DATE 09/2026

PENCIL CASES

s'maepp

The new generation of pencil cases



generated with AI

FROM SCHOOL UP TO UNIVERSITY!

BRUNNEN

www.brunnen.com

Soft Pencil Cases s'maepp

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SOFT PENCIL CASES

s'maepp

BY BRUNNEN



generated with AI

new

SOFT PENCIL CASES S'MAEPP

ALL NOVELTIES AT A GLANCE



S **plain colours in Colour Code** “Rose” and “Olive”



M **with motifs of the children’s collections** “Sunny Ocean” and “Sporty Animals”



XL **with motifs of the children’s collections** “Sunny Ocean” and “Sporty Animals”



XL **plain colours in Colour Code** “Rose” und “Olive”



XL “Cool” with **cooling effect**





XL **Hardcase plain colours in Colour Code** “Rose” and “Olive” and as **limited edition** “Gold”

SOFT PENCIL CASES S'MAEPP

YOUR BENEFITS

- From school to university!
- s‘maepp pencil cases - **the unique collection** from the pencil case expert
- a **clear product range structure** facilitates planning and sales
- combined with the **perfect product presentation, reliable sales** can be achieved in a price segment, that is fun to shop at
- a meticulous **finishing,** perfect **functionality,** innovative **materials** and exclusive **designs** are what makes a difference
- **designed in Germany**
- **attractive** and **versatile** P.O.S. presentations
- the **attractive, target group-oriented design** and innovative materials also encourage **impulse buying** among schoolchildren and students





generated with AI

SOFT PENCIL CASES S'MAEPP

BENEFITS FOR YOUR CUSTOMER

designed in GERMANY

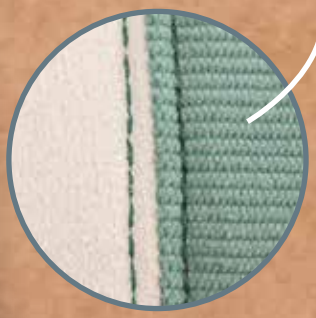
well-known and proven **s'maepp quality**

durable **zippers** in **outdoor quality**



stable shape

top-class quality





variety in shapes and sizes of the designs

- **S**
- **M**
- **L**
- **XL**

PENCIL CASES

s´maepp

BY BRUNNEN



generated with AI

new

PENCIL CASES S'MAEPP

ALL NOVELTIES AT A GLANCE



1 ZIP **with the children's collections**
"Sunny Ocean" and
"Sporty Animals"





3 ZIPS **with the children's collections**
"Sunny Ocean" and
"Sporty Animals"





PENCIL CASES S'MAEPP

YOUR BENEFITS

- with a **patented pencil ramp**
- winner of the **Red Dot Design Award 2026**

reddot winner 2026

- **unique** product concept with practical, **innovative features**
- target-group-specific colours, materials and designs, **designed in Germany**
- **attractive** and **versatile** P.O.S. presentations
- **generating turnover** not only in connection with school bag sales or during the back-to-school season: **pencil cases are a year-round product range**
- particularly well suited for parents who want to make **schoolwork easier** for their children and **value quality**
- for parents and children who prioritise **functionality and design**





PENCIL CASES S'MAEPP
BENEFITS FOR YOUR CUSTOMERS

designed in GERMANY

available in two sizes:
1 zip and 3 zips

1 ZIP **3 ZIPS**



top-class quality

slide fastener with **ergonomic zipper**



with innovative pen ramp for easier removal

horizontal opening saves space on the desk



Pull on the strap.

1

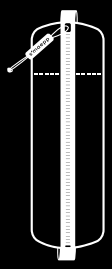
2 The pencil ramp lifts up.

3 Simply remove the pens.

FURTHER INFORMATION

reddot winner 2026

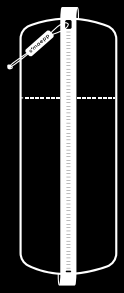
SOFT PENCIL CASES IN 4 SIZES



S The space-saving smart case

An ideal combination for school, studies, or work. The most important writing utensils kept in style.

format 20×4,5×4,5 cm



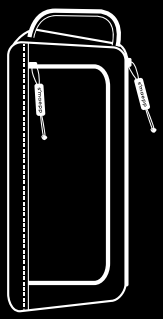
M The spacious all-rounder

A versatile companion for everyday school and work life that even offers space for bulky geometry triangles. The reinforced side sections ensure dimensional stability and make it easier to fill and find writing utensils.

format 22×8×8 cm





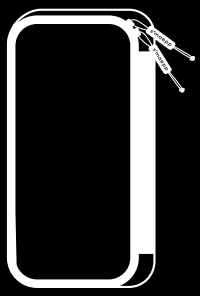


L The flexible companion

The stylish appearance and its characteristic oversize handle make the pencil case look like a fashionable purse at the first glance.
The additional inner flap and the 3 additional pockets provide much space for all one needs for school or studies.

format 21×11,5×8 cm

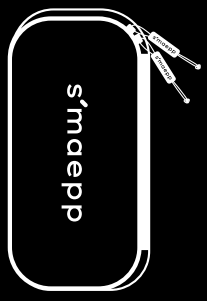




XL The space wonder

Its basic design in the style of a hardcase makes it incredibly spacious. At the same time, utensils can be placed in it and removed easily.
A smart phone conveniently fits in the inner pocket that can be closed with a zipper.

format 22×11×6 cm



XL The sturdy hardcase

This hardcase with fabric coating features an individually adjustable divider and an additional inner flap with 6 pen loops, a ruler holder, a mesh compartment and a storage pocket for items such as a set square e.g. Because it resists shape deformation, so good, everything remains clearly arranged and writing utensils can be easily taken out.

format 24×12×6 cm





PENCIL CASES IN 2 SIZES



1 ZIP The ingenious organisational talent

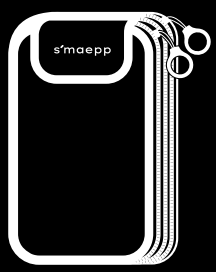
Thanks to its patented pencil ramp and horizontal opening, this pencil case ensures space-saving working and particularly easy removal of writing utensils.
The ergonomic zip rounds off its design, while its contents – coloured pencils, pencils, eraser, ruler, sharpener and timetable – make it ready for immediate use.

format 20×4,5×12,5 cm

reddot winner 2026







3 ZIPS The spacious all-rounder

Thanks to its patented pencil ramp and horizontal opening, this pencil case offers the best overview and easy removal of all utensils.
Three zip compartments, an ergonomic zip and space for thick and thin coloured pencils and pencils, erasers, sharpeners, rulers and a hook-and-loop fastener compartment make it ideal for everyday school life.

format 20×7,5×12,5 cm

reddot winner 2026





S'MAEPP – PROMOTION 700

FLOOR-ROTATING DISPLAY S'MAEPP



FLOOR-ROTATING DISPLAY
ATTRACTIVE. COMPETENT.
SALES-PROMOTING.

