



FIND MORE ABOUT OUR SUSTAINABILITY INITIATIVES AT:
<https://www.faber-castell.com/corporate/sustainability>

FABER-CASTELL
 since 1761

THE FABER-CASTELL STORY

The symbol for our new strategic orientation, "One Faber-Castell – creating a colorful future," is the tree. Its roots are not only the people who make this company thrive, but also the values that guide us: entrepreneurial and responsible, passionate and tradition-conscious, sustainable and quality-conscious, ambitious and innovative.

These values guide us in our day-to-day decisions, unite us as "One Faber-Castell" – an organization that works together worldwide – and have been part of our philosophy as a ninth-generation family business for many years.

SUSTAINABLE FORESTRY



A respectful interaction with nature is key for Faber-Castell. The company's forests in Prata, Southeast Brazil, absorb 900,000 tonnes of carbon dioxide (CO₂), according to a scientific study by TÜV-Rheinland in 2012. The 10,000-hectare forestry project not only secures stocks of sustainable wood but also protects the environment through photosynthesis – converting the CO₂ into biomass. One third of the pine trees and forests there have been left untouched and have become a habitat for rare animal and plant species – therefore, neutralizing the climate-relevant carbon footprint of Faber-Castell global production.

FABER-CASTELL'S DEVELOPMENTS

Faber-Castell Sustainable

Ecological

100%
100% FSC® - or PEFC-certified woods are used in production worldwide

10,000
10,000 hectares of our forests in Brazil

1/3
A 3rd of the forest area is dedicated to native environment preservation and a habitat for more than 716 native animals

Refillable
Many products are refillable

Recycled materials
Reducing plastics and/or replacing them with recycled materials

300,000
Each year we plant 300,000 seedlings
One truckload of wood grows every hour

87%
87% renewable energy sources

900,000+
900,000 tonnes of CO₂ absorbed by our forests

Social

Foundation
Graf von Faber-Castell Children's Fund Foundation

Social
Global Social Charter

Responsible
Honorable Business person

Creative
Unleashing creative skills

Economic

2 billion
Around 2 billion graphite and color pencils per year (laid end to end would create a line circling the globe 10 times)

Portfolio
Writing, drawing, creative design, and decorative cosmetic products

120
Represented in 120 countries, Production facilities in 10 countries, Sales companies in 22 countries

66
Improvement of +10% in the ESG Rating in 2021 with a total of 66 points achieved

> 6,500
More than 6,500 employees worldwide

Goldfaber Aqua

Faber-Castell Goldfaber Aqua Watercolor Pencils are a high-quality product range created for the aspiring student and hobby artist. These premium quality pencils feature highly pigmented, 3.3mm soft lead for vibrant laydown that is entirely blendable with water! With brushes and water, watch drawings transform into lively and vibrant watercolor paintings. The leads also feature a patented SV bonding process – glued the entire length of the barrel – making them break resistant and easier to sharpen.



Hold the pencil at a flat angle

Draw and paint in watercolors using just one pencil

You will love the moment when brushes and water bring your colors to life! The color pigments used in Goldfaber Aqua are fully soluble in water. You can determine the opacity or transparency of the color by adjusting the intensity of the dryly applied color and the amount of water. Once the pigment is dissolved in water, you can use the brush to move the pigment to the desired part of the picture.

For shading, you hold the pencil in a very flat position, such that the entire lead surface is used. This results in a homogeneous color application.

Did you know?
When placed next to each other, complementary colors enhance each other's color effect. For example, when orange is placed next to blue, it enhances the blue & makes it shine.



WATERCOLOR PAINTS

PAINTING WITH WATERCOLORS IS FUN!

Ever notice how every watercolor painting is comprised of darker and lighter sections? The lightest sections of a painting are the white of the unpainted paper. Thus, the art of watercolor painting is in determining the direction of light beforehand and capturing it on paper. Giving the flowing colors space to provide surprise and learning to allow spontaneous painting to happen.

Before you start painting, we recommend you get to know the colors and their characteristics by creating a chromatic circle like shown above. A chromatic circle will help you find out which colors can be combined to create good mix tones and which mixes are less attractive and look grey. You will soon notice that the amount of water plays an important role.

A lot of water renders a light color tone, less water will produce a richer color. This means with just one color you can produce a whole range of color harmonies.

COLOR NUMBERING SYSTEM



Faber-Castell uses a standardized color numbering system across all product lines. This allows the color number and shade from one product - like a Creative Studio Goldfaber color pencil - to match the same color of another product - like an Art & Graphic Pitt Artist Pen.



TOOLS

The Collapsible Water Cup is the perfect "on-the-go" tool for all your mixed media projects. This soft PVC and latex-free cup collapses for easy storage and holds approximately 12 fl oz or 350ml of water. The rippled design keeps brushes and tools from rolling away.

The Water Brush's channel fills easily and works well with water-soluble mediums, like watercolor pencils, markers, and paint. It's the perfect tool for on-the-go artists: thin and smooth bristles flex easily and are durable and water level can be monitored through the leak-proof translucent barrel. Just snap on the lid and Go!



Find the color number here

DUAL MARKER

The brush tip

The flexible but dimensionally stable brush nib of the Goldfaber Aqua Dual Marker provides a varied line width from a 1mm fine line to a 5mm wide stroke. Vary the line by adjusting the pressure and angle of the pen. Transitioning from fine to broad requires a little practice, but is worth the effort - resulting in a unique painting and drawing style.

Fineliner tip

Draw 0.4mm lines using the metal-cased firm tip. Great for preliminary sketches, coloring in smaller areas, hatching or drawing precise contours.

Quality plus ecological added value

Faber-Castell has high quality standards for its products and is increasingly opting for recycling. The barrel and cap of the Goldfaber Aqua Dual Marker is made from 100% pre-consumer recycled material, so slight color variation may be evident in these parts, however the ink is not affected. High yield and consistent ink flow - that does bleed through most paper - are also important quality features of these markers.

