

60 years of remarkable products



(January 2020) **When edding was founded 60 years ago as a small two-man enterprise in a Hamburg basement, nobody could have imagined what the business would go on to become. With a start-up capital of just 500 German Marks, a clever business idea and a simple typewriter, the two schoolfriends – Carl-Wilhelm Edding and Volker Detlef Ledermann – laid the foundations of a global brand, which today (2018) generates a group turnover of € 141 million.**

What started out purely as a trading company that launched the first permanent marker onto the German market, has today grown into a listed group of companies with over 600 employees worldwide and 150 different products sold in over 110 countries across the globe. Legamaster (formerly planMaster), the brand that makes products for visual communication, became part of the group in 1965.

The second generation takes over the helm

In 2005, the reins of this family-owned company were handed over to the next generation when Per Ledermann became its head. His stated goal is to maintain

edding's strong position in the traditional markets that are heavily influenced by digitalisation, whilst at the same time developing new applications for the edding and Legamaster brands. According to Per Ledermann, his strategy involves "specifically seeking out new areas which have growth potential and are closely aligned with our brand essence, the '*power of expression*'. For example, we have introduced new markers for decorating porcelain, as well as acrylic paint sprays, hand lettering products, nail polish and printer cartridges. The DIY sector has seen a boom in recent years and is one of our strongest growth areas which we will continue to focus on and where we will be presenting exciting new concepts to dealers in 2020."

Digitalisation as an opportunity

As digitalisation continues, the company has identified opportunities to transfer its strengths in the marker business to other industries and applications and is actively engaged in the field of innovative digital technologies. In order to accelerate research and development in these new solutions for marking, printing and international distribution, edding founded edding Tech Solutions GmbH at the end of 2018, a start-up based in Munich. Its portfolio currently includes edding compact printer – industrial printers for high-quality printed information on all manner of surfaces – and edding code. This involves the use of conductive ink to print an invisible code on paper, packaging or labels and which can be read using a smartphone. edding code provides new solutions for verifying the authenticity of branded products, document security, interactive packaging, and marketing and promotional activities.

Online marketing activities

The world is changing rapidly, taking marketing and communications with it. It used to be enough just to have an attractive product, place adverts and provide dealers with catalogues and advertising posters. But the digital age demands a completely new approach; one that simultaneously provides the opportunity for direct communication with end users. As a result, edding now combines the launch of new products - in particular in the creative sector - with wide-reaching influencer campaigns and comprehensive social media activities in order to boost customer interest and raise product awareness among the target audience. These initiatives are backed up with newsletters and an informative, user-friendly website that is constantly being updated. For its anniversary year, the company is presenting a comprehensive brand campaign entitled "52 facts about edding". Each week, Facebook users will have the chance to learn a fascinating, amusing or surprising fact about edding. For example: not only do edding markers write notes, they also write history, because around the time of German reunification, many people, including Michael Gorbachev, George Bush and Helmut Kohl, were immortalised on the Berlin Wall.

360-degree dealer support

Dealer support has also been raised to a new level. The integration of a PIM solution allows edding to provide product information for a vast array of output media and distribution channels. To give dealers the best possible support when launching new products, a '360-degree approach' has been developed in order to perfectly align all processes - from the development of products and product ranges through to marketing, online and social media activities and PoS merchandising - to achieve the best possible impact.

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