



FABER-CASTELL

since 1761

TOPICS

Newsletter for Employees and Friends

1/2013

Drawing on the rise

As we know, today (almost) anything can be considered art. In the hand of a creative person, any material can become an expedient tool as there are no limits to art in terms of medium selection and forms of expression. What counts is solely the quality and persuasiveness of the work. Despite the diversity of materials and ubiquity of new media techniques – classic drawing pencils are still a staple! Drawing is making a sensational comeback¹, especially amongst young artists, and is more lively than ever.

Almost all artists use pen and paper, if only to document the initial creative impulse. A drawing is a visualised idea, gesture or sug-

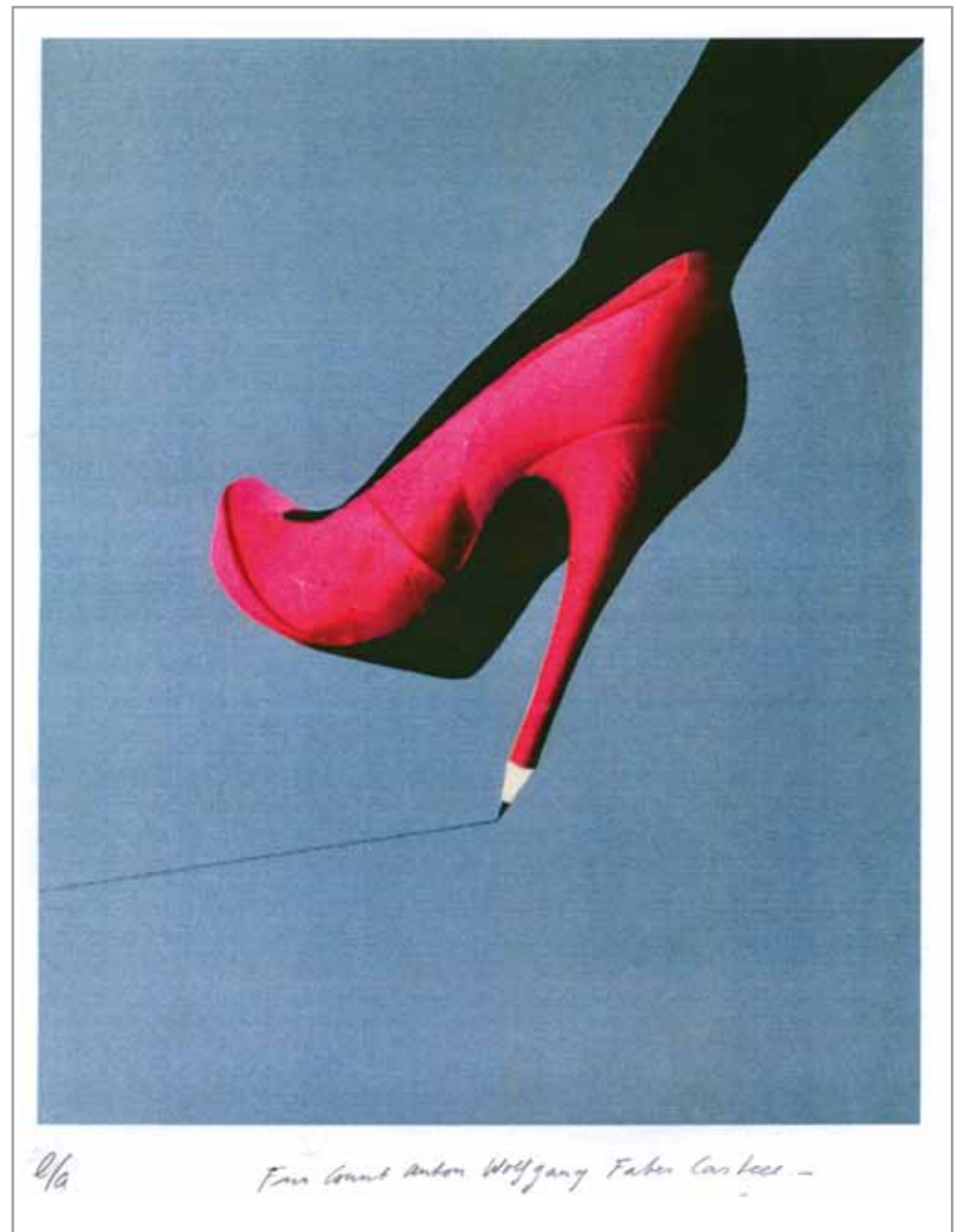
gestion, the conveying of content, graphic thinking or reflective affirmation. Drawing is extremely diverse and intuitive. The immediacy of the journey from the brain to the hand and out onto the image medium cannot be replaced in terms of directness.

Artists and creative people do not just draw with a pencil, by any means. All available equipment in schools, offices or artist ranges is used. The need for high-quality drawing materials can be underestimated by some artists; using a non-fading pencil can often lead to the work disappearing after a few years. Faber-Castell products have a high reputation in art circles, because quality is their top priority. From research into estates, biographies and works of art, we now know that there were many artists who placed their trust in A.W. Faber pencils in the past, such as Vincent van Gogh, Edvard Munch, Paul Klee, Wassily Kandinsky, Giorgio de Chirico or Joseph Beuys. To this day, many artists reach for the company's drawing pencils, and not just on rare occasions – sometimes even exclusively. In Germany, they can be found in the hands of masters such as Gerhard Richter or Georg Baselitz, as well as in the Berlin studios of young international artists, and in studios around the world from the US to Japan, from Iceland to South Africa – the global regard for the Faber-Castell brand is high.

