

CARAN D'ACHE

Genève



**Embracing the Future:
Caran d'Ache Digital Journey**

AGENDA



Caran d'Ache,
A 100-year old
family-owned
company



Caran d'Ache,
A Love Brand



Our
Digital
Transformation



1

A 100-year old
family-owned company

Rainbow is our favorite colour, what's yours?



PASSION & EMOTION SINCE 1915

- Over 100 years of existence
- A family-owned company
- Fourth generation
- 100% of production in Geneva



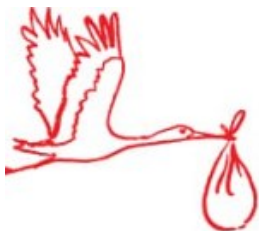
карандаш

Caran d'Ache means "pencil" in Russian



1915

Foundation of the "Fabrique Genevoise de Crayons" i.e. Genevan Pencils Manufacture



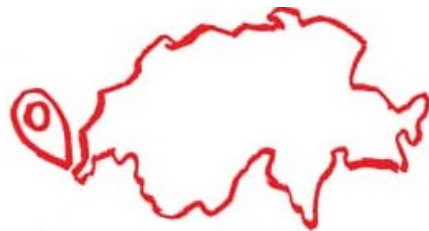
1924

Arnold Schweizer renamed the manufacture "Caran d'Ache"



1931

Prismalo™
Invention of the first watersoluble colour pencil



All our products are designed and manufactured in Geneva



1969

849™ ballpoint pen
A star is born



The production of a pencil requires 35 steps and 50 hours of production.



2001

Modernista Diamond
The most expensive pen in the world



2008

Luminance 6901™
Creation of the most lightfast colour pencil even made



2028

Increase the share of Swiss wood in our production



A daily production of pencils covers a Geneva – Rome distance.

