



Bio: Stefan B. Löhler

Born in Zürich, Switzerland in 1959, my family moved to New York, in the summer of 1966. My father, Bruno Loehrer (He changed his name to the American spelling), started importing Caran d’Ache back in 1974. At that time, the name of his company was A Time For Growing. Two years later, in 1976, the Company was divided into dollsandreams and Caran d’Ache of Switzerland, Inc.

From the beginning, I spent many weekends, helping out in the family business. In 1978 or 79, I started working for Caran d’Ache of Switzerland full time. I started on the bottom as a warehouse man.

During these early years, I spent a lot of time demonstrating. Particularly Modela, the non drying modeling clay. Every Christmas, I was put on the floor of FAO Schwartz in NY City. It was great fun and I got to meet a lot of interesting people. I also did demos at Trade shows for many years.

In 1981, I became the manager and eventually, the Southeast sales representative. After my first stint of 16 years with Caran d’Ache, I decided I needed to leave the family business for a few years to experience the outside world.

Then in 2002, I came back to NY for a vacation and decided to help out with the business for a bit. Well, that turned into another seven year stint as the National sales manager.

On April 1, 2008, Caran d’Ache of Switzerland, Inc was sold to Creative Chemical Solutions in Warrensville Heights, Ohio.

John and Karen Divis, the owners of Creative Chemical Solutions (Blair Spray Adhesives, Fixatives and Varnishes) changed the name of the Company to Creative Art Materials, Ltd. And I stayed on as the National Sales manager. I am based in Clearwater, Florida and continue to serve as the National Sales manager.

A large part of my focus is to reach out to the Artist community and place product directly in the hands of Artists all around the Country. Because of my love for the arts, and my close relationship with many of the people at Caran d’Ache in Geneva, particularly the chief chemist, Eric Vitus, I am constantly learning more about art materials. Eric is obsessed with color and his enthusiasm is contagious.

Everyone at Caran d’Ache is very passionate about the quality of workmanship and raw materials that goes into our products and I am very blessed to be able to work for a Company that I believe in and love.

Interests outside of work include playing Blues guitar and bass, hunting, fishing, hiking, kayaking and snorkeling. I also love to read mysteries and see live music.

I look forward to meeting all of you, so that we can learn from each other.

Sincerely,

Stefan B Löhler