

NEWS RELEASE

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FOR IMMEDIATE RELEASE

### Faber, Inc. Announces New Product: the Pencil

Henderson, TN (April 7, 2021)—

Eberhard Faber of Faber, Inc. announces the completion of his company's latest product: the #2 pencil. The pencil is a semi-permanent wooden writing instrument that claims to be more sustainable than other utensils on the market. The company plans to officially unveil this project at Scholastic Book Fairs nationwide this fall.

The pencil is unique in that it uses graphite powder to produce its writing capabilities. The graphite transfers onto paper as gray in color, but Faber, Inc. is working to make various color options available in the future. Faber, Inc. encases the graphite powder in a yellow-painted wood barrel to reduce mess and increase the product's lifespan. Long and cylindrical, the pencil comes to a sharpened point at one end, and an eraser is provided on the other.

Since the pencil is made of mostly wood, it is recyclable, which makes it more environmentally friendly than the plastic pen. Thanks to the casing around the graphite, the pencil is also less messy and has a longer lifespan than charcoal sticks. Better yet, the pencil is erasable, so users can easily correct errors in writing.

"The pencil is absolutely the best and most effective writing instrument on the market. I am proud that my company's name is attached to this new invention," says Eberhard Faber, founder and president of Faber, Inc.

This product can be used by students and professionals alike. Writing is often used in everyday life, so anyone with a need for record-keeping can benefit from a product such as the pencil.

Faber, Inc. produces the pencil in factories through an automated, mechanical process. The wooden casings are molded, sanded, and painted. The graphite powder mixture is then poured into the casings and cured. The graphite is given a #2 rating in hardness, which provides the product's full name of the #2 pencil. Once cured, the pencils are sharpened, and an eraser is attached to the end via a metal binder.

Faber, Inc. packages pencils in a number of quantities. Packs of 12, 24, and 36 units are most common. The unit price per pencil is approximately 5 cents.

Faber, Inc. was founded in 1861 by Eberhard Faber in Nuremberg, Germany. Its headquarters relocated to New York City, New York, in 1922. The company specializes in the production of various writing utensils and office supplies. Questions and concerns regarding the company can be emailed to [eberhard@eberhardfaber.com](mailto:eberhard@eberhardfaber.com). Learn more at [eberhardfaber.com](http://eberhardfaber.com).

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