

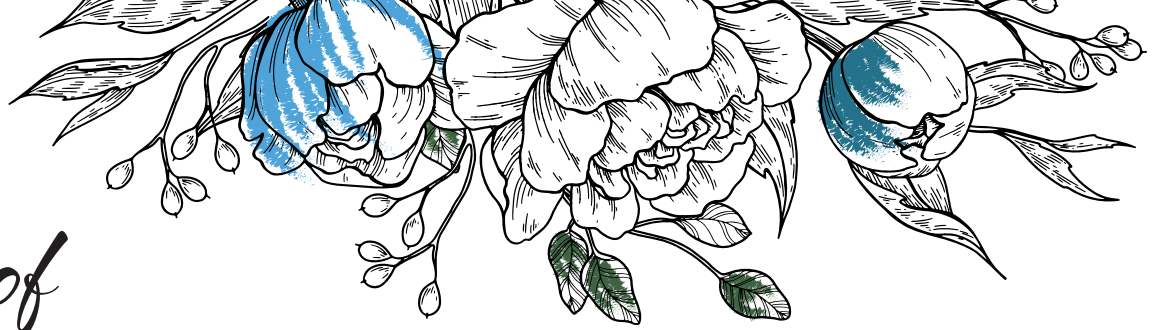
# how will you leave **YOUR MARK?**

## **DOES IT TAKE YOU BACK?** *That old faithful No. 2, the staple of every classroom.*



The pencil is a timeless tool, but its allure frankly feels a little dull these days. Handcraft is on the decline. Still, the right pencil in the right hand remains a potent force—and a palpable joy.

With a few strokes, you can create new worlds. Blur sharp edges. Even erase and start over. Pencils offer distinct benefits and often serve distinct purposes as well...



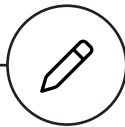
# the power of PENCIL

What's so singular and appealing about pencils, anyway?  
And how can they help us remember vital truths?

A pencil, especially one with an eraser, is **inherently forgiving**—something we all need amid life's messiness and change.

It also requires **regular sharpening**, the dull edges shaved off, so we can hone our ideas and execute expertly.

A pencil also requires the **right grasp**, enough firmness to guide the trajectory—but not so much pressure that it leaves harsh indentions.



**In 2024, we encourage you to lose yourself in expression & creation:**

- Sketch freely, without self-judgement
- Jot down thoughts, emotions and inspirations
- Map out solutions to the challenges in the world around you
- Hone new business or project ideas
- Mark up a wall for a home improvement project
- Color—childlike—to your heart's content, in this booklet and elsewhere







# *the right pencil for the* **RIGHT PURPOSE**

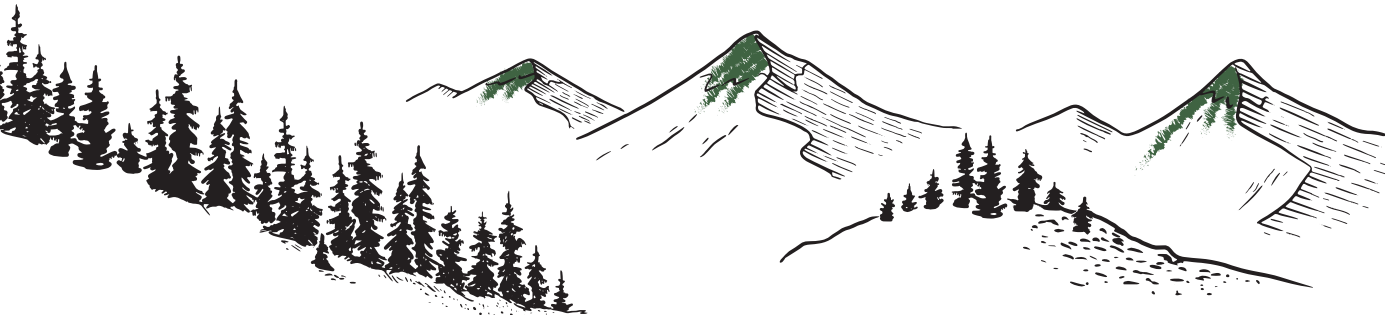
To make it easy, we've provided pencils designed for a range of purposes—from the practical to the creative. While pencils may seem ordinary, devotees know there's a world of difference between them and use specialized pencils for specialized tasks.

In addition to the classic No. 2, we've selected several of our favorites for you to explore & enjoy, along with details about each pencil's history and purpose. And because even the best pencil can become blunted, we've included a sharpener to keep your ideas razor-crisp throughout the year!



