

# Schneider Schreib's auf

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## **Schneider becomes the performance winner at marktintern, Europe's largest independent industry information service.**

After 2021 and 2022, [Schneider](#) has made it to the **top spot** as a brand for the third time in 2024, and for the first time **in all evaluated performance criteria**. Schneider thus becomes the specialist trade favorite in the performance survey by the SME (Small and Medium Enterprise) network marktintern in the "Writing Instruments" category.

All PBS (paper and office) and writing instrument suppliers nationwide were evaluated according to the criteria of price-performance ratio, turnover speed, achievable trade margin, complaint behavior, external and internal service support, specialist trade orientation, and sales support. Schneider won in the competition among writing instrument suppliers.

marktintern conducts a nationwide performance survey among owner-managed specialist shops. They rate their manufacturers in the categories of product, profit, service, and sales/strategy using the school grading system from 1 (very good) to 6 (insufficient).

Schneider is extremely pleased with the positive rating. This recognition is the result of hard work and serves as an incentive for future projects and long-term brand alignment. Progress in product developments considering the latest technologies and continuous improvement in economic and ecological aspects are the top priorities. Actions to support the specialist trade also form the main focus of marketing work.

Particularly noteworthy is the success of the [Slider Rave ballpoint pen](#). Schneider has managed to establish this product very successfully in the market. **According to GfK, the Slider Rave ranks first in the ballpoint pen ranking by value in 2023.** New trend colours and attractive displays were well received by the market.

Today, the specialist trade demands a reliable partner and a high-quality product range more than ever.

[263 words, 1806 characters (including blank spaces) by [Anita Haas](#)]

Image



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## Image



Schneider wins the nationwide internal market survey 2024 in the competition of suppliers in all performance criteria.

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