

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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## **Schneider at the Paperworld- 2000 trees were planted**

Paperworld in Frankfurt am Main is the internationally leading trade fair for paper, office supplies and stationery products. From January 28 to 31, 2017, Schneider presented its latest product innovations on an impressive 580m<sup>2</sup> joint stand with the sales partner Novus Dahle. Schneider unveiled its new Slider Xite ballpoint pen alongside their new fountain pen and cartridge rollers Ray; while simultaneously holding purposeful, important meetings with partners, friends and customers.

The new Slider Xite has the same writing qualities as the other Sliders and moreover, thanks to the innovative power of Schneider, it is made of 90% bio-based plastics. It was the highlighted product and adorned the walls as well as the horizon of the booth. The new ballpoint pen features a bright white barrel with a typical Slider cyan highlight at the back and the quality seal, "Made in Germany".

The Slider Xite, illustrated on a blue-green background, was the main theme of the Schneider booth. The Schneider booth had a green "nature-like" feel due to the Slider Xite's green background and the bio-based material theme.

For decades environmental protection and social responsibility has been solidly anchored in company policy at Schneider. Since 1998, as the first company in the industry, Schneider has operated a professional environmental policy under the world's strictest environmental management system – EMAS. The engagement on environmental and social issues is fully in line with the guideline "We Care". Building on the topic of BIO and sustainability in regards to the bio-based pen body of the Slider Xite.

A special area of the Schneider booth was devoted to a tasty and vitamin-rich organic fruit juice bar. To get a juice, the visitors had to write a small love letter to nature with the new Slider Xite. Postcards and test pens were available at the popular testing station. Many guests took a moment to think about the beauty of nature and wrote down their thoughts. At the same time they experienced the particularly pleasant and easy gliding writing feel of the Slider Xite. For each love letter, Schneider has also planted a tree with the organization "Plant for the Planet". By the end of the show 2000 love letters were written and trees planted.

The Schneider Schreibgeräte GmbH (founded 1938) and the Feuerstein GmbH (founded 1959) including their unique urban brand MOLOTOW™ have signed a [long-term cooperation agreement](#) on April 24, 2016. For the first time, Molotow was presented at the Schneider stand with a four-meter display of the Molotow shop system. Schneider has now officially started their international distribution of the fine art assortment of the brand MOLOTOW™. The two family-owned companies based in the Black Forest share more than just their origin: They stand for high-quality writing and painting instruments "Made in Germany" and for a sustainable corporate

philosophy. Due to the prominent appearance at the Schneider-booth, the MOLOTOW™ brand also attracted many visitors.

In the [video](#) you can see a few impressions of Schneider and Molotow at the Paperworld 2017.

[500 words, 3157 characters (including blank spaces) by [Martina Schneider](#)]

## Image



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Image



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## Image



Visitors at the Schneider booth at the Paperworld 2017 wrote love letters to nature with the new Slider Xite ballpoint pens. Many guests took a moment to think about the beauty of nature and wrote down their thoughts.

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