## **Blackwing 602**

Beloved by illustrators and writers—including John Steinbeck—this prized pencil allows creators to work with “half the pressure, twice the speed.” Its iconic rectangular eraser is extendable and replaceable, making the Blackwing 602 especially valuable for rapidly evolving thoughts and designs. The Blackwing 602 reminds us to produce and pivot quickly—without needlessly straining ourselves in the process.





## Palomino HB

The vibrant Palomino HB handily serves multiple functions, transitioning seamlessly between writing and drawing tasks. With a golden ferrule, glossy exterior, and fragrant incense cedar, the versatile Palomino provides a beautiful sensory experience while reminding us to remain agile in work and in life. It also holds its point nicely, to leave a distinct and lasting impression.



## Koh-I-Noor TOISON D'OR Graphite

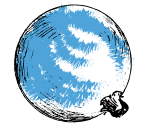
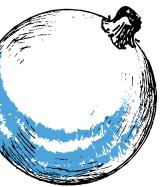
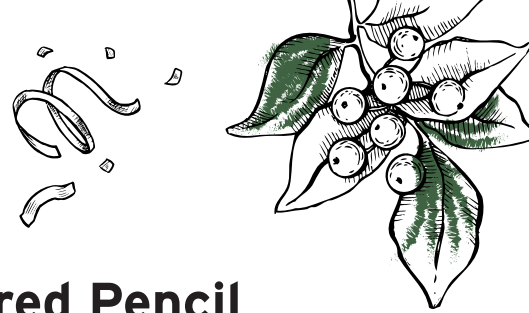
This professional-grade art pencil is crafted from Hardtmuth® graphite. Well suited for technical drawing as well as fine art, this Toison D'Or pencil creates rich, glossy lines. Queen Victoria recognized the pencil's fine quality and designated the name—inspired by her famous Koh-i-Noor diamond, which means “Mountain of Light” in Persian. In your hand, may it remind you to be a force of light to help someone out of darkness.

## Faber-Castell Grip 2001 Pencil

Create in comfort for hours with your Faber-Castell Grip 2001. This award-winning pencil's ergonomic triangular shape and patented soft grip allow for writing in long stretches, without hand fatigue or roll-away writing materials. Finely ground graphite ensures a smooth, luxe finish. The Faber-Castell makes it easy to make your mark, all without ever losing your grip!

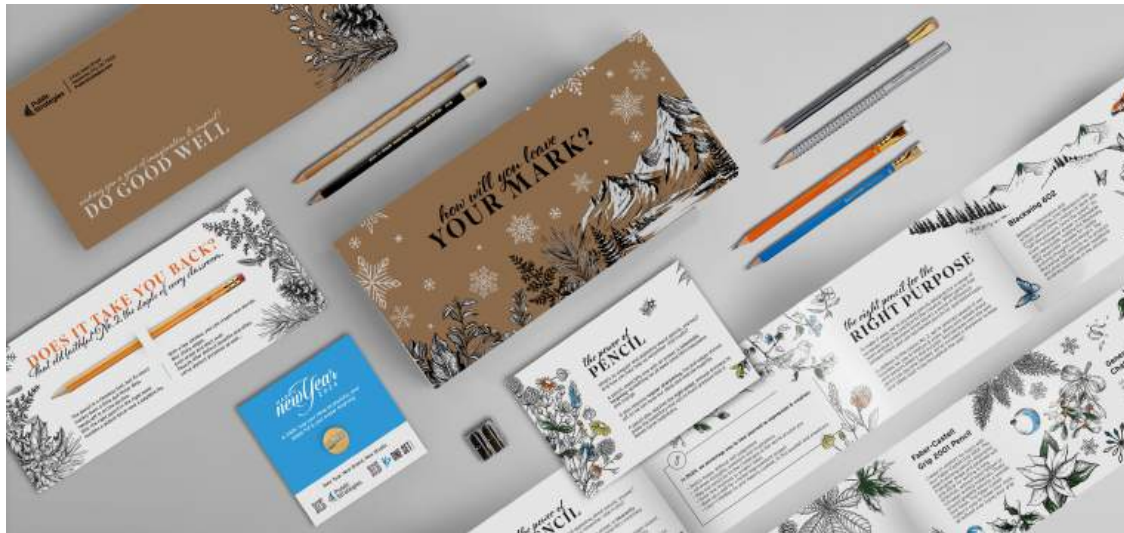






# General's Pastel Chalk Colored Pencil

Life isn't meant to be experienced entirely in shades of gray. So, we've thrown in a colored pencil to inspire your inner child. Enjoy your new General's® Multi-Pastel® Chalk Pencil—with its pigment-rich, easy to blend formula—while coloring in this booklet and on other surfaces throughout all the seasons of 2024!



**New Year. New Brand. New Studio.**



HAPPY  
*new Year*  
2024

In 2024, may your ideas be plentiful, your pages full & your eraser forgiving!