



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

87%
87% renewable energy sources

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

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

Social

Foundation
Graf von Faber-Castell Children's Fund Foundation

Social
Global Social Charter

Honorable Business person

Responsibility
Unleashing creative skills

Creative

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

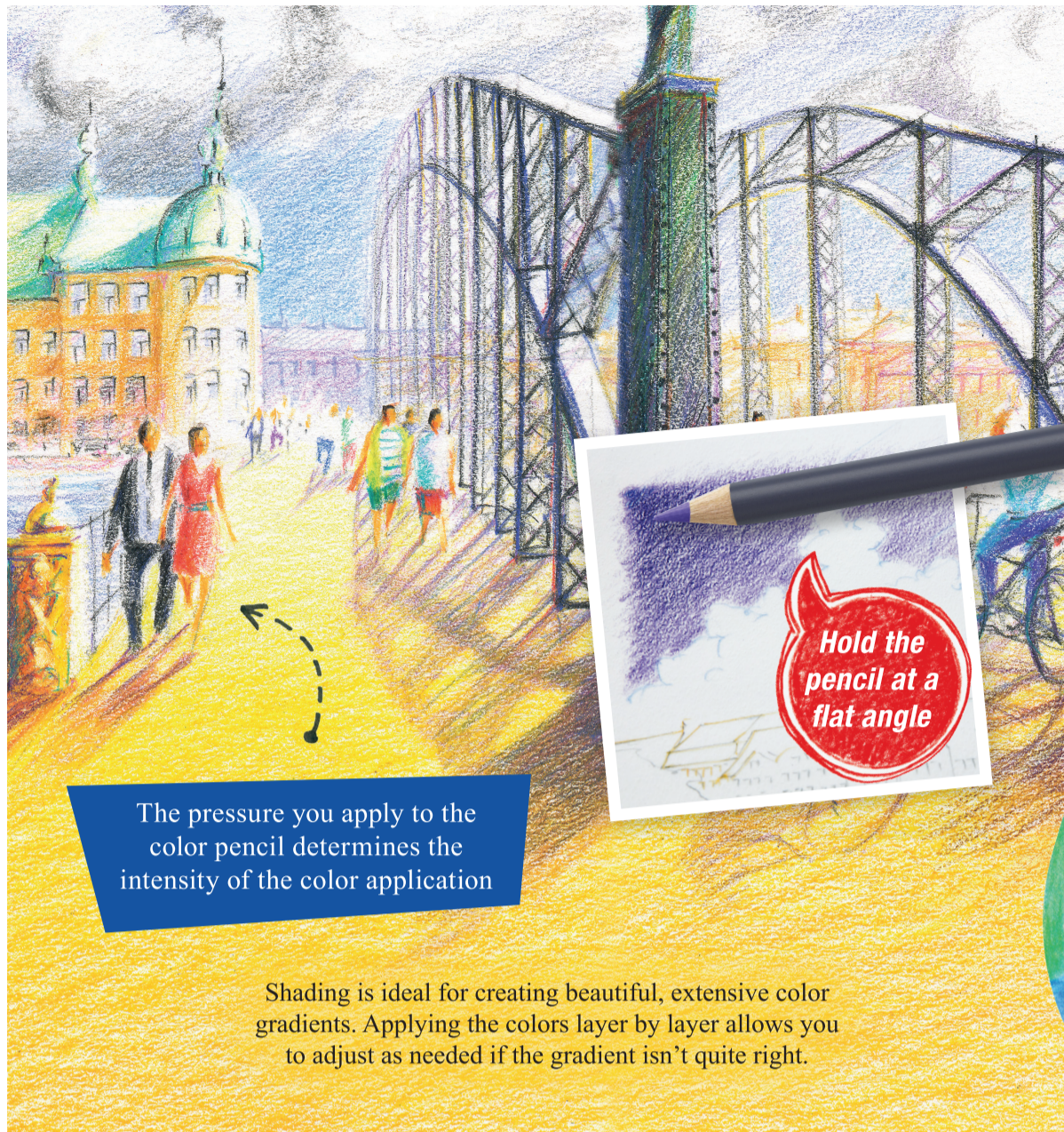
120
Represented in 120 countries, Production facilities in 10 countries, Sales companies in 22 countries

