

THE PENCIL CRISIS:

Palomino introduces affordable, high-quality, American-made pencils to combat the low-quality pencils that are negatively impacting our childrens' education.

THE PENCIL CRISIS

TEACHERS ON WHY PENCIL QUALITY MATTERS

"Pencil quality has gone down the drain for a few years now"

Shelby3 - Third Grade Teacher, Arizona

"I can't believe how much class time has been wasted with off-center, lead-falling out, cruddy pencils."

Miss Carol - Third Grade Teacher, Texas

"When we started our reading test and no one was talking and I read the first question - I had to literally replace 8 pencils."

Misturner - Kindergarten Teacher, Southern US


"I started keeping track, and yup - all the pencils that split, had off-center lead, fell apart, etc. were made in China... As long as I keep purchasing pencils made in the USA, I've not had problems."

JCH, Middle School Teacher, US

"I wish parents would understand that cheap pencils actually cost more in the long run than more expensive better quality pencils that last longer."

Jenny - Primary School Teacher, New Zealand



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The Pencil Crisis and Its Impact on Learning

There is a crisis facing our classrooms, and it revolves around the seemingly simple pencil. Schools across the country, unaware of the negative effects a poorly made pencil can have on our students' educations, are choosing to purchase low-quality pencils and place these pencils in the hands of our students.

"Is it just me or has anyone else noticed that the pencils you buy are terrible?" wrote one teacher in an online discussion forum. "They split down the length of the pencil, the lead falls out, the [ferrule] falls off, or they sharpen unevenly..."

"I can't believe how much class time has been wasted with off-center, lead-falling out, cruddy pencils," added another.

"I wish parents would understand that cheap pencils actually cost more in the long run than more expensive, better quality pencils that last longer," added a third.

By the time the thread came to a close, over forty teachers had chimed in to voice their concerns over the quality of the pencils in their classrooms. But why such concern over the quality of the writing instruments in our students' hands?

In an interview with Studio 602, teacher William Maguire explained why he provides his students with high-quality pencils.

"My goal was to not only eliminate pencils as a distraction, but also make them a positive focus in the classroom... My students are now ready to work when I need them to be. They have a greatly heightened sense of respect for their own property as well as other's. Writing is now approached with greater willingness because it involves using a favorite pencil... Cursive has always been an easy sell to third graders, but now many of them reserve their favorite pencil exclusively for cursive. They get pretty excited to use it... This results in better results and students who take greater pride in their work and exude more confidence."

In an article on *Getting Kids Reading*, a website dedicated to helping parents find ways to help their children with their school work, Joyce Grant even went so far as to say giving a quality pencil to your child "will actually help with his [or her] school work." And in an era in which standardized tests and benchmarks measure a student's and teacher's success, help is never a bad thing.

High-quality pencils not only help teachers reduce the amount of time wasted in the classroom with broken leads, continuous sharpening and overall poor performance, they can actually help a student take pride in their work. Not bad for something as seeming simple as a pencil.

In 2008, Palomino introduced its Prospector and Golden Bear pencils in response to the alarming number of inquiries on the Pencils.com website asking for high-quality, affordable everyday pencils. Now, in July 2012, Palomino is moving the production of these pencils to the United States so teachers, parents, students and pencil users everywhere can purchase high-quality, American-made pencils for an affordable price. These long lasting pencils that sharpen evenly and write smoothly can be purchased exclusively at Pencils.com.

FOR IMMEDIATE RELEASE

PALOMINO MOVES PRODUCTION OF QUALITY SCHOOL PENCILS TO THE U.S.
New pencils available exclusively at Pencils.com

Palomino, maker of the iconic Blackwing pencil, has announced a shift in production of its Prospector pencils from Thailand to the United States. Besides a social desire to bring production to the USA, the move will allow Palomino to shorten its supply chain and gain added inventory flexibility. Palomino's Prospector pencils are focused on students and teachers and were designed to address the need for an affordable, high-quality pencil to counter the off-center, imported pencils currently in the hands of many students. The pencils are now available for purchase exclusively at Pencils.com.

"Many people don't understand the benefits of a quality pencil nor the impact it can have on a child's education," said Charles Berolzheimer, CEO of Palomino and its parent company California Cedar Products. "High-quality pencils with well centered leads that sharpen evenly and easily save precious classroom time, increase the quality of work and give students added confidence."

Rowley, Massachusetts school teacher William Maguire states that using high-quality pencils in his classroom resulted "in better results and students who take greater pride in their work and exude more confidence." He also notes that when higher-quality pencils are used, "writing is approached with greater willingness because it involves using a favorite pencil."

In a post on *Getting Kids Reading*, children's literacy expert Joyce Grant wrote that giving a high-quality pencil to your child "will actually help with his [or her] school work," further compounding the idea that the seemingly simple pencil is actually an integral part of our children's educational development.

Palomino also plans to shift production of its Golden Bear line of high-quality multi-use pencils to the United States later this year.

Palomino is a division of California Cedar Products Company, the leading worldwide manufacturer of wooden pencil slats. Palomino's mission is to provide people with high-quality, wood cased pencils in its Palomino Original, Blackwing, ForestChoice, Golden Bear and Prospector brands.

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If you'd like more information, or to schedule an interview with [CEO Charles Berolzheimer](#), sixth generation pencileer, please call Alexander at 209/932-5008 or email Alexander at alexander@pencils.com



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