



PRESS RELEASE

Pastel shades and sustainability in one

- **edding to launch pastel colours featuring the Blue Angel ecolabel -**

(March 2023) **Pastel colours represent brightness and freshness and have long been a strong trend in the creative sector. From April, environmentally conscious consumers can also benefit from the ongoing pastel trend: edding is adding to the existing range of colours in its 24 EcoLine highlighter series by introducing five new pastel shades.**

The edding 24 EcoLine highlighter was awarded the Blue Angel ecolabel back in 2018. The new pastel shades also meet the strict requirements of Germany's Federal Environment Agency, entitling edding to display the Blue Angel ecolabel with immediate effect and making them the first pastel-coloured highlighters to do so. With the introduction of these new colours, edding isn't just focusing on consumers in traditional or home office environments who value sustainable consumption, it is also aiming to specifically target schoolchildren and students.

The pastel shades provide a stylish alternative to the standard colour palette, delivering fun and a fresh injection of pizzazz to desks and workstations. The new pastel shades allow people to underline, highlight and draw on paper to their heart's content - no matter whether they're sketchnoting, mind mapping or jotting down diary appointments.

Climate-neutral highlighting

edding 24 EcoLine highlighters are highly resource-efficient: the cap and barrel are made from at least 90 per cent renewable resources, such as certified sugar cane. The nib and the filter in the barrel are manufactured from predominantly recycled material. As with the complete climate-neutral EcoLine series, handy refill bottles are also available for the pastel colours, helping to further reduce waste. The sales packaging material also meets the Blue Angel requirements as it is made from 100% recycled cardboard.

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