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Two Schneider products have been awarded the renowned German Design Award

In a saturated market with a multitude of products, outstanding design is a decisive differentiating feature. It goes beyond the purely external shape and colour of a product and also includes its function and the user's interaction with the product. It focuses on people and their needs and creates added value, which in turn leads to identification and fascinating brand experiences. At the same time, design is a great medium for strengthening customer loyalty and creating a pleasant shopping experience.

Schneider is proud to have been able to impress the jury of the renowned German Design Award twice with its outstanding product design. The Design Award, which is known far beyond the borders of Germany, is awarded once a year by the German Design Council. The jury is made up of design experts from business and science as well as the design industry. All members of the jury are recognised personalities in their fields.

Schneider's award-winning products are the Ceod Shiny fountain pen and the "Link-It" product series with fineliner, fibre-tip pen, highlighter and ballpoint pen. The fountain pen Ceod Shiny convinces with its noble design and elegant appearance. It features simple elegance with minimalist but striking curves. Its discreetly shiny matt surface gives the Ceod Shiny its noble look, which makes it an eye-catcher in an understated way. The pearly, silky matt surface rests easily in the hand and the ergonomic rubberised grip profile of the fountain pen promotes a relaxed writing experience. With its deliberately simple design, the Ceod Shiny has what it takes to become a timeless classic. The shiny finish reflects the high quality of the writing instrument. The Ceod Shiny fountain pen is available in five different colours: spider black, stone grey and pearl white, powder pink and pacific blue.

[Here is the official jury statement.](#)

The Link-It product series has already been awarded several prizes since its launching. The innovation of combining two different pens is new in this way to the market and has fascinated the users. Thanks to the clever, patented click system in the end of the pen, you can combine not only two colours but also two writing systems of your choice - and separate them again. [Here is the official jury statement.](#)

The German Design Award sets the highest standards for choosing its prizewinners: in a complex nomination procedure, expert committees of the German Design Council invite only those products and communication design services to take part in the competition that demonstrably stand out from the competition through their design quality. All awards are assessed during a two-day jury meeting. A total of 71 products/projects were awarded "Gold" in 3 competition areas. Since its premiere in 2012, the German Design Award has grown significantly. At that time, around 1,500 entries were presented to the jury. This year it was more than 5,000.

[472 words, 2925 characters (including blank spaces) by [Martina Schneider](#)]

Image



Schneider is proud to have been able to impress the jury of the renowned German Design Award twice with its outstanding product design.

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The Design Award, which is known far beyond the borders of Germany, is awarded once a year by the German Design Council.

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Image



For those who feel that writing with a fountain pen is still part of the sophisticated writing culture, the new Schneider fountain pen "Ceod Shiny" is just the right pen.

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Image



The pearly silky matte surface lies comfortably in the hand and the ergonomically rubberised grip profile of the fountain pen promotes a relaxed grip. Its deliberate simple design turns Ceod Shiny into a timeless classic.

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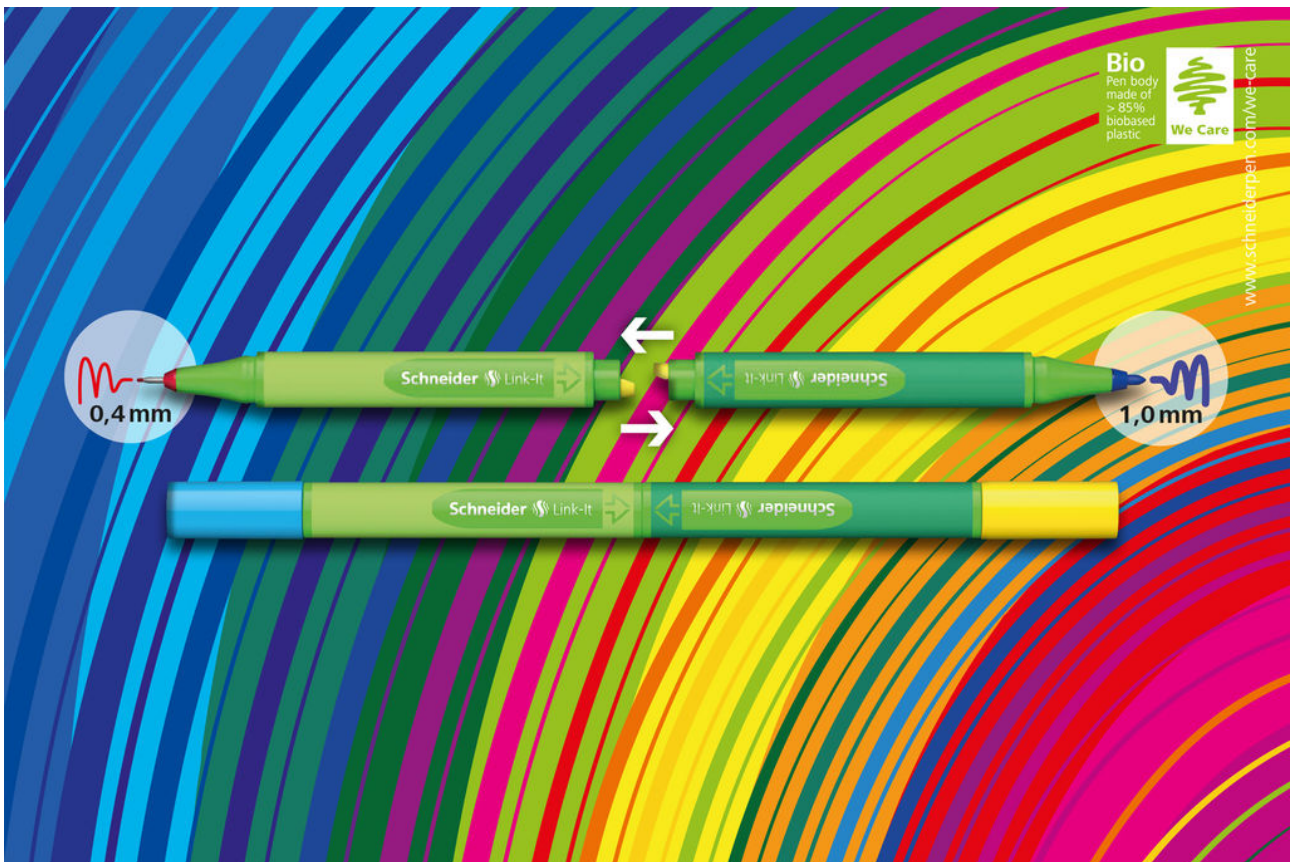
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For those who appreciate the emotional value of handwriting, the new Schneider fountain pen "Ceod Shiny" is just the right pen.

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Image



A genius click-system, that cleverly links fineliners (0,4 mm) as well as fibrepens (1mm) to one pen. That means you can easily link a fineliner with a fineliner, fibrepen with a fibrepen, or even a fineliner with a fibrepen

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Image



Link-It is the perfect pen to be used for mandalas and zentangles which is the current trend in the drawing and paper arts world.

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