



PRESS INFORMATION

edding and Colart agree long-term distribution partnership for creative products in North America

(Ahrensburg, August 2022) **edding is repositioning itself in the North American market. From 1st October 2022, the Colart Group, global parent company of popular art materials brands worldwide including Winsor & Newton and Liquitex, will take over the distribution of edding brand products for the creative and hobby sectors.**

The partnership is long-term and aims to drive further penetration and sustainable growth in the American market as well as significantly supporting the development of the edding brand. Both partners are convinced that with the edding creative range they will be able to offer both North American end consumers and trade partners relevant added value.

"North America is one of the most important markets when it comes to achieving the international growth targets defined in our strategy," says Thorsten Streppelhoff, edding AG Board Member for Business Development. "Colart has a strong presence and reputation in North America. We are delighted to use this platform to develop our brand into a relevant player. The fact that both companies have essential commonalities makes this partnership a perfect match," Streppelhoff continues.

Steve Chamberlain, Vice President and General Manager of Colart North America, adds : "The entire North American team at Colart is very excited with

the new partnership with edding. We see this as an exceptionally strong and creative brand with great growth potential. With Colart's mission to be a sustainable home for leading creative brands, the partnership with edding is a fantastic fit for both companies."

Gail Pasquier, Chief Commercial Officer Colart states: "From our very first discussions with edding, it was abundantly clear that both businesses share common values and goals. We share a united belief in the role that creativity can play in everyone's lives. Colart and edding are committed to creating long-term, sustainable businesses for all their stakeholders: artists and creatives, whatever their experience levels, customers, partners and most importantly, employees. Together we believe in the role creativity can play in everyone's life. I am confident that this will begin a broader and deeper relationship between our two businesses and I look forward to seeing what the future holds."

About edding AG:

Founded in Hamburg in 1960, the family-owned company earned consolidated sales of EUR 148.6 million in 2021, with an average staff count of 702. To date edding has more than six decades of expertise in the design, manufacture and distribution of reliable, high-end branded products. Its core values include social and environmental responsibility. Top priority is given to conducting business in a fair and sustainable manner. But most important: wherever edding is present, it seeks to encourage individuals to express and visualise their personality, their thoughts, ideas and feelings.

Through its edding, Legamaster and Playroom brands, the company offers premium products and solutions for private and professional needs. The edding range includes markers and writing instruments for the home, the office and the industry, along with products to help unleash creativity. Tattoo inks and nail polish extend the reach and diversity of uses and functionality. Innovative digital applications round off the range. Legamaster develops and sells products for visual communication, including flipcharts and whiteboards as well as electronic solutions such as interactive e-Screens. The Playroom brand, part of the edding

Group since 2021, offers groundbreaking concepts and services to promote a culture of innovation within companies and organisations.

For more information visit: www.edding.com or contact Olga Lucía Oggioni, edding Business Development Manager USA and Central America, e-mail: ooggioni@edding.com

About Colart

Colart Group is the global parent company of the world's most popular art material brands, including Winsor & Newton, Liquitex, Lefranc Bourgeois and Snazaroo. Colart draws inspiration from artists in developing innovative products and fosters creativity from professional artists, creative industries, hobbyists, and students.

The company's sustainability strategy focuses on increasing social impact by engaging with communities through creative thinking and artist and colleague wellbeing; and by decreasing environmental impact through energy and water sources, packaging and waste supplies, and product ingredients.

The Colart Group employs 1,100 people in 12 countries, and its products are sold in over 120 countries worldwide. Lindéngruppen owns Colart, a family-owned business focused on the long-term development of industrial companies.

Visit www.colart.com for more information.

Press contact:

Christiane Gieschen, edding International GmbH
Telephone: +49 4102 808282
Email: cgieschen@edding.de