

## **Faber-Castell establishes 25th foreign subsidiary in Denmark**

*Stein, March 2012.* The company "A. W. Faber-Castell Nordic AsP" based in Skovlunde / Copenhagen, Denmark was established on 01 February 2012.

With this new company Faber-Castell plans to more closely coordinate and systematically expand marketing and sales activities within the Faber-Castell Group in Denmark, Norway and Sweden. Synergies in pan-Scandinavian customer care in Key Accounts and Customer Service ensure that classic sales channels are specifically promoted and that new channels of distribution are opened up. The managing director of A. W. Faber-Castell Nordic AsP, Peter Sieverts, can draw on the expertise of a team of trusted employees, who have already successfully worked for the Faber-Castell brand in Scandinavia in the past. This will ensure the continued expansion of the successfully established fields of competence Playing & Learning and General Writing and Marking in Scandinavia.

**Faber-Castell** is one of the world's leading manufacturers and marketers of high-quality products for writing, drawing, colouring and creative design. The international group of companies was originally founded over 250 years ago (in 1761) as a pencil factory in Stein near Nuremberg. It is thus one of the world's oldest industrial companies – and has been in the hands of the same family for 8 generations. Today, it is represented in 120 countries with 14 factories and 25 sales organizations around the world. With over 2 billion graphite and colour pencils per year it is the world's leading manufacturer of wood-cased pencils. Its leading position on the international market is due in large measures to its commitment to quality and to the large number of product innovations and improvements. In the fiscal year 2010/11, the corporate group was able to post sales of 538.0 million Euros, a gain of 19% over the previous year.

### **For more information:**

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