ICONIC INVENTIONS



Fixpencil™

*1929
Invention of the first
mechanical pencil*



PrismaLo™

*1931
Invention of the first
watersoluble colour pencil*



Neocolor™ I

*1952
Creation of the first
wax pastel*



849™

*1969
The iconic
Caran d'Ache ballpoint pen*



Luminance 6901™

*2008
Creation of the most
lightfast colour pencil
ever made*



2-IN-1 FUNCTION
PERMANENT OR WATERSOLUBLE



MULTI-USE & MULTI-SURFACE
APPLICATIONS



HIGH COVERAGE
& LIGHTFAST



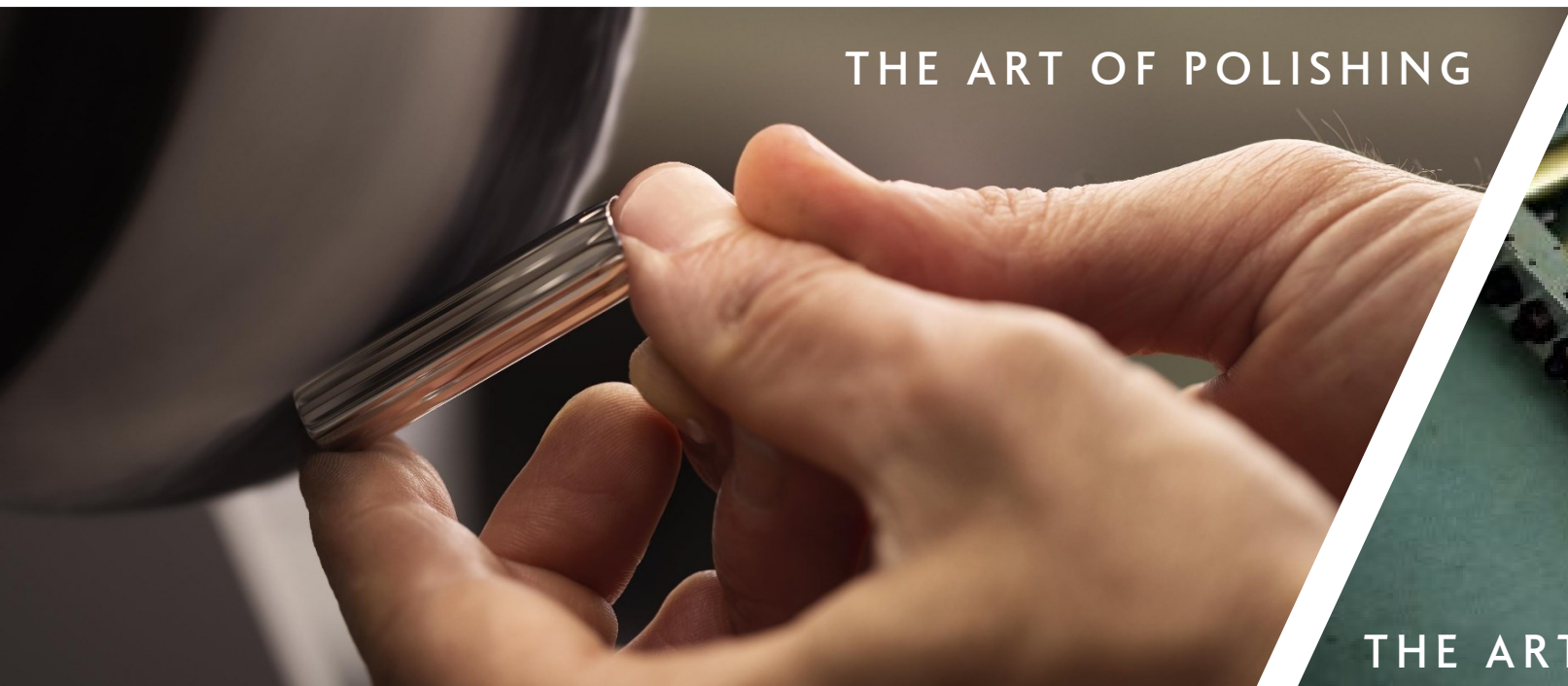
THE FINEST PIGMENTS
& COLOURS



THE ART OF LACQUERING



THE ART OF GUILLOCHÉ



THE ART OF POLISHING



THE ART OF CHINESE LACQUERING

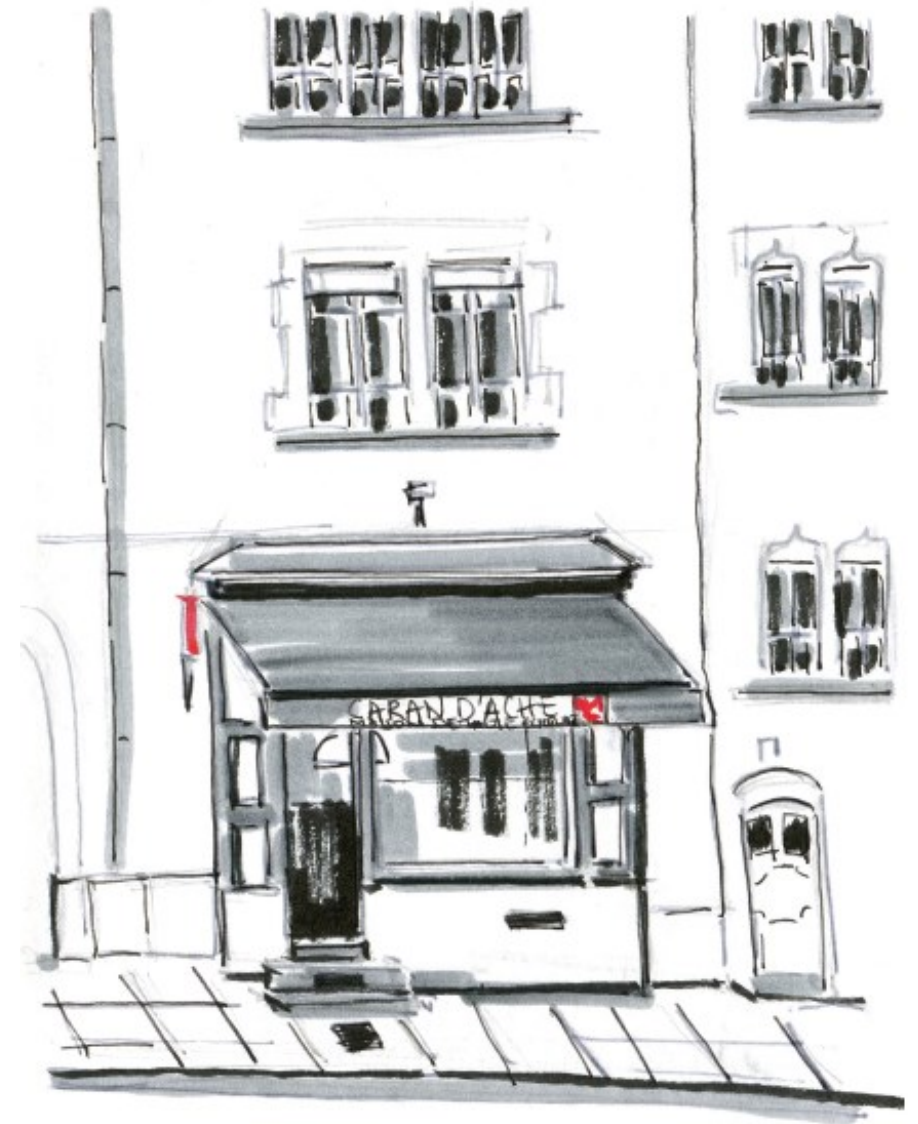
GLOBAL PRESENCE

- ◊ Branded retail boutiques
- ◊ eCommerce platform
- ◊ Home country Switzerland
- ◊ Subsidiaries in Germany, France, Japan
- ◊ Top international markets

Partnering with a qualitative network of :

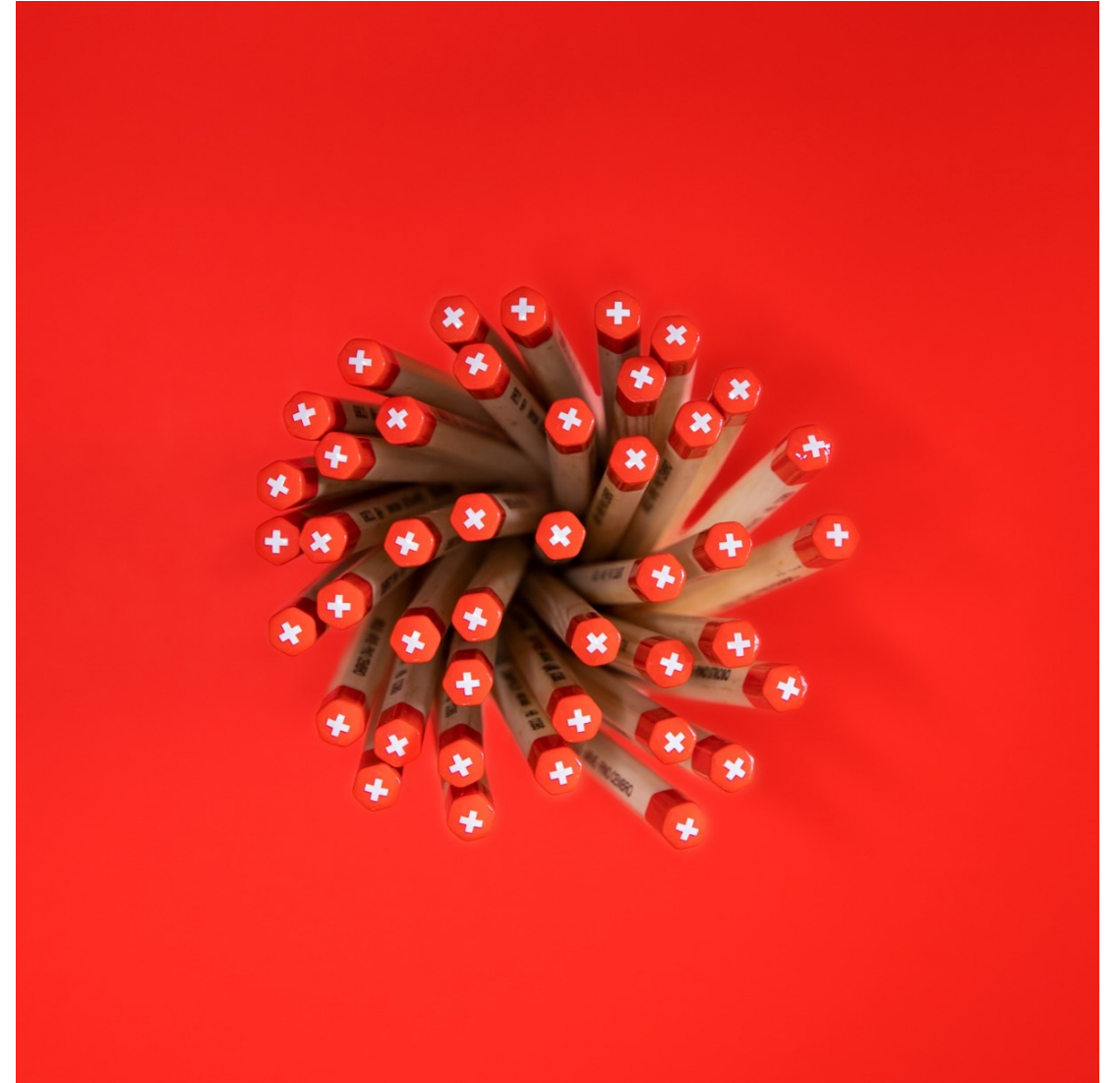
Online and offline resellers (including department stores, hobby, stationery, bookstore chains, independent fine arts & fine writing specialists)

& Corporate / Promotional gifting clients



OUR SWISS MADE DNA

- 📍 Icon of Swiss Made
- 📍 Excellence in Swiss craftsmanship
- 📍 100% Geneva manufacturing
- 📍 Local sourcing
- 📍 Use of Swiss wood
- 📍 Fountain pen nibs individually tested by hand
- 📍 Compliance with international standards (ISO 9001 and 14001)



A SUSTAINABLE MAISON



“From the very outset, Caran d’Ache has placed the respect of each and every human being and the protection of the environment at the very heart of its commitments.”

