

PRESS RELEASE

History

Future-oriented for over 170 years

Long before Johann Sebastian Staedtler founded his own factory for the production of wood-cased pencils in 1835, one of his ancestors, Friedrich Staedtler, had already been working as a »Bleiweißstefmacher,« or lead pencil maker. As early as 1662, this forefather of the company's founder was mentioned in the city's official records. With the company's founding in the old quarter of the city of Nuremberg in 1835, Johann Sebastian Staedtler laid the cornerstone for today's modern and world-renowned STAEDTLER Group. In 1840, J.S. Staedtler was already producing 63 different types of pencils. By 1866, the company had 54 employees and were producing 15,000 gross (= 2.160.000 pencils) annually.

At that time, one began developing different product groups and giving each group an individual brand name. To denote the premium range of products, one chose the radiant planet Mars, and the product name Mars was registered with the Imperial Patent Office in 1900. At this time, the "Mars blue" lacquer finish was also introduced, which continues to distinguish the pencils of the STAEDTLER premium range to the present day. The "Mars head" logo as it appeared for the first time on the packages of the STAEDTLER copy pencils in 1925 was registered in 1951 and implemented as a trademark one year later. Integrated into the company's script nameplate, the expressive Mars head symbolises characteristics of the Mars brand, such as confidence and trust. Over the years, the appearance of the "Mars head" logo has changed many times—today it appears in a very simplified, two-dimensional form. What began long ago as a trademark for a high product standard has today become a brand that stands for the same qualities worldwide: innovation, precision, reliability and superb writing comfort. As such, STAEDTLER has become one of the world's leading manufacturers and suppliers of writing and drawing instruments.