

# Schneider Schreib's auf

Schneider Schreibgeräte GmbH • 78144 Schramberg • Germany

Contact person: Martina Schneider  
Departement: Presse und  
Öffentlichkeitsarbeit  
Telephone: +49 77 29/8 88-235  
E-Mail: [presse@schneiderpen.de](mailto:presse@schneiderpen.de)

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## Link-It quickly conquers the market

Schneider is pleased with the launch of the new fineliners and fibrepens, Link-It. In a short time the innovative, colorful teamplayer Link-It has broken the million sales barrier and created a lot of enthusiasm. Utilizing social media, the pen was widely received and spreads fast in the target group. Schneider has now even won the prestigious Pro-K Award 2017 with the Link-It.

Just in time for the new school year, Link-It, the colourful twin pen for collecting and swapping came onto the market. The innovation: A genius click-system, that cleverly links fineliners (0,4 mm) as well as fibrepens (1mm) to one pen. The countless combinations of possibilities arouse the gaming and collector motif, the many extraordinary colors inspire the creativity. The patent-pending click system is cleverly integrated in the end of the barrel. Just put the two arrows facing towards each other and push them together. "Click" – in no time you've built your favorite pen. As the first fineliners and fibrepens on the market, the green pen body is made of bio-based plastics and thus conserves our scarce oil reserves. The amount of 88% bio based material was confirmed by DIN CERTCO, an independent certification organization.

The Link-It's characteristics hit the target group because people are becoming more and more concerned about the environment. Perfect timing for the doodling and zentangle hype. The innovative product is also shared and linked on the Internet.

## LINKED-online

Today Social Media is the number one source of inspiration and information. Users Subscribe, Like, and Follow anything they find interesting. Videos and photos spread across the globe in seconds. Bloggers, Youtuber's and Social Media influencers are the new Hollywood stars among young people. For example the Youtube personality „[CuteBabyMiley](#)“ presented the advantages of her new Schneider Pens, reaching all of her 200,000 subscribers. The Youtube personality, Melissa of „[Breeding Unicorns](#)“ has over 100,000 subscribers and is coloring with her friend, trendy “Chibis” using the Link-It. [Tobi-Lotta](#) has created a small series of DIY craft tips. Here you can see how children can make bookmarks, pen cases and Zentangles. [JuLu](#) is also enthusiastic about the new colorful pens.

## And the Pro-K Award goes to...

For over 30 years, the pro-K industrial association has been bestowing an annual award for outstanding plastic products. On November 21, 2016, the high-caliber jury found the Link-it award-winning and granted it the “pro-K Award Winner 2017” seal. Points were given to the Link-It through creativity, and because of its sophisticated

functionality and particularly prominent features.

[418 words, 2715 characters (including blank spaces) by [Martina Schneider](#)]

Image



Schneider has won the prestigious Pro-K Award 2017 with the fineliner and fibrepens Link-It.

[Other image formats: [https://schneiderpen.com/en\\_uk/press/press-pictures/receiving-the-pro-k-award/](https://schneiderpen.com/en_uk/press/press-pictures/receiving-the-pro-k-award/)]

## Image



BACK TO SCHOOL | Mileys neue Farbstifte | Link-it von Schneider | CuteBabyMiley \*Werbesendung

CuteBabyMiley - KinderWelt Tube (3)

Abonnieren 247.402

144.269 Aufrufe



DIY | Chibis zeichnen lernen mit Anne Bengard

breedingqueens

Abonnieren 114.480

99.690 Aufrufe



DIY Zentangle Kids Tutorial schneider Link-it notizheft basteln Tobilotta 57 \*Werbesendung

Tobilotta - DIY Kinderkanal

Abonnieren 19.252

5.607 Aufrufe



Back to School | Link-it Fasermarker & Fineliner von Schneider | \*Werbesendung

Juli20

Abonnieren 7.330

3.209 Aufrufe

Videos and photos spread across the globe in seconds. Bloggers, Youtuber's and Social Media influencers are the new Hollywood stars among young people.

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## Image



Link-It is made of biobased plastics and comes in 16 different colours. With these characteristics it hits the target group because people are becoming more and more concerned about the environment. Perfect timing for the doodling and zentangle hype.

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## Image



Link-It fun with 16 different colours

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