Carole Hubscher
President of Caran d’Ache

SOCIAL RESPONSIBILITY ACTIONS

1. Promote integration and health
2. Develop apprenticeships & partnerships with universities
3. Support communities, associations and NGOs
4. Develop aids for creation and education





SUSTAINABLE MANUFACTURING

1. Reduce and optimize waste processing
2. Reduce water consumption and the use of chemical products (solvents, cleaning products, cryogenics)
3. Use wood briquettes to reduce heating oil & CO₂
4. 800 sqm of solar panels



SUSTAINABLE PRODUCT DEVELOPMENT

1. Prioritize locally sourced goods
2. Prioritize eco-design & up-cycling
3. Increase the use of Swiss wood in our production
4. Conduct life cycle analysis of our products

NEW GOALS TO GO EVEN FURTHER

New manufacturing facility and HQ – 2027

Remaining within the canton of Geneva, in Bernex

Renewable energies

Enhanced public transportation



OUR MISSION

To design and manufacture long-lasting drawing and writing instruments at our workshops in Geneva that are the perfect companions for people of all generations to express their creativity and personality freely and authentically, while creating inspiring experiences, emotional encounters and shared moments.

OUR VISION

To be internationally renowned for the drawing and writing instruments and experience we offer. To set ourselves apart with our 'Swiss Made' label, our bold style and our commitment to sustainable development.

OUR VALUES

Nurturing excellence
Sharing passion
Daring to be original
Embodying responsibility





2

A LOVE BRAND

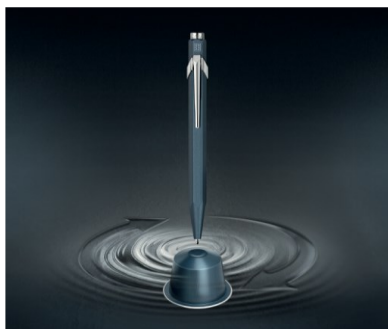


COLLABORATIONS & PARTNERSHIPS

Inspirational partnerships to celebrate shared values

Caran d'Ache gives free reign to artists and creative brands to design and create outstanding limited editions in line with the innovative and colorful spirit of Caran d'Ache. More than a partnership, we love to combine joined expertise to create meaningful and beautiful new products. Emotion, heritage, authenticity and uniqueness are the core elements that thrive every single co-branding project.

CARAN D'ACHE + NESPRESSO



CARAN D'ACHE +
NESPRESSO
Edition I



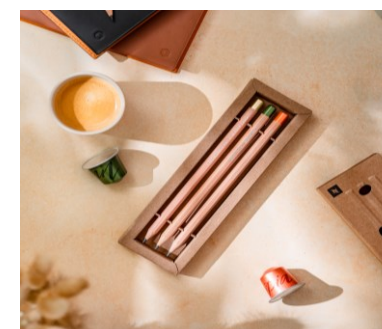
CARAN D'ACHE +
NESPRESSO
Edition II



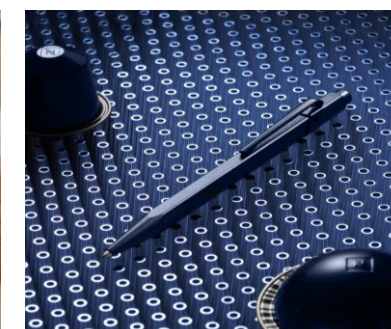
CARAN D'ACHE +
NESPRESSO
Edition III



CARAN D'ACHE +
NESPRESSO
Edition IV



CARAN D'ACHE +
NESPRESSO
Edition V



CARAN D'ACHE +
NESPRESSO
Edition VI

6 EDITIONS

INNOVATION

RECYCLING

SWISSNESS

CARAN D'ACHE

Genève

+

NESPRESSO®



PROMOTING TALENTS & AMBASSADORS

Supporting creativity to reveal the next generation of talents

Caran d'Ache is proud to support the next generations of creative talents with several partnerships with art and design schools while giving the opportunity to young artists to exhibit their innovative creative concepts in Caran d'Ache boutique atelier and engage with the Caran d'Ache community digitally.

CARAN D'ACHE + BEYA REBAÏ®



SWIPE UP
TO ENTER THE
RAINBOW
...