Wilhelm Busch immortalised Faber pencils in his 1867 verses, also addressing the role of drawing pencils as an aid to inspiration. Many artists from the fields of caricature, cartoons, comics, graphic novels or illustrations follow his lead to this day. One glance at the workplaces of Carl Banks, Tomi Ungerer, Mordillo, Sempé or



Conceptual sketch by Karim Rashid 2009 for the Konkord chair by Slide, Italy; ink and marker on paper (Faber-Castell Collection/© Karim Rashid)



Stilo by Tomi Ungerer; artist's proof with dedication to Count A.-W. von Faber-Castell for the 250th company anniversary in 2011 (Faber-Castell Collection/© Tomi Ungerer)

Cornelia Funke is enough. The young international comics scene, too, is inconceivable without Polychromos, PITT Artist Pens & Co.; here in particular, there is a wide range of excellent artists demonstrating the relevance of hand drawing.

Some readers might be surprised to learn that even some of the products familiar to us in everyday life are still initially created on paper to this day. "The speed with which I can communicate when drawing on

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Rio +20: Sustainable business

The first UN Conference on Environment and Development (UNCED) took place in Rio de Janeiro, Brazil, in 1992. Around 10,000 delegates from 178 countries took part in the World Summit and passed several multilateral environmental agreements. Amongst other things, the foundations were laid at the conference for the 1997 Kyoto Protocol protecting the climate.

Like then in Rio, as well as 10 years later in Johannesburg (Rio +10), Faber-Castell GRIP 2001 pencils made from FSC-certified wood were the official conference writing tool for delegates and visitors at last year's third World Summit in Rio (Rio +20). The wood comes from the company's own forests in Prata, Brazil, an ecological project

started in the mid-eighties, which was also deemed 'best practice' at the Summit: our wood expert Jairo Cantarelli, who helped establish the forests, took part in discussions on the issue of biodiversity, amongst others. The protection of the diversity of species and ecosystems has been guaranteed for many years in the forests, as around 2,700 hectares of natural forests provide habitat for numerous species of animals and plants, some of which are in danger of extinction.

The Rio +20 Summit outcome document includes an expression of the commitment to sustainable business and a green economy. For Faber-Castell, this has long been a part of the brand's core values and a cornerstone of current and future business strategies.



Official conference writing tool: the GRIP 2001



A view of the plenary hall of the UN Conference on Sustainable Development Rio +20

Renewable energy sets standards

The ecological commitment of Faber-Castell has found international recognition once again: Faber-Castell Brazil ranked No. 1 in the Corporate Renewable Energy Index 2012 (CREX). The CREX study has been conducted annually since 2009 by British data, analysis and research service provider Bloomberg New Energy Finance; it examines the proportion of renewable energy used by large companies worldwide for their power supply. The spectrum of

green energy sources includes geothermal systems, water and wind power plants, solar energy systems and energy from biomass. Faber-Castell Brazil uses 100% renewable energy from biomass and hydro-power for its electricity supply. This means that the branch takes the top spot in the Brazilian CREX and is also in pole position in the global version of the CREX study ranking alongside another 35 companies.



Faber-Castell is not only setting the standards with its Brazilian forestry – renewable energy is also part of their corporate responsibility strategy

Social audit in Latin America

By signing the globally valid Social Charter in 2000, Faber-Castell made a commitment to ensuring employment and working conditions as recommended by the International Labour Organisation (ILO) across all companies in the international group. Compliance with the Social Charter is regularly checked on-site. In August 2012, Gisbert Braun, Head of Quality & Sustainability at Faber-Castell, and representatives of the international Faber-Castell group of companies, the German IG Metall and the international trade union BWI (Building and

Wood Workers' International) visited São Carlos. At the local production site, in the company's own forests and the sawmill in Prata, the delegation reviewed compliance with the working conditions and examined the ergonomic quality of the workplaces and the successful solutions implemented to previous complaints. Finally, constructive discussions were held with employees to develop further practical approaches to the continued optimisation of employment conditions.



Officially green

The Faber-Castell factory in Bekasi, Indonesia has been awarded the PROPER-DA Certificate by the City of Bekasi environmental department. The certificate is

part of a national programme to promote environmentally-friendly management in companies, and is awarded in the categories of gold, green, blue, red and black.



Around half a billion wood-cased colour and graphite pencils are made in the Bekasi Faber-Castell factory each year

Bekasi can be proud of the second-highest award, the 'green' category, confirming the factory's use of an environmentally-friendly management system, their efficient use of resources, and their implementation of community development programmes. Congratulations!

FABER-CASTELL TOPICS

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Donation to Sandy Hook School



In the light of the awful tragedy that took place on 14 December of last year at the Sandy Hook Elementary School in Newtown, Faber-Castell USA decided to support the school in a fast and uncomplicated way with a large donation on behalf of the global workforce. The products donated were used by volunteers to make the temporary school building for the primary school more inviting. The materials were also used to equip the school's art department.