1 | module 126

for the attractive presentation of s'maepp soft pencil cases

2 | module 206

3 | module 256

perfectly customised for a wide range of soft pencil case sizes

4 | module 256

modular assembly possible for different s'maepp sizes

5 | module 256

space-saving footprint 45×45 cm

with storage space in the base

Photograph is only an example for filling

with castors and swivelling body - for flexible use

S'MAEPP – PROMOTION 700

FILLING SUGGESTION

1 | module 126 – size S

104921170 s'maepp S natural leather brown
104921190 s'maepp S natural leather black
104921270 s'maepp S suede brown
104921290 s'maepp S suede black
1049219007 s'maepp S Cork
1049219012 s'maepp S Vintage Love
1049219015 s'maepp S Eucalyptus
1049219014 s'maepp S Jeans

2 | module 206 – size M

1049229019 s'maepp M Eucalyptus
104922090 s'maepp M Colour Code onyx
1049229017 s'maepp M Plush
104922039 s'maepp M Colour Code denim

3 | module 256 – size L

1049239006 s'maepp L Linen
1049239009 s'maepp L Vintage Love
1049239001 s'maepp L Midnight Sky
1049239007 s'maepp L Hardwired

4 | module 256 – size XL

1049249005 s'maepp XL Deep Dive
1049249010 s'maepp XL Grey
104924054 s'maepp XL Colour Code mint
1049249007 s'maepp XL Mocha

5 | module 256 – size XL

1049249011 s'maepp XL Plüsch
1049249012 s'maepp XL Carbon
104924039 s'maepp XL Colour Code denim
104924090 s'maepp XL Colour Code onyx

S'MAEPP – PROMOTION 703

FLOOR-ROTATING DISPLAY S'MAEPP

FLOOR-ROTATING DISPLAY
ATTRACTIVE. COMPETENT.
SALES-PROMOTING.



informative crowner
for maximum attention
at the P.O.S.



1 | module 206

2 | module 256

for the attractive presentation
of s'maepp pencil cases

3 | module 256

perfectly customised for a wide
range of pencil case sizes

4 | module 150

modular assembly possible
for different s'maepp sizes

5 | module 150

6 | module 150

space-saving footprint
45×45 cm

with storage space in the base

with castors and swivelling body -
for flexible use

S'MAEPP – PROMOTION 703

FILLING SUGGESTION

1 | module 206 – size M

104922025 s'maepp M Colour Code tulip
104922054 s'maepp M Colour Code mint
104922090 s'maepp M Colour Code onyx
104922039 s'maepp M Colour Code denim

2 | module 256 – size M & XL

104922052 s'maepp M Colour Code kiwi
104922033 s'maepp M Colour Code azur
104925039 s'maepp XL Hardcase Colour Code denim
104925090 s'maepp XL Hardcase Colour Code onyx

3 | module 256 – size XL

104925054 s'maepp XL Hardcase Colour Code mint
104925025 s'maepp XL Hardcase Colour Code tulip
104925052 s'maepp XL Hardcase Colour Code kiwi
104925033 s'maepp XL Hardcase Colour Code azur

4 | module 150 – pencil cases

104942154 s'maepp pencil case 3 ZIPS Colour Code mint
104942162 s'maepp pencil case 3 ZIPS purple
104942150 s'maepp pencil case 3 ZIPS green
104942150 s'maepp pencil case 3 ZIPS green
104942162 s'maepp pencil case 3 ZIPS purple

5 | module 150 – pencil cases

104942025 s'maepp pencil case 1 ZIP Colour Code tulip
104942039 s'maepp pencil case 1 ZIP Colour Code denim
104942090 s'maepp pencil case 1 ZIP Colour Code onyx
104942154 s'maepp pencil case 3 ZIP Colour Code mint
104942101 s'maepp pencil case 3 ZIPS Sweet Unicorn

6 | module 150 – pencil cases

104942002 s'maepp pencil case 1 ZIP Dino Jungle
104942102 s'maepp pencil case 3 ZIPS Dino Jungle
104942101 s'maepp pencil case 3 ZIPS Sweet Unicorn
104942001 s'maepp pencil case 1 ZIP Sweet Unicorn

S'MAEPP – PROMOTION 704

FLOOR-ROTATING DISPLAY S'MAEPP



FLOOR-ROTATING DISPLAY
ATTRACTIVE. COMPETENT.
SALES-PROMOTING.

1 | module 206

for the attractive presentation of s'maepp soft pencil cases

2 | module 206

perfectly customised for a wide range of soft pencil case sizes

3 | module 256

4 | module 256

modular assembly possible for different s'maepp sizes

5 | module 256

space-saving footprint 45×45 cm

with storage space in the base

with castors and swivelling body - for flexible use

S'MAEPP – PROMOTION 704

FILLING SUGGESTION

1 | module 206 – size M

104922090 s'maepp M Colour Code onyx
104922090 s'maepp M Colour Code onyx
104922039 s'maepp M Colour Code denim
104922039 s'maepp M Colour Code denim

2 | module 206 – size M

104922052 s'maepp M Colour Code kiwi
104922033 s'maepp M Colour Code azur
104922025 s'maepp M Colour Code tulip
104922054 s'maepp M Colour Code mint

3 | module 256 – size XL

104924039 s'maepp XL Colour Code denim
104925039 s'maepp XL Hardcase Colour Code denim
104924090 s'maepp XL Colour Code onyx
104925090 s'maepp XL Hardcase Colour Code onyx

4 | module 256 – size XL

104924054 s'maepp XL Colour Code mint
104925054 s'maepp XL Hardcase Colour Code mint
104924025 s'maepp XL Colour Code tulip
104925025 s'maepp XL Hardcase Colour Code tulip

5 | module 256 – size XL

104924033 s'maepp XL Colour Code azur
104925033 s'maepp XL Hardcase Colour Code azur
104924052 s'maepp XL Colour Code kiwi
104925052 s'maepp XL Hardcase Colour Code kiwi

S'MAEPP – AT THE POINT OF SALE

FLOOR DISPLAY

LED lit header board

with acrylic shelf compartments for a **clear and attractive product presentation**



equipped with casters for flexible usage

Photograph is only an example for filling

FLOOR DISPLAY
ATTRACTIVE. COMPETENT.
SALES PROMOTING.

In order for you to **professionally present a competent range of products to your customers**, we developed **unique and attractive display systems** for the pencil cases product group that **perfectly match your P.O.S.**



LED display **lighting**

with sales promoting **step trays** to allow front-side presentation

YOUR BENEFITS

- for promotion areas or for a complete presentation
- clear and attractive
- space-saving and flexible
- very good visibility and perception of entire product range all around
- customers can remove products easily

S'MAEPP – PROMOTION 652

COUNTER DISPLAY "GOLD"

150 years of Baier & Schneider – combining 150 years of tradition and innovation!
Celebrate with us, and reap the benefits with us!

For many decades, **Wirebound Refill Pads** Student and **Pencil Cases** have been the hallmark of the **BRUNNEN** brand. These star products are now available in a **special gold edition** in an attractive counter display. With their **high-quality finishes**, they are a real eye-catcher in any shop and the perfect secondary placement for **promotion areas** and the **checkout area**.



with clip-on **header card**

20 Wirebound Refill Pads Premium
Student "Gold" A4
ART. 10692891

dimensions W/H/D: 50×26×32 cm
height including header card: 46 cm

8 Soft Pencil Cases
s'maepp XL Hardcase "Gold"
ART. 104925091

S'MAEPP – PROMOTION 650

COUNTER DISPLAY PENCIL CASES

The **"s'maepp"** brand stands for attractive and functional pencil cases from the specialists.
It is the **perfect companion** throughout school and university. Combined with perfect product presentation, you can generate reliable sales and encourage **attractive impulse purchases** from a target group that drives sales.



