

# Schneider Schreib's auf

Schneider Schreibgeräte GmbH • 78144 Schramberg • Germany

Contact person: Anita Haas  
Departement: Presse und  
Öffentlichkeitsarbeit  
Telephone: +49 77 29/8 88-3030  
E-Mail: [presse@schneiderpen.de](mailto:presse@schneiderpen.de)

Schramberg February 17, 2023

## **?Schneider Schreibgeräte GmbH awarded by the Association of the Stationery Brand Industry Paper, Office and Writing Instruments.**

[Schneider Twinmarker Paint-It 040](#) wins "[Products of the Year 2022 Award](#)" in the B2C category. After a two-year break, Schneider exhibits its products for the first time at Creativeworld and is immediately honoured with the "Product of the Year" award from the [PBS Brand Association](#) at Ambiente in Frankfurt. Volker Jungeblut, the association's managing director, and Armin Herdegen, the chairman of the board, present Schneider with the award on February 06, 2023.

Schneider has won in the B2C category with the innovation and novelty Twinmarker "Paint-It 040" with the jury as well as in the voting. The radiance of this award results in increased attention at the POS. The entire Schneider team is therefore very pleased about the winning news and is proud of the award in the B2C sector. This encourages Schneider to continue its commitment to developing sustainable and clever product ideas.

All in all, Schneider is very satisfied with the course of the fair and the number of visitors at Creativeworld. It is the world's most important trade fair for the international hobby, craft and artists' supplies sector. It is regarded as the centre for DIY inspiration.

A total of 4561 exhibitors occupy the entire Frankfurt exhibition grounds on 352,950 gross square metres. 154,000 dealers from more than 170 nations inform themselves about the new products.

The newly created trio of fairs, Ambiente, Christmasworld and Creativeworld, combined at the same time and place, presents a great and varied range in terms of quality and quantity. The mood among customers is positive, the marketplace trade fair as a platform for networking, informing and experiencing the products is very well received.

The focus at Schneider is on [the entire Makers Line](#), which today includes acrylic markers, metallic markers, liners and rollerballs, spray cans, [twin markers](#) and chrome markers, etc. The fair was a great success. In contrast to the classic range of Writing & Marking, the Makers Line sub-brand is much more eye-catching and rebellious: The self-made look is anything but standard, the products are suitable for a wide variety of projects, and communication takes place at eye level with the target group. This is also reflected in the trade fair stand. It is unconventional, individual and collaborative. The wall surfaces underline the individual character of the brand, which shapes the entire stand design: Here you can test new things, try out products and talk to each other in an informal way. Two Makers - the brand ambassadors of the Makers Line - are also on site: The Hungarian

illustrator Andi and hand lettering artist Cecilie show live what is possible with the tools of the Makers Line and invite interested people to a personal creative exchange. „Set your creativity free. Makers' minds cannot be tamed“ can be experienced at Schneider.

The dates for the upcoming fair have already been set: Ambiente will take place from January 26 to 30, 2024 and Creativeworld from January 27 to 30, 2024.

[485 words, 3017 characters (including blank spaces) by [Anita Haas](#)]

Image



Schneider Twinmarker Paint-It 040 is honoured with the "Product of the Year" award 2022 in the B2C category.

[Other image formats: [https://schneiderpen.com/en\\_us/press/press-pictures/schneider-exhibits-its-makers-line-products-for-the-first-time-at-creativeworld/](https://schneiderpen.com/en_us/press/press-pictures/schneider-exhibits-its-makers-line-products-for-the-first-time-at-creativeworld/)]

Image



The award encourages Schneider to continue its commitment to developing sustainable and clever product ideas.

[Other image formats: [https://schneiderpen.com/en\\_us/press/press-pictures/schneider-is-very-pleased-about-the-winning-news-and-is-proud-of-the-products-of-the-year-2022-award-in-the-b2c-sector/](https://schneiderpen.com/en_us/press/press-pictures/schneider-is-very-pleased-about-the-winning-news-and-is-proud-of-the-products-of-the-year-2022-award-in-the-b2c-sector/)]

Image



The innovative and resource-saving Schneider Twinmarker Paint-It 040 for creative work.

[Other image formats: [https://schneiderpen.com/en\\_us/press/press-pictures/schneider-twinmarker-paint-it-040-presented-at-creativeworld/](https://schneiderpen.com/en_us/press/press-pictures/schneider-twinmarker-paint-it-040-presented-at-creativeworld/)]

Image



In contrast to the classic Schneider range of Writing & Marking, the Makers Line sub-brand is much more eye-catching and rebellious.

[Other image formats: [https://schneiderpen.com/en\\_us/press/press-pictures/the-focus-at-schneider-during-creativeworld-is-on-the-entire-makers-line/](https://schneiderpen.com/en_us/press/press-pictures/the-focus-at-schneider-during-creativeworld-is-on-the-entire-makers-line/)]

Image



Schneider offers to test new things, try out products and talk to each other in an informal way.

[Other image formats: [https://schneiderpen.com/en\\_us/press/press-pictures/the-schneider-makers-line-products-are-suitable-for-a-wide-variety-of-projects/](https://schneiderpen.com/en_us/press/press-pictures/the-schneider-makers-line-products-are-suitable-for-a-wide-variety-of-projects/)]

## Image



Two makers show live what is possible with the tools of the Makers Line and invite interested people to a personal creative exchange.

[Other image formats: [https://schneiderpen.com/en\\_us/press/press-pictures/two-makers-the-brand-ambassadors-of-the-schneider-makers-line-are-on-site/](https://schneiderpen.com/en_us/press/press-pictures/two-makers-the-brand-ambassadors-of-the-schneider-makers-line-are-on-site/)]



## Image



Schneider's award for the innovative product Twinmarker Paint-It 040.

[Other image formats: [https://schneiderpen.com/en\\_us/press/press-pictures/document-of-the-products-of-the-year-2022-award-in-the-b2c-category-for-schneider/](https://schneiderpen.com/en_us/press/press-pictures/document-of-the-products-of-the-year-2022-award-in-the-b2c-category-for-schneider/)]