Dixie in Stein

An extra portion of authentic southern American feeling was served up for free to visitors of the canteen at the Castle in Stein last year. The '3 Four 1' jazz band surprised the staff there with a laid-back lunchtime thank-you concert. Faber-Castell and the Youth ART School at the Faber-Castell Academy had supported post-trauma work with children in New Orleans after hurricane Katrina hit in 2005. '3 Four 1' came together against the background of this important work and brought a relaxed jazz atmosphere to Stein with their concert.



'Make me a German'

What really makes the Germans so successful? British BBC 2 reporter Justin Rowlett addressed precisely this question for an economic report on the German workforce so dominated by the small and medium-sized enterprises, the 'Mittelstand'. Together with his wife and children he moved to Nuremberg for two weeks in order to live a 'typically German' life there, all whilst being filmed. The same applied to his chosen job at Faber-Castell in Stein: As an employee in the polishing

department, he quickly became familiar with the much-vaunted German virtues – hard work, discipline and punctuality are the top priorities there, too. Thanks to the hearty German lunchtime food – roast pork and dumplings – Justin completed his daily work so successfully that he was even given the responsibility for three machines on his second day of work. How did it all end? See for yourself – the documentary will be broadcast in June 2013 on BBC 2!



From left to right: BBC cameraman André Holzinger, reporter Justin Rowlett, Faber-Castell line manager Sebastian Raasch and BBC-director Riete Oord

A big heart for 'Little Flower'



Leprosy is one of the oldest infectious diseases known to mankind, but it is curable today thanks to antibiotics. Most people infected with this sharply declining disease live in Africa and India, in regions with poor medical care. The 'Little Flower' project, which received international support thanks to the unprecedented commitment of Austrian Claudia Vilanek, is dedicated to the care and support of young and adult patients in a northern Indian village.

In addition to the hospital at the entrance to the village, a mixed-gender boarding school for 350 children dominates the view. The village's inhabitants mostly live in crowded conditions and the boarding students also have to share the few dorms. Last year, the donations made by the Graf von Faber-Castell Children's Foundation allowed for bunk beds to be built for the little ones, mattresses to be bought and also additions to be

made to the scant furniture: now the boys and girls have large tables and benches to use for both eating and 'swotting'.

Teaching materials were also purchased, and the first step in fulfilling a long-held ambition is complete: a large library was set up in former classrooms. In a country with a high level of illiteracy like India, reading is especially important for children to improve their language and reading skills. Next, a computer class is due to be launched. In addition to the PC equipment, a suitable teacher has to be found. Education increases the number of opportunities for the young charges to escape the spiral of poverty and deprivation in the future.

If you want to help like Faber-Castell, you can find out more at www.littleflower-india.org



Cosmoprof/Cosmopack 2013: Spot on!

'Spot on!' – that was the motto of Faber-Castell Cosmetics at this year's Cosmopack trade fair in March in Bologna. Inspired by current catwalk trends, the focus of the innovations presented there by Faber-Castell Cosmetics was on eye and nail products. The current star of beauty looks is the eyeliner. The eye lid line works perfectly every time with the *Bambi Eyes* liquid liner with its long, slender tapered brush. The intense pigments in the *Full Colour Liquid Eyeliner* make sensational statements in matte and metallic shades.

The *Flash Lash* mascara with its new brush for the liquid applicator guarantees expressive eyes. Special pigments conjure up a fascinating shimmer on the lashes. *Brow Guru* with its two-tone marbled refills creates naturally full brows to give the face definition. The *Nail Guard* series helps you achieve perfectly manicured fingernails. Bamboo extract, silk proteins and pearl extract moisturise and give nails a natural sheen.



Handmade in Germany

125 years since the introduction of the 'Made in Germany' label by the British to identify - what they thought were - inferior quality imported German goods, Faber-Castell is now participating in the 'Initiative of German Manufacturers - Handmade in Germany' (IDM). Products that require a certain manufacturing know-how have always and still are manufactured in Germany by the oldest and globally largest manufacturer of wood-cased pencils. This includes both the entire Art & Graphic artist's range as well as the exclusive writing instruments and accessories in the Graf von Faber-Castell Collection, which are distinguished by a very high degree of manual production. Holding on to a tradition of quality, along with the other members of the Initiative, Faber-Castell intends to bring the 'Hand-



made in Germany' seal into the forefront of global communication and marketing. The chairman of the board of the IDM, Michael T. Schröder, welcomed the participation of Faber-Castell as an important step, as "the company lends additional credence to the venture with its global presence and prominence, strengthening the concept of modern manufacture with its hand-finished, exceptionally high value and quality tailored products."