back of the header card in **English language**

with a **clip-on header card**, height: 15 cm

pencil case with **three** zips

pencil case with **one** zip

dimensions W/H/D: 42×26×32 cm

GTIN	ART.	DESCRIPTION	PU
4 061947 152272	104942001	Pencil Case s'maepp "Sweet Unicorn" I 1 ZIP	1
4 061947 152296	104942002	Pencil Case s'maepp "Dino Jungle" I 1 ZIP	1
4 061947 152319	104942025	Pencil Case s'maepp Colour Code I tulip, 1 ZIP	1
4 061947 152333	104942039	Pencil Case s'maepp Colour Code I denim, 1 ZIP	1
4 061947 152357	104942090	Pencil Case s'maepp Colour Code I onyx, 1 ZIP	1
4 061947 152371	104942101	Pencil Case s'maepp "Sweet Unicorn" I 3 ZIPS	2
4 061947 152395	104942102	Pencil Case s'maepp "Dino Jungle" I 3 ZIPS	2
4 061947 152456	104942154	Pencil Case s'maepp Colour Code I mint, 3 ZIPS	2
4 061947 152432	104942150	Pencil Case s'maepp I green, 3 ZIPS	1
4 061947 152418	104942162	Pencil Case s'maepp I purple, 3 ZIPS	1

S'MAEPP – PROMOTION 651

COUNTER DISPLAY SOFT PENCIL CASES

If you can't make up your mind: you can benefit **twice** over from a **lucrative secondary placement** in the counter display.



with a **clip-on header card**, height: 15 cm

back of the header card in **English language**

dimensions W/H/D: 42×26×32 cm

GTIN	ART.	DESCRIPTION	PU
4 061947 152173	104925025	Soft Pencil Case s'maepp XL Hardcase Colour Code	tulip	1
4 061947 152197	104925039	Soft Pencil Case s'maepp XL Hardcase Colour Code	denim	1
4 061947 152159	104925054	Soft Pencil Case s'maepp XL Hardcase Colour Code	mint	1
4 061947 152258	104925090	Soft Pencil Case s'maepp XL Hardcase Colour Code	onyx	1
4 061947 098754	104924025	Soft Pencil Case s'maepp XL Colour Code	tulip	1
4 061947 097795	104924039	Soft Pencil Case s'maepp XL Colour Code	denim	1
4 061947 098099	104924054	Soft Pencil Case s'maepp XL Colour Code	mint	1
4 061947 060973	104924090	Soft Pencil Case s'maepp XL Colour Code	onyx	1
4 061947 098778	104922025	Soft Pencil Case s'maepp M Colour Code	tulip	4
4 061947 097832	104922039	Soft Pencil Case s'maepp M Colour Code	denim	4

S'MAEPP – AT THE POINT OF SALE

1 METRE SHOP WALL



Photograph is only an example for filling

1 METRE SHOP WALL
Art. 103079120

The **attractive shop solution** allows a **competent presentation of the assortment**.



with acrylic compartments for a **clear and attractive presentation** of the soft pencil cases

with sales promoting **step trays** to allow a front-side presentation.
All motifs can easily be recognized

with **LED lighting**

comes with acrylic compartments for a **clear and attractive product presentation**

the **handy drawer** allows for storing packaged units

S'MAEPP – AT THE POINT OF SALE

1 METRE CENTRE GONDOLA



Photograph is only an example for filling

CENTRE GONDOLA FRONT SIDE

Art. 103079121

perfect for display in **small shops**



cascaded trays for favourable **front-side presentation** and optimal use of space

with **LED lighting**

comes with acrylic compartments for a **clear and attractive product presentation**

the **handy drawer** allows for storing packaged units

YOUR BENEFITS

- easy integration into existing shop walls
- for a clear, attractive, and sales-generating display of goods
- customers can remove products easily

S'MAEPP – AT THE POINT OF SALE

P.O.S.-TOOLS FOR MORE ATTENTION



9030010775*
hook on the right



9030010776*
hook on the left



9030010777*

CROWNER

- for **placement on the top** of the floor-rotating display (promotion 703)
- **presents the features and USPs** of our new s'maepp pencil cases

SIDE PARTS CENTRE GONDOLA

- to be placed at the **front of the centre gondola**
- **presents the features and USPs** of our new s'maepp soft pencil cases and school pencil cases
- **with QR code** for further information
- dimensions W/H: 35×130 cm

* available from BRUNNEN sales representative

S'MAEPP – AT THE POINT OF SALE

P.O.S.-TOOLS FOR MORE ATTENTION



SHELF STOPPER

103081101
2 pieces

4 061947 178401



DECORATIVE BANNER



Format: 50×125 cm

DECORATIVE STAND-UP DISPLAY



Format: 66×80 cm

DECORATION SET
including decorative banner and decorative display stand

103072503
1 piece

4 061947 053791

BRUNNEN Soft Pencil Cases – Complete Range, including new Novelties and ★ Highlights



Soft Pencil Case s'maepp S

- space-saving format for school, studies and work
- W/H/D: 200×45×45 mm
- stable round basic shape
- the characteristic hidden outdoor zipper is robust and opens and closes easily
- robust and high-quality manufactured seams as well as elegant two-needle fancy seams – matching the colour of the zipper
- rubber-coated zipper pull with characteristic “sailor’s knot” on outdoor rope – to easily open and close the zipper
- modern, minimalist design





4 061947 061666 **104921170**
4 piece(s)

Soft Pencil Case s'maepp S

- high-quality natural leather, colour: brown



4 061947 061154 **104921190**
4 piece(s)

Soft Pencil Case s'maepp S

- high-quality natural leather, colour: black



4 061947 061215 **104921270**
4 piece(s)

Soft Pencil Case s'maepp S

- high-quality suede, colour: brown



4 061947 061246 **104921290**
4 piece(s)

Soft Pencil Case s'maepp S

- high-quality suede, colour: black



4 061947 061437 **1049219001**
4 piece(s)

Soft Pencil Case s'maepp S
“Urban Classic”

- heavy-duty, easy-care denim material (nylon), colour: green, dark grey



4 061947 061451 **1049219002**
4 piece(s)

Soft Pencil Case s'maepp S
“Street Style”

- heavy-duty, easy-care denim material (nylon), colour: green, dark grey
- with s’maepp logo print on the zipper



4 061947 061512 **1049219003**
4 piece(s)

Soft Pencil Case s'maepp S
"Midnight Sky"

- nylon, colour: rose, black
- in glitter optics



4 061947 061536 **1049219004**
4 piece(s)

Soft Pencil Case s'maepp S
"Jungle Vibes"

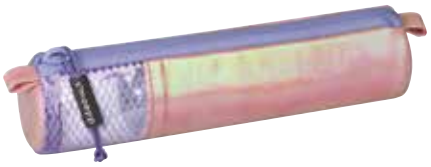
- artificial leather, colour: cream, rose



4 061947 068856 **1049219005**
4 piece(s)

Soft Pencil Case s'maepp S
"Iridescent"

- with iridescent faux leather, colour: coral, silver iridescent



4 061947 068894 **1049219006**
4 piece(s)

Soft Pencil Case s'maepp S
"Rainbow"

- artificial leather, colour: rose iridescent, purple
- in glitter optics



4 061947 100990 **1049219012**
4 piece(s)

Soft Pencil Case s'maepp S
"Vintage Love"

- corduroy material, colour: cream



4 061947 137897 **1049219015**
4 piece(s)

Soft Pencil Case s'maepp S
"Eucalyptus"

- corduroy material, colour: beige, eucalyptus
- with s'maepp logo print on the zipper



4 061947 152111 **1049219016**
4 piece(s)

Highlight

Soft Pencil Case s'maepp S Colour Code

- heavy-duty, easy-care material (nylon), colour: rose
- with s'maepp logo print on the zipper



