

PRESS RELEASE

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NEW FIMO KIDS PRODUCTS FOR CRAFTING FUN AND JOY OF PLAYING

The new FIMO kids tool boxes extend the FIMO kids range by practical packages for little craft enthusiasts from the age of eight. In addition, there are new sets for FIMO kids form&play that combine creativity and the joy of playing in a unique way.



FIMO kids Tool box 8039

The new FIMO kids tool boxes will be available in stores as 10-piece sets which, in addition to FIMO kids modelling clay, also include suitable tools for children. Three variants - "Pony", "Alien" and "Sealife" - will be available. In no time at all, creative play worlds can be created on earth, underwater and in the universe. The "Alien" set, for example, includes two templates to help easily shape eerily beautiful aliens. Once all the figures have been modelled, the inside of the cartoon sleeves can be coloured and used as a backdrop for playing. FIMO kids tool boxes, displayed standing upright, are available to retailers since January 2020.



FIMO kids form&play sets 8034

2020 starts with four new FIMO kids form&play sets. The proven principle of "knead-harden-play" is now also available in the "Happy bees" and "Police race" sets. Child-friendly instructions explain the exciting projects step-by-step. Particularly practical and sustainable is the packaging which is used in the process of crafting and playing. It serves as a background, as in "Police Race", or wings for FIMO bees can be cut out and glued on. The sets thus promote fine motor skills, creativity, imagination and role playing. FIMO kids form&play sets can be displayed hanging or standing.

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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