Faber-Castell 'Brand of the Century'



Award ceremony: From left to right: Dr Florian Langenscheidt, Sandra Suppa (Faber-Castell) and Peter Englisch (Ernst & Young)

Faber-Castell has been awarded the 'German Standards Branding Award' and been added to the 'Brands of the Century - Beacons on the Sea of Brands' compendium by a prestigious advisory board of experts. Dr Florian Langenscheidt, editor of the handbook, honoured the company at the awards ceremony, part of a brand gala, on 22 November 2012 in the Berlin Hotel Adlon, as an ambassador with a unique selling point in an entire product category. In 'Brands of the Century', the publisher German Standards EDITIONS tells the story of leading German brands in words and images, and makes them into an impressive overall picture of Germany's economic strength. The publishing house is celebrating the 10-year success story of the 'Brands of the Century' with an anniversary edition of 'Beacons on the Sea of Brands'.

Drawing on the rise

Continued from page 1

paper cannot be replicated with words or even with a computer. Drawing is a universal language," is the reason Walter de Silva² gives. Worldwide, sketches serve as an initial development stage for many designers from the fashion, furniture and automotive industry as well as for architects; analogue and digital work are intertwined here. From Karl Lagerfeld to Manolo Blahnik, from the Campana brothers to the Bouroullec brothers, from Matteo Thun to Norman Foster: here, too, many people work with creative tools made by Faber-Castell.

Drawing, according to German painter, cartoonist, illustrator and children's book author Hans Traxler will not become extinct even in our digital world. The 'oldest of all arts' as he calls it could even gain more esteem. Doubters are recommended to read Traxler's work 'Ten reasons I love drawing'³ - he himself is a fan of Faber-Castell, by the way.

¹SZ 09.02.2008

²art 6/2008, VW head designer

³Hans Traxler, *My Classics*, Reclam Verlag 2008

G·E·M Award for Count von Faber-Castell

Count Anton-Wolfgang von Faber-Castell was presented with the G·E·M Award by the German Society for Brand Research (Gesellschaft zur Erforschung des Markenwesens e.V.) at the end of February 2013 in recognition of his long-lived philosophy of "preserving the core values of the Faber-Castell brand and thus being unique in the entire world." His commitment to sustaining the Faber-Castell tradition and the personification of the brand identity was also praised. In addition to establishing creative pioneering services, continuously improving existing services has always

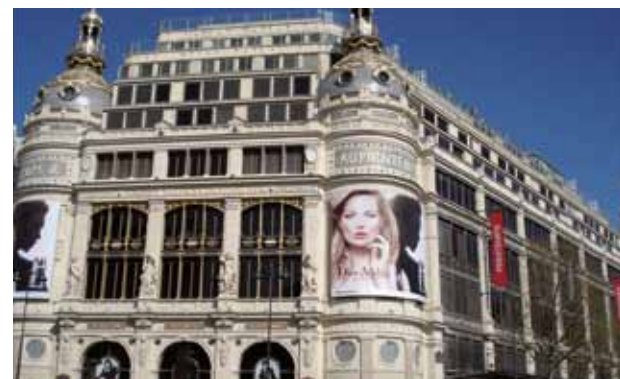
been important to him. He has striven "to visibly bridge the gap between stability and cutting edge innovative leadership in design and technology" and to bring the term sustainability "to life in reality and deeds," said the G·E·M. With this award, the Society honours the people behind a brand who are also pioneers in the branding field. The laudatory speech was given by Professor Dr Dres. h.c. Hermann Simon, author of the best-selling 'Hidden Champions' about German mid-sized global market leaders, which has been translated into many languages.



From left to right: Friedrich Neukirch (Chairman of the G·E·M Society for Brand Research), Count Anton-Wolfgang von Faber-Castell and laudatory speech giver Professor Dr Hermann Simon

Premium presence at Printemps

In the luxury Paris department store Printemps, the Graf von Faber-Castell brand is making impressions with a new appearance: Since the end of last year, the range of exclusive writing instruments and accessories has been presented in its own 15 sqm shop-in-shop. For connoisseurs of high-culture writing, it is the first port of call on the legendary Boulevard Haussmann!



Luxury in London



The number of successful shop-in-shops and other points of sale for the premium range Graf von Faber-Castell is continuously growing. The London writing instrument specialist Penfriend, already a long-term customer of the company, is taking this trend into account and is now offering the

high-quality collection of luxury writing instruments and accessories in another new boutique in a prime city location. In addition, impressively staged exhibits provide fascinating insights into the unique family history of the traditional Faber-Castell company.

State of the art logistics centre opened

The move was an organisational 'tour de force' and only realised thanks to the unprecedented efforts of the entire team: 200 truckloads were needed to relocate the outgrown dispatch warehouse in the Stein headquarters to nearby Frauenaaurach. There, the company moved into a 14,000 sqm high-bay warehouse equipped with the latest technology in a new industrial

park with great transport links. In order for operations to be smoothly resumed on 14 January 2013, the staff sacrificed their well-earned Christmas holiday and helped to move the entire inventory over the 10-day New Year's period. They had previously been trained and certified for the new working environment. Logistics Manager Winfried Lunz is delighted with the team

spirit at Faber-Castell: "It was a brilliant effort by the 130 moving helpers, without whom we would not have managed to keep to the tight schedule. Operations have had a great start – thanks to the commitment of our shipping staff, the backlog was cleared within a few days." The new Frauenaaurach logistics site enables the company to turn goods over much faster for shipping to 77

countries around the world. The centre was officially inaugurated on 2 May 2013 by Faber-Castell Managing Director Dr Thomas Knäble, Mayor of Erlangen Dr Siegfried Balleis and Fürth District Administrator Matthias Dießl.



