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PRESS RELEASE

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STAEDTLER receives red dot awards for outstanding product design

International design prize for products Lumocolor retract and Lumocolor twister

**reddot design award
winner 2008**

In one of the most renowned and hardest international design competitions – the red dot award: product design 2008 – two products from the writing and drawing instrument manufacturer STAEDTLER emerged victorious. Through their outstanding and innovative product design, the Lumocolor retract and Lumocolor twister impressed the highly distinguished jury of experts, who awarded the “red dot” seal of quality to both products for high design quality.

Only exceptionally creative, innovative and high-quality products receive this highly-coveted prize. The international jury of experts appraises and tests the submitted products and rates them according to such criteria as degree of innovation, functionality, ergonomics, longevity, environmental sustainability and self-explanatory qualities. This year, a total of 3,203 products from 51 nations were submitted to the experts for evaluation. The crowning highlight of the competition is the award ceremony with more than 1,000 distinguished guests to be held on 23 June 2008 at the Essen Opera House.

With the Lumocolor retract, STAEDTLER entered its fastest marker yet into the race for this prestigious design prize: a retractable marker that writes at a click! Innovative technology is presented in the attractive and self-explanatory Lumocolor design: the black barrel indicates the permanence of the marker, and the clip unit in the particular writing colour clearly shows the line width on the push-button. In contrast to other retractable markers it has not only a handy size but also outstanding writing properties that are further supported by the comfortably designed grip zone. After use, the tip retracts with a simple click.

A patented seal mechanism in the marker reliably protects the tip from drying up or leaking. Last but not least, the practical refill station, available separately, ensures environmental sustainability.



The innovative dry marker Lumocolor twister convinces through its impressive functionality and distinctive design. The lead in the proven Lumocolor quality – whether in the non-permanent or permanent version – extends with a simple hand movement by simply twisting the barrel end. It won't dry up, writes opaquely even on dark surfaces and won't bleed through thin paper.

Further advantages are the lightfast and solvent-free properties of the marker. In contrast to other dry markers, the Lumocolor twister doesn't have to be sharpened, meaning there is no messy waste and that the marker can be used up completely. The marker is available in the traditional Lumocolor design with either a grey (non-permanent) or black (permanent) barrel.



The award-winning STAEDTLER products Lumocolor retract and Lumocolor twister will be on display from 24 June to 27 July in the exhibit „Design on stage – winners of the red dot award: product design 2008“ at the red dot design museum located at the World Heritage Site “Zollverein” in Essen. Afterwards they will be presented in the largest permanent exhibit worldwide – the red dot design museum.

Today the red dot design award, with origins as far back as 1955, is one of the largest and most prestigious design competitions worldwide. In 2007, the competition received more than 7,000 entries from 60 countries. Further information can be found under www.red-dot.de/press.

The writing and drawing instrument manufacturer STAEDTLER previously won red dot design awards in 2003 for the STAEDTLER triplus and STAEDTLER Box concept. These two concepts were recognized for their outstanding product design and sophisticated design quality. Further information: www.staedtler.com.