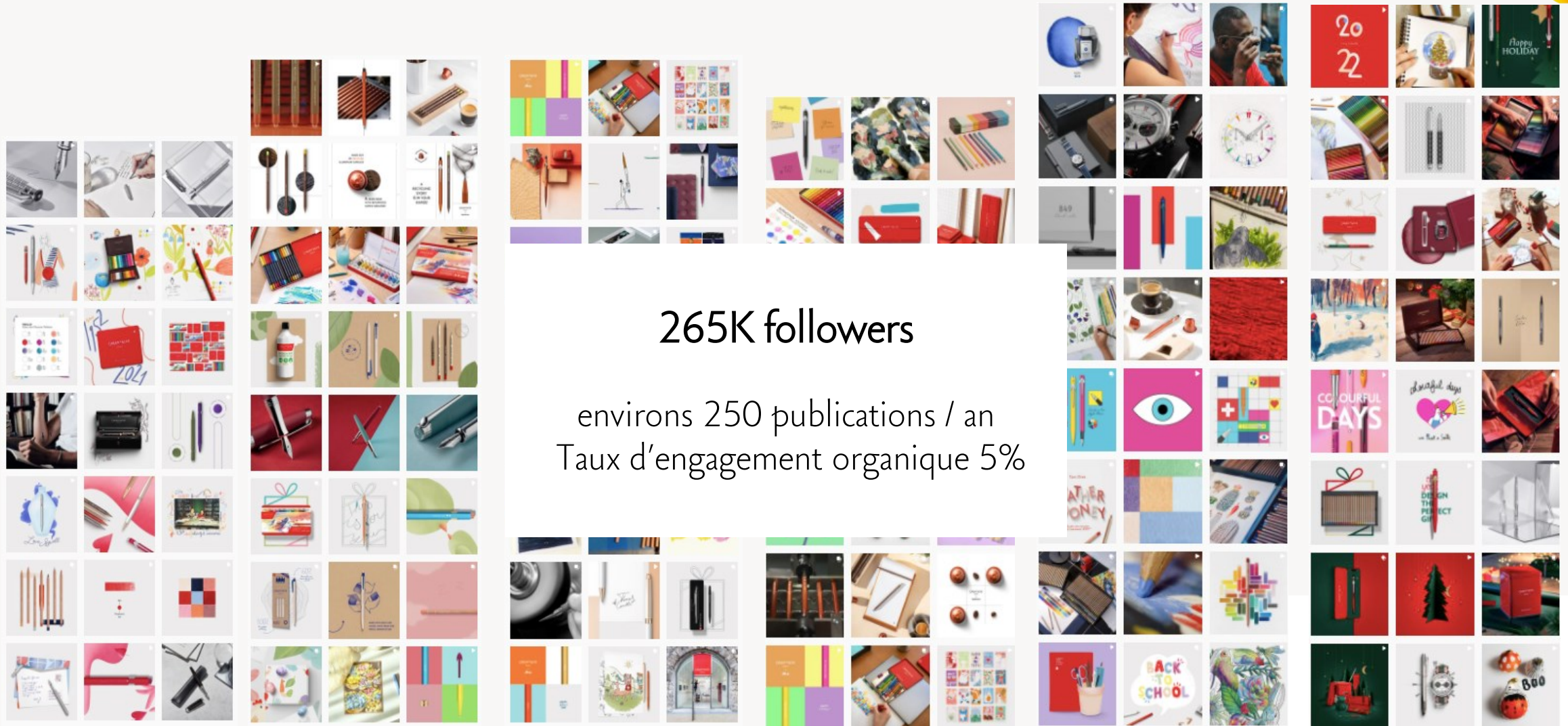
A PASSIONATE DIGITAL COMMUNITY

Caran d'Ache, an analog & digital love brand

Promoting creativity, making fine art fun and accessible, encourage people to dare, dream and write... It is Caran d'Ache's commitment to support creativity across all generations, to share and engage with its passionate community of artists, hobbyists, stationery aficionados, designers and collectors.

Our growing community on social media (Instagram, Facebook, YouTube, TikTok) is inspiring us everyday to develop more contents, tutorials and stories while engaging more deeply with this incredible and passionate community to create outstanding products and services.

CARAN D'ACHE, UNE "LOVE BRAND"



265K followers

environ 250 publications / an
Taux d'engagement organique 5%



3

**OUR DIGITAL
TRANSFORMATION**

KEY TRENDS ON DIGITALIZATION



Increased
E-COMMERCE



Growing Number
of SOCIAL MEDIA
Users



Remote work and
VIRTUAL meetings



Online
EDUCATION

+ ACCELERATION OF TECHNOLOGY TRANSFORMATION

KEY OTHER TRENDS IN CONSIDERATION



TAKE THE PRESSURE OFF IN AN ON-GOING POLYCRISIS

> *Offer a sense of calm, escapism and pleasure*



BUILD CONNECTIONS AND COMMUNITIES

> *Make the world feel smaller, friendlier and more authentic*



OFFER QUALITY OVER QUANTITY

> *Be authentic and original*

AT THE HEART OF OUR STRATEGY EVOLUTION

Develop the Caran d'Ache **brand, products, and services**, among our target audiences (artists and hobbyists, millennials and collectors, parents and teachers, corporations) in the **Swiss and key international markets**, within the **Writing, Fine Arts and Gifting** categories, via impactful, qualitative and long-lasting presence in **meaningful** Retail & Online destinations, in close collaboration with our commercial partners.

1 SALES STRATEGY

Strengthening our
BRANDED RETAIL channel:

2 COMMUNICATION STRATEGY

Building Caran d'Ache into a true
LOVE BRAND

3 PORTFOLIO STRATEGY

Expanding from 2 to 4 BUSINESS UNITS

- Fine Arts
- Writing (Everyday / Premium / Luxury)
- Related Products (Accessories & Edition)
- **Services**
(Customization / Creative Class / After-sales + Experience Center)

1- IN OUR SALES STRATEGY : creation of our BRANDED (R)ETAIL channel

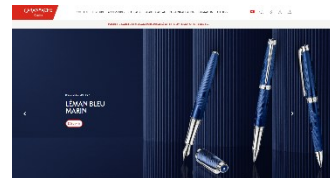
OUR OWN NETWORK OF CARAN D'ACHE STORES AND e-STORE



- 1ST BOUTIQUE OPENED IN 2010

- 6 BRANDED STORES

GENEVA – ZURICH – BERLIN – TOKYO – SEOUL

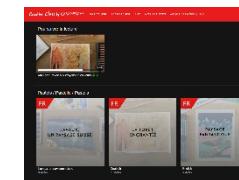


- LAUNCH OF www.carandache.com

- IN 2013

- 10 COUNTRIES

- 5 LANGUAGES



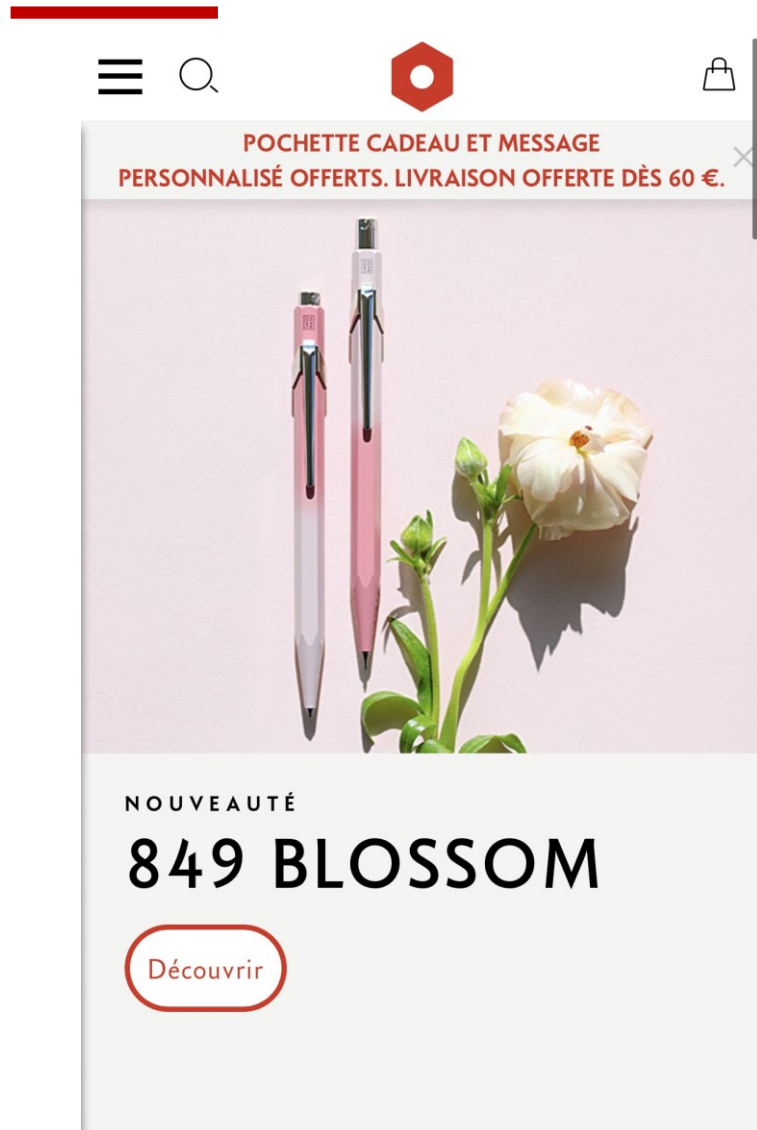
- LAUNCH OF www.creativeclass.carandache.com