Faces



Marlene Bahr

Since January 2013, four helping hands are back in action in Count Anton-Wolfgang von Faber-Castell's secretarial office: Marlene Bahr is ensuring the usual all-round service in the Count's office alongside Ayse Mader. Thanks to her many years of experience in business management assistance in international companies, Ms Bahr is well equipped for the new tasks. We wish her continued success!



Oliver Hempel

As the head of the newly created Global Digital Marketing and E-Commerce division, Oliver Hempel has been managing the strategic market positioning of Faber-Castell in the highly-dynamic online management environment since October 2012. His many years of experience in a similar position at a major German sports goods manufacturer qualifies him for this challenging task. Oliver Hempel is married and has two children. He sets himself a special sporting challenge once a year with a night-time ski run followed by a night in a tent at freezing temperatures. In 2013, he will be joining the Faber-Castell team at the half marathon in Regensburg for the first time. We wish him a continued 'good run' both in his career and private life!



Constantin Neubeck

From a retail bank through various financial and accounting agencies in the automobile supplier industry to European Commercial Director at writing instrument manufacturer Faber-Castell – this is how Constantin Neubeck's career path could be summarised. He takes a break from figures, tables and analyses by playing music (he plays the trumpet and the drums), jogging and most of all by spending time with his family. He is married, has two daughters aged 7 and 9, and a son who is only a few months old.



Stefan Sinnberg

Stefan Sinnberg didn't just bring his enthusiasm for all kinds of sports like skiing, running, golf and football to Faber-Castell. After gaining more than sixteen years of experience in various marketing roles in the sporting goods industry, he is now responsible for the conceptual development and management of a unified point-of-sale image as International Marketing Services Manager in the Faber-Castell Group. Stefan Sinnberg is married and pursues his interest in architecture, design and travelling to foreign cultures in his spare time.



Jairo Cantarelli

Jairo Gomes Cantarelli has worked for Faber-Castell Brazil since 1985, as a wood expert in the São Carlos factory, and as Managing Director in the Costa Rica production plant. The success of the multi award-winning forestry project in Prata is not least thanks to his tireless dedication – 10,000 hectares of pine forests representing a biologically valuable source of raw materials for Faber-Castell's wood pencil manufacture. In December 2012, Jairo Cantarelli left Faber-Castell to take on new challenges. He will however remain with the company in a consultant capacity. We look forward to seeing him again soon!

50 years of Engelhartszell

Anniversary on the Danube: the factory in Upper Austrian Engelhartszell celebrates its 50th anniversary this year. In the small but incredibly efficient operation, 45 staff ensure that millions of textliners and inks for ink pens such as fineliners, PITT Artist Pens and Multimarks can be supplied across the globe to many Faber-Castell factories. The world famous Textliner 48, a giant version of which adorns the façade

of the production site, is even exclusively manufactured here. The preparations for the celebrations on 14 June 2013 are already in full swing. We are sure that the team led by Kurt Seidl, who has been calling the shots in Engelhartszell for almost 25 years now, will provide another colourful highlight for the company. Many congratulations on your milestone anniversary!



The factory in Austrian Engelhartszell is celebrating its 50th anniversary

Awarded for excellence!

Writing, sharpening and erasing – the multifunctional Perfect Pencil III certainly lives up to its name! The key: its detachable cap includes not only a sharpener but also a compact shavings container. This much product creativity has its rewards: the German Plastics Industry Association (pro-K Industrieverband Kunststoff e.V.) made the all-rounder its Product of the Year 2013. The award, which has been in existence for more than 30 years, was presented by pro-K Managing Director Ralf Olsen during the Toy Fair 2013 in Nuremberg.



Award ceremony: Ralf Olsen (pro-K Managing Director) and Count Anton-Wolfgang von Faber-Castell

German-Russian relations



Wilhelm von Faber in Russia, 1875

and their mutual influence". In the 19th century, German businesses were represented in almost all areas in Russia, which was evidenced by exhibits from companies such as Siemens, Daimler and BASF. The Faber-Castell archive also made some loans available, as A.W. Faber maintained close business relations with Russia even in the 19th Century. This was begun by Lothar von Faber who travelled to St. Petersburg as a young businessman in 1843 in order to gain a new customer base. In 1856 he acquired the exclusive mining rights to a graphite mine in Siberia, and in 1874 he established an agency in St. Petersburg which was visited personally by his son Wilhelm von Faber in 1875.

Just recently, Faber-Castell has intensified its relationship with Russia: Together with the Turkish partner, the Anadolu Group, Faber-Castell opened an office in Moscow in December 2011. The newly established Faber-Castell Anadolu has been driving forward the local systematic setting

up and expansion of the brand via all the classic distribution channels, and intends to extend the brand presence throughout all regions (reported by FC Topics in issue 2/2012).

