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STOCKMAR Brochure | Summer 2018

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Dear Readers,

As you hold this issue in your hands, many children are eagerly getting ready to start school. With their school bags packed, they are about to begin a new chapter in their lives, a chapter that will be full of excitement for them and everyone else involved. Over the past few decades, we have redesigned the packaging of our wax crayons around every twenty years. You could say that each generation has had its very own STOCKMAR *tin. I sometimes wonder to which 'Tin Generation' my daughter will belong.*

The tin, its production methods and its delivery channels were at the centre of the 'True Cost Accounting' analysis we recently conducted. True Cost Accounting is a broader approach to bookkeeping that considers the real cost impacts of business activities for the natural and social environment. In the following pages, we'll take a look at the links between these costs, provide you with both insights and prospects. And if you like, you can share your own personal recollections on the 'Tin Generation' theme.

Summer is the perfect season to reflect on the themes of light, luminosity and warmth. They make me think of the colour yellow – how about you? As our calendar project with Alanus University on the three primary colours enters its second calendar year, we reflect on the question "When is yellow still yellow?" We turn again to children starting school, who in their artistic processes have developed extraordinarily differentiated responses to questions like this. See for yourself!

Yours most sincerely,
Inke Kruse

What channels does change take?

Here at STOCKMAR, we're constantly asking ourselves, "What next? How can we become more sustainable and better prepared for the future?" As the practical partner of Alanus University's business faculty, which has adopted the motto 'Rethinking Business', we asked Jonathan Kümmerle to focus on True Cost Accounting during his internship with us. True Cost Accounting is a new form of bookkeeping which takes into account not just monetary values within a company, but also the impact on the natural and social environment in which the company operates. This impact is then detailed in the company's financial reports.

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Jonathan Kümmerle assisted us in undertaking an extensive analysis of the economic, environmental and social impact of our wax crayon tin. In the past, we carefully chose tin as our packaging material, and we wanted to ensure that this material should remain our first choice in the light of broader, more up-to-date criteria. The analysis showed that tin is indeed exceptionally sustainable. Even when it comes to its disposal, tin has a good green footprint rating: in Germany, 92 percent* of tinplate is recycled. The production methods and delivery channels also received a good rating in all sections of the analysis.

The tin's journey is just as exciting from the perspective of the STOCKMAR timeline. Almost every generation has its own tin. You can probably visualise our current packaging – a blue tin with horses and riders. But to which Tin Generation do you belong? What about your children, your godchild, your neighbours' children and your friends? And what Tin Generation will my daughter be carrying when she starts school?

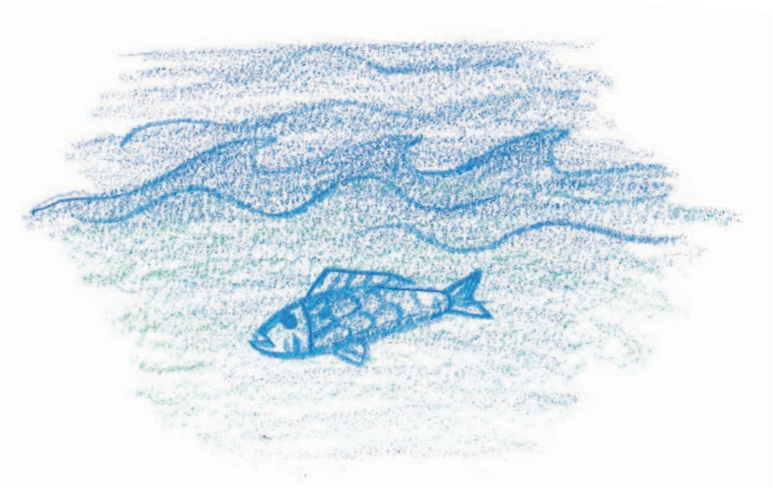
*Background information: 15 tonnes out of a total of 25.81 tonnes of tins are distributed within Germany and disposed of at the end of their lifespan.

STOCKMAR has accompanied several generations of children to kindergarten, to their first day at school and indeed throughout every one of their school days. And as you can read in the 'Art & more' section, STOCKMAR also accompanies students to university (and beyond).

When we are developing, producing and upgrading our products, children's needs are always our focus. Children's needs have guided our activities since our beginnings and will continue to do so

PROSPeCTS

into the future. Due to our history and our integration into the Neuguss Group, the STOCKMAR path to sustainability has always been based on the philosophy of social threefolding. In beginning the process of True Cost Accounting, we will ensure that sustainability is also reflected in our financial reports.

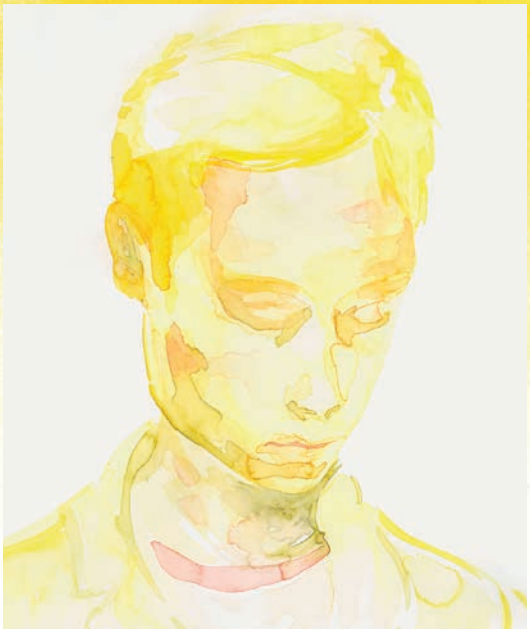


Three colours: Yellow
Our calendar project with Alanus University continues

"So we sailed up to the sun... we all live in a yellow submarine." Our project with Alanus University is now entering its second (calendar) year. This year, we're tackling the question, "When is yellow still yellow?" The lines from the Beatles' 1968 song (exactly fifty years ago) can provide clues to the origins of this idea. You can't sail in a submarine, nor can you sail to the sun. As Yellow Submarine was originally devised as a children's song, it has a very playful character. And perhaps the best way to answer the question about the colour yellow is from the perspective of a child.

Even in kindergarten, young children explore the essence of individual colours, usually by experimenting with watercolour paints. Once children start school – in particular Waldorf schools – the exploration of individual colours takes more concrete forms, with art classes devoted to topics like 'Cheeky Red' and 'Cheerful Yellow'. Just one example can provide a multifaceted demonstration of the very different qualities children see in yellow. We see warmth, depth, dynamism, luminosity and friendship. All of these qualities are given to us by summer too.

While students created the images for this calendar during the winter, they nonetheless convey the promise of light and warmth. This process perhaps encapsulates the manner in which art can transform inner images into external ones. STOCKMAR provides the tools for such transformation. Anyone can be an artist: young children, university students and adults of all ages.



Calendar page from the collaborative project "When is yellow still yellow?"
In the background, a 'Yellow' colour study from the Waldorf kindergarten in Kaltenkirchen.

ART & MOrE

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PUBLISHER:	Hans Stockmar GmbH & Co. KG Borsigstraße 7 • D-24568 Kaltenkirchen
EDITORS:	Inke Kruse (responsible under press law), Corinna Maliske
ILLUSTRATIONS:	Miranda (13 years old), Jim Tahiri
LAYOUT:	Sabine Gasser • Gestaltung www.sabinegasser.de, Hamburg
PRINTER:	Die Printur www.dieprintur.de

www.stockmar.de