- IN 2023


- WORLDWIDE

- 3 LANGUAGES

Acceleration of our direct online sales – carandache.com

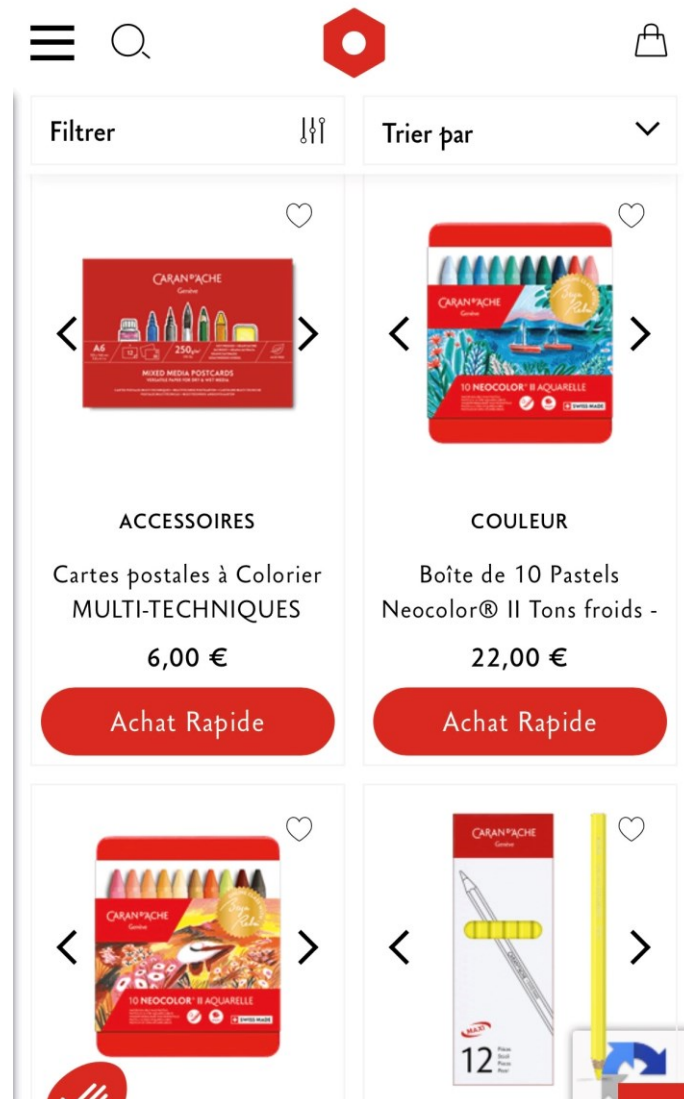


POCHETTE CADEAU ET MESSAGE
PERSONNALISÉ OFFERTS. LIVRAISON OFFERTE DÈS 60 €.




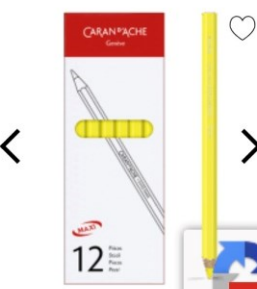


NOUVEAUTÉ
849 BLOSSOM

Découvrir



Filtrer Trier par

 <p>ACCESSOIRES Cartes postales à Colorier MULTI-TECHNIQUES 6,00 €</p> <p>Achat Rapide</p>	 <p>COULEUR Boîte de 10 Pastels Neocolor® II Tons froids - 22,00 €</p> <p>Achat Rapide</p>
	



NOS ARTISTES

« ENTRE LES LIGNES » UNE EXPOSITION DE JP KALONJI

Pendant quatre semaine, l'Espace Créatif Caran d'Ache est devenu le terrain de jeu de l'artiste JP Kalonji

Découvrir



Acceleration of our direct online sales – carandache.com

PARTNERING WITH THE BEST-IN-CLASS EXTERNAL PARTNERS TO BOOST EACH KEY BUSINESS ACCELERATOR



- BOOSTING SEO
- BOOSTING SOCIAL MEDIA
- OPTIMIZING PAID CAMPAIGNS

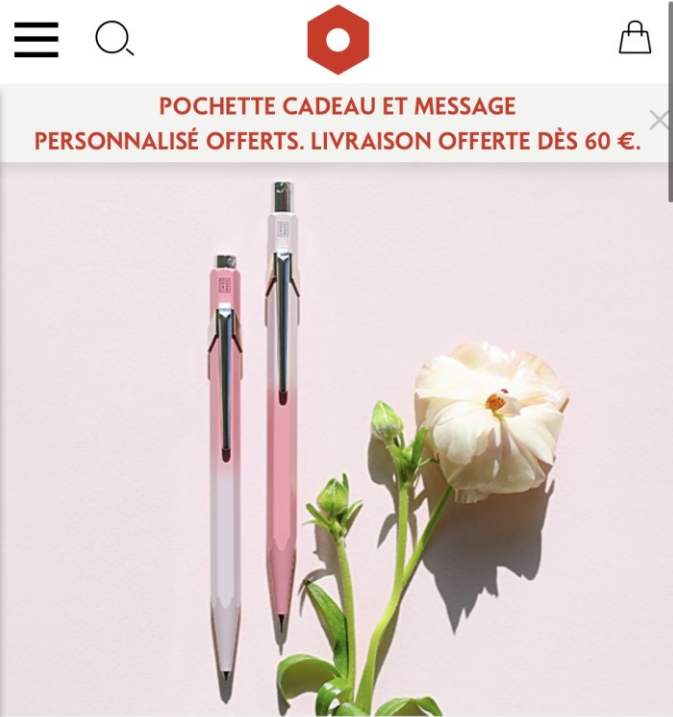


- BUILDING STRONG DIGITAL EXPERIENCE ANALYTICS
- UNDERSTANDING & IMPLEMENTING EVOLUTIONS TO GROW



- ACTING ON OUR PORTFOLIO
- PERSONNALISATION



Acceleration of our direct online sales – carandache.com


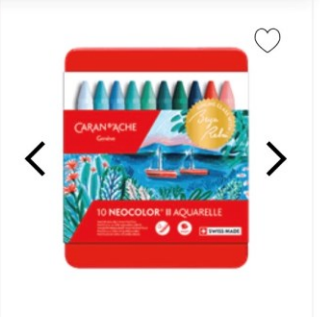




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[Découvrir](#)