An exhibition was held from 6 October 2012 to 13 January 2013 in Berlin's Neues Museum to show "the diversity of relations between Russians and Germans, the many points of contact between the two nations

New in the art collection

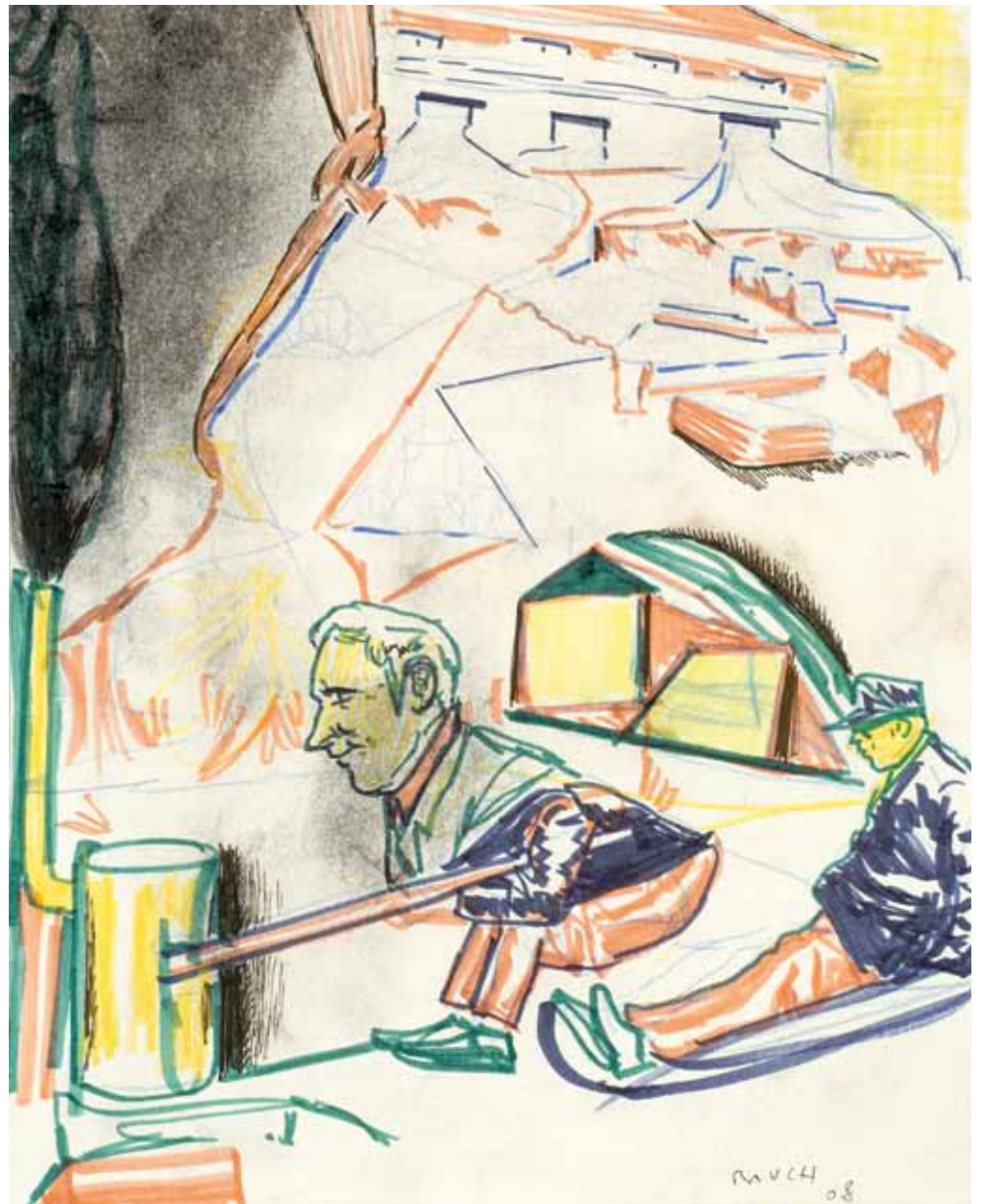


Sevda Chkoutova, Portrait of Count Anton-Wolfgang von Faber-Castell, 2012, pencil on paper

A surprise for Count von Faber-Castell: Sevda Chkoutova, one of the artists nominated for the 2012 'Faber-Castell International Drawing Award', later gave him a very personal pencil drawing: a portrait of the Count, which is now enriching the Faber-Castell art collection. Chkoutova otherwise mainly deals with the issues of childhood and youth, as well as the role of women in our society, in her masterly and often bemusing drawings. The native Bulgarian lives and works in Vienna and studied at the Academy of Graphic Design and Painting there.

Inspired by the exhibits of the five artists nominated for the 'Faber-Castell International Drawing Award', Count Anton-Wolfgang von Faber-Castell spontaneously decided to expand the company's art collection. In addition to works by last year's award winner, Trisha Donnelly, he also then acquired works by her four fellow competitors Sabine Moritz, Paulina Olowska, Jorinde Voigt and Sevda Chkoutova.

