

Schneider Schreib's auf

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Promoting trust – Schneider pens certified with the “Blue Angel” label

The German eco-label Blue Angel stands for an independent, transparent, and ambitious certification. It marks only the best products within a product group (<https://www.blauer-engel.de/en/productworld/writing-utensils-stamps>).

When purchasing Blue Angel-certified writing pens, you benefit from the environment and health advantages due to their resource-efficient, low-pollution production, eco-friendly packaging, and long lifespan*. (<https://www.blauer-engel.de/de>).

[Schneider](#), as a manufacturer and brand, has placed great emphasis on quality and sustainability right from the beginning. Schneider has been **EMAS** certified continuously since 1998 and recently completed a successful audit for the next three years in 2024. Additionally, in 2024 Schneider proudly received the internationally renowned [16th German Sustainability Award \(DNP\)](#) in the Office Supplies / Promotional Items category. And last but not least, Schneider celebrates three products in the **promotional sector** that have met the demanding criteria of the Blue Angel and received this globally recognized environmental label.

1) Reco Ballpoint Pen – A Sustainability Pioneer

According to the Blue Angel ([Did you know that there are Blue Angel pens? | Blue Angel \(blauer-engel.de\)](#)), more than 30,000 products have been awarded the environmental label. However, Schneider's Reco ballpoint pen is the first and only pen on the market that meets the high requirements. Schneider developed a new paste specifically for this purpose.

The refillable **Reco ballpoint pen** comes in various variants (Basic, Line, Max) and features the intelligent “Mix & Match” principle, allowing users to combine multiple standard colours. For quantities of 10,000 pieces or more, individual customer Pantone colours can be used for personalization.

Its dynamic design with elegant matt satin surface makes it a stylish companion. The sturdy, fiber-reinforced, break-resistant clip completes the appearance. **The pen body is made of 92% recycled plastic**, contributing to environmentally friendly and resource-efficient production. It is equipped with a replaceable giant refill Eco 725 M with barrel also **made of 95% recycled plastic**. The ink is **waterproof** according to ink standard ISO 12757-2. **Refilling** is easy, quick, and clean, and **the pen's durability** contributes to waste reduction.

The Reco proudly displays **the Blue Angel logo** and has also won **the German Design Award Special, the Promotional Gift Award**, and the **PSI Sustainability Award (“Sustainable Product”)**.

2) Fineliner Line-Up – Perfect for Sustainable Drawing and Writing

The Fineliner Line-Up also features the Blue Angel logo on Schneider’s product list.

This unique fineliner is awarded the Blue Angel for its environmentally friendly design, with a pen body made of more than 85% biobased plastic. Manufactured from renewable raw materials, it helps conserve petroleum reserves. Its slim shape and 0.4 mm line widths make it ideal for drawing and writing.

The innovative cap-off ink ensures that the pen does not run dry even if the cap is removed for 2-3 days. The rubberised, ergonomic triangular barrel ensures a non-slip and relaxed writing. The fineliner is available as a single pen or in a 4-piece set with a practical pen box made from internal plastic processing waste.

3) Highlighter 180 – The sustainability champion for office, school & study

Whether for school, university, office or creative work: The **brilliant and light-resistant** Highlighter 180 attracts attention everywhere, and this thanks to its brilliant marking performance. The chisel tip in widths of 1 and 5 mm can be used to highlight **up to 15,000 words**. The pen body is made of **opaque plastic** with a fine matt finish which does not only look good – but it is also made of over **90 percent recycled material**. Schneider uses recycled fibres for the inner ink reservoir and tip. And its ink? The ink is made from **bio-based materials**. From the pen body up to the fiber tip, the Highlighter 180 is a good decision for people and nature. That's why it was the first highlighter made from recycled plastic to be awarded with eco-label “Blue Angel”.

When purchasing promotional writing instruments from the Schneider brand, customers opt for the highest quality and environmental awareness. All promotional writing instruments **are manufactured entirely in Germany**, and Schneider offsets **all** remaining **unavoidable emissions** during production by **investing in certified climate protection projects** ([ClimatePartner](#)).

The products awarded the **Blue Angel** are among the most environmentally friendly on the market. This prestigious certification and the numerous awards provide added value for buyers and serve as guidance, aiming to create **transparency and credibility**.

[700 words, 4788 characters (including blank spaces) by [Anita Haas](#)]

Image



When purchasing Blue Angel-certified writing pens, clients benefit from the environment and health advantages due to their resource-efficient, low-pollution production, eco-friendly packaging, and long lifespan. Schneider offers a ballpoint pen, a ...

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Image



Schneider promotional products with the Blue Angel label provide orientation for sustainable purchasing.

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