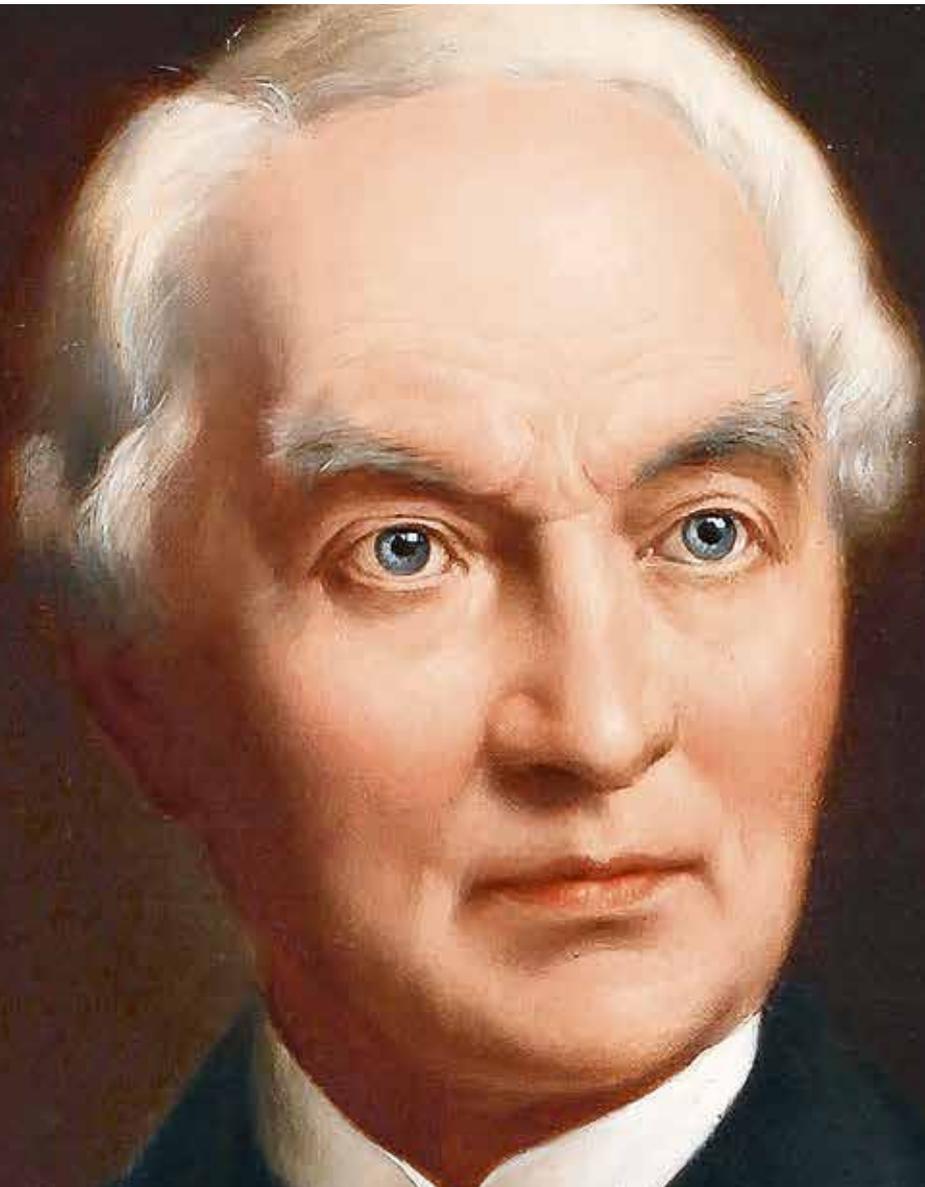




FABER-CASTELL
since 1761



4th Generation 1839–1896

Baron Lothar von Faber (1817–1896)

Baron Lothar von Faber took over the pencil factory in Stein after the death of his father Georg Leonhard in 1839. Having gained valuable experience in the great trading centres Paris and London, at the age of 22 he undertook a thorough modernization of the family business, ever mindful of his ambitious goal “*to raise myself to the highest rank by making the best that can be made in the whole world.*”

Lothar Faber



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Baron Lothar von Faber

And in fact, with the aid of high-quality raw materials (he secured the mineral rights to a graphite mine in far-off Siberia in 1856) and using modern production techniques, in a very short time he succeeded in producing pencils of excellent quality. In order to differentiate his products from inferior goods made by his competitors, he marked them with the name of the company, so creating the first brand-name pencil.

Baron Lothar von Faber was the first pencil manufacturer to become independent of middlemen. He travelled to all the most important European countries and set up a widespread dealer network which he controlled from his subsidiary in Paris (founded in 1855). He had already been represented since 1849 by a sales company in New York; there followed a further subsidiary in London (1851) and agencies in Vienna (1872) and St Petersburg (1874).

To mark the centenary of the company in 1861 he established a factory for making writing slates at Geroldsgrün in north Bavaria, which later developed into one of the world's largest producers of slide rules.

In the meantime, the brand name A.W. Faber was well known and frequently imitated, so in 1874 Baron Lothar von Faber submitted a petition for legislation to protect trademarks: he was thus a pioneer of such laws in Germany. He was a cofounder of the Bavarian Trades Museum (1869) – now the Bavarian trades institute – the Union Bank of Nuremberg (1871), and the Nuremberg Life Assurance company (1884) – now the successful Nuremberg Insurance Group.

He also proved to be a businessman with an unusual social conscience. In 1844 he set up one of the first company health insurance schemes in Germany. He also supported schools and one of the first kindergartens, built housing for his employees, and contributed to the building of a church. By reason of his services to the business world and in social matters, Baron Lothar von Faber was made a life peer in 1862 and was raised to the hereditary peerage in 1881. In 1891 there followed the nomination as “hereditary imperial counsellor to the Bavarian throne”.



A. W. Faber's pencils were launched under the French name in 1837.