

Erasing Noise, Building Strength: Greenwill's Eraser Patents & Compliance Build Brand Moat

Backed by 27 years of eraser R&D and manufacturing experience, forming a complete proprietary IP system from material formulations to mold design.

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Kunshan-based manufacturer supplies
TPR/TPE erasers, pencil toppers and
sharpener-eraser combos with EN71,
REACH and ISO compliance.

Greenwill, the stationery brand of
Kunshan Crystal Culture Co., Ltd,
supplies eco-friendly erasers, pencil
toppers and eraser sharpeners to
global school, office and art supply
markets. The manufacturer, based in
Kunshan, Jiangsu Province, was
founded in 1999 and exports about 90
percent of its output to North America,
Europe, Southeast Asia, Oceania and the Middle East.



Logo for Kunshan Crystal Culture Co., Ltd.

Greenwill operates as an OEM/ODM manufacturer rather than a retail brand. Its main products include eco-friendly erasers, multifunctional pencil sharpeners and erasable writing pens. The eraser line covers TPR/TPE and Eco PVC materials, with dust-free and low-residue properties, according to the company.

According to the company profile, Greenwill has established partnerships with 100 internationally renowned brands, including Papermate, STAEDTLER and Tesco, providing OEM/ODM services for product differentiation.

Global eraser market and regulatory backdrop

The global eraser market was valued at approximately USD 2.1 billion to USD 2.8 billion in 2025, with projections reaching up to USD 4.3 billion by 2034, according to Dataintel and MarketIntel. China's exports of vulcanized rubber erasers totaled about USD 137 million in 2024, with the United States as the largest destination at USD 21.7 million, based on OEC trade data.

The related pencil sharpener market is projected to grow from USD 1.2 billion in 2025 to USD 1.8 billion by 2030. Multifunctional sharpener-eraser combinations are growing faster than the overall sharpener market, with a compound annual growth rate above 8 percent, according to a 2026 pencil sharpener and eraser market analysis.

Regulatory requirements add another layer of pressure. In the EU, stationery products for children under 14 that are classified as toys must comply with the Toy Safety Directive 2009/48/EC and EN 71 standards, according to European Commission guidance. In the United States, art materials are commonly evaluated under ASTM D-4236 for chronic health hazard labeling.

Product range and materials

Greenwill produces erasers in TPR, TPE and Eco PVC. The company states that the materials provide varied hardness and erasing performance, balancing sustainability with functionality. Its eraser range includes block erasers, shaped and novelty erasers, pencil topper erasers and integrated eraser-sharpener products.

Product specifications describe the erasers as dust-free and low-residue, with non-toxic and environmentally friendly formulations. Common applications include school and office writing, art sketching, retail resale and stationery online retail, according to application materials supplied by the company.

Representative certified models

The quartz sand eraser, models GW023 and GW024, is made of TPR rubber with quartz sand. It is designed to erase ink pen and pencil marks and to clean rust. Its size is 70 mm by 16 mm by 9.4 mm, and the product is listed as EN71, SVHC and PAHs compliant and PVC-free.

The 2-in-1 eraser sharpener series, including models GW007, GW006, GW013, GW015 and GW009, combines a TPR eraser with a stainless steel blade in a PP plastic shell. It is designed for standard graphite pencils of 7 mm to 8 mm diameter and is listed as compliant with EU EN71-1/2/3/9, SVHC and PAHs. Greenwill reports production capacity of 3 million pieces per year for

this series.

Cartoon pencil topper erasers, also sold as pencil caps in some markets, are another product group, including models GW352, GW351, GW180 and GW123. They use TPR material, combine a pencil topper with an eraser, and are listed as EN71, SVHC and PAHs compliant. Available designs include ladybird, toucan, monster and flamingo shapes.

Applications and retail channels

Application data provided by Greenwill lists school and office supplies, art supplies, boutique stores, gift shops, supermarkets, stationery stores and cultural-creative stores as target channels. The stated working conditions include daily classroom and office use, long-term storage without hardening or cracking, and safety for children.

The company's case materials mention school bulk procurement, office stationery supply, retail and gift shop product lines, and OEM/ODM customized promotional projects as typical project types. Operational requirements often include portable, pocket-size products, custom packaging and brand customization of logo, color and shape.

