

## Why Faber-Castell®?

### #1 Light Fastness

Artists want to create art that will not fade with the passing of time. The highest level of light fastness is achieved when the best pigments and a high concentration of these pigments are processed.

This is shown with a 3-star rating system on the barrel of the pencil, pastel or marker:



- \*\*\* *Maximum light fastness* = No color change in sunlight in 100+ years
- \*\* *High light fastness* = Nearly no color change in sunlight in 25+ years
- \* *Reasonable light fastness* = Slight color change in sunlight in 5+ years

The light fastness depends on several factors:

- *The right paper quality*  
Paper of poor quality is caused by acids, which are used in the manufacturing process of the paper. Over time, the paper destroys itself. "Normal" paper is produced from cellulose and contains a high percentage of consumer waste. High quality art papers should be acid free, pH neutral and resistant to aging.
- *Preservation of the picture*  
An image should be protected from dirt, dust, changes in temperature and humidity – for example, by keeping it behind glass.

### #2 Break Resistance

Faber-Castell® bonds the lead to the wood of the pencil with an epoxy resin, using the patented SV bonding process to make the world's strongest pencil. The pencils hold a sharp point and the leads do not fall out.

### #3 Smooth Color Lay-Down

Faber-Castell® pencils have extra thick leads that result in smooth color lay down. All colors are indexed to ensure consistent color quality across a variety of products.

*Benefits to the artist include:*

- A uniform and homogeneous flow of color
- Leads that glide smoothly over the paper
- Colors match when used in mixed media
- Pencils are very unlikely to break

