



RHODIA



L'ANNIVERSAIRE



RHODIA

PREMIUM STATIONERY MADE IN FRANCE

PRESS RELEASE



In 2024, Rhodia is celebrating the brand's  
90th anniversary and the creation  
of its iconic orange top-stapled notepad.

Rhodia has been a heritage brand  
at the cutting edge since 1934,  
flawlessly combining innovation  
and traditional craftsmanship.

We continue to be committed to this  
artistry, with all the brand's notepads  
lovingly assembled by hand.



# T I M E L E S S

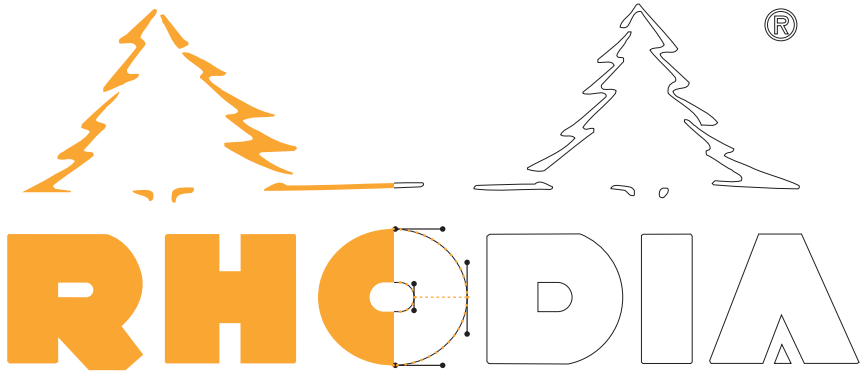
## MODERN

In September 1934, the brothers Henry and Robert V erilhac founded Rhodia and created the modern stapled notepad, which remains unrivalled. Innovative, functional and aesthetically pleasing, it had a huge impact on the stationery landscape of the 1930s. It amazed customers with its bright orange colour and clever features, including triple folding.

The stationery brand has remained in tune with the times ever since. In addition to its ranges of notebooks and pads, it expands its offer every year with writing tools, storage accessories and workspace organisers. Rhodia is developing an aesthetic and practical "home office" range (including the Orange Botanique collection by Alsace artist Elisa Walter), in line with the new world of work, with teleworking and freelancing in mind. On the net, a "Rhodiaddicts" community can be found on social media.

With production that has always remained in France, located in Illzach on the outskirts of Mulhouse since 1997 in a factory dating back to 1840, and using Clairefontaine paper from the Vosges, this is an essential "made in France" brand.

At 90, Rhodia seems simply timeless. Sadly, other brands founded at the same time, such as Prisunic, Simca, and Chambourcy, are no longer here today. Clairefontaine, meanwhile, though founded in 1858, has retained all its vitality!



## A LOGO

Also born from the outset, the black logo, which makes an impact at a glance, highlights Rhodia's identity. It plays on the power of symbols: the fir tree for the raw material of the paper and for the mountains of the Dauphiné, shown in duplicate for the company's two founding brothers, and finally, black for ink and writing.

Someone clearly took great care in crafting beautifully meaningful design. Antonia, Henri Vэрilhac's wife, was able to capture and formalise the Rhodia identity for evermore with her keen eye.

## A NAME

Geography and heritage converge with the name Rhodia. Not only is it easy to remember with just two syllables alone, but it clearly evokes the Rhone region where the brand was born.



# H I S T O R Y

The two brothers Henri and Robert Vérilhac, sons of merchants, went into business in 1932. Papeteries Vérilhac Frères opened in Lyon. The company distributed stationery throughout France and even in North Africa, then part of the French territory. Just two years after starting the business, both men took a surprising turn. They switched from being traders to manufacturer-sellers, and to do so, they registered the Rhodia brand. In doing so, they launched a new era in stationery, making a masterful début with the orange stapled notepad.

