

## **PRESS RELEASE**

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### **Sustainability Concept 2020**



*(Ahrensburg, January 2020)* **At edding, sustainability isn't just a talking point – the company takes its environmental responsibility seriously and has developed a comprehensive sustainability concept for the year ahead. The targeted measures included in this concept involve refilling, recycling, conservation of resources and climate-neutral production.**

**REFILL • RETURN • REDUCE • RETHINK**

#### **Refilling extends the lifetime of a product**

By offering a variety of refillable markers and writing instruments, edding plays an important role in saving resources. In fact, there are refill inks available in many colours for around 70 per cent of the company's products. One bottle of ink is sufficient to refill empty marker up to 15 times, thereby greatly extending

its useful life – not only avoiding waste, but also saving the plastic needed for the production of new markers. Thanks to the user-friendly capillary ink refill system, topping-up is a neat and straightforward operation. Many edding products also have replaceable nibs, extending the lifespan even more.

### **Returns boxes for empty markers**

When a pen is truly worn out, it can be disposed of in a special returns box. edding has been working with a company specialising in plastic recycling to develop a sustainable recycling scheme through which over 70 per cent of the recovered plastic is fed back into the production of new edding products. Returns boxes can be ordered free of charge via an online order form.

### **Saving materials and emissions**

The best way to be sustainable is always to use as few resources and materials as possible, whether this be the consumption of paper, raw materials for production or power. As a result of wide-ranging investments in research and development, 83% of the plastic parts now used in the edding EcoLine range are made from post-consumer plastics, with 90% of the total plastic used made from recycled materials. This allows a reduction in the amount of new materials used, meaning that edding saves up to 83 tonnes of CO<sub>2</sub> emissions every year. EcoLine packaging consists entirely of card, sourced predominantly from recycled paper. In April 2019, the plastic blister packaging previously used for many other products was replaced by a more sustainable material: recycled PET. This enables a saving of up to 30 tonnes of new material per annum.

edding has identified the potential to make further savings in the production of its paper catalogue. At the beginning of 2019, the last printed catalogue was issued – with a user-friendly online catalogue being made available to dealers that same year. This initiative saves 26 tonnes of paper annually.

## **Climate-neutral production of edding EcoLine**

One of the key sustainable goals for 2020 is climate-neutral production of the edding EcoLine series. The production facility in the German town of Bautzen is certified to ISO 5001, meaning that it uses energy-efficient production processes. To make this happen, the company has initiated a number of changes, including investing in new machines with reduced heating times. As a result, CO2 emissions are avoided or reduced to a minimum. Where CO2 emissions are unavoidable despite these changes, they are offset by edding through investment in climate protection projects, such as reforestation of the Brazilian rainforest.

The measures outlined here are just some of the first steps in edding's comprehensive sustainability concept. Other plans, along with special offers for dealers and end consumers, are in the pipeline.

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