and upcycling of these wood chips is characterised by processes. This means that even the smallest wood remains can be reused in high-quality pencils.

The wood shavings used for upcycling come from PEFC-certified, predominantly German forests, which are managed in an ecologically, economically and socially sustainable manner. This also keeps transport routes short, as all our products Made from Upcycled Wood are 'Made in Germany'. Thanks to their high quality and fracture resistance, they are particularly durable and save our resources in production and use.





Discover our Upcycled Wood products.



Product features



Coloured and graphite pencils

- Production with upcycled wood chips
- Soft non-slip surface and high fracture resistance
- Wood content from PEFC-certified, sustainably managed forests



Noris® colour 187
Coloured pencil, triangular shape
36 colours



Green Product

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Noris® colour jumbo 188
Coloured pencil, triangular jumbo shape
12 colours



Noris® colour 185
Coloured pencil, hexagonal shape
36 colours



Noris® 120
Graphite pencil, hexagonal shape
5 degrees: 2B, B, HB, H, 2H



Noris® 183
Graphite pencil, triangular shape
HB



Our activities

Acting sustainably and protecting the habitat of animals

Sustainable, certified forestry

It is our job to preserve nature for us, our children and grandchildren. For this reason, we have developed a process to use wood - the most important material for our pencils - even more efficiently. We manufacture our upcycled wood pencils from wood chips produced in the wood processing industry. In this way, we use resources efficiently, protect the environment and give even the smallest wood residues a new purpose.

In addition to our upcycling, we also grow wood in a sustainable way for our business: Strong trees grow on our plantation in Ecuador, from which we make equally strong products.

1.

Sustainable forestry on our own plantation in Ecuador

We set up our own **plantation in Ecuador**, allowing us to oversee production of the wooden boards used to make our pencils. For this purpose, we selected the **tree species according to ecological and economic criteria**, adhere to strict environmental standards in the cultivation conditions, take into account the existing flora and fauna and will continue to process the wood ourselves in the future.

In Ecuador, we found the right conditions for our own plantation in 2017 after a thorough search. With a planned total area of **approximately 1,200 hectares**, trees for STAEDTLER pencils of the future are growing there on former pastures.

Respect for flora and fauna

2.

Gmelina – high quality, fast growth

The genus **Gmelina arborea**, a **rapidly growing** labiate, is cultivated here. The trunk of a Gmelina tree can be used for board production **after about six years** when the trunk's diameter reaches **40 cm**. A linden from STAEDTLER's Franconian home country, on the other hand, takes around 80 years to achieve a comparable stem thickness. In addition to rapid growth, the Gmelina wood also has other advantages:

It is pressure treated and is of very high quality.

Six years growth



3.

Agroforestry production

Agroforestry refers to an agricultural production system combining elements of farming with those of forestry.

The aim is to optimise land use through agroforestry secondary use. The success of the Yuca (Maniok), which was already cultivated between the trees in 2019, and serves as food for the domestic market, proves us right. This means that more can be produced on the same surface, while simultaneously creating jobs.

Combination of agriculture & forestry

4.

The raw material wood

Wood is the very heart of all our pencils and is therefore essential for STAEDTLER. Therefore, it is a matter of course for us to ensure the sustainable production of this raw material, even outside of our own plantation. We already only use wood from **sustainable forestry** for the production of all wood-cased pencils. We attach great importance to **securing resources for the long term**.

In addition, we keep relevant ecological aspects in mind in our in-house production and supply chain analysis. All the woods we use are **PEFC or FSC™ C007132 certified**.

Securing resources in the long term



5.

Plantation as a natural area – biodiversity (species diversity)

Ecuador boasts a very wide range of species which we want to both preserve and increase. The STAEDTLER plantation is located in an area characterised by **high biodiversity** and **high endemism**.

Endemic species are those found only in this part of the world. Ecuador has been biogeographically isolated in the West by the Pacific Ocean and in the East by the Andes for millions of years. **This isolation has led to the proliferation of unique plants and animals within a restricted range.** All these endemic species should be preserved in the long term with particular attention.

The first animal counts began in 2021 and will continue over the next few years. Documenting all forms of life is essential to understanding a functioning conservation plan. Endemism is the key to understanding the importance and value of nature conservation in Ecuador.

