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PRESS RELEASE

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FIMO professional Relaunch 2025: For even more creativity - Made by You

Proven product, modern packaging design: STAEDTLER is launching an improved version of FIMO professional in 2025. The high-quality premium modelling clay has been specially developed for advanced and professional creatives who demand the highest standards of quality and precision. Under the motto "Made by You", STAEDTLER is emphasising the versatility and trendyness of FIMO.

FIMO professional for demanding projects

FIMO professional is the ideal modelling clay not only for creative hobbyists, but also for professional artists and artisans who create detailed jewellery, figures and accessories. With 28 vibrant colours, the renewed range enables an impressive spectrum of colour nuances through simple mixing.

A versatile range for the art world

FIMO professional offers all the advantages that creative professionals expect from high-quality products:

- Firm consistency and very high dimensional stability for particularly delicate work and demanding projects
- Exceptional break resistance and solid flexibility (of thin objects) after hardening
- Careful selection of pigments according to type, purity and concentration
- Combinability with FIMO soft and FIMO effect

With the relaunch, five new colours have been added to the range. The products are available in 28 colours, including 12 tertiary, 12 neutral and 4 shades developed especially for dolls. Thanks to the well thought-out colour selection and the possibility of easy mixing, FIMO professional offers countless creative possibilities - perfect for special techniques such as Caning, Mokume Gane and Bargello. A new block size of 226g and the practical division into eight portions for easy colour mixing and handling.

New logo and packaging design

The new logo and the modern packaging design with inspiring elements emphasise the premium character of the brand. The new FIMO professional range is already available in stores. For the point of sale, there are flyers with great inspiration and a display showcasing the brilliant colours and versatile applications of FIMO.

New communication strategies and social media focus

STAEDTLER focuses on social media and online tutorials by publishing regularly video tutorials and creative DIY projects on Instagram, Pinterest and YouTube that inspire users and show them step by step how to realise their creative ideas. Influencers and multipliers play a key role in reaching the young target group.

You can find more information at: www.staedtler.com



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Caption:

The new FIMO professional range is available in new colours, a new block size and a stylish packaging design.

Image rights: STAEDTLER SE



Caption:

The firm consistency and high dimensional stability of FIMO professional meets the high demands of professional artists and artisans.

Artist: Ellen Randall

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About STAEDTLER

STAEDTLER ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products and is one of Germany's oldest industrial companies. With its products, STAEDTLER inspires the creativity of its customers throughout their life: from their first attempts at colouring in early childhood to products for creative work. The writing and creative goods manufacturer offers a wide range of high-quality products for all ages and demands, constantly developing new approaches to connect analogue tradition and digital innovation. STAEDTLER headquarters are located in Nuremberg. It currently employs almost 2000 people worldwide and is represented by affiliates in 25 countries. www.staedtler.com

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