Neo Rauch exhibition in Brussels



Neo Rauch, works from the Faber-Castell art collection (without title), © courtesy Galerie EIGEN + ART Leipzig / Berlin / VG Bild-Kunst, Bonn 2013

The Palais des Beaux-Arts (BOZAR) in Brussels is presenting the first Neo Rauch exhibition in the French-Flemish region until 19 May 2013 entitled 'The Obsession of the Demiurge'. It is curated by Harald Künde, Director of the Kurhaus Kleve Museum and long-term connoisseur of Neo Rauch's work, where various times, spaces, references and visions are interlaced.

Not only the first integration of exemplary Neo Rauch drawings into a museum show, but also the chronological presentation of

his works were a surprise: complex, large format oil paintings from 2012 were shown at the start of the exhibition, his initial works from 1993 at the end. All 19 exhibits were on loan from the Faber-Castell art collection. By the way: Various drawing materials which Count von Faber-Castell had brought with him for the artist during his visit to the studio some years ago in Leipzig gave painter Neo Rauch his first impetus to address drawing, too, in 2005.

Developing creativity



As a private university for communication design and fine arts, the Faber-Castell Academy gives people with creative talent the opportunity to complete a full-time degree or to further educate themselves in the creative arts. The focus is on promoting personality and creativity in each individual. That is why admission to the degree and educational programmes do not depend on high-school results, but on each person's creative

talents. Foundation degrees and portfolio coaching at the Faber-Castell Academy provide an ideal preparation for university entrance exams when deciding on the professional orientation. The atmosphere is also unique: the roomy studios awash with light in the Old Lead factory building in Stein invite you to spread your creative wings. More information at: www.akademie-faber-castell.de and at verwaltung@a-fc.de

Fish from the Count's waters: The (Faber-) Castell delicatessen manufactory



*Successful entrepreneur:
Count Anton Andreas von Faber-Castell*

In idyllic Griestal in the Allgäu, a Castell product is growing and prospering which has long been an insider tip amongst gourmets: fresh fish from the waters of the 'Count's Castell Delicatessen Manufactory' is the most exquisite item the local deli industry has to offer, from Käfer to Kaufhof. The most delicate trout from

their own fish farm, Pacific crustaceans such as lobsters and oysters – the young entrepreneur Count Anton Andreas von Faber-Castell (30) only wants to produce and sell the best of the best, just like his great-great-great-grandfather and pencil pioneer Lothar von Faber (1817–1896) once did. When the Australian-born Count Anton joined the sharply declining business of his aunt, Countess Michaela Rosemeyer zu Castell, in 2009, the successful 70s were long gone, the business stagnated, and the Countess was concerned about preserving the traditional company after the death of her father Count Wulf-Diether zu Castell-Rüdenhausen – also because there was no successor in sight at the time.

Working together with his aunt, Anton turned the company completely around and renovated it from the ground up. His first focus was on sustainable fish farming and he expanded the product range to include smoked fish and fresh exotic imports. He had experience of the industry thanks to his many years working for an Australian fish importer as well as an internship on-site. His father, Count Andreas, Managing Director of



The fish farm in Griestal

Faber-Castell for Asia/Pacific and brother of company boss Count Anton-Wolfgang von Faber-Castell, is at his side to advise and assist in his decision-making. After four years of hard work, the balance sheet shows: business is booming once again. This year alone, it will generate 300 tonnes of trout and thus build on the earlier successes of the family business. The latest highlight from the smart young entrepreneur: he secured the import of Scottish Loch Duart salmon, which is cold-smoked using an ancient, almost forgotten method.

The family story behind the Count's delicatessen manufactory reads like an adventure novel by the way. The founder of the

company, Count Wulf-Diether zu Castell Rüdenhausen, born in 1905, was a passionate flyer from the very beginning; his aerial photographs of the Terra incognita are among the most fascinating rarities of aviation history. His daughter, Countess Michaela zu Castell, married Professor Dr Bernd Rosemeyer who also had legendary parents: his father was the German racing driver and winner of numerous Grand Prix Bernd Rosemeyer (1909–1938), his mother the famous aerobatic pilot Elly Beinhorn, who was the first woman to fly solo around the world in 1932.

Lothar against corporal punishment

Lothar von Faber was not just a pioneer in the development of the pencil industry, he was also active on a political level. In 1864 he was appointed to the Imperial Council by King Maximilian II, an entity that had a significant impact on policy in Bavaria and was usually reserved for members of the old aristocracy.

Lothar von Faber and Baron Theodor von Kramer-Klett were then the sole representatives from the industrial aristocracy.

The company archives contain a handwritten address by Lothar von Faber in which he submitted a call for the abolition of corporal punishment in public schools. His arguments show him to have been a progressive educator: "Beatings in schools, these crude relics from an earlier time, are questionable and harmful, they have a harmful effect on the character... Beating in schools is degrading for the teachers, for the school and for the parents."

The high lords were, however, not so easily convinced, and Lothar von Faber's re-

quest failed due to the conservative views of the advisory body. Corporal punishment in schools was practised well into the 20th Century.



Lothar von Faber with his son Wilhelm, about 1860

Pencil makers in Nuremberg

The pencil was born in England when a graphite mine was discovered in Borrowdale in the country of Cumberland in 1564. It is still unclear as to who first had the idea to place a piece of graphite in a wood case and to use it as a writing tool. The 'pencil' sold well on the London market, anyway, and then made its way from there on to the Continent where there was of course a desire to manufacture one's own pencils. As the English had the monopoly on their graphite mine, the European pencil makers had to make do with the less good graphite from Bohemia, however. Two industries took part in this work process: the white lead cutters, who sawed the graphite into rods, and the carpenters, who made the wood cases and glued in the graphite sticks.

