

STAEDTLER's triplus fineliner is not your typical creative escape.

Triple Threat

BY NICKY PESSAROFF



STAEDTLER's triplus fineliners—sold individually and in packs of up to 48 colors—are a favorite of journalers and adult coloring book artists like Marjorie Sarnat. Image from *Creative Kittens*, published by Dover Publications. ©2015 Marjorie Sarnat.

STAEDTLER, one of the oldest industrial companies in Germany, is no stranger to the pages of *PW*. This magazine regularly covers the company's luxurious line of high-value writing instruments. Most recently, the August issue cover displayed the company's leather-wrapped Initium Corium Urbes fountain pen, a collection of 35 pieces that pay tribute to cities around the world.

Artists, bullet journal enthusiasts, and adult coloring book enthusiasts have raved for years about the company's line of writing and art pens—and it's for this reason that Corey Cooper, STAEDTLER's North American product manager, reveres the company as a "lifetime brand."

"STAEDTLER sees its products as helpful tools for promoting the flow of creative thoughts, coupled with the exceptional writing comfort and innovative product features

that are sure to make a STAEDTLER writing instrument your favorite," Cooper says. "STAEDTLER continuously strives to develop even better writing, coloring, and drawing instruments. Our triplus assortment has been fundamental to the STAEDTLER brand." [STAEDTLER is always spelled in all capitals and the company does not capitalize its triplus line: *Ed.*]

Both casual and professional artists laud the variety of line widths and functionality found throughout STAEDTLER's line of art pens. From the 0.05 mm pigment liners to its double-ended calligraphy markers with widths between 2.0 and 3.5 mms, there is a line width available for virtually all applications. Above all else, STAEDTLER's triplus fineliners have captured the attention of the modern day writer and artist alike.



From top—red triplus broadliner, orange triplus color fiber-tip, triplus micro mechanical pencil in blue, triplus roller, yellow triplus textsurfer highlighter, and triplus fineliner 20-pack. Below—blogger/bullet journaler Heidi Currie uses a variety of triplus art pens in her work.

The super-fine, 0.3 mm triplus fineliners feature a metal-clad tip and an ergonomic, triangular barrel. An innovative “DRY SAFE” technology allows these pens to remain uncapped for days, and the fact that the inks are water-based means the colors wash off most textiles. The vibrant and varied 48 colors are sold individually, as well as in sets of 6, 10, 20, 36, 42, and 48.

Additionally, fineliners are sold in combination with Johanna Basford’s coloring book, *Magical Jungle*. The triplus fineliner came to the attention of pioneering adult coloring book artist Johanna Basford early. The Scottish-born artist uses STAEDTLER’s mechanical pencils, colored pencils, pigment liners, and fineliners to create her vibrant designs. STAEDTLER supports adult coloring, a now firmly established form of art and craft, by packaging her *Magical Jungle* coloring books with its top-selling coloring items.

Designer/illustrator Marjorie Sarnat regularly uses triplus fineliners in her Dover Press–printed *Creative Haven* adult coloring books. “I found triplus fineliner pens to be a reliable pleasure to use. They’re surprisingly versatile, and all the colors are vibrant and consistent,” she says. “I depend on the black pens for strengthening black outlines. I use all the colors for filling in small areas. The fineliners are essential for adding detail and textural effects over a base color. They glide smoothly and release color in an even flow without bleeding. However, the lines can be softened by going over them with a damp brush.”

Graphic designer Heidi Currie regularly employs STAEDTLER fineliners and pigment liners in her bullet

journaling. “I like the variety of thicknesses, being able to choose the best width for my particular project,” she says. “The colors are quite vivid, so everything I use them for stands out instead of sinking dully into the page. I also love being able to layer the different shades to create depth and shading. My very favorite thing about this line is that that the pens are water soluble. This has completely changed the way I think about using pens and markers in my bullet journal!”





Currie's bullet journaling shows the variety of uses for the triplus line of art pens. The subtle shading of the triplus fineliner is on display in Sarnat's *Elegant Elephants* adult coloring book, available through Dover Press, ©2015 Marjorie Sarnat. Below—Sarnat also uses the triplus line in her fine art collages.

STAEDTLER prides itself on being responsive to the needs of the writing and artist community—no small feat for an international conglomerate. Cooper says, “Expect line extensions of our successful markers and triangular colored pencils in late 2017/early 2018. We also have extended our range with a tin of value-added high-count colored pencils.”

At the STAEDTLER website, the company offers Online Mandalas (<https://www.staedtler.com/en/mandala-creator/>), an interactive platform that allows users to create their own mandalas or print mandalas created by professional artists. Its creative system bundles allow users to upload their artistic creations with ease. At <https://www.staedtler.us/en/inspirations>, the company offers interactive and inspirational activities for teens (online games and image downloads) and calligraphers (handwriting analyses, tutorials, and FAQs).

With the triplus fineliner, STAEDTLER challenges the analog tool community to reconsider what a fine writer really is. Yes, STAEDTLER's fine writing instruments employ nibs, filling systems, and finishes that define the luxury of writing. But its art pens are something special, too, proving that there is no price on creativity. For professionals like Basford, Currie, and Sarnat, to the youthful explorers, to the ambitious amateur, STAEDTLER's triplus fineliners are, in fact, a triple threat.

Visit staedtler.com or staedtler.us.

Visit Marjorie Sarnat at her website, marjoriesarnat.com.

Heidi Currie blogs at paperandinkco.com. Johanna Basford's website is johannabasford.com. For more information on Bullet Journaling, see the June issue of PW (p. 30) or visit bulletjournal.com.

