

PRESS RELEASE FROM JANUARY 27, 2018

Brand relaunch: Writing devices for individualists taken to the next level

Otto Hutt presents its refined brand profile at Paperworld 2018

Königsbach-Stein/ Frankfurt am Main. After an extensive brand relaunch, the Otto Hutt GmbH is presenting its new look for the first time at Paperworld 2018. From January 27 to 30, 2018, the Pforzheim-based traditional company will present new items from its product portfolio in the trend color of rose gold, as well as a development that is characteristic for this new brand identity: The innovative writing device configurator, which harmonizes individuality and style in a special way.

Writing devices by Otto Hutt have captivated with their combination of straight, Bauhaus-inspired shapes, stylish design, and outstanding functionality since 1920. As a contemporary of Walter Gropius, company founder Karl Hutt was strongly influenced by the Bauhaus design language, ground-breaking at the time, and cleverly let the revolutionary ideas on form and function flow into his designs for extraordinary writing devices made of silver. Today, the company still consequently follows the founder's principles and produces products that are special, particularly in times of industrial mass production.

In an intensive process, the company carved out its strengths and brand values and brought these together in a clear position as part of the brand relaunch. The new brand profile particularly emphasizes Otto Hutt's outstanding competence in terms of individuality, precision, and craftsmanship.

Press contact
Susann Pataki
pataki.pr.and.more
Holsteiner Ufer 38
D-10557 Berlin
susann@patakiandmore.com



Expansion of the product portfolio:

Trend color rose gold and writing device configurator

At Paperwold, Otto Hutt is presenting a range of new products in addition to its new look: Numerous designs of the Otto Hutt writing devices are now also available in rose gold: The beautiful, warm hue is enhancing the product portfolio by another stylish nuance. The rose gold coatings are used for design lines design01, design04, design05, and design06.

One of the core pieces of the new brand profile of Otto Hutt is the writing device configurator: For people who particularly value the uniqueness of a product, Otto Hutt has created the possibility to maximally individualize their writing device. Several hundred combination possibilities make every fountain or ballpoint pen a truly unique piece. Writing device lovers can choose from different ornaments, colors, and individual components on the basis of design06. The configurator can be used online as well as offline at your local specialist shop.