4 061947 152135 **1049219054**
4 piece(s)

Highlight

Soft Pencil Case s'maepp S Colour Code

- heavy-duty, easy-care material (nylon), colour: mint
- with s'maepp logo print on the zipper



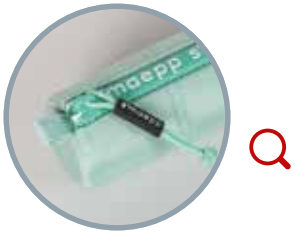
4 061947 170016 **1049219057**
4 piece(s)

new

Soft Pencil Case s'maepp S Colour Code

- heavy-duty, easy-care material (nylon), colour: olive
- with s'maepp logo print on the zipper
- **delivery start: 18-01-2027**









4 061947 068917

1049219007
4 piece(s)

Soft Pencil Case s'maepp S
“Cork”

- cork and linen material, colour: cream, brown



4 061947 068931

1049219008
4 piece(s)

Soft Pencil Case s'maepp S
“Vegan leather”

- linen, artificial leather,
  colour: white, light brown



4 061947 117165

1049219013
4 piece(s)

Soft Pencil Case s'maepp S
“Perforated”

- linen and perforated leather,
  colour: beige, brown



4 061947 068979

1049219010
4 piece(s)

Soft Pencil Case s'maepp S
“Deep Dive”

- neoprene, colour: dark grey
- with attractive s'maepp logo embossing
- with reflective zipper



4 061947 117189

1049219014
4 piece(s)

Soft Pencil Case s'maepp S
“Jeans”

- canvas and water repellent polyester,
  colour: white, black

Soft Pencil Case s'maepp M

- sufficient room for the common writing utensils
- W/H/D: 220×80×80 mm
- reinforced side parts help maintain its round basic shape
- the characteristic hidden outdoor zipper is robust and opens and closes easily
- robust and high-quality manufactured seams as well as elegant two-needle fancy seams – matching the colour of the zipper
- excellent overview and easy removal of contents due to special shape stability
- padded lining to protect contents
- rubber-coated zipper pull with characteristic “sailor’s knot” on outdoor rope – to easily open and close the zipper
- modern, minimalist design





4 061947 061680 **104922170**
4 piece(s)

Soft Pencil Case s'maepp M

- high-quality natural leather, colour: brown



4 061947 061116 **104922190**
4 piece(s)

Soft Pencil Case s'maepp M

- high-quality natural leather, colour: black



4 061947 061178 **104922270**
4 piece(s)

Soft Pencil Case s'maepp M

- high-quality suede, colour: brown



4 061947 061192 **104922290**
4 piece(s)

Soft Pencil Case s'maepp M

- high-quality suede, colour: black



4 061947 068733 **1049229005**
4 piece(s)

Soft Pencil Case s'maepp M “Iridescent”

- with iridescent faux leather, colour: coral, silver iridescent



4 061947 100952 **1049229015**
4 piece(s)

Soft Pencil Case s'maepp M “Emerald Green”

- soft velvet material, colour: dark green



4 061947 068771 **1049229007**
4 piece(s)

Soft Pencil Case s'maepp M “Linen”

- cork and linen material, colour: cream, brown



4 061947 100914 **1049229014**
4 piece(s)

Soft Pencil Case s'maepp M “Mocha”

- flannel, colour: beige
- with attractive s'maepp logo embroidery



4 061947 068795 **1049229008**
4 piece(s)

Soft Pencil Case s'maepp M “Jute”

- jute, artificial leather, colour: white, light brown



4 061947 140118 **1049229019**
4 piece(s)

Soft Pencil Case s'maepp M
“Eucalyptus”

- corduroy material, colour: white, eucalyptus





4 061947 068757 **1049229006**
4 piece(s)

Soft Pencil Case s'maepp M
“Neo”

- neoprene, colour: yellow, pastel purple
- with attractive s'maepp logo embossing



4 061947 137910 **1049229017**
4 piece(s)

Soft Pencil Case s'maepp M
“Plush”

- plush material, colour: beige
- with s'maepp logo print on the zipper





4 061947 117202 **1049229016**
4 piece(s)

Soft Pencil Case s'maepp M
“Grey”

- sweat fabric and water repellent polyester, colour: light grey, black



4 061947 068832 **1049229010**
4 piece(s)

Soft Pencil Case s'maepp M
“Deep Dive”

- neoprene, colour: dark grey
- with attractive s'maepp logo embossing
- with reflective zipper



4 061947 100877 **1049229011**
4 piece(s)

Soft Pencil Case s'maepp M
“Puffy Bag”

- artificial leather, colour: black
- in quilted look
- with reflective zipper



4 061947 068818 **1049229009**
4 piece(s)

Soft Pencil Case s'maepp M
“Splash”

- heavy-duty, easy-care material (nylon), colour: black
- with reflective zipper



4 061947 100938 **1049229013**
4 piece(s)

Soft Pencil Case s'maepp M
“Vinyl”

- artificial leather, colour: black
- in varnish-like look
- with reflective zipper



4 061947 137934 **1049229018**
4 piece(s)

Soft Pencil Case s'maepp M
“Carbon”

- artificial leather, colour: black, silver
- in carbon look, with attractive s'maepp logo embossing



4 061947 151251 **1049109522**
4 piece(s)

Soft Pencil Case s'maepp M
Fruity Love

- synthetic fibre, colour: rose
- with matching charm



4 061947 116373 **1049109322**
4 piece(s)

Soft Pencil Case s'maepp M
Magic Butterfly

- synthetic fibre, colour: rosy, purple
- with attractive embroidery
- with glitter fabric and matching charm



4 061947 151237 **1049109521**
4 piece(s)

Soft Pencil Case s'maepp M
Fast Wheels

- synthetic fibre, colour: green
- with matching charm



4 061947 134773 **1049109421**
4 piece(s)

Soft Pencil Case s'maepp M
Robot Heroes

- artificial leather, colour: dark blue
- with matching charm



4 061947 116359 **1049109321**
4 piece(s)

Soft Pencil Case s'maepp M
Ninja Power

- synthetic fibre, colour: petrol, black
- with matching charm



4 061947 100136 **1049109221**
4 piece(s)

Soft Pencil Case s'maepp M
Safari World

- artificial leather, colour: green
- printed with leaf motif
- with matching charm



4 061947 169027 **1049109622**
4 piece(s) **new**

Soft Pencil Case s'maepp M
Sunny Ocean

- synthetic fibre,
  colour: gold iridescent, multi-coloured, pastel
- with matching charm
- **delivery start: 14-12-2026**





4 061947 169003 **1049109621**
4 piece(s) **new**

Soft Pencil Case s'maepp M
Sporty Animals

- synthetic fibre, colour: green, multi-coloured
- with matching charm
- **delivery start: 14-12-2026**





4 061947 060751 **104922023**
4 piece(s)

Soft Pencil Case s'maepp M Colour Code

- heavy-duty, easy-care material (nylon), colour: red
- with attractive s'maepp logo print



4 061947 098778 **104922025**
4 piece(s)

Soft Pencil Case s'maepp M Colour Code

- heavy-duty, easy-care material (nylon), colour: tulip
- with s'maepp logo print on the zipper



4 061947 060935 **104922026**
4 piece(s)

Soft Pencil Case s'maepp M Colour Code

- heavy-duty, easy-care material (nylon), colour: pink
- with attractive s'maepp logo print



4 061947 061550 **104922033**
4 piece(s)

