



6th Generation 1900–1928

Count Alexander von Faber-Castell (1866–1928)

In 1898 Baron Wilhelm von Faber's eldest daughter Baroness Otilie von Faber (1877–1944) married Count Alexander zu Castell-Rüdenhausen, a member of one of Germany's oldest noble families. By consent of Prince Regent Luitpold, the new title "Count and Countess von Faber-Castell" was created so as to comply with a stipulation in Baron Lothar von Faber's will.



FABER-CASTELL
since 1761

A.W. FABER  "CASTELL" 

Polychromos Coloured Pencils.

Count Alexander von Faber-Castell

In 1900 Lothar's widow made Count Alexander a partner in the business. After her death in 1903 it passed to the granddaughter Ottilie and her husband Alexander. In the same year the foundation stone was laid for a grand mansion, where they took up residence in 1906. It was built within sight of the factory, close to Baron Wilhelm von Faber's villa and linked by a tower to the "Old Castle" which had been Baron Lothar von Faber's home.

Committed to the proven company principles, Count Alexander succeeded in giving the core products a classical and unmistakable image. The new CASTELL brand, with the symbol of the jousting knights, was an international success. The quality green CASTELL range of pencils and the Polychromos artists' colour pencils were to remain a flagship for many decades. The business flourished. In 1911, when the company

had been in existence for 150 years, there were 2000 workers and 200 office employees in the financial and technical fields. 100,000 customers all over the world regularly bought A.W. Faber products. Count Alexander extended the production plant to meet the constantly rising demand.

However, the Great War meant the loss of foreign subsidiaries and production sites. The subsidiary in the USA was confiscated and auctioned off. The sales organizations in London, Paris, and St Petersburg were also lost. But around 1924 a new upturn followed in the wake of the crisis, so that Count Alexander had an extensive new factory built. After his death in 1928, the company name was officially changed to A.W. Faber "Castell" Bleistiftfabrik AG, then in 1942 to A.W. Faber-Castell.



Once, slide rules such as the slide rule No. 336 manufactured in 1909, accounted for up to a quarter of the company's turnover.