

# PRODUCT PROFILE

## *edding 28 EcoLine whiteboard marker*



### **Product text**

- Whiteboard marker for writing and marking on whiteboards
- At least 90% of the total plastic used in the marker is made from recycled material (83% post-consumer)
- The writing is dry-wipeable from virtually all non-porous surfaces such as enamel and melamine
- The round nib has a stroke width of 1.5-3 mm
- Thanks to the "cap-off" ink, the cap can be left off for a few days without the product drying out
- The whiteboard marker ink is lightfast and quick-drying
- Available in the colours black, red, blue and green
- The product is refillable
- Spare nibs are available
- With no added butyl acetate

### **Target group**

- Users in companies and authorities with environmental awareness working with whiteboards, training establishments, conference hotels, schools and universities
- Users with environmental awareness with presenting, visualising, structuring, writing and teaching tasks

### **USPs**

- Ecofriendly whiteboard marker with at least 90% of the total plastic used made from recycled material (83% post-consumer)
- Packaging is 100% cardboard

### **Benefits for the consumer**

- High quality brand product
- The product can be left uncapped for a few days without drying out
- Dry wipeable from virtually all non-porous surfaces
- At least 90% of the total plastic used is made from recycled material (83% post-consumer)
- Easy identifiable eco-friendly product design
- Clip prevents rolling away
- Made in Germany

### **Product Information**

#### **Product ingredients**

- |                    |                 |
|--------------------|-----------------|
| Alcohol based ink  | • Yes           |
| Solvent based ink  | • Yes           |
| Pigment based ink  | • Yes           |
| Excluded additives | • butyl acetate |

#### **Product features**

- |               |   |
|---------------|---|
| Low odour     | • Yes   |
| Lightfast     | • Yes   |
| Dry-wipeable  | • from whiteboards  |
| Quick-drying  | • Yes   |
| Cap-off       | • Marker can be left uncapped for a few days without drying out |
| Applicable on | • Whiteboard  |

- Refillable
- Refillable with
  - Yes
  - edding BTK 25 refill ink
  - edding BT 30 refill ink
- Cap can be repositioned
- Has clip
  - Yes
  - Yes

### Product material

- Product material of cap
- Product material of clip
- Product material of mouthpiece
- Product material of barrel
- Product material of nib
- Product material of filter
  - Recycling material
  - Recycling material
  - Recycling material
  - Recycling material
  - Acrylic
  - Filter fibres made from recycled material (polyester)

### Nibs and spray heads

- Shape of Nib
- Stroke width
- Spare nibs available
  - round
  - 1,5-3 mm
  - Yes

### Colour

- Colour range (number of colours)
- Colour range of Product
- Communication of writing colour by cap
- Communication of writing colour by mouthpiece
- Communication of writing colour by plug
- Colour of Barrel
- Colour of Barrel - Name
  - 4
  - 001-004
  - Yes
  - Yes
  - Yes
  - 203
  - eco beige

	SAP no.	KEA / order no.
Single product	1150XXX	4-28XXX
Blister of 1	1152XXX	4-28-1-1XXX
Blister of 4	1153XXX	4-28-4-1XXX
Set of 4 (col. 001-004)	1151999	4-28-4

EAN code				
	Single product	Folding box	Outer carton	Shipping carton
001 black	4004764918140	4004764918157	-	4004764918164
002 red	4004764918171	4004764918188	-	4004764918195
003 blue	4004764918201	4004764918218	-	4004764918225
004 green	4004764918232	4004764918249	-	4004764918256
Blister 001 black	4004764922307	-	4004764922314	4004764922321
Blister of 4 999 assorted (col. 001-004)	4004764934232	-	4004764934249	4004764934256
Set of 4 (col. 001-004)	4004764918263	-	-	4004764918270

Packaging					
	Net weight	Folding box	Outer carton	Shipping carton	Pallet
Single product	16,6 g	10 pcs	-	400 pcs	12.800 pcs
Blister of 1	14,6 g	-	8 pcs	80 pcs	2.560 pcs
Blister of 4	65,6 g	-	8 pcs	48 pcs	768 pcs
Set of 4 (col. 001-004)	74,4 g	-	-	100 pcs	3.200 pcs