Soft Pencil Case s'maepp M Colour Code

- heavy-duty, easy-care material (nylon), colour: azur
- with attractive s'maepp logo print



4 061947 097832 **104922039**
4 piece(s)

Soft Pencil Case s'maepp M Colour Code

- heavy-duty, easy-care material (nylon), colour: denim
- with s'maepp logo print on the zipper



4 061947 060775 **104922052**
4 piece(s)

Soft Pencil Case s'maepp M Colour Code

- heavy-duty, easy-care material (nylon), colour: kiwi
- with attractive s'maepp logo print



4 061947 098136 **104922054**
4 piece(s)

Soft Pencil Case s'maepp M Colour Code

- heavy-duty, easy-care material (nylon), colour: mint
- with s'maepp logo print on the zipper



4 061947 060836 **104922060**
4 piece(s)

Soft Pencil Case s'maepp M Colour Code

- heavy-duty, easy-care material (nylon), colour: purple
- with attractive s'maepp logo print



4 061947 060737 **104922090**
4 piece(s)

Soft Pencil Case s'maepp M Colour Code

- heavy-duty, easy-care material (nylon), colour: onyx
- with s'maepp logo print on the zipper



4 061947 169997

104922027
4 piece(s)

new

Soft Pencil Case s'maepp M Colour Code

- heavy-duty, easy-care material (nylon), colour: rose
- with s'maepp logo print on the zipper
- **delivery start: 18-01-2027**





4 061947 169973

104922057
4 piece(s)

new

Soft Pencil Case s'maepp M Colour Code

- heavy-duty, easy-care material (nylon), colour: olive
- with s'maepp logo print on the zipper
- **delivery start: 18-01-2027**



Soft Pencil Case s'maepp L

- plenty of space for school utensils or accessories
- W/H/D: 210×80×115 mm
- 3 additional interior pockets for small parts, more order and overview
- additional inner flap with 5 extra robust pen loops and practical mesh pocket
- the characteristic hidden outdoor zipper is robust and opens and closes easily
- robust and high-quality manufactured seams as well as elegant two-needle fancy seams – matching the colour of the zipper
- excellent overview and easy removal of contents due to special shape stability
- with a practical oversized hand strap
- padded lining to protect contents
- rubber-coated zipper pull with characteristic “sailor’s knot” on outdoor rope – to easily open and close the zipper
- elegant, „stylish” bag look





4 061947 061628 **1049239001**
1 piece(s)

Soft Pencil Case s'maepp L “Midnight Sky”

- nylon, colour: rose, black
- in glitter optics



4 061947 061642 **1049239002**
1 piece(s)

Soft Pencil Case s'maepp L “Jungle Vibes”

- nylon, colour: multi-coloured
- with jungle motif print



4 061947 068993 **1049239003**
1 piece(s)

Soft Pencil Case s'maepp L “Rainbow”

- artificial leather, colour: rose, purple
- in iridescent glitter optics



4 061947 069013 **1049239004**
1 piece(s)

Soft Pencil Case s'maepp L “Neo”

- neoprene, colour: coral, purple
- with attractive s'maepp logo embossing



4 061947 069037 **1049239005**
1 piece(s)

Soft Pencil Case s'maepp L “Cork”

- cork and linen material, colour: cream, brown



4 061947 069075 **1049239007**
1 piece(s)

Soft Pencil Case s'maepp L “Hardwired”

- nylon, colour: black, silver
- with wire finish
- with reflective zipper



4 061947 100839 **1049239008**
1 piece(s)

Soft Pencil Case s'maepp L “Puffy Bag”

- artificial leather, colour: black
- in quilted look



4 061947 103564 **1049239010**
1 piece(s)

Soft Pencil Case s'maepp L “Reflection”

- reflective material, colour: grey
- with attractive s'maepp logo embossing
- with reflective zipper



4 061947 100853 **1049239009**
1 piece(s)

Soft Pencil Case s'maepp L “Vintage Love”

- corduroy and linen material, colour: brown, natural light

Soft Pencil Case s'maepp XL

- large and clearly arranged storage space with compact dimensions, structured division for order and overview
- W/H/D: 220×60×110 mm
- 1 flap(s)
- extra zipped compartment, also suitable for smartphones
- additional inner flap with 5 extra robust pen loops and practical mesh pocket, pocket for geometry set square and timetable, 2 storage pockets
- excellent overview and easy removal
- the characteristic hidden outdoor zipper is robust and opens and closes easily
- robust and high-quality manufactured seams as well as elegant two-needle fancy seams
- rubber-coated zipper pull with characteristic “sailor’s knot” on outdoor rope – to easily open and close the zipper





4 061947 061574 **1049249001**
1 piece(s)

Soft Pencil Case s'maepp XL “Urban Classic”

- heavy-duty, easy-care denim material (nylon), colour: green, dark grey
- with attractive s'maepp logo print



4 061947 069136 **1049249005**
1 piece(s)

Soft Pencil Case s'maepp XL “Deep Dive”

- neoprene, colour: dark grey
- with attractive s'maepp logo embossing
- with reflective zipper



4 061947 069099 **1049249003**
1 piece(s)

Soft Pencil Case s'maepp XL “Neo”

- neoprene, colour: yellow, light blue
- with attractive s'maepp logo embossing



4 061947 069112 **1049249004**
1 piece(s)

Soft Pencil Case s'maepp XL “Hardwired”

- nylon, colour: black, silver
- with wire finish and s'maepp logo print
- with reflective zipper



4 061947 137972 **1049249012**
1 piece(s)

Soft Pencil Case s'maepp XL “Carbon”

- artificial leather, colour: black, silver
- in carbon look, with attractive s'maepp logo embossing



4 061947 061598 **1049249002**
1 piece(s)

Soft Pencil Case s'maepp XL “Street Style”

- heavy-duty, easy-care Denim material (nylon), colour: green, dark grey
- with s'maepp logo print on the zipper



4 061947 117264 **1049249010**
1 piece(s)

Soft Pencil Case s'maepp XL “Grey”

- sweat fabric and water repellent polyester, colour: light grey, black
- with attractive s'maepp logo embossing



4 061947 103588 **1049249008**
1 piece(s)

Soft Pencil Case s'maepp XL “Reflection”

- reflective material, colour: grey
- with attractive s'maepp logo embossing
- with reflective zipper



4 061947 137958 **1049249011**
1 piece(s)

Soft Pencil Case s'maepp XL “Plush”

- plush material, colour: beige
- with s'maepp logo print on the zipper



4 061947 117226 **1049249009**
1 piece(s)

Soft Pencil Case s'maepp XL
"Felt"

- linen and felt, colour: brown
- with attractive s'maepp logo embossing



4 061947 101034 **1049249007**
1 piece(s)

Soft Pencil Case s'maepp XL
"Mocha"

- flannel, colour: beige
- with attractive s'maepp logo embossing



4 061947 181708 **1049249013** **new**
1 piece(s)

Soft Pencil Case s'maepp XL
"Cool"

- artificial leather, colour: ice blue metallic
- also suitable for keeping drinks and snacks cold
- in quilted look, with the s'maepp logo printed on the zipper
- **delivery start: 18-01-2027**



4 061947 169706 **1049249622** **new**
1 piece(s)

Soft Pencil Case s'maepp XL
Sunny Ocean

- synthetic fibre, colour: gold iridescent, multi-coloured, pastel
- with matching charm
- **delivery start: 14-12-2026**



4 061947 169683 **1049249621** **new**
1 piece(s)

