PEANUTS







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REGIONAL
MARKETING
CAMPAIGNS
SUPPORTING
GLOBAL
INITIATIVES



PEANUTS® HAS 78% BRAND AWARENESS WITH KIDS AND 91% WITH ADULTS

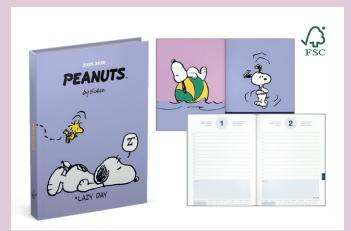


BEST-LOVED COMIC STRIP IN HISTORY

PEANUTS®
HAS A
SIGNIFICANT
PRESENCE
IN FASHION

FSC®
CERTIFIED
PAPER
PRODUCTS





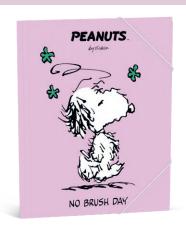
1. SCHOOL DIARY INTERNATIONAL

559920 | Size: 125 x 175 mm 1 day/page, 11 languages*, standard interior, 16 personalised full colour illustrations Features: glossy lamination



2. RING BINDER A4

2R: **559944** | 4R: **559937** | 23R: **559951** Features: spine 4,5 cm, glossy lamination



3. ELASTIC FILE A4

559968

Features: glossy lamination



4. SCHOOL LABELS

559982

Features: set of 16 labels



5. BOOK WRAPPING PAPER

559975

Size: 100 x 70 cm Features: 2 sheets





6. BACKPACK 43CM

559999 | 23 L Features: polyester, screen printing, knotted cord zipper pullers



7. SCHOOL BAG 38CM

560018 | 19 L Features: polyester, screen printing, knotted cord zipper puller



8. PEN CASE ROUND

560001 | Size: 23 cm Features: polyester, screen printing, knotted cord zipper puller

NOTES

Clean air, clear waters, healthy children. Wild fauna and flora to lift our spirits.

What was once self-evident, is no longer. We are all in need of a sustainable way of life.

But this also holds opportunities. It's a chance to search for new, fresh ways of doing business.

For this reason, we created a sustainability panel', and defined it up to 3 main goals:

- 1. We want to be climate neutral on/before 2030 by reducing or compensating our carbon emissions.
- 2. We want to inform, motivate, and inspire the people around us.
- 3. We want to be a pioneer in sustainable development and distribution.

Paper is one of the few truly sustainable materials. The most thorough approach to having the lowest impact, is to take into consideration every stage in the paper-making process: from forests, water and energy use to carbon emissions and waste. At each stage of the process, there are international certifications that set a standard for best practice e.g.,

FSC certification ensures wood is sustainably sourced from well-managed forests.

All back to school paper items are FSC®-certified supporting responsible forest managements.





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