

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

Schramberg October 22, 2024

Schneider Writing Instruments invites the social media creative scene to the “Creative Jam Session”

Last Friday, October 18, 2024, Schneider Writing Instruments transformed into a hub of creativity and inspiration. Eight selected creatives from the social media sector from all over Germany were invited to a special influencer event, the “Creative Jam Session.” The elaborate invitation in the form of a “Shiny Ticket” already promised an extraordinary experience in advance. A special highlight: In addition to the sent invitations, a ticket was also given away as a wildcard through a competition, which further increased the excitement and anticipation in the community.

The day began in the morning at Schneider's headquarters with an exciting company tour, where the participants received exclusive insights behind the scenes. They could experience firsthand how their favorite products like the [Twin Marker](#) or the [Slider Rave](#) are made and how complex an everyday product like a pen can be. With a wealth of background knowledge about the brand, they continued to St. Georgen to the historic Klosterberg factory.

There, the group enjoyed a creative afternoon with relaxed music in the special atmosphere of this extraordinary location. In small groups, the creatives transformed white wooden benches into unique works of art by painting, writing, and spraying them. Each participant expressed their own individual artistic style and took on the challenge of working on unfamiliar surfaces – with great success and a lot of fun.

The day was characterized by intense exchange and joint creativity. The event concluded together in the stylish Rooftop Federwerk, where everyone reflected on the day's experiences and made new contacts.

The first “Creative Jam Session” was a complete success and left a lasting impression on both the participants and Schneider. A successful event that brought the creative community closer to Schneider Writing Instruments and presented the brand in a young and modern way.

[292 words, 1928 characters (including blank spaces) by [Anita Haas](#)]

Image



Influencer marketing is becoming an increasingly important tool for Schneider.

[Other image formats: https://schneiderpen.com/en_us/press/press-pictures/influencer-event-at-schneider/]

Image



In small groups, the creatives at Schneider transformed white wooden benches into unique artworks by painting, writing, and spraying them.

[Other image formats: https://schneiderpen.com/en_us/press/press-pictures/at-schneider-two-neutral-benches-are-creatively-designed-in-a-jam-session/]

Image



The artists at Schneider face the challenge of working on unfamiliar surfaces.

[Other image formats: https://schneiderpen.com/en_us/press/press-pictures/each-participant-expresses-their-own-individual-artistic-style-at-the-schneider-event/]

Image



Schneider creates space for creative and imaginative work.

[Other image formats: https://schneiderpen.com/en_us/press/press-pictures/schneider-offers-a-creative-afternoon-with-music-in-an-extraordinary-atmosphere/]

Image



The special location and Schneider's creative tools allow the artists to immerse themselves in another world for a while.

[Other image formats: https://schneiderpen.com/en_us/press/press-pictures/the-environment-chosen-by-schneider-at-the-klosterbergfabrik-inspires-ideas/]

Image



Schneider experiences how individual and lasting creations emerge with the creative tools.

[Other image formats: https://schneiderpen.com/en_us/press/press-pictures/with-the-specific-task-set-by-schneider-a-group-artwork-is-created/]

Image



Schneider pens offer the artists creative freedom.

[Other image formats: https://schneiderpen.com/en_us/press/press-pictures/schneider-gives-the-artists-creative-leisure-time/]

Image



Schneider is fascinated by the creative process of the artists.

[Other image formats: https://schneiderpen.com/en_us/press/press-pictures/schneider-encourages-the-artists-to-put-ideas-into-action/]

Image



This sophisticated Schneider event not only promised a lot of fun but also makes you want more.

[Other image formats: https://schneiderpen.com/en_us/press/press-pictures/schneider-rejoices-with-the-artists-who-have-individually-designed-with-a-variety-of-products-and-colours/]