



**BACK TO SCHOOL  
WITH THE NEW F4 PAD  
LEGEND, INNOVATION, AND RESPECT FOR THE ENVIRONMENT**

This year heading back to school, there is a **surprise** in your rucksack: **the legendary F4 pad comes with important updates**. **This iconic FABRIANO product** — the drawing pad that has accompanied generations of students, creators, and artists since the 1970s, giving shape to millions of ideas, designs, thoughts, and emotions — **today has a new graphical look**. **A watermarked cover, ECOLABEL certification, and the Atlas of Paper** make the **new F4** even more unique, combining **legend, innovation, and respect for the environment**.

Many will remember the **cover with light blue F4 logo**. This was **designed in 1973** by the Milan-based graphic artist and **designer Carlo Cattaneo** with the goal of identifying each pad in the drawing line with a number accompanied by the F of the FABRIANO brand, thus making each pad immediately recognizable.

Today, **50 years after its creation**, it is time to **update the legendary F4 pad**, even following the delicate restyling of the FABRIANO logo. As with the logo, in fact, the redesign is intended **as an evolution, not a revolution**. **The iconic image of the pad**, familiar to many, **is maintained**, but some improvements are introduced that unmistakably mark the path of F4 within FABRIANO's vision: creating products that always meet contemporary needs, combining **high quality and a low environmental impact**.

Because of this, one of the **essential updates to the F4 and the F2**, the version with a lighter, 110 g/m<sup>2</sup> grammage, is **ECOLABEL certification**, the European Union's mark of ecological quality. The pads are the first school products to receive this important recognition, which shows FABRIANO's commitment to manufacturing with respect for rigorous quality standards and European regulations on environmental protection. For FABRIANO, **protecting nature has always been a priority**, which is why it relies on advanced production systems and processes with respect to both energy and resource use, allowing it to reduce water use, emissions, consumption, and production waste. In fact, since 1937, FABRIANO has been **HYDROPOWER** certified, guaranteeing production that uses at least 60% hydroelectric energy. The use of this renewable energy resource through small company-owned plants, leads to a reduction in greenhouse gases.



FABRIANO is also a **partner of FSC®**, the Forest Stewardship Council, the independent international organization created to promote protection of the world's forests. All FABRIANO papers are certified with the **FSC®** mark. This attention guarantees the origin of cellulose from forests around the world, which are managed in full compliance with social, economic, and environmental needs, encouraging the certification of new areas and containing degradation, illegality, and deforestation.

With this consideration, **the paper used in F4 and F2 is better and more sustainable**, so the pads can be used every day in full respect for the environment, a daily commitment that looks towards the future of our planet and those who live here, as well as a gesture of responsibility towards generations to come.

The second important aspect is **the introduction of the watermark with the FABRIANO monogram on the cover**.

The watermark forms part of the history and centuries-old tradition of FABRIANO paper because it was precisely **the artisans in Fabriano that invented it and introduced it in paper production in the 13th century**. This was an extraordinary new technique in which, already during processing, an **indelible mark** visible against the light could be imprinted, thereby **unmistakably identifying the source of each sheet**. Over the centuries, this allowed the paths of paper produced by Fabriano to be traced, reconstructing its history. Today, this not only serves as a valuable tool for dating documents and manuscripts stored in archives around the world, but it also makes each sheet unique, guaranteeing its authenticity.

F4 and F2 carry the pride of this ancient tradition and recount it to all students with the young, sarcastic language of the Spanish cartoonist Alberto Madrigal. In fact, the interior of the cover bears a small comic that invites us to hold the sheet against the light and discover the watermark in the top left corner.





atlas of paper  
graphics: Silvana Amato design:  
Julia Binfield

For FABRIANO, **drawing** is not only a form of art, but also **a tool for intellectual growth and development**. This is why its goal has always been to support young people in their personal and educational growth with tools that can enhance their creativity. This is also why the back cover of the pad contains the **Atlas of Paper**, a map showing the essential stages in the history of such a fascinating and ancient material, together with some of its technical characteristics, explained in a simple, straightforward manner. It serves as **support for students and teachers** in discovering how **paper has always been and continues to be a source of inspiration and stimulus for invention**.