In the 90s, Rhodia was in difficulty. The takeover by the Clairefontaine Group saved it in 1997. It joined Clairefontaine, which became Clairefontaine Rhodia. Clairefontaine's more than a hundred years of paper-making expertise complemented Rhodia's creative genius. Production left the Rhône valley and Rhodia's native Dauphiné for Illzach on the outskirts of Mulhouse, where it still is today. Rhodia was therefore one of the few to withstand the massive wave of deindustrialisation of the 2000s.

Over 90 years, Rhodia has conquered more than 90 countries on five continents, from Chile to New Zealand. The brand is also extremely popular in Southeast Asia.

In 2024, there are 13 product ranges available.



# i n n o v a t i o n and respect for the environment

Rhodia is constantly innovating and its creations are technical feats. Let's take the example of the top-stapled notepad. It may seem very simple, but its many features are: "Sangrif" header staples with no risk of injury, a soft and waterproof orange (deep-dyed) cover, triple grooves for 360° opening, a card base for taking notes even without a support, 80 gsm Clairefontaine superfine vellum paper and micro-perforated sheets.

Clairefontaine paper pulp comes exclusively from PEFC-certified and FSC®-certified (FSC-C002321) forests.



## A "practical" aesthetic

Rhodia style is about items that are highly aesthetic, but no less practical. This is a stance that constitutes the brand identity, like the unique "Sangrif" process, from the early days, to one of the latest inventions, the 3-in-1 Multi Pen. The brand was a pioneer in stationery as early as 1934, and was part of the evolution of design at the time, focused on useful and beautiful objects. In the USA, in 1933, Raymond Loewy, a pioneer of American design and advocate of "beauty", released his famous crank pencil sharpener.



THE ONLY ORANGE NOTEPAD



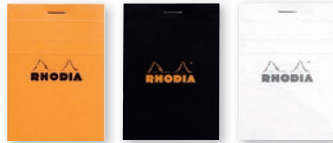
14 formats, 4 rules, 14 million copies produced in Alsace



## ORANGE, BUT ALSO...

Recognisable by all for its traditional orange cover, the stapled notepad is also available in black or white. The black version appeared in 2007.

The white version embossed with the silver logo, evoking the digital aesthetic, was launched in 2014 to mark the brand's 80th anniversary.



## FRENCH INDUSTRIAL EXPERTISE

Ever since its creation in 1934, the stapled notepad has been manufactured in France. Since 1997, it has been produced in Mulhouse, at the Clairefontaine Rhodia factory.

The site dates back to 1840 and employs up to 45 people.

## 80 GSM SUPERFINE VELLUM PAPER

The famous 80 gsm superfine vellum paper is produced at the historic Clairefontaine paper mill in Étival, in the Vosges. The quality of the vellum offers strength (opacity and superior resistance), a perfectly satin and even finish (allowing the pen to glide and preventing the tip from slipping), neatness (no “blotting”), consistency (clearly printed lines for ease of writing) and the ideal whiteness to showcase the writing.

Each notepad consists of 80 sheets, which are micro-perforated so that they can be removed in an instant, without tearing.

