

## PRODUCT PROFILE

### “Creating and Decorating” – edding 4000 matt paint markers



#### Target group

- Female consumers between 25 and 49 years of age
- They are not professionals but hobby artists who enjoy giving personalised items as gifts
- They require instructions and the right inspiration
- For them the product is a form of additional support

#### USP

- Matt paint markers for silk-matt designs and a highly opaque finish, particularly on rough dark materials such as terracotta, wood, card and canvas

#### Main consumer advantages (from the consumer’s perspective)

- Waterproof • Lightfast • Silk-matt finish • High-quality brand product at a great price • Simple, precise and clean to use
  - Convenient for spontaneous and uncomplicated creativity • Large range of colours • Plastic film sealing ensures the marker is new when purchased

#### Use

- Perfect for writing on, drawing on, marking and labelling in particular rough materials such as terracotta, wood, card and canvas • Before getting creative: Shake the marker well – remove the cap – pump with the nib pressed down to activate the marker • Ideal for decorating the house and garden

#### Product information

##### Ink

<b>Basis</b>	• Water-based • Pigmented
<b>Odour</b>	• Odourless
<b>Properties/qualities</b>	• Highly opaque finish even on dark and transparent surfaces • Water- and wear-resistant on almost all surfaces • Heat-resistant up to 200°C • Lightfast • Highly solvent-resistant • Permanent • Waterproof
<b>System</b>	• Valve system

**Product / Packaging**

- Barrel** • PP • With EAN code • Multi-coloured printed, transparent transfer film (2-C) with pictograms explaining how to activate the marker
- Cap** • PP • Can be pushed on both ends • With roll stop
- Nib** • Acryl • Round nib • Stroke width 2-4 mm
- Tip** • PP
- Filter** • No filter

**Colour**

- Selection/range** • 001 – 009, 049, 053, 054

- Colouring (in ink colour)** • Cap • Tip

**Service**

- Spare nibs** • Yes
- Refillable** • No

	SAP no.	KEA / order no.
Individual product	1048xxx	4-4000xxx
e-4000/10 S CR deco marker set	1068000	4-4000999
4000/1 white blister pack	8029049	4-4000-1-1049
4000/1 gold blister pack	8029053	4-4000-1-1053
50.536 display e-4000/4040	300512000	4-50536

**EAN code**

	Piece	Box	Outer carton	Export carton
001 black	4004764014675	4004764440535	-	4004764068883
002 red	4004764014682	4004764440542	-	4004764068890
003 blue	4004764014699	4004764440559	-	4004764068906
004 green	4004764014705	4004764440566	-	4004764068913
005 yellow	4004764014712	4004764440573	-	4004764068920
006 orange	4004764014729	4004764440580	-	4004764068937
007 brown	4004764014736	4004764440597	-	4004764068944
008 violet	4004764014743	4004764440603	-	4004764068951
009 pink	4004764014750	4004764440610	-	4004764068968
049 white	4004764014767	4004764440627	-	4004764068975
053 gold	4004764414680	4004764005741	-	4004764069491
054 silver	4004764414697	4004764005772	-	4004764069507
e-4000/10 S CR deco marker set	4004764789696	-	-	4004764789702
4000/1 white blister pack	4004764836215	-	4004764836222	4004764836239
4000/1 gold blister pack	4004764818808	-	4004764818815	4004764818822
50.536 display e-4000/4040	4004764826254	-	-	4004764827411

**Pack sizes**

	Net weight	Box	Outer carton	Export carton	Pallet
Individual product	22.800 g	10 units	-	500 units	12,000 units
e-4000/10 S CR deco marker set	228.000 g	1 unit	-	500 units	12,000 units
4000/1 white blister pack	23.000 g	-	10 units	100 units	3,200 units
4000/1 gold blister pack	23.000 g	-	10 units	100 units	3,200 units
50.536 display e-4000/4040	1,176.800 g	-	1 unit	12 units	96 units

**Expected to be available as of April 2013**