**F4 and F2 pads:** The paper is produced with 100% ECF (elemental chlorine free) cellulose and is FSC® certified. F2, with a grammage of 110 g/m<sup>2</sup>, is available with a rough or smooth surface. Rough: for soft graphite, charcoal, and pastel. Smooth: for pencil, pastel, crayon, felt-tip pen, and Indian ink. F4 is smooth or rough, with a grammage of 200/220 g/m<sup>2</sup>, high degree of sizing, and optimal resistance to rubbers of any hardness. It is particularly recommended for students' technical drawing and professional use by architects, graphic artists, and surveyors. From nursery school to university, for work or in the classroom, F4 has always been the drawing pad of reference for adults and children.

Rounding out the rucksack: **EcoQua Original notebooks**, perfect for all subjects, for writing, copying, homework, essays, reports, exercises, and problems. Practical, resistant, and eco-friendly, they are available in 12 bright colours with a flexible cover and scratch-proof finish, in two sizes — A4 and A5 — with silver staple binding or opaque silver spiral binding. **Tubo & Tubino pencil case**, in drum-dyed calf leather, available in 13 colours and a cedarwood box containing **a set of 12 watercolour pastels** with bold tip and ergonomic grip, in either cool or warm tones.

### **FABRIANO papers: environmentally friendly high-quality paper**

For FABRIANO, environmental protection has always been a priority: water, forests, and local resources are precious goods to protect for the health and well-being of all. This is why FABRIANO works to guarantee production that rigorously respects Italian and European laws on environmental protection. The desire to create high-value products with a low environmental impact has always accompanied the company's development, which is why its production facilities and processes are state-of-the-art in terms of both energy and resources, leading to water savings and reduced emissions, energy consumption, and processing waste. Since 1937, FABRIANO has been **HYDROPOWER** certified, guaranteeing production that uses at least 60% hydroelectric energy. The use of this renewable energy resource through small company-owned plants, leads to a reduction in greenhouse gases. The hydroelectric power plants and sophisticated water purification systems are the mark of a daily commitment attentive to the future of our planet and its inhabitants. **FABRIANO is also a partner of FSC®**, the Forest Stewardship Council, the independent international organization created to promote protection of the world's forests. All papers used by FABRIANO are certified with the FSC® mark. This consideration guarantees the origin of cellulose from forests around the world, which are managed in full compliance with social, economic, and environmental needs, encouraging the certification of new areas and containing degradation, illegality, and deforestation. For a more sustainable future for generations to come.



### **FABRIANO, la bella carta since 1264.**

Fabriano has been a centre of paper production since 1264. In over 750 years, it has met men and women who have used its paper daily and in extraordinary ways in the fields of art, literature, music, and publishing. Michelangelo Buonarroti, Giambattista Bodoni, Ludwig van Beethoven, up to Gabriele D'Annunzio and Georgia O'Keeffe, together with Francis Bacon and Federico Fellini, are just some of the luminaries who have written, drawn, taken notes, and created on paper produced by Fabriano, which, over more than 700 years, has become a part of the Italian cultural heritage. In the 13th century, the brilliant intuition of the artisans in Fabriano led to three important innovations — watermarks, the use of animal gelatin, and the hydraulic hammer mill — which made Fabriano the cradle of papermaking. This multi-century tradition continues today with the production of a wide range of high-quality papers adapted to the needs of every type of art — drawing, sketching, pastels, watercolour, acrylic and oil, mixed techniques, artistic printing, calligraphy, writing, and handicrafts — chosen every day by students, artists, architects, stylists, illustrators, musicians, writers, and calligraphers. FABRIANO is the only paper manufacturer in the world that produces with three technologies: by hand or with a Fourdiner machine or cylinder mould. High-quality, 100% Italian production synonymous with expertise and authenticity. [fabriano.com](http://fabriano.com)



® Discover the world of FABRIANO paper.

information and photos **ruski duski** .

**adicorbetta**

[press@ruskiduski.org](mailto:press@ruskiduski.org) | t. +39 02 36594081

**FABRIANO**  
LA BELLA CARTA DAL 1264