

PRESS RELEASE

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REALLY TRENDY - FIMO FOR HOBBY ARTISTS WITH NEW COLOURS, CREATIVE SETS AND FIMO LIQUID

With FIMO effect in bright neon colours and five new FIMO soft creative sets, STAEDTLER is expanding the FIMO range for hobby artists with trendy themes. DIY fans can unleash their imagination when modelling and use the suitable product according to their craft experience - simply “MADE by YOU”.



FIMO effect neon 8010

The new FIMO effect neon colours make the heart of every FIMO lover beat faster. The modelling clay is suitable for jewellery, accessories and home deco items. The six vibrant colours are an effective addition to FIMO soft and FIMO professional and will permanently remain part of the range.

Retailers can sell FIMO effect neon as individual blocks or in a practical feed-in display (picture left). Due to the intelligent and modular snap-in design, it is easy to integrate the tray into the FIMO individual colour display.

FIMO soft creative sets 8025

The new FIMO soft creative sets make an ideal gift for all DIY fans. You can choose from trendy themes such as the lama “Pedro”, the sloth “Flapy”, the unicorn “Lilly” or the “Kawaii Sushis” and “Kawaii Donut”. The sets are packed in a practical, recloseable case and contain four half blocks in the matching colours for the respective model and the necessary tools. With the trend themes “Kawaii Sushis” and “Kawaii Donut” the funny facial features can easily be put on the FIMO clay using a transfer technique. The creative sets are available since October 2019.





FIMO liquid 8050-00 and 8051-00

FIMO liquid is the ideal extension to the FIMO modelling clays. New packaging variants and sizes for the oven-hardening liquid gel are available since October 2019. FIMO liquid 8050-00 will be available in a hangable 50 ml bottle (picture left) and FIMO liquid 8051-00 in a 200 ml bottle in a practical shelf ready packaging carton.

MADE by YOU ❤️

STAEDTLER provides ideas and suggestions for all DIY artists, thereby encouraging modelling with FIMO. That is why there is the claim “MADE by YOU ❤️ “. It is to provide motivation for those still undiscovered, hidden hobby artists and inspiration to all who have already discovered the joy of using modelling clay. Whether beginner or advanced DIY fan - everyone is invited to be creative and to release their creativity. With FIMO, an infinite number of creations are possible - “MADE by YOU ❤️ “.



About STAEDTLER

STAEDTLER is one of Germany’s oldest industrial companies. The group ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and creative products. 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 employs 3,000 people in 26 countries worldwide – of which 1,200 work in STAEDTLER’S domestic market. For production the company stays true to its roots and counts on quality “Made in Germany”: nearly two-thirds of all STAEDTLER products are manufactured in Germany. www.staedtler.com