

Pencil Makers in the USA Since 1889

GENERAL PENCIL COMPANY, INC.

3160 Bay Rd · PO Box 5311
Redwood City, CA 94063



Tel: (650) 369-4889
Fax: (650) 369-7169

THE ORIGINAL
KISS-OFF™
STAIN REMOVER

Since 1889
GENERAL'S®

"The Masters"
BRUSH CLEANER
AND PRESERVER



PRESS RELEASE:

For immediate release: July 30, 2010

General's® How to Draw Cartoon Flipbooks Kit Wins "Best Green Product" from Dr. Toy's "Best Green Toy Company Awards"

FOR MORE INFORMATION CONTACT:
Kirstin Barrett 650-369-4889 or info@GeneralPencil.com

In July 2010, Stevanne Auerbach, PhD/ "Dr. Toy" recognized the Best Green Toys and Children's products for the fourth year. The award recognizes innovative products and companies that are working toward making a difference in playthings and reducing environmental the impact of production. This year, **General Pencil Company's** "How to Draw Cartoon Flipbooks!" has been recognized as one of the "Best Green Toys"!

About the Product "How to Draw Cartoon Flipbooks!"

General Pencil Company and Matthew Luhn, Story Artist/Animator from PIXAR Animation Studios, partnered to create a one of a kind series of How To Draw Cartoons Kits: How to Draw Cartoons and How to Draw Cartoon Flip Books.

How to Draw Cartoon Flipbooks is a unique kits that include all the GENERAL'S® Drawing Tools needed, and each kit contains 2 easy to follow books created by Matthew Luhn. The books are filled with techniques and lessons including shapes, shading, perspective, dimension, developing style, writing stories, and creating morphing effects in flipbooks, these books and kits are ideal for teachers, students, aspiring cartoonists, and people of all ages wanting to brush up on drawing and cartooning skills.

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About Dr. Toy's "Best Green Products"

Dr Toy recognizes these Best GREEN Products and the astute companies making these products. They are each making a difference in their own way and making important contributions. Each step helps. Each step moves us towards a healthier home and community.

Dr. Toy has identified products that help children learn more about their world. She found products made from organic materials, or produced in ways that are healthier. Consumers are encouraged to consider these products for home or school or as gifts. Dr Toy is glad to recognize the companies and products that are helping to create a healthier place for everyone to live.

About General Pencil Company

General's® art and craft pencils come to you from our factory in Jersey City, New Jersey. We believe in quality, tradition, value, and the fun of creating. We take pride in handcrafting quality pencils and artist materials using traditional methods passed down for five generations. Our history dates back to 1864 when Edward Weissenborn began the first pencil factory in the USA. In 1889, Edward and his son, Oscar A., began what is now General Pencil Company. Still family owned and operated, our goal is to create consistent, quality products in a sustainable manner for artists of all levels.

General Pencil Company has been manufacturing drawing materials in the USA for over 121 years. Green initiatives have contributed to General Pencil thriving for six generations. Packaging is made with recycled materials; books are printed on FSC certified paper; pencils and erasers are phthalate free; AP and PMA approved for safety and have always been lead free. Products conform to ASTM-D4236 and are tested for safety and quality.

For fun drawing projects, tips, & techniques, visit us at: www.GeneralPencil.com