

Greenwill's Full-Service Design and Certified Production Support Its Writing Instrument Export Business

Over 27 years of R&D and manufacturing in pens, with complete proprietary IP covering ink formulations, tip structures and industrial designs.

CALIFORNIA, CA, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- Kunshan Crystal Culture Co., Ltd, which operates under the brand name Greenwill stationery, produces writing instruments, erasers and pencil sharpeners at a 25,000-square-meter facility in Kunshan, Jiangsu Province, China. Founded in 1999, the company reports annual pen output of more than 20 million pieces and exports about 90 percent of its products to North America, South America, Europe, Southeast Asia, Oceania and the Middle East.



Logo for Kunshan Crystal Culture Co., Ltd.

Industry Context

The global writing instruments market was valued at USD 19.2 billion in 2025 and is projected to reach USD 27.8 billion by 2033, according to Grand View Research. Pens formed the largest product segment, accounting for a 36.3 percent share of revenue in 2025. Dataintelo estimates the global [gel pen](#) market at USD 4.8 billion in 2025, with growth to USD 8.1 billion by 2034, while Market Intelo values the global erasable gel pen market at USD 1.38 billion in 2024 and expects it to reach USD 2.56 billion by 2033.

Regional trends also favor manufacturers in Asia. Dataintelo reports that Asia Pacific accounted for 42.3 percent of gel pen revenue in 2025, led by China and India. For writing instrument exporters, that concentration reinforces the role of Chinese production bases in supplying global

retail programs.

Company Background and Product Portfolio

Greenwill's published company profile describes a full development chain: market trend analysis, conceptual design, 3D modeling, user experience optimization and packaging design. The company applies that process to three main lines: eco-friendly erasers, multifunctional pencil sharpeners and writing pens, including erasable gel pens and no-sharpen pencils.

Its erasable gel pens use heat-sensitive ink and are supplied with 0.5 mm tips. Product specifications for models such as KP18001 and KP100751 list thermal erasability, smooth writing and no residue as core characteristics. The no-sharpen pencil line, including models EP18004 and EP18004-1, uses a TPE body, alloy nib and replaceable core, and requires neither sharpening nor ink. The replaceable core design is part of the company's stated effort to support the circular economy by reducing waste from discarded pens.

In addition to these product-level features, Greenwill supports OEM/ODM collaboration, including joint development, mold customization, small-batch trial production and large-scale delivery. This setup is aimed at importer and distributor customers who need branded packaging, color variations and specific product configurations.

Certification and Regulatory Compliance

Greenwill's quality, environmental and occupational safety management systems are certified under ISO 9001:2015, ISO 14001:2015 and ISO 45001:2018. The certificates, issued by CQC on March 15, 2024, carry numbers 00124Q32003R4M/3600, 00124E31027R4M/3600 and 00124S30827K4M/3600, and are listed as valid through March 19, 2027.

The company states that its products meet testing requirements under EN71-1/2/3/9, REACH, SVHC, PAHS and ASTM D-4236. Those standards cover mechanical safety, chemical limits and health-hazard labeling. For exports to the United States, art materials such as pens and pencils must comply with ASTM D4236 labeling requirements. In the European Union, EN71 is widely applied to stationery products that may be used by children. For a contract manufacturer, maintaining alignment with these rules is a prerequisite for retail distribution.

ISO 12757-1, which specifies requirements for ballpoint pens and refills, is another international reference used in the broader pen industry. Greenwill's product portfolio focuses on erasable gel pens and no-sharpen pencils, but the company's certification scope covers production of eco erasers and stationery items, including these pen lines.

Manufacturing Capacity and Export Operations

The Kunshan factory covers 25,000 square meters and employs about 100 people, of whom 10

are in research and development. According to company data, production capacity is approximately 100,000 pens per day and 20 tonnes of erasers per day. Typical lead times are 30 to 45 days, and the normal minimum order quantity is 20,000 pieces per color or design.

Greenwill's export ratio is about 90 percent. Its target markets include North America, South America, Europe, Southeast Asia, Oceania and the Middle East. The company says it has established partnerships with 100 internationally renowned brands, naming Papermate, STAEDTLER and Tesco among them. Its case materials also describe relationships with stationery importers, distributors and promotional product companies in Germany, Argentina, Brazil, France, Italy and the United States, with cooperation lasting more than five years and, in some cases, more than ten.

Sustainability and Material Use

Greenwill's production approach includes environmental management certified under ISO 14001 and participation in the BEPI program, alongside FSC certification for material sourcing. The company says its pens use recyclable or bio-based materials in selected barrels, and its packaging uses recycled paperboard to reduce over-packaging. The no-sharpen pencil's replaceable core is intended to lower disposal rates, and the erasable pen formulations do not contain harmful solvents.

These elements respond to a broader procurement trend among retailers and stationery distributors that are adding environmental criteria to supplier evaluations. For Greenwill, the combination of replaceable-core geometry and certified environmental management provides documented support for those criteria.

Market Impact

The growth projections for gel pens and erasable pens point to sustained demand for writing instruments with specific performance characteristics. Erasable gel pens, in particular, require formulation know-how in heat-sensitive ink and a supply chain that can maintain consistent quality across high volumes. Greenwill's daily pen capacity and long-running export relationships indicate that it can serve both regional retailers and international brand programs.

For importers evaluating potential suppliers, Greenwill offers documented factory-level data: ISO-certified management systems, product-level compliance with EN71 and ASTM D-4236, and production metrics covering output, lead time and MOQ. These are verifiable points that purchasing teams can check before placing orders.

Analyst Perspective

Market research from Grand View Research, Dataintelo and Market Intelo shows that pens, and gel pens in particular, are expected to outpace the broader writing instruments category over

the next decade. The rise of erasable gel pens from USD 1.38 billion in 2024 to a projected USD 2.56 billion by 2033 suggests that product innovation is concentrated in formats that solve a usability problem: writing errors. That favors manufacturers that can invest in ink chemistry and product development rather than simply assembling standard formats.

From a procurement perspective, the same data mean that suppliers with verified production standards and experience supplying international brands carry lower qualification risk. Greenwill's stated partnerships with 100 brands, including retail names in Europe and the United States, are consistent with a supplier profile that buyers can audit.

Outlook

As of August 2026, Greenwill's ISO certificates remain valid through March 2027. The company's stated strategy is to continue serving mid-to-high-end stationery segments through OEM/ODM partnerships, using its full-process design service and export experience to meet evolving regulatory and sustainability requirements. With writing instrument demand projected to grow in the coming decade, contract manufacturers with certified operations and flexible development capabilities are likely to remain a central part of the global supply chain.

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