

Herlitz writes a success story in ink

Revolution in the pencil case: Herlitz my.pen

Herlitz my.pen has been the lifestyle product in student's pencil cases since February 2009. The innovative fountain pen impresses the 9 to 16 year-old target group with its stylish form, unique functionality, high quality and six trendy colour combinations. Shortly after sales launch, the Herlitz my.pen recorded excellent sales rates with German and foreign retail partners. The marketing concept in the popular scribble look grabs attention at the POS. Herlitz success stories will be written once again with the Herlitz my.pen family in 2010.

Berlin, 4. November 2009 – With the innovative Herlitz my.pen, the brand name company is responsible for starting a mini revolution in the school fountain pen segment this year. The new Herlitz my.pen combines ultimate functionality and appealing design like no other pen in its class and conforms to the current trends seen in the 9 to 16 year-old target group. The trendy pen is quickly becoming a hot item with this crowd.

The slender, dynamic shaft, the ergonomic grip zone, a high quality iridium nib and the unique ink-flow system of the Herlitz my.pen set new standards in the writing utensil industry. No comparable fountain pen can write as quickly and reliably as the Herlitz my.pen – and that without rasping, blotting or leaking. The Herlitz my.pen offers a completely new writing experience for right and left handers. The six trendy colour variations make the Herlitz my.pen an absolute must-have for school.

The innovative creation from the brand name manufacturer has been on the market since February 2009. Shortly after sales launch, Herlitz recorded a wide listing with the my.pen among almost all German and numerous foreign retail customers. The fountain pen for students achieved excellent sales rates from the shelf and even better results with the attention-grabbing placement in shops during promotion periods at Easter and back to school sales. The Herlitz my.pen especially impressed as a beacon product in the eye-catching Herlitz back to school campaign "monster talent" – grabbing the top spot in sales among competitors. Overall, sales expectations were exceeded considerably in both the Western and Eastern European regions.

As always, the central design theme of the Herlitz my.pen concept grabs the necessary attention at the POS: With several scribbled designs, the packaging, displays and sales materials such as shelf stoppers and window displays attract the young target group. With the Herlitz my.pen, doodled little monsters, cute animals and funny sayings represent a unique stylistic device in the world of the target group. Teens are urged to be creative – and the Herlitz my.pen enables them to express their voice and personality. Weitere Informationen erhalten Sie unter: www.herlitz.de

About Herlitz

Herlitz (Paper, Office Supplies and Stationery) AG, is headquartered in Berlin and is one of Europe's leading manufacturers of quality products in paper, office and stationery (POS) as well as papetery. The company includes the **brands** "Herlitz", "Falken" and "Susy Card". The Herlitz range comprises a total of approximately 15,000 articles from pencil sharpeners to drawing pads. Current product innovations include the premium folder OneTip and the my.pen fountain pen. The idea of sustainability is Herlitz's identity. Standard and licensed notebooks from the product range have the FSC seal, which is a certification of the **Forest Stewardship Council (FSC)** wood products from sustainably managed forests. Other articles, such as products from the Green Design Series are 100% recyclable and marked with the environmental label Blue Angel, which is the label for environmentally tested and high quality products. Furthermore, Herlitz takes the social responsibility initiative with the **BildungsCent** incorporated society. The non-profit association is committed nationwide to the long-term promotion of the teaching and learning culture in Germany. **The international branded goods company** with more than a 100 year history today is positioned with eleven subsidiaries. In addition to production sites in Brandenburg Herlitz also manufactures in Poland, Romania and Britain. The products are delivered from there to almost all countries of the world. The Herlitz Group in Germany includes the Herlitz AG, Herlitz PBS (Paper, Office Supplies and Stationery) AG, Falken Office Products, the supply chain service providers eCom Logistics, and the IT service providers Mercoline. Herlitz: www.herlitz.eu.

Board: Jan von Schuckmann (Chairman), Thomas Hübner, Markus Oestmann
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Contact:

Herlitz Aktiengesellschaft
Manager Corporate Communication

Mira Willert

Am Borsigturm 100 • D-13507 Berlin
Phone: +49(0)30 4393 3994
Fax: +49(0)30 4393 3408
mwillert@herlitzpbs.com

Head of Marketing Services, Marketing Communication/Licensing

Stefanie Franck

Phone: +49(0)30 4393 3063
Fax: +49(0)30 4393 3992
sfranck@herlitzpbs.com