Soft Pencil Case s'maepp XL
Sporty Animals

- synthetic fibre, colour: blue, green
- with matching charm
- **delivery start: 14-12-2026**









4 061947 151275 **1049249521**
1 piece(s)

Soft Pencil Case s'maepp XL
Fast Wheels

- synthetic fibre, colour: green
- with matching charm



4 061947 151299 **1049249522**
1 piece(s)

Soft Pencil Case s'maepp XL
Fruity Love

- synthetic fibre, colour: rose
- with matching charm



4 061947 134810 **1049249421**
1 piece(s)

Soft Pencil Case s'maepp XL
Robot Heroes

- artificial leather, colour: dark blue
- with matching charm



4 061947 061079

104924023
1 piece(s)

Soft Pencil Case s'maepp XL Colour Code

- heavy-duty, easy-care material (nylon), colour: red
- with attractive s'maepp logo print



4 061947 098754

104924025
1 piece(s)

Soft Pencil Case s'maepp XL Colour Code

- heavy-duty, easy-care material (nylon), colour: tulip
- with attractive s'maepp logo print



4 061947 061055

104924026
1 piece(s)

Soft Pencil Case s'maepp XL Colour Code

- heavy-duty, easy-care material (nylon), colour: pink
- with attractive s'maepp logo print



4 061947 061031

104924033
1 piece(s)

Soft Pencil Case s'maepp XL Colour Code

- heavy-duty, easy-care material (nylon), colour: azur
- with attractive s'maepp logo print



4 061947 097795

104924039
1 piece(s)

Soft Pencil Case s'maepp XL Colour Code

- heavy-duty, easy-care material (nylon), colour: denim
- with attractive s'maepp logo print



4 061947 061017

104924052
1 piece(s)

Soft Pencil Case s'maepp XL Colour Code

- heavy-duty, easy-care material (nylon), colour: kiwi
- with attractive s'maepp logo print



4 061947 098099

104924054
1 piece(s)

Soft Pencil Case s'maepp XL Colour Code

- heavy-duty, easy-care material (nylon), colour: mint
- with attractive s'maepp logo print



4 061947 060997

104924060
1 piece(s)

Soft Pencil Case s'maepp XL Colour Code

- heavy-duty, easy-care material (nylon), colour: purple
- with attractive s'maepp logo print



4 061947 060973

104924090
1 piece(s)

Soft Pencil Case s'maepp XL Colour Code

- heavy-duty, easy-care material (nylon), colour: onyx
- with attractive s'maepp logo print



4 061947 169959

104924027
1 piece(s)

new

Soft Pencil Case s'maepp XL Colour Code

- heavy-duty, easy-care material (nylon), colour: rose
- with attractive s'maepp logo print
- **delivery start: 18-01-2027**





4 061947 169935

104924057
1 piece(s)

new

Soft Pencil Case s'maepp XL Colour Code

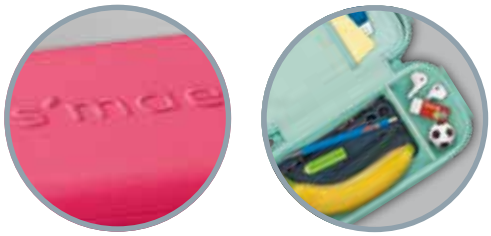
- heavy-duty, easy-care material (nylon), colour: olive
- with attractive s'maepp logo print
- **delivery start: 18-01-2027**



Soft Pencil Case s'maepp XL Hardcase



- large and clearly arranged storage space with compact dimensions, structured division for order and overview
- W/H/D: 240×60×120 mm
- adjustable divider for clutter-free organisation
- additional inner flap with 6 extra sturdy pencil holders, 1 ruler holder and practical mesh pocket, 1 pocket suitable for e.g. set square
- excellent overview and easy removal of contents due to special shape stability
- the hidden zipper is smooth-running and robust
- rubber-coated zipper pull with characteristic “sailor’s knot” on outdoor rope – to easily open and close the zipper
- 1 flap(s)
- with attractive s'maepp logo embossing
- in robust hardcase format and with individually adjustable divider





4 061947 152173 **104925025**
1 piece(s)

Soft Pencil Case s'maepp XL Hardcase Colour Code

- heavy-duty, easy-care material (nylon), colour: tulip



4 061947 152234 **104925033**
1 piece(s)

Soft Pencil Case s'maepp XL Hardcase Colour Code

- heavy-duty, easy-care material (nylon), colour: azur



4 061947 152197 **104925039**
1 piece(s)

Soft Pencil Case s'maepp XL Hardcase Colour Code

- heavy-duty, easy-care material (nylon), colour: denim



4 061947 152210 **104925052**
1 piece(s)

Soft Pencil Case s'maepp XL Hardcase Colour Code

- heavy-duty, easy-care material (nylon), colour: kiwi



4 061947 152159 **104925054**
1 piece(s)

Soft Pencil Case s'maepp XL Hardcase Colour Code

- heavy-duty, easy-care material (nylon), colour: mint



4 061947 152258 **104925090**
1 piece(s)

Soft Pencil Case s'maepp XL Hardcase Colour Code

- heavy-duty, easy-care material (nylon), colour: onyx



4 061947 170054 **104925027**
1 piece(s)

new

Soft Pencil Case s'maepp XL Hardcase Colour Code

- heavy-duty, easy-care material (nylon), colour: rose
- **delivery start: 18-01-2027**





4 061947 170030 **104925057**
1 piece(s)

new

Soft Pencil Case s'maepp XL Hardcase Colour Code

- heavy-duty, easy-care material (nylon), colour: olive
- **delivery start: 18-01-2027**





4 061947 181685 **104925091**
1 piece(s)

new

Soft Pencil Case s'maepp XL Hardcase "Gold"

- high-quality material (nylon), colour: gold
- with matching charm
- **delivery start: 18-01-2027**



new

Counter Display "Gold"

- special edition to mark the company's 150th anniversary
- W/H/D: 50×26×32 cm
- cardboard, colour: grey, gold
- contents promotion 652:
  20 Wirebound Refill Pads Premium Student "Gold" A4 Lin. 28 (10692891),
  8 Soft Pencil Cases s'maepp XL Hardcase "Gold" (104925091),
  counter display with a clip-on header card (H: 20 cm) and insert

PROMOTION 652



DATES

delivery start: 18-01-2027

Soft Pencil Case Colour Code

- W/H/D: 220×60×110 mm
- nylon, colour: pink
- contents: eraser, sharpener and timetable
- 1 flap(s)
- zippered compartment in the lid, inner flap with 7 pen loops and compartment for set square

4 003273 678507

104903326
1 piece(s)



Soft Pencil Case “City beat”

- W/H/D: 220×60×110 mm
- nylon, colour: berry, green
- contents: eraser, sharpener and timetable
- 1 flap(s)
- zippered compartment in the lid, inner flap with 7 pen loops and compartment for set square

4 003273 697928

104903301
4 piece(s)



Soft Pencil Case “Stone”

- W/H/D: 220×60×110 mm
- nylon
- contents: eraser, sharpener and timetable
- 1 flap(s)
- zippered compartment in the lid, inner flap with 7 pen loops and compartment for set square

- colour: neon pink

4 061947 019483

104903304
1 piece(s)

- colour: black

4 061947 019520

104903306
1 piece(s)



Soft Pencil Case “Electric”

- W/H/D: 220×60×110 mm
- nylon
- contents: eraser, sharpener and timetable
- 1 flap(s)
- zippered compartment in the lid, inner flap with 7 pen loops and compartment for set square