High biodiversity & high endemism





Sustainability – One head, many ideas

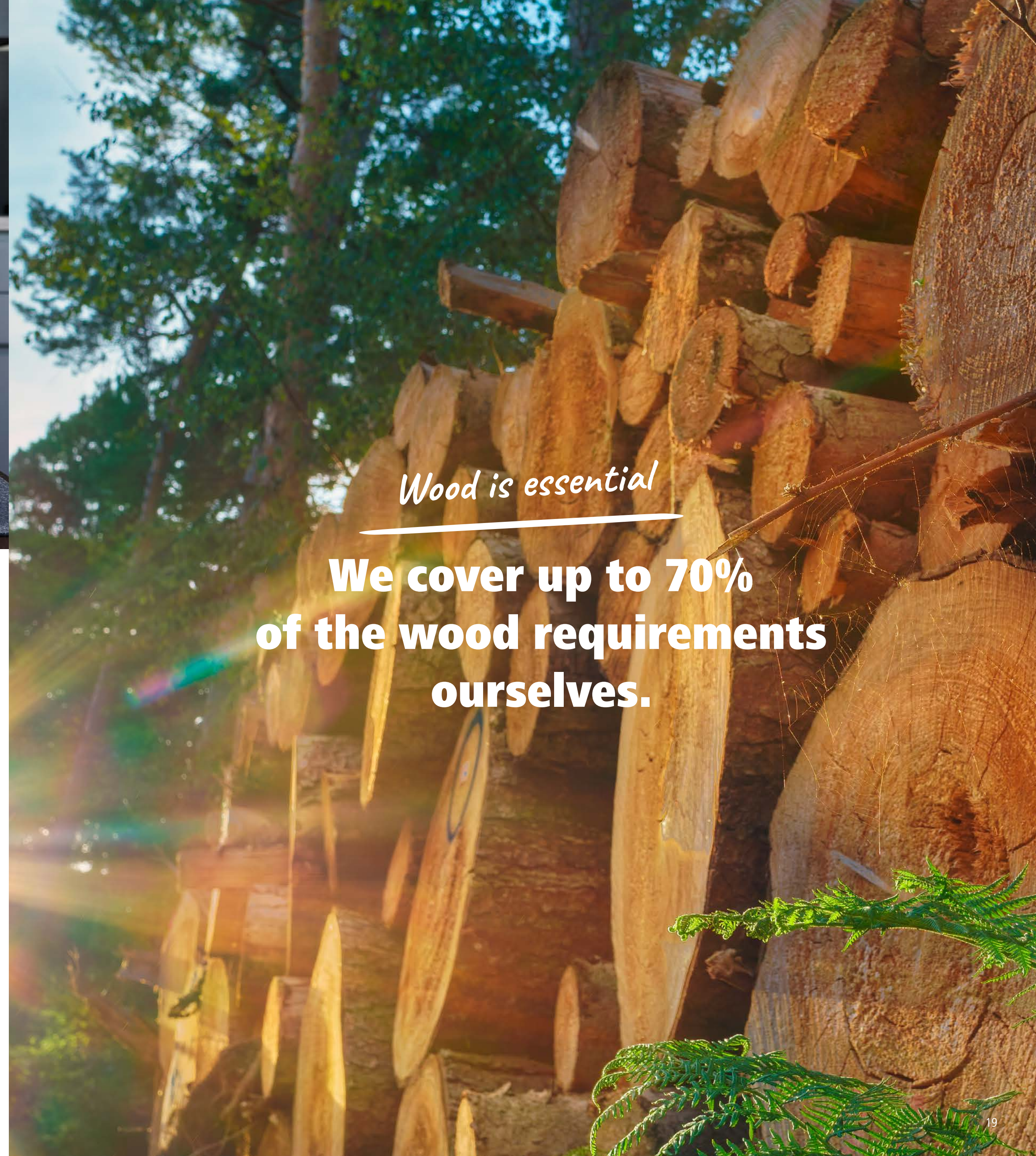
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Read more about our sustainability strategy.



Wood is essential

**We cover up to 70%
of the wood requirements
ourselves.**



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