



PRESSEINFORMATION · PRESS RELEASE
COMMUNIQUÉ DE PRESSE · COMUNICADO DE PRENSA
INFORMAÇÕES PARA A IMPRENSA

Eberhard Faber: Purchase of the European brand rights

A milestone in the history of Faber-Castell: Eberhard Faber now joins the European brand portfolio of the Faber-Castell Group

With effect from 1 January 2010, Faber-Castell AG has acquired the rights to the Eberhard Faber brand name, previously owned by the Staedtler group of companies. With the purchase of the European brand rights, part of Eberhard Faber, which is especially known in the U.S., is returning to its roots. This is a milestone in the history of Faber-Castell: for the first time, all three Faber brands are back in the hands of the original company A.W. Faber, renamed Faber-Castell following the marriage between Count Alexander zu Castell-Rüdenhausen and Baroness Ottilie von Faber in 1898.

It was Lothar von Faber, the great-great-grandfather of the present head of the company, who created A.W. Faber – and the first ever brand-name writing implement. His two younger brothers Johann and Eberhard Faber went their own ways in the second half of the 19th century and set up in competition to the parent company. Count Roland von Faber-Castell bought up the Johann Faber company in the 1930s. Staedtler acquired the European rights to the brand Eberhard Faber in 1978. In 1994 Newell-Sanford bought the remaining rights to the name.

Brand identity will be retained

The future brand strategy is explained by Rolf Schifferens, managing director Europe: “The intention is for Eberhard Faber to supplement the product portfolio of the Faber-Castell Group, but remain a brand in its own right. In recent years Eberhard Faber has proved itself a very competent brand for kindergartens, pre-schools and primary schools. We wish to build on its potential in those marketing segments where Faber-Castell is represented more as a sideline. By that I mean especially the toy and hobby and craft channels as suppliers to kindergartens and primary schools.”

Classics versus trendsetters

Whereas the name Faber-Castell stands for timeless classic premium products, Eberhard Faber is more a brand with an attractive price/performance ratio, able to react rapidly and flexibly to new trends in the field of handicrafts and hobbies.

The two assortments have different points of emphasis. While Faber-Castell’s focus lies in the high-quality product segment, Eberhard Faber specializes more in children’s colouring materials and modelling clay. “We benefit from our group resources”, says Schifferens on the subject of production. “Of course the same stringent quality criteria apply to both brands.”



PRESSEINFORMATION · PRESS RELEASE
COMMUNIQUÉ DE PRESSE · COMUNICADO DE PRENSA
INFORMAÇÕES PARA A IMPRENSA

Dealers welcome the take-over

The retail trade has reacted most positively. “It’s a logical step and one that we welcome” says Hans-Jörg Iden, managing director of Duo. “After all, in the past there was frequent confusion between the names among consumers and also in the business, as to where the Eberhard Faber brand fit in. It was often linked with Faber-Castell, and thus benefitted the world’s largest and oldest manufacturer of wood-cased pencils for a long time.” The decision to retain the name as an autonomous brand has also been favourably received. “Eberhard Faber possesses a high level of credibility and expertise, especially in the field of schools and kindergartens and hobby and craft, and more particularly with school crayons, pencils and modelling clay” explains Thomas Simon, managing director of the ALS publishing house.

Sales organization at the ready

Faber-Castell has succeeded in putting together an experienced sales team in just a few weeks. It was able to appoint Burkhard Bräunlich, managing director of Eberhard Faber for many years, to head the new company which comes into effect in January 2010. Experienced colleagues such as Bertram Schwinn (sales director), Jürgen Jaksche (key account manager), Stephan Frank and Gottfried Mildner (regional sales managers) will move with him. “Setting up the organization so rapidly means that we can guarantee a smooth transition in looking after existing Eberhard Faber customers”, says Bräunlich. Dealers could learn in detail about the new assortment at the Paperworld 2010 trade fair. “Our range of products is many-faceted and innovative. We’re now working feverishly to give our products and their packaging that final touch”, Bräunlich explained to the press in December 2009. “If all goes well, the public won’t even notice the change of ownership and will happily continue to pick the familiar Eberhard Faber products off the shelf.”