- colour: blue

4 061947 019568

104903308
4 piece(s)

- colour: dark purple

4 061947 019582

104903309
4 piece(s)



Soft Pencil Case “Patches”

- W/H/D: 220×60×110 mm
- denim with patches, colour: blue, multi-coloured
- 3 pencil loops and zipped compartment in the lid, flap with 7 pen loops

4 003273 639317

104903303
3 piece(s)



Soft Pencil Case “Duo Check”

- W/H/D: 220×60×110 mm
- synthetic fibre
- 6 pencil loops inside the lid, zipped compartment at the bottom with compartment for set square, with eraser loop, ink cartridges and ruler, with storage pocket



• colour: berry, green	4 003273 698741	**104903601** 4 piece(s)
• colour: blue, black	4 003273 698758	**104903602** 4 piece(s)

Pencil Box Colour Code

- W/H/D: 210×45×85 mm
- zipper, flap with 3 pencil loops



• colour: pink	4 003273 630642	**104910026** 5 piece(s)
• colour: purple	4 003273 641693	**104910060** 5 piece(s)

Soft Pencil Case Metallic

- W/H/D: 220×80×80 mm
- TexiPap, assortment: 3 colours (gold, silver, rose gold)

4 003273 639324 **104911596** 6 piece(s)



Soft Pencil Case “Stone”

- W/H/D: 220×80×80 mm
- nylon, colour: neon pink

4 061947 023275 **104911501** 4 piece(s)



Soft Pencil Case “Big Zip” Colour Code

- W/H/D: 230×120×8 mm
- synthetic fibre, colour: pink

4 003273 641914 **104903126** 6 piece(s)



Soft Pencil Case #Harmony

- W/H/D: 220×80×80 mm
- colour: yellow
- with #-charm

4 061947 017649 **1049107751** 6 piece(s)



Soft Pencil Case “Duo”

- W/H/D: 200×70×80 mm
- assortment: 2 colours (blue/dark blue, gray/black)
- 2 compartments, extra spacious

4 003273 600102

1049013
5 piece(s)



Soft Pencil Case

- for writing and make-up utensils
- W/H/D: 80×180×70 mm
- inner lining, washable
- height when folded over: 12 cm

• colour: blue	4 061947 004878	**104903030** 4 piece(s)
• colour: green	4 061947 004892	**104903050** 4 piece(s)



Soft Pencil Case with elastic band Colour Code

- for writing pads, ring binders and arch files in A5 and A4 format: your most important writing utensils always at hand
- W/H/D: 210×50×10 mm
- in suede optic, colour: onyx
- with press studs to extend the elastic band
- blister pack with euro slot

4 003273 691742

104903590
1 piece(s)



Pencil Box Neon

- W/H/D: 200×84×27 mm
- metal, colour: neon orange, black
- removable insert

4 061947 017342

1049100752
6 piece(s)



BRUNNEN Pencil Cases – Complete Range, including new Novelties and ★ Highlights



generated with AI

new

NEW COLLECTION

School Pencil Case s'maepp Sunny Ocean

- W/H/D: 200×125×45 mm
- synthetic fibre, colour: gold iridescent, multi-coloured, pastel
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- with matching charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 169065 **1049420622**
1 piece(s)

reddot winner 2026









DATES

delivery start: 14-12-2026

School Pencil Case s'maepp Fruity Love

- W/H/D: 200×125×45 mm
- synthetic fibre, colour: rose, red
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- with charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 151336 **1049120522**
1 piece(s)

reddot winner 2026



High-light

School Pencil Case s'maepp “Sweet Unicorn”

- W/H/D: 200×125×45 mm
- synthetic fibre, colour: multi-coloured, pastel
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- with charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 152272 **104942001**
1 piece(s)

reddot winner 2026





new

NEW COLLECTION

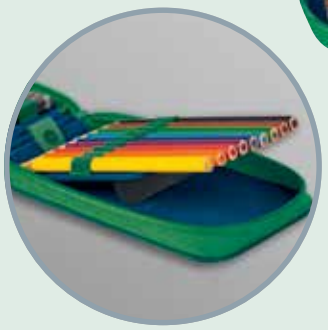
School Pencil Case s'maepp Sporty Animals

- W/H/D: 200×125×45 mm
- synthetic fibre, colour: blue, multi-coloured
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- with matching charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

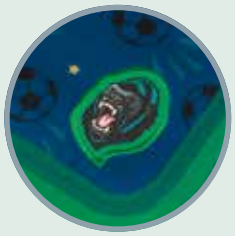
4 061947 169041 **1049420621**
1 piece(s)

reddot winner 2026









DATES

delivery start: 14-12-2026

School Pencil Case s'maepp Fast Wheels

- W/H/D: 200×125×45 mm
- synthetic fibre, colour: green, multi-coloured
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- with charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 151312 **1049120521**
1 piece(s)

reddot winner 2026



School Pencil Case s'maepp "Dino Jungle"

- W/H/D: 200×125×45 mm
- synthetic fibre, colour: blue, green, multi-coloured
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- with charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 152296 **104942002**
1 piece(s)

reddot winner 2026



School Pencil Case s'maepp Colour Code

- W/H/D: 200×125×45 mm
- synthetic fibre, colour: tulip
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 152319

104942025
1 piece(s)

reddot winner 2026



School Pencil Case s'maepp Colour Code

- W/H/D: 200×125×45 mm
- synthetic fibre, colour: denim
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 152333

104942039
1 piece(s)

reddot winner 2026



School Pencil Case s'maepp Colour Code

- W/H/D: 200×125×45 mm
- synthetic fibre, colour: onyx
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 152357

104942090
1 piece(s)

reddot winner 2026





School Pencil Case Magic Butterfly

- W/H/D: 195×135×35 mm
- synthetic fibre, colour: rosy, purple
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- 2 flap(s)
- with charm
- with glitter fabric and embroidery

4 061947 116410

1049120322
1 piece(s)



School Pencil Case Magic Rainbow

- W/H/D: 195×135×35 mm
- synthetic fibre, colour: rose
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- 2 flap(s)
- with charm

4 061947 100570

1049120222
1 piece(s)



School Pencil Case Sweet Wild Cat

- W/H/D: 195×135×35 mm
- synthetic fibre, colour: rose
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- 2 flap(s)
- with charm
- with embroidery, partial glitter finish and leo plush

4 061947 066364

1049120942
1 piece(s)



School Pencil Case Unicorn Princess

- W/H/D: 195×135×35 mm
- synthetic fibre, colour: rose
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- 2 flap(s)
- with charm

4 061947 039573

1049120842
1 piece(s)



School Pencil Case Ninja Power

- W/H/D: 195×135×35 mm
- synthetic fibre, colour: orange, red, black
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- 2 flap(s)
- with charm

4 061947 116397

1049120321
1 piece(s)



School Pencil Case “Panther” Safari World

- W/H/D: 195×135×35 mm
- synthetic fibre, colour: brown
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- 2 flap(s)
- with charm

4 061947 100112

1049120221
1 piece(s)



School Pencil Case Drago

- W/H/D: 195×135×35 mm
- synthetic fibre, colour: black
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- 2 flap(s)
- with charm

4 061947 066647

1049120941
1 piece(s)



School Pencil Case Dinosaurier

- W/H/D: 195×135×35 mm
- synthetic fibre, colour: green
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- 2 flap(s)
- with charm

4 061947 039078

1049120841
1 piece(s)



School Pencil Case “Butterflies”