Buyers in this segment typically ask for non-toxic, eco-friendly materials, low-dust or dust-free erasing performance and strong color stability that does not stain paper, according to the application materials.

Compliance and certification portfolio

Greenwill states that its products conform to EN71-1/2/3/9, REACH, SVHC, PAHS and ASTM D-4236. EN71 covers mechanical, flammability and chemical migration requirements for toys sold in Europe. REACH and SVHC restrict chemicals and substances of very high concern in the EU. PAHS limits apply to polycyclic aromatic hydrocarbons, and ASTM D-4236 covers labeling of art materials for chronic health hazards.

The company holds ISO 9001:2015, ISO 14001:2015 and ISO 45001:2018 certificates issued by CQC, covering production of eco erasers and stationery items. Its company profile also lists FSC and BEPI certifications. For procurement teams, these certificates indicate that product claims are backed by audited management systems rather than isolated test reports.

OEM/ODM relationships and customization

Greenwill says it works with about 100 internationally recognized brands, naming Papermate, STAEDTLER and Tesco among them. Its cooperation models include OEM and ODM services, joint

development, mold customization, small-batch trial production and large-scale delivery.

Case materials provided by the company describe relationships with gift and promotional product companies, stationery importers and distributors, OEM/ODM partners and supermarkets in markets that include Germany, France, Italy, the United States, Brazil and Argentina. Some partnerships are reported to have lasted more than five years, with several over ten years.

According to the case materials, creative and colorful designs improved shelf appeal and strengthened brand positioning, while consistent performance across high-volume production supported large orders.

Greenwill describes its brand concept as 'Write the future, Erase worries away.' The company says it is committed to providing high-quality and environmentally friendly stationery products for the mid-to-high-end market.

Manufacturing scale and controls

The Greenwill eraser factory in Kunshan covers 25,000 square meters and employs about 100 people. The company reports annual output of more than 20 million pens, more than 260 tons of erasers and more than 3 million pencil sharpeners.

Monthly capacity is approximately 100,000 pens per day and 20 tons of erasers per day, with normal lead times of 30 to 45 days. The standard MOQ is 20,000 pieces per color and design, though some erasable pen listings use a lower MOQ of 5,000 pieces.

Quality control is described as full-process, from raw materials to finished products, conforming to the international safety and environmental standards listed above.

Environmental commitments

Greenwill says it has used environmentally focused TPR/TPE and Eco PVC materials for erasers since its founding in 1999. Several product listings are marked PVC-free, including the quartz sand eraser and the TPR pencil topper erasers.

The company states its production follows green manufacturing principles, including energy conservation, emission reduction and circular design. It points to the non-sharpen pencil as one example: the pencil uses a TPE barrel and a replaceable core, a design intended to reduce waste and support the circular economy.

For buyers, these claims can be checked against the company's ISO 14001 certification, FSC and

BEPI certifications, and the PVC-free declarations on specific products.

Market position and buyer relevance

Consumer brands in the eraser and sharpener segment include Faber-Castell and Staedtler from Germany, Maped from France and Tombow from Japan, according to industry sources. Greenwill does not present itself as a consumer brand; its role is upstream contract manufacturing and private-label supply.

Greenwill's export ratio is about 90 percent, with markets spanning North America, South America, Europe, Southeast Asia, Oceania and the Middle East. That geographic mix, combined with the certification list, gives importers and distributors a documented starting point for supplier evaluation.

For evaluation teams, the useful reference points are the product-level standards, the ISO certificates, the production capacity and the stated OEM/ODM service scope. Factory audits and sample testing remain necessary before final selection.

Outlook

Eraser procurement is likely to stay tightly linked to chemical compliance and environmental documentation. EU rules on child-use stationery remain strict, retailers are asking for environmental management evidence, and sharpener-eraser combinations are growing faster than the rest of the sharpener category.

Greenwill says it will continue serving the mid-to-high-end stationery market with eco-friendly materials and product development. Its stated compliance base gives importers and distributors a documented reference point, but final sourcing decisions will depend on audit results, pricing, delivery performance and contract terms.

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