

## PRODUCT PROFILE

### “Creating and Decorating” – edding 4500 textile markers



#### Target group

- Female consumers between 25 and 49 years of age
- They are not professionals but hobby artists who enjoy giving personalised items as gifts
- They require instructions and the right inspiration
- For them the product is a form of additional support

#### USP

- Textile markers in a wide range of colours for drawing on and decorating almost all untreated light textiles, wash-resistant up to 60 °C, no preparation required / can be used immediately

#### Consumer advantages (from the consumer's perspective)

- Very wide range of colours • No preparation necessary • Simple to use and hands stay clean • High-quality brand product at a great price • Convenient for spontaneous and uncomplicated creativity • Extremely lightfast • Water-based ink in intense colours • Made in Germany

#### Use

- For drawing on and designing, decorating, marking, signing and labelling light textiles such as cotton T-shirts, aprons, cloth bags and advent calendar bags • Wash-resistant up to 60 °C after fixing by ironing (without steam). • Suitable for many occasions, including for occupying older children • Store horizontally

#### Product information

<b>Ink</b>	
<b>Basis</b>	• Water-based • Pigmented • EN 71/3
<b>Odour</b>	• Neutral smell
<b>Properties/qualities</b>	• Water-resistant • Lightfast • Quick-drying • Wash-resistant up to 60°C after fixing by ironing • Permanent (on textiles)
<b>System</b>	• Filter system
<b>Product / Packaging</b>	
<b>Barrel</b>	• PP • With EAN code • Label: White, bi-coloured printed PE sheet
<b>Cap</b>	• PP • With ventilation as per ISO 11540 • Can be pushed on both ends • With roll stop
<b>Nib</b>	• Round nib • Stroke width 2-3 mm • Polyester
<b>Tip</b>	• PP
<b>Filter</b>	• Polyester
<b>Colour</b>	
<b>Selection/range</b>	• 001 - 012, 016, 019, 033 - 034, 065 - 066, 068 - 069
<b>Colouring (in ink colour)</b>	• Cap • Tip • Stopper
<b>Service</b>	
<b>Spare tips</b>	• No
<b>Refillable</b>	• No

	SAP no.	KEA / order no.
Individual product	1047xxx	4-4500xxx
4500/4 assorted blister pack	8033000	4-4500-4-1999
e-4500/10 S CR textile marker set basic	1066000	4-4500999
e-4500/10 S CR textile marker set trend	1067000	4-4500099
4500/5 S textile marker set	3429000	4-4500-5
50.441 display e-4500	300516000	4-50441
50.444 display e-4500/5 S	300517000	4-50444

**EAN code**

	Individual product	Box	Outer carton	Export carton
001 black	4004764014262	4004764024292	-	4004764024285
002 red	4004764014309	4004764024667	-	4004764024650
003 blue	4004764014347	4004764025008	-	4004764024858
004 green	4004764014385	4004764025176	-	4004764025169
005 yellow	4004764014422	4004764025206	-	4004764025190
006 orange	4004764014460	4004764025237	-	4004764025220
007 brown	4004764014507	4004764025718	-	4004764025251
008 violet	4004764014545	4004764025749	-	4004764025732
009 pink	4004764014583	4004764025770	-	4004764025763
010 light blue	4004764014620	4004764026616	-	4004764026210
011 light green	4004764014668	4004764026722	-	4004764026708
012 grey	4004764014835	4004764026784	-	4004764026760
016 light orange	4004764107735	4004764107742	-	4004764107766
019 carmine red	4004764107773	4004764107780	-	4004764107803
033 orient blue	4004764107810	4004764107827	-	4004764107841
034 pale green	4004764107858	4004764107865	-	4004764107889
065 neon yellow	4004764014873	4004764026852	-	4004764026838
066 neon orange	4004764014910	4004764026920	-	4004764026890
068 neon violet	4004764014958	4004764027033	-	4004764026968
069 neon pink	4004764015078	4004764027019	-	4004764027002
4500/4 assorted blister pack	4004764103041	-	4004764103058	4004764103065
e-4500/10 S CR textile marker set basic	4004764787159	-	-	4004764787166
e-4500/10 S CR textile marker set trend	4004764787173	-	-	4004764787180
4500/5 S textile marker set	4004764108053	-	4004764108077	4004764108084
50.441 display e-4500	4004764107179	-	-	4004764107216
50.444 display e-4500/5 S	4004764108077	-	4004764828210	4004764108084

**Pack sizes**

	Net weight	Box	Outer carton	Export carton	Pallet
Individual product	16.000 g	10 units	-	400 units	12,000 units
4500/4 assorted blister pack	7.000 g	-	6 units	48 units	768 units
e-4500/10 S CR textile marker set basic	16.000 g	10 units	-	400 units	12,000 units
e-4500/10 S CR textile marker set trend	16.000 g	10 units	-	400 units	12,000 units
4500/5 S textile marker set	114.600 g	-	10 units	120 units	960 units
50.441 display e-4500	1,195.600 g	-	1 unit	12 units	96 units
50.444 display e-4500/5 S	1,377.800 g	-	1 unit	12 units	96 units

**Expected to be available as of April 2013**