

 Made in Germany

Schneider 

Write
Create
Promote



reused. refined. re:carpet.

From carpet to pen.

When the lights go out, the red carpet at events usually ends up in the trash. But not with us! Together with Polyperformer, we're turning it into brand-new promotional writing instruments.

Make it **matter**

A joyful reunion

From red carpets to countless plastic cups - events inevitably generate a lot of waste. But within that plastic waste lies valuable raw material. That's exactly what the innovative start-up Polyperformer uses to create new products. In collaboration with company founder Vanessa Vanini, we're making a statement for a circular economy and strong environmental awareness: the red carpet, where stars once walked, continues its story with our exclusive re:carpet collection



Turn waste into wonder:
Vanessa Vanini, the visionary
mind behind Polyperformer.



Elegant and stylish



The Slider Edge XB re:carpet ballpoint pen makes an impression not only because of its extra-wide line width. Thanks to its Viscoglide® technology, it delivers an exceptionally smooth, gliding writing experience, effortlessly flowing across the page.

Slider Edge XB re:carpet

*Pen body made of 83% recycled plastic (recycled event carpets and other recycled plastics).



Bright and fade-resistant



The Shine-Up re:carpet highlighter puts the spotlight on what matters in four brilliantly vibrant colours. With two line widths, a sleek design, and an ergonomic shape, it's an absolute must-have for writing and highlighting.

Shine-Up re:carpet

*Pen body made of 60% recycled plastic (recycled event carpets and other recycled plastics) and 25% bio-based plastic.



Sustainable statement pieces

Exceptional materials meet unique design.

Click and wow!

The Pen Configurator allows you to design writing instruments interactively and to your own specifications. Countless options for colours, materials, and finishes give your creativity plenty of room to shine. Here's how it works: simply choose your desired model and customise it to your heart's content.



Try out the
Pen-Configurator



Former event carpets are transformed into clean secondary raw material in the form of granules.

A successful comeback

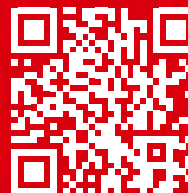
Here, the red carpet isn't rolled out - it's rolled back in! Instead of being discarded after just one use, it gets a second life. First, the carpet is professionally removed on site. It is important that the material is of a single type, as most carpets are made of polypropylene. Back at Polyperformer in Baden-Württemberg, the textile fabric goes into a shredder, where it's chopped into tiny pieces. The material is then heated in an extruder and molded into granules. This granulate becomes the raw material for crafting new casings for writing instruments at our factory in the Black Forest.

Brand quality made in Germany

The 'Made in Germany' label is synonymous worldwide with the highest quality, reliability, and precision. To continuously monitor and improve our manufacturing processes - and ensure the exceptional quality of our products - we design and produce almost exclusively in Germany: in Tennenbronn in the Black Forest and Wernigerode in the Harz Mountains. By managing the entire value chain locally, we can guarantee 100% compliance with our stringent ecological and social standards.



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