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Lamy expects innovations to lead to sales growth

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Lamy starts the new year with strength and optimism: the writing instruments manufacturer expects sustained sales growth in 2023. The most comprehensive innovation and investment programme in the company's history is behind these great expectations. Lamy is focusing on new special models – always in high demand – and a further expansion of the range in the digital writing segment, and will also be surprising customers with a completely new product concept outside of its actual core business.

"This innovation and investment programme is huge by our standards and represents a multi-million euro investment in the future of the company and the LAMY brand," says COO/CFO Peter Utsch. Launched back in 2021 in the midst of the challenging pandemic phase, the total invested in 2022 was five times the annual investment average over the past 20 years. "It was important to have a clear impetus for long-term qualitative growth, especially at this point in time - and this remains our goal," explains Steffen Rübke, who joined the management team as CEO last year.

This means that Lamy will be continuing to invest in the Heidelberg site and jobs in 2023. Technological innovation projects cover all areas of manufacturing with a focus on automation and an increase in flexibility. In addition, the company is investing in digitization, internal processes, and innovative product developments - including innovations outside of the writing instruments segment. The Berlin-based innovation unit NEO66 is Lamy's start-up delivering new product concepts. High-quality software solutions developed in-house and based on proven, scientifically sound methods and productivity tools for efficient, autonomous work structuring are set to complement Lamy's core business in the future, providing an impetus for growth.

Products and range

In the core product range, Lamy continues to focus on expanding the digital writing sector - industrial customer business has almost doubled here. What the company sets out to do here is to actively shape the future of digital writing with perfect writing instruments for our increasingly digital everyday. The LAMY AL-star EMR for writing on screens and the LAMY safari ncode writing system as a way of digitizing and working on your own paper notebook are now successfully established on the market. In 2022, the LAMY safari twin pen EMR was added, a further writing instrument that bridges the gap between the analogue and digital worlds: ballpoint pen and stylus in one with simple changeover thanks to the innovative twist mechanism.



In cooperation with the PB 0110 label, the brand has expanded its portfolio to include high-quality lifestyle leather accessories: sustainably produced cases, pouches and desk pads. Fitting, timeless companions for Lamy design icons in everyday life.

Markets and distribution

Internationally, in 2022 Lamy showed continued growth and expanded its visibility as a global design and lifestyle brand despite a still challenging market situation.

The company recorded exceptional growth rates in its directly managed travel retail business, where sales increased sevenfold. With new concept store openings, including at Berlin's BER Airport and Hainan International Airport in China, Lamy believes it is ideally positioned to further stimulate the travel market following the years of pandemic.

With an e-commerce share of around 40% in international sales, the writing instruments manufacturer is a pioneer in the industry, demonstrating how to successfully exploit all sales channels. Since November 2022, Lamy has been offering an intensified brand experience, both online and in its physical stores, with its own brand eShop. This is opening up new target groups, and specialist retailers are similarly benefiting from the "drive to store" principle.

Lamy has a presence at national and international trade shows, such as TFWA Cannes and Big Buyer Bologna. In March 2023, Lamy will again be represented at didacta, the most important schools and education trade fair in the German-speaking world, held this year in Stuttgart.

Marketing and communication

In March 2022, Lamy launched its first international and cross-media brand campaign: "thinking tools" is far more than just a motto or slogan. The concept conveys that, at its core, a Lamy has always been more than a perfectly designed and engineered writing tool. The focus is on the people who use Lamy writing instruments as thinking tools to express their world of thought, their intellectual, creative and communicative abilities.



About Lamy

Around the world the LAMY brand stands for high-quality designer writing instruments with a timelessly modern aesthetic and perfect functionality. In 1966, the LAMY 2000 model established the clear, unmistakable design language that still characterises the style of all the brand's products today - the Lamy design. Each year, Special Editions continue to set trends and inspire handwriting fans around the world with innovative colours and finishes. By 2026, the 30th anniversary of its founding, Lamy will have launched further new models and pioneering product concepts.

As an independent family company, since its foundation in 1930 Lamy has been firmly committed to Heidelberg as its only production centre, guaranteeing consistently premium quality "Made in Germany". Sustainability is the principle underlying all entrepreneurial action in the sense of bringing responsibility into our real lives. Behind this is a clear commitment to positive economic performance under ecologically sound production conditions and corporate social responsibility that helps to strengthen society.

With an annual production of over 8 million writing instruments, today Lamy is not only the market leader in Germany, it has also developed into a sought-after lifestyle brand around the world. Lamy generates a good half of its turnover abroad. The brand is now represented in more than 80 countries with over 15,600 sales outlets worldwide, including around 200 mono-brand stores.

Lamy is continuously reinventing itself, proving that writing instruments are more than commodities – they are thinking tools. As lifestyle accessories they have become important companions for millions of people, giving expression to their pleasure in writing by hand and expressing their individual personality.

You can find out more about Lamy online at lamy.com