## WATER-BASED INK AND PLANT-BASED GLUE

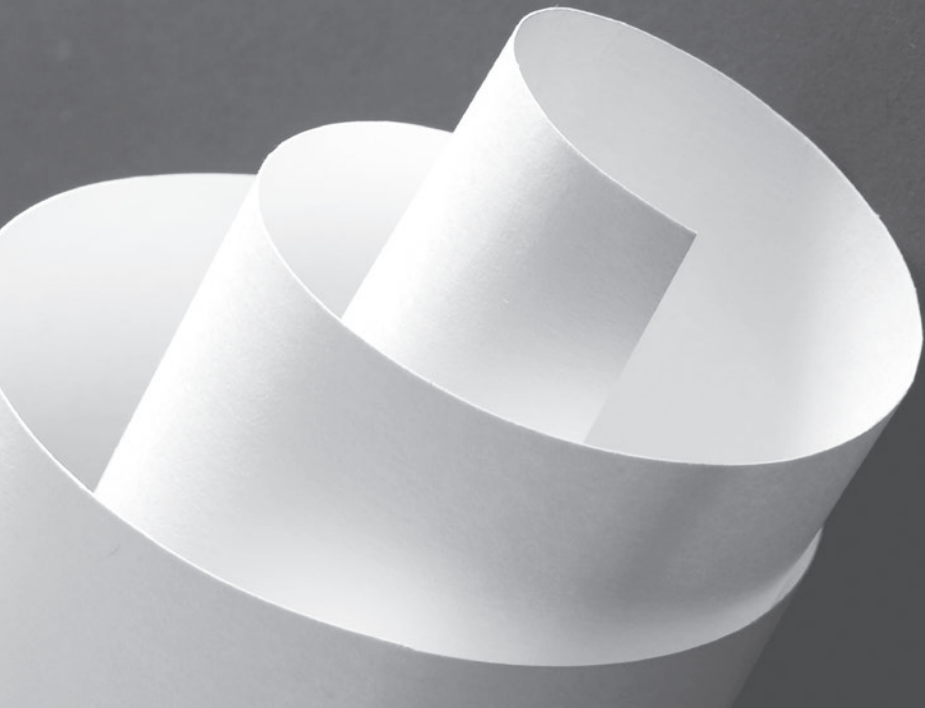
In an environmentally-friendly approach, the rule of the paper (small 5x5 squares, lines, small “dots”, Seyes) is printed with water-based ink. Similarly, the card base and cover are glued using an acid-free, pH-neutral, plant-based glue.

## THE HUMAN HAND

The entire production line is closely monitored by staff who are skilled and passionate, attentive and experienced. Some employees have been with us since 1997, when Clairefontaine joined Rhodia.



CLAIREFONTAINE PAPER FROM 100% PEFC AND  
FSC®-CERTIFIED, SUSTAINABLY MANAGED FORESTS





Rhodia stationery is made using Clairefontaine paper.  
Ever since the 70s, this Vosges-based company has been “going green”  
by producing its papers with a neutral pH.

In 1981, a biological treatment plant for production water was installed.  
This approach was rewarded in 1988 with the “Water Trophy”  
for the Rhine-Meuse basin.

Since 2005, the wood used for paper pulp is from 100% PEFC and FSC® certified  
forests. These two certifications guarantee sustainable forest management  
and a consideration of environmental, social and societal issues respectively.  
The factory therefore produces and protects.

Traditionally, pulp production uses fibres extracted from the outer parts of the wood,  
from sawmill scrap or trees with defects, cut down during clearing operations.  
This preserves the core of the tree for use in furniture or construction.

Paper also has the virtue of being recyclable.  
In fact, Clairefontaine’s Everbal subsidiary, which specialises in the production  
of recycled paper without deinking or bleaching, achieves a very high yield  
of 100 kg produced from 106 kg of waste paper.

Finally, located in the heart of the Vosges, a forest area par excellence, Clairefontaine’s  
paper mills manage and maintain over one hundred hectares of fir and spruce trees  
in order to preserve biodiversity, while promoting the regeneration of these species.



## A VERY BROAD OFFER TODAY



The famous top-stapled notepad is a beautiful tree that hides a forest populated with a host of beautiful and useful products, in tune with their time. With stationery as its starting point, Rhodia now offers notepads and notebooks, pens, storage (four-drawer organiser, 2-in-1 roll-up case, pencil case, etc.) and organisation accessories (mobile phone holder, mouse mat, supple desk pad with closing tab, etc.). A total of 13 collections are available for classic, business and artistic use.

At Rhodia, the quality is in the details: the famous orange soft card, the “textile stitch” notebooks, the Italian leatherette rigid padded covers, the fabric hardcover, the foam padding of the zipped pouches...

The design and ergonomics offer everyday comfort: the self-adhesive pen loop, for example, can be attached to the support of your choice.

And there's always colour!  
Rhodia's notebooks come in thirty-two fun and dynamic colours,  
from chocolate to daffodil yellow.