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[Découvrir](#)



2 – IN OUR COMMUNICATION STRATEGY : growing our Artists community

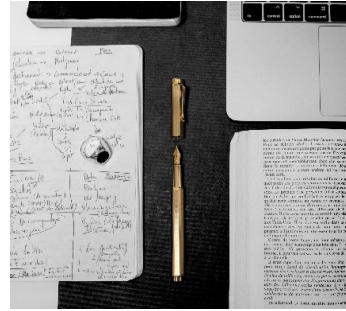
JULIE THOMAS



DIEGO KOI



JON MONNARD



STEFFI BROCOLI



RYLSEE



ANNELIES DRAWS



CARAN D'ACHE
Genève

NINA COSFORD



JP KALONJI



BEYA REBAI

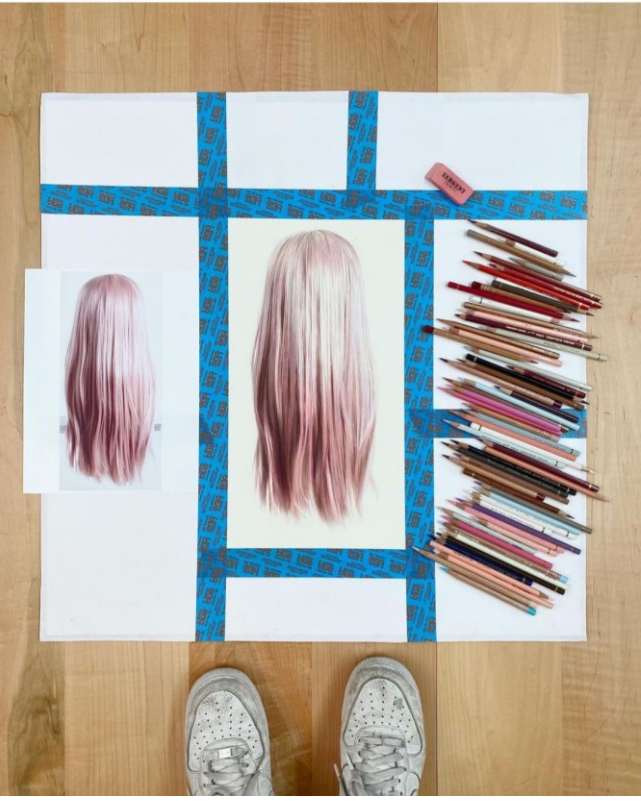


RUBEN BELLOSO

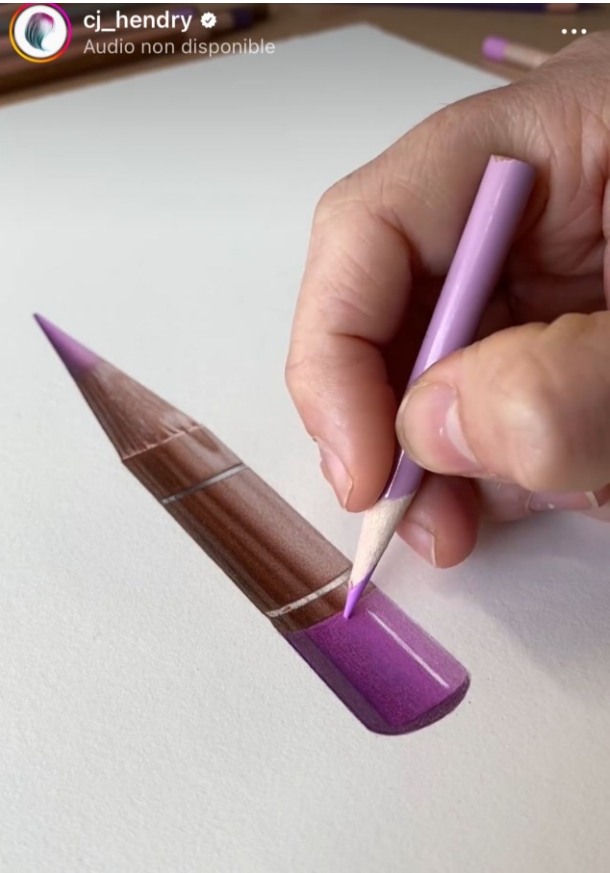


Who organically relay their work on their digital networks

cj_hendry Brooklyn



cj_hendry Audio non disponible



draketheartist



eliseenjalbert Paris 19 Eme



Supported offline – through our Espace Créatif Caran d’Ache @ Plateforme 10 (Lausanne)

EXPRESSION

CREATIVITY



RESIDENCY



**CREATIVE
SPACE**

CARAN D'ACHE
Genève


2- IN OUR COMMUNICATION STRATEGY - fostering Interactions among our consumer community

Authentic content
A community


VIDEO POSTED ON OUR
TIK TOK ACCOUNT
@CARANDACHE
24.3 M VIEWS




2- IN OUR COMMUNICATION STRATEGY – building Caran d’Ache as a LOVE BRAND

 **queeniewoods.books** Of all the pencils of which are soluble Caran D'ache are the ones that make my heart malleable ❤️👍
❤️👍👍👍👍👍👍👍


2 sem 1 J'aime Répondre Voir la traduction

 **gihan.zohdy** These coloured pencils are an artist's dream.


2 sem 1 J'aime Répondre Voir la traduction

 **fossati.n** Cela fait des décennies qu'aucune de mes journées ne se déroule sans l'usage de votre matériel. Que du bonheur, merci!


2 sem 5 J'aime Répondre

 **rethaholtzhausen** I love it, I love it! I wish it was mine!!

2 sem 3 J'aime Répondre Voir la traduction ...

