FOR IMMEDIATE RELEASE

Dixon Ticonderoga launches a centennial first:
“The world’s perfect pencil deserves the world’s greatest sharpener”

HEATHROW, Fla. (April 2, 2014) — It took more than a hundred years, but those famous No. 2 yellow pencils now have their very own specially calibrated electric pencil sharpener.

Ever wonder why a pencil sometimes leaves a sharpener half-sharpened, broken or partially sheathed in wood? According to the pencil experts at Dixon Ticonderoga Company, the problem lies with faulty sharpeners which can be dull or off balance. That challenge is easily fixed, now that the world’s best pencil makers have put pencil to paper and engineered a better sharpener.

According to the pencil experts at the company, these pencil sharpeners are manufactured to be perfectly balanced for a precision sharpening of Ticonderoga pencils.

“We shared our customers’ frustrations that the quality of the sharpening differed from manufacturer to manufacturer. There we were, the world’s largest pencil company, dependent on others to help deliver the perfect pencil experience,” said Dixon CEO Timothy Gomez. “That had to change. Writers will appreciate the engineering that went into our first-ever pencil sharpener. It’s sleek, stylish and consistently delivers the perfect pencil point.”

The new sharpener comes in the Dixon’s traditional cheerful yellow and green or in a stately executive black and silver version. Both will be available this Spring on Amazon.com.

“We built our reputation on the consistently high-quality products we manufacture, including our famous No. 2 yellow pencil,” Gomez said. “Now we have a powerful precision sharpener on the market that will give customers the best performance from all of our pencil products. After all, the world’s perfect pencil deserves the world’s greatest sharpener.”

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About Dixon Ticonderoga Company

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