## A FEW GEMS

Rhodia Touch is an unprecedented range of notebooks and pads: it combines a technical cover with Clairefontaine fine art paper. The line, which is available in various rules, including “cross” and “cross'n'dot” that are invisible when scanned, is dedicated to designers, calligraphers, illustrators, amateur and professional urban sketchers, not forgetting watercolourists. These artists in particular will appreciate the specific watercolour paper: 100% pure cotton Fontaine.

The Greenbook, a notebook made from 90 gsm recycled Clairefontaine paper, is 100% recycled and recyclable!

The Perpetual, meanwhile, allows for flexibility of use, as the planner starts on your choice of date.

Contemporary uses have been considered, too, with Le Goalbook by Rhodia, which is a Bullet Journal<sup>®</sup> or “Bujo” (an original concept by New York-based designer Ryder Carroll), an all-in-one customisable notebook (calendar, goal pages, notes pages, etc.). Dedicated to creativity, the Goalbook Creation features an interior in white Pen and Inkwash or black Maya<sup>®</sup> paper.



## NEW IN 2024

AT 90, Rhodia is writing the future. The titanium colour is joining the Rhodiarama range, the Webplanner diary with header binding, and the Rhodia scRipt range, on 3 products: the 3-in-1 Multi Pen (two ballpoints and one graphite tip), ballpoint pen, and mechanical pencil.

# JEAN JULLIEN'S PAPER PEOPLE\* CELEBRATE RHODIA'S 90TH ANNIVERSARY

After Paul Smith for Rhodia's 75th anniversary, Jean Jullien, a talented and internationally renowned artist from Nantes, is doing us the honour of decorating the iconic orange notebooks with his Paper People, those famous paper characters with their sweet and playful expressions, exhibited from Tokyo to Frac Bretagne.

For the occasion, the artist has created Paper People that are not quite finished. They invite us to complete their facial features, tattoo them, play noughts-and-crosses on their body, etc. Dotted lines encourage us to cut them out and invent fantastical or poetic adventures.

To make the pastel bodies of the characters really stand out, the soft cover comes in orange, pink or yellow. Different formats are available: there's one for everyone! In a final surprise, the inside of the pad has an orange rule.

Jean Jullien, a graduate of Central Saint Martins (2008) and the Royal College of Art (2010), lives and works in Paris. A multifaceted artist, painter, draughtsman and press illustrator, he also expresses his talent through photography, video and installations. His work is exhibited in museums and galleries from New York to Singapore. Major brands (including Le Coq Sportif and Salomon), institutions (including Le Jardin des Plantes in Nantes), and the press (including the New York Times and National Geographic) regularly call on his genius as a draughtsman and illustrator.

Since 2016, he has been designing the NouNou collections, the result of his collaboration with Korean label Jae Huh, a clothing and tableware distributor.





## PAPER EXPERTISE FROM THE VOSGES SINCE 1858

The Clairefontaine Paper Mills in Etival-Clairefontaine have been producing paper since 1858 in the Vosges, a traditional home of the paper industry and forestry. For more than a century and a half, the company has contributed to the economic and social vitality of the territory and to short distribution channels. The expertise upheld by the Nusse family is passed down unflinchingly from generation to generation.

This expertise guarantees unparalleled quality. Clairefontaine has mastered the design of high-end papers such as 90 gsm Clairefontaine brushed vellum, 100% pure cotton Fontaine watercolour, 250 gsm Clairefontaine PaintON, 120 gsm Maya Mandeure© and 250 gsm Clairefontaine Simili Japan (for calligraphy).

The Etival plant, located on the very banks of the Meurthe River, has been supplying Rhodia since 1997, when Clairefontaine and Rhodia joined forces. The entity is part of the Exacompta-Clairefontaine group. As the only paper producing and processing group in Europe, it ensures total quality control, from tree to paper.

The Exacompta-Clairefontaine group, made up of 50 companies, employs 3,300 people.





[www.bloc-rhodia.com](http://www.bloc-rhodia.com)