 **linc_art** I love, love love your products. So very good.

2 sem 3 J'aime Répondre Voir la traduction

 **marypirnie** Gorgeous pencils, lovely color palette! ❤️

2 sem 1 J'aime Répondre Voir la traduction



 **bloominary.art** • [Suivre](#) ...

 **bloominary.art** This is my latest finished artwork! This is the beautiful flower 'leucadendron discolour'! Pencil on paper 14"x19".

So proud of how this turned out. It challenged my observational skills, attention to detail, technique and there was a bit of problem solving along the way!

Now on to the somehow extremely satisfying task of putting all my pencils away in their correct order 😊

#colouredpencil #colouredpencils #colouredpencilart #colouredpencildrawing #coloredpencils #coloredpencilart #coloredpencildrawing

❤️ 💬 📍 📌

51 J'aime

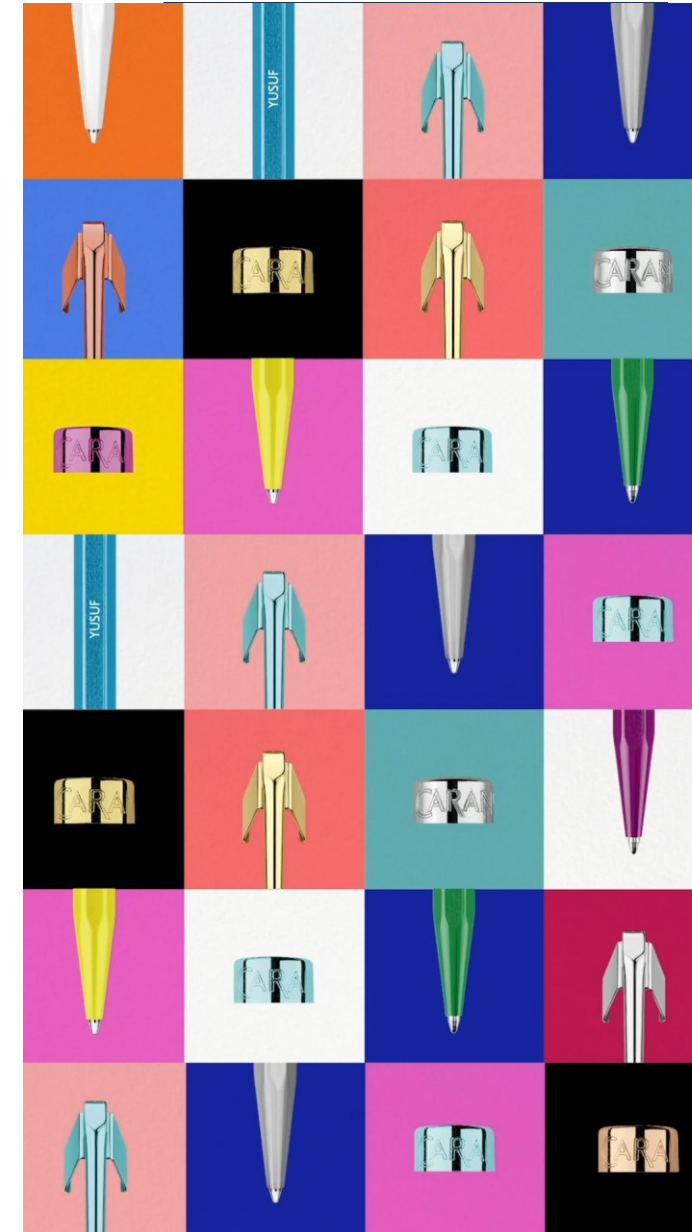
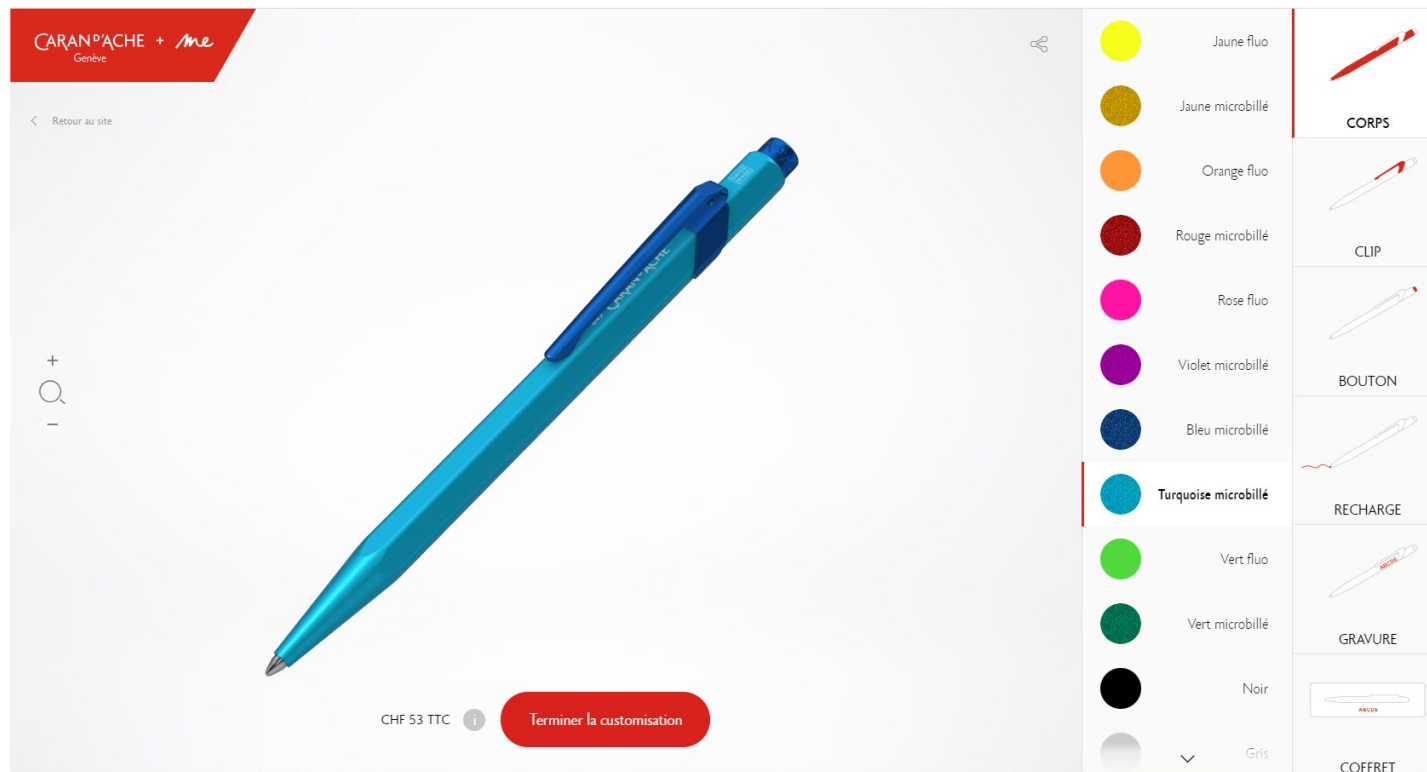
DÉCEMBRE 15, 2022