- W/H/D: 195×135×35 mm
- synthetic fibre, colour: pink, rose
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- 2 flap(s)
- with charm

4 061947 023213

104912016
1 piece(s)



School Pencil Case “Transformer”

- B/H/T: 195×135×35 mm
- synthetic fibre, colour: blue
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- 2 flap(s)
- with charm

4 061947 023237

104912017
1 piece(s)



School Pencil Case

- W/H/D: 195×135×35 mm
- leather
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable
- 1 flap(s)



- colour: brown

4 003273 112001

104905704
1 piece(s)

- colour: black

4 003273 190740

104905790
1 piece(s)

School Pencil Case

- W/H/D: 195×135×35 mm
- synthetic fibre, colour: black
- contents: 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, money pocket with hook and loop fastener, timetable, drawing template
- 2 flap(s)
- large silver-coloured zipper

4 003273 682177

104918690
1 piece(s)



new

NEW COLLECTION

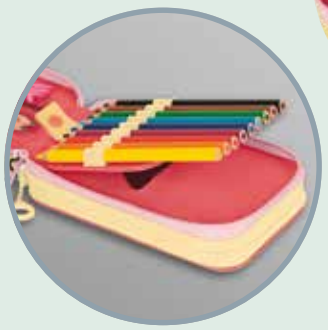
School Pencil Case s'maepp Sunny Ocean

- W/H/D: 200×125×75 mm
- synthetic fibre, colour: gold iridescent, multi-coloured, pastel
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with matching charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 169102 **1049421622**
1 piece(s)

reddot winner 2026









DATES

delivery start: 14-12-2026

School Pencil Case s'maepp Fruity Love

- W/H/D: 200×125×75 mm
- synthetic fibre, colour: rose, red
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 151374 **1049121522**
1 piece(s)

reddot winner 2026



High-light

School Pencil Case s'maepp "Sweet Unicorn"

- W/H/D: 200×125×75 mm
- synthetic fibre, colour: multi-coloured, pastel
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 152371 **104942101**
1 piece(s)

reddot winner 2026





new

NEW COLLECTION

School Pencil Case s'maepp Sporty Animals

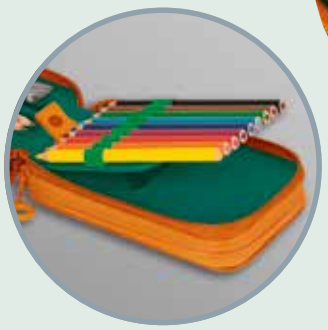
- W/H/D: 200×125×75 mm
- synthetic fibre, colour: green, multi-coloured
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with matching charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 169089

1049421621
1 piece(s)

reddot winner 2026





DATES

delivery start: 14-12-2026

School Pencil Case s'maepp Fast Wheels

- W/H/D: 200×125×75 mm
- synthetic fibre, colour: green, multi-coloured
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 151350

1049121521
1 piece(s)

reddot winner 2026



School Pencil Case s'maepp "Dino Jungle"

- W/H/D: 200×125×75 mm
- synthetic fibre, colour: blue, green, multi-coloured
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 152395

104942102
1 piece(s)

reddot winner 2026



School Pencil Case s'maepp

- W/H/D: 200×125×75 mm
- synthetic fibre, colour: green
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 152432

104942150
1 piece(s)

reddot winner 2026



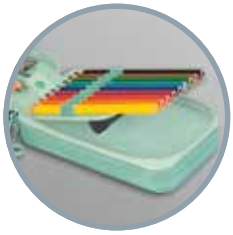
School Pencil Case s'maepp Colour Code

- W/H/D: 200×125×75 mm
- synthetic fibre, colour: mint
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 152456

104942154
1 piece(s)

reddot winner 2026





School Pencil Case s'maepp

- W/H/D: 200×125×75 mm
- synthetic fibre, colour: purple
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- innovative patented inclined pencil ramp for easier removal
- horizontal opening saves space on the desk
- with ergonomic zip for easy opening and closing

4 061947 152418

104942162
1 piece(s)

reddot winner 2026



School Pencil Case Sweet Wild Cat

- W/H/D: 190×135×70 mm
- synthetic fibre, colour: rose
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm
- with embroidery, partial glitter finish and leo plush

4 061947 066388

1049121942
1 piece(s)



School Pencil Case Unicorn Princess

- W/H/D: 190×135×70 mm
- synthetic fibre, colour: turquoise
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm

4 061947 039559

1049121842
1 piece(s)



School Pencil Case Robot Heroes

- W/H/D: 190×135×70 mm
- artificial leather, colour: dark blue
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm

4 061947 134896

1049121421
1 piece(s)



School Pencil Case Ninja Power

- W/H/D: 190×135×70 mm
- synthetic fibre, colour: petrol, black
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm

4 061947 116434

1049121321
1 piece(s)



School Pencil Case "Lion" Safari World

- W/H/D: 190×135×70 mm
- synthetic fibre, colour: green
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm

4 061947 100099

1049121221
1 piece(s)



School Pencil Case Drago

- W/H/D: 190×135×70 mm
- synthetic fibre, colour: blue
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm

4 061947 066623

1049121941
1 piece(s)



School Pencil Case Dinosaurier

- W/H/D: 190×135×70 mm
- synthetic fibre, colour: blue
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm

4 061947 039030

1049121841
1 piece(s)



School Pencil Case "Cats"

- W/H/D: 190×135×70 mm
- synthetic fibre, colour: light blue
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm

4 061947 023251

104912107
1 piece(s)



School Pencil Case "Supercar"

- W/H/D: 190×135×70 mm
- synthetic fibre, colour: blue
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors, money pocket with hook and loop fastener
- 3 zippers
- with charm

4 003273 639300

104912106
1 piece(s)



School Pencil Case XXL Happy Hippie

- W/H/D: 230×190×40 mm
- artificial leather, colour: multi-coloured, pastel
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors
- 2 zippers
- with charm
- with glitter fabric

4 061947 134957

1049126422
1 piece(s)



School Pencil Case XXL Magic Butterfly

- W/H/D: 230×190×40 mm
- synthetic fibre, colour: rosy, purple
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors
- 2 zippers
- with charm
- with glitter fabric and embroidery

4 061947 116496

1049126322
1 piece(s)



School Pencil Case XXL Magic Rainbow

- W/H/D: 230×190×40 mm
- synthetic fibre, colour: yellow
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors
- 2 zippers
- with charm

4 061947 100617

1049126222
1 piece(s)



School Pencil Case XXL Sweet Wild Cat

- W/H/D: 230×190×40 mm
- synthetic fibre, colour: rose
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors
- 2 zippers
- with charm
- partial glitter finish and embroidery

4 061947 066401

1049126942
1 piece(s)



School Pencil Case XXL Robot Heroes

- W/H/D: 230×190×40 mm
- artificial leather, colour: dark blue, green
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors
- 2 zippers
- with charm

4 061947 134933

1049126421
1 piece(s)



School Pencil Case XXL Ninja Power

- W/H/D: 230×190×40 mm
- synthetic fibre, colour: turquoise, black
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors
- 2 zippers
- with charm

4 061947 116472

1049126321
1 piece(s)



School Pencil Case XXL Drago

- W/H/D: 230×190×40 mm
- synthetic fibre, colour: blue
- contents: 18 thin branded coloured pencils, 9 thick branded coloured pencils, 2 branded pencils, ruler 16 cm, metal twin pencil sharpener, eraser, children's scissors
- 2 zippers
- with charm

4 061947 066609

1049126941
1 piece(s)



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