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

Faber-Castell Goldfaber Color Pencils are a high-quality product range created for the aspiring student and hobby artist. These premium quality, colored pencils feature highly pigmented, 3.3mm soft lead for vibrant color laydown that is resistant to water, smudging and fading over time. Goldfaber Color Pencil leads also feature a patented SV bonding process - glued the entire length of the barrel - making them break resistant and easier to sharpen. Available in 48 colors, they easily adapt to an individual's drawing techniques and ability levels.



Hold the pencil at a flat angle

The pressure you apply to the color pencil determines the intensity of the color application

Shading is ideal for creating beautiful, extensive color gradients. Applying the colors layer by layer allows you to adjust as needed if the gradient isn't quite right.

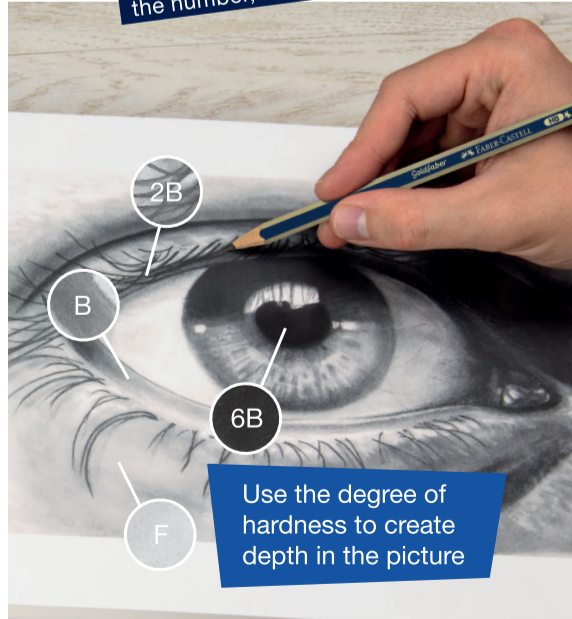
Did you know? When placed next to each other, complementary colors enhance each other's color effect. For example, when orange is placed next to blue, it enhances the blue & makes it shine.



GRAPHITE

Goldfaber Graphite pencils are available in 10 degrees of hardness. Each degree of hardness has its own grey coloring; 2H draws a fine, almost silver line while 6B draws an ultra-soft, extremely deep black stroke. Use this hardness knowledge to build up a sketch: start with harder/lighter pencils (2H to F), to create preliminary sketches and then go over with softer/darker pencils (2B to 6B) to build depth into your picture layer-by-layer.

Good to know
The number in front of the letter indicates the intensity of the hardness (H) or softness (B) of the lead. The higher the number, the harder/softer the pencil.



Use the degree of hardness to create depth in the picture



Blending stump

SOFT PASTELS

Are soft pastels used for drawing or painting? Both, because the rectangular shape of pastel sticks allows for drawing lines as well as coloring-in. This blurs the boundary between drawing and painting. Colors can be easily applied and blended because the pigments are minimally compressed, and the binder content is extremely low. Soft pastels create flowing and soft gradients like no other drawing or painting mediums.

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.

INDIA INK

PITT ARTIST PEN®

The compelling characteristics of excellent coverage, high lightfastness, and age resistance have kept India ink drawing medium a long-held traditional art technique throughout the history of many countries. Mixed media has become a trend of today's art scene. Pitt Artist Pens lend well to both - the range of possibilities is endless when combining India ink with other drawing and painting media.



- Lightfast
- Waterproof
- Odorless
- Permanent
- Acid-free
- Won't bleed through paper

Find the color number here