How and when exactly the pencil making industry developed into an independent business in Germany can not be precisely pinpointed, but pencil makers are proven to have been in Nuremberg since the 17th Century. The 'pencil maker' is, however, not consistently differentiated in contemporary sources from the 'white lead cutter'; both terms are often used interchan-



Honorary flag bearers of the pencil makers, 1834

geably. The pencil makers were initially not a separate profession, but belonged to the carpentry trade. They fought persistently for independence. With the adoption of their own Crafts Code, they finally achieved their goal in 1731 the official start of the pencil making craft.

The Fan

The pencil blogger

Sean Malone is actually a musician – and a well-known one at that; fans of experimental metal will recognise him from his time as the bassist of Cynic. The artist who lives in Florida is a professor of music. In December 2012, Sean visited Stein, but not to give a concert in the castle: Sean writes two professional blogs about his two favourite pencil stars.

In ‘The BlackwingPages’ (<http://blackwingpages.com>) he has impressively traced the history of the legendary Eberhard Faber Blackwing 602. The cult pencil, which was produced in the US until 1998, was especially popular amongst musicians, writers and artists. Sean's second blog, ‘Contrapuntalism’, deals with music theory issues and documents his research on the history of Eberhard Faber pencils between 1900 and 1950, as well as on the Perfect Pencil from the Graf von Faber-Castell Collection. ‘Contrapuntalism’ allows people to follow the product histo-

ry of the Perfect Pencil from the point of view of a genuine fan, a user, collector and connoisseur of pencils with very insightful texts and images.

In his article ‘The Stein Way’, Sean has also documented his lasting impressions of his visit to Stein and recorded them for the pencil fan community in a loving and typically sound way: <http://contrapuntalism.wordpress.com>. Don't miss reading the blog comments and discussions, too! Malone describes his fascination in these terms: “Whether it's a Graf von Faber-Castell desk pencil or some vintage wood-cased pencil, the dichotomy is the same: enjoying them means consuming them. But precisely because it isn't a sustainable indulgence, it invites you to slow down, consider, pay attention to, and appreciate the things that might otherwise go unnoticed like putting pencil to paper.”



The Perfect Pencil – Sean's perfect creative tool

Bassist Sean Malone



Working behind the scenes



This time: Cinzia Sanzone, Faber-Castell Italy/Milan

Having the right amount of the right products at the right time in stock in Italy – this is the job of Cinzia Sanzone, procurement and logistics assistant in the Milanese Faber-Castell subsidiary. She has worked for Faber-Castell since June 1999.

How would your life be different without Faber-Castell?

I would definitely miss enjoying the wide range of products, ideas and innovations in all the colours of the rainbow that Faber-Castell has to offer. Thanks to my role here, I have the huge advantage of getting to know all the new products and their many features before anyone else.

What is your favourite Faber-Castell product?

I like the Perfect Pencil, because I think it really is perfect! I always admire this excellent product concept again and again (*editor's note: pencil with extender, integrated sharpener and eraser*), especially on holiday when I'm reading or solving crossword puzzles or making notes on interesting articles in magazines.

What do you do when you are not working at Faber-Castell?

I love drawing and painting, but most of all I travel whenever I can. I love to always be discovering new places. My favourite place to spend my summer holidays is by the sea. I also like swimming and reading, going to the gym, the cinema, and dancing.

What is your favourite food?

Veal fricassee with potatoes. It's not a typical Italian dish, but I love it!

What do you really dislike?

Even as a young girl, I really couldn't stand wasting time. Time is so valuable and I think that's why one has to use it well.

And what do you really like?

I like travelling, but I also appreciate the time I am able to spend with my loved ones and friends.

Employees on their travels

Frank Schulz on the Graf von Faber-Castell e-vehicle

Our luxury brand Graf von Faber-Castell is also living up to its social and ecological responsibilities: following the trend towards zero-emission mobility, the use of e-vehicles is being ‘frankly’ tested in the sales department. How else could you explain the fact that Frank Schulz, Sales Manager Graf von Faber-Castell Europe, has recently often been seen at the Stein headquarters on a high-quality electric scooter with the lettering ‘Graf von Faber-Castell’? There are many good reasons for a service vehicle like this one: clients' offices in exclusive inner city areas can be quickly accessed without noise or emissions. The design and performance of the vehicle also meet both the requirements of the luxury brand and those of the driver. We are therefore excited to see whether this individual, CO2-neutral mobility concept is to become a permanent feature ...



A unique gift for the Count



Writing instrument specialist and long-term business partner Robert E. Huber surprised Count Anton-Wolfgang von Faber-Castell with this masterful and unique piece on his 70th birthday. Huber, who makes exclusive collections for the Graf von Faber-Castell

brand, was inspired by the Pen of the Year Edition for this personal gift, and created a piston fountain pen with a barrel made from many individual pencil cross sections especially for the ‘Pencil Count’.