

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

Schramberg November 12, 2012

Schneider provides more transparency with regard to its ecological features

Businesspeople and consumers are confronted with many ecological logos and certificates which often have little informative value or consumer information.

Schneider communicates its ecological and strategic philosophy to its commercial partners personally via a nationwide field service team. Environmental and social impacts as well as the sustainability of our products are therefore transparent and can be compared by its customers to other supposedly "green products". The EMAS-compliant environmental statement, information in the press for purchasing departments and last but not least the possibility for personal inspection of the production facilities by the environmental officers of our buyers and customers are some examples of Schneider's openness. Thus complete information about the origin, production processes and the consistency of Schneider products is available and transparent for our customers when it comes to making purchasing decisions.

Ecological and social responsibility as part of the corporate culture

As a third-generation family run business there is a strong social bond between Schneider and its employees as well as its subsidiaries. Schneider produces and develops solely in Germany and can therefore guarantee outstanding product quality and compliance with demanding ecological and social standards. In terms of development and production, Schneider is largely independent and the high level of vertical manufacturing puts us at the top among German manufacturers of writing instruments. Sustainability in product and production was a key component of Schneider's 2010 rebranding.

Environment and responsibility are very important to us

In 1998 Schneider was first certified in accordance with the EU ecology audit EMAS, the world's strictest environmental management system, shortly following its introduction. The ISO 14001 is part of EMAS; however, EMAS has far stricter compliance requirements than does the ISO 14001. The regularly conducted validation of the environmental declaration provides proof of a continuous improvement process (CIP) in environmental performance in all production facilities.

All Schneider products are designed for long-term utility and durability. Our prime development objectives are long shelf-life and long cap-off time, which are the most important considerations for avoiding waste. Refills and the barrels are free of questionable ingredients (e.g., REACH and CE compliance, tests in internal and external laboratories, strict avoidance of toluene, xylene, PVC, cadmium-containing dyes, etc.).

The development of simple, clean and easy refill systems is the result of ecological and economic thinking.

Sensible and reasonable use of recycled plastics, post-consumer materials and renewable resources is just as important.

Examples of Schneider's successful and sustainable development efforts:

- Plug+Play-System: ballpoint pens with "Plug & Play" offer a universal fit for different refills. This makes replacement extremely easy.
- Marker Maxx Eco: markers with a simple and clever quick-refill-system. Insert a cartridge and the marker is ready to write again immediately. Every cartridge replaces a new marker.
- Slider with Viscoglide® technology for easy gliding writing. The development of the Viscoglide® technology was carried out as an alternative to gel ink. Comparable to the writing experience of a gel pen, Slider achieves a higher writing performance, at least twice as much shelf life and the writing is smudge proof even when highlighting it later on. The Slider family also includes a refill which will fit all Schneider pens using the Plug+Play system.
- Cartridges with a completely new, unused tip. With every cartridge change the worn tip is replaced, making unlimited refills possible.

[540 words, 3799 characters (including blank spaces) by [Martina Schneider](#)]

Image



Marker Maxx Eco: markers with a simple and clever quick-refill-system. Insert a cartridge and the marker is ready to write again immediately. Every cartridge replaces a new marker.

[Other image formats: www.schneiderpen.de/presse/pressebilder/marker-maxx-eco-markers-with-a-simple-and-clever-quick-refill-system]

Image



The new environmental Statement of 2011 documents the environmental impacts and environmental objectives of the Schneider facilities. Its content has been audited through an independent reviewer and is available for review by anyone.

[Other image formats: www.schneiderpen.de/presse/pressebilder/environmental-statement-of-2011]

Image



Schneider employees with their new E-Bikes in front of the Schneider headquarter in Tennenbronn.

[Other image formats: www.schneiderpen.de/presse/pressebilder/schneider-employees-with-their-new-e-bikes]