😊 Ajouter un commentaire... [Publier](#)

3 – IN OUR PORTFOLIO STRATEGY : introduction of the PERSONNALISATION

CARAN^D'ACHE + *me*
Genève

supported by our online configurator



3 – IN OUR PORTFOLIO STRATEGY: introduction of our ONLINE CLASSES



Educational Team



In-Store Creative Workshops



Online Classes Platform

Facilitating our Products trial and usage through a dedicated platform

Creative Class
by CARAN D'ACHE

www.creativeclass.carandache.com



New Virtual Product : Online Classes Platform

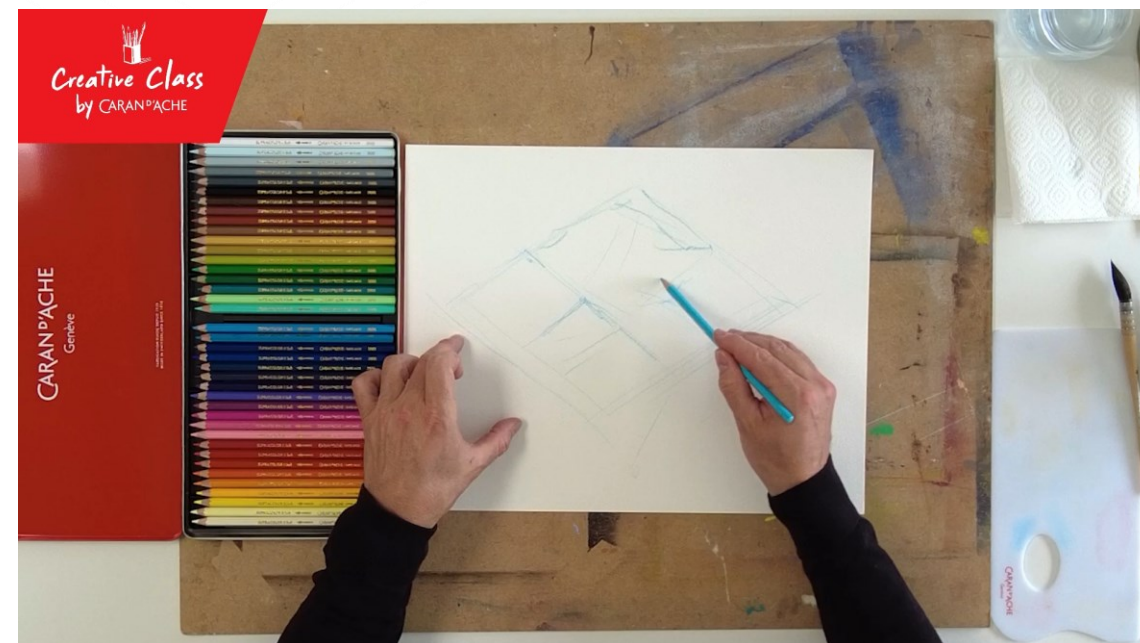
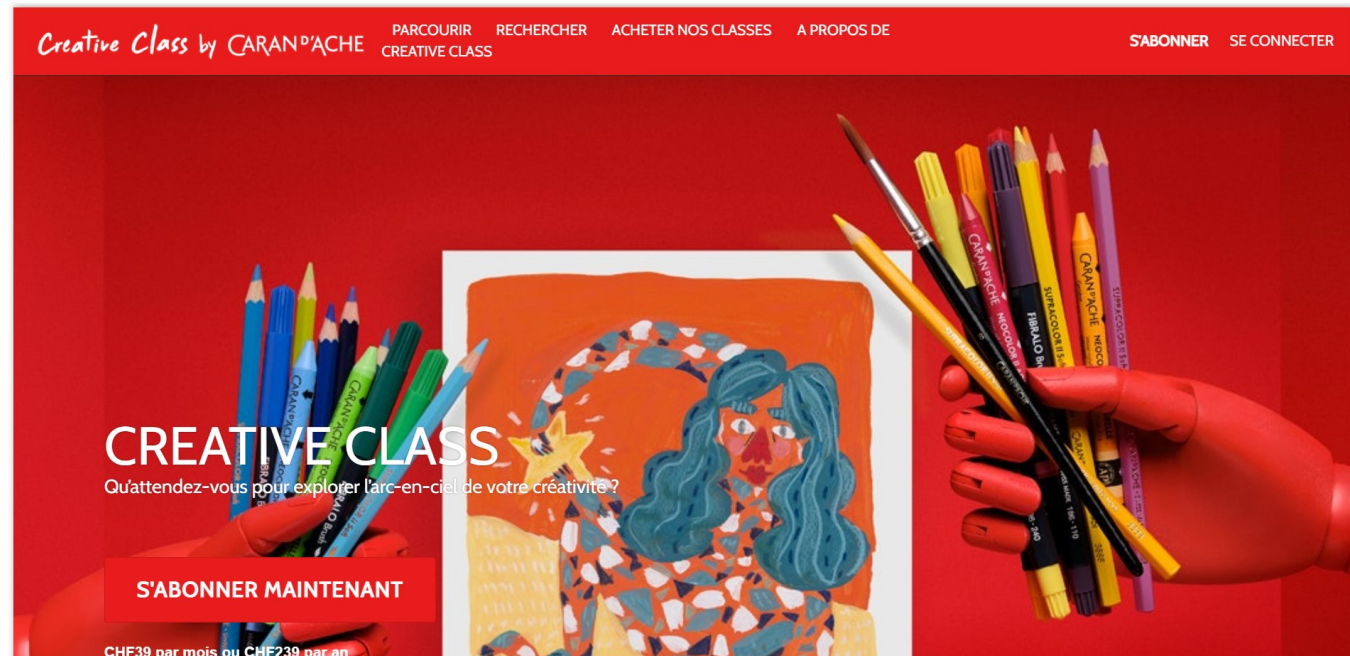
- single / multiple video packs / monthly - annual memberships
- integrated into the portfolio managed by our Marketing & Communication teams

Service: Product non-manufactured in our Factory

- not managed by our Industrial teams
- video development managed by a dedicated team within our Communication/Digital department with external partners Marketing & Communication team (from Artists sourcing to video production)

Platform Management: Online Classes Platform

- jointly managed by our eCommerce & IT teams
- with dedicated external partner



CARAN D'ACHE

Genève



Thank you!