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PRESS RELEASE

April 2022

FIMO goes live: STAEDTLER is organising real-time FIMO digital courses

Good news for FIMO fans and handicraft enthusiasts: In the new FIMO live workshops, those interested can learn from artists and acquire valuable tips about FIMO modelling clay. In three live digital workshops, the instructors will model fashionable jewellery and show viewers from Germany, Great Britain, Denmark, Sweden and Norway how to do this. To ensure that the participants are perfectly prepared, STAEDTLER has sought cooperation partners from the retail sector through which the required materials can be purchased easily and directly.

Creative modelling

Stationery and creative goods manufacturer STAEDTLER is launching a new series of workshops in spring 2022. Over the course of three live FIMO workshops, artists will be showing how to make trendy jewellery with the FIMO soft and FIMO effect modelling clay. Each time, the focus is on a different technique. This means that even those who already have experience with the modelling clay can expand their creative horizons. The interactive live format is primarily aimed at a young target group and clearly shows how versatile FIMO is.

Three events are currently scheduled: 27 April, 11 May and 25 May, when course instructors Emma from @polymerclayloves from Scotland, Lovisa from @lovanju from Finland and Lisa from @meinfeenstaub from Germany will each model with FIMO live on YouTube for one hour. On the first date, Emma shows how FIMO colours can be mixed, Lovisa will design earrings in the trendy terrazzo look on 11 May and Lisa explains how to work and marble with an extruder at the final session. All participants can ask for valuable tips and tricks and speak directly to the respective instructor. Anyone who misses a workshop can also view the course afterwards via the STAEDTLER website.

FIMO fans can register on the STAEDTLER website

STAEDTLER subsidiaries in Germany, Great Britain and Scandinavia are participating in the workshop series. The workshops will be held in English, thus addressing an international target group. Young creative people who want to try out the different techniques with FIMO and are seeking inspiration can register for one or more courses on the STAEDTLER website. They then receive more detailed information via newsletter, such as a list of required materials, so that they can prepare for the workshop.

In order to equip the participants with FIMO and accessories for the workshops, STAEDTLER works with a local trading partner in each of the participating countries, who also advertises workshops at their own POS. This offers retailers the opportunity to increase sales at the POS and via their own online shop. The workshop series is promoted via the international FIMO Instagram account @fimostaedtlr.

Interactive courses

Thanks to the live format, all participants are invited to actively participate in the workshop and share their questions in the chat. The instructors answer them while modelling. The STAEDTLER team will also be present in the live chat to answer product-specific questions and moderate the workshop. Participants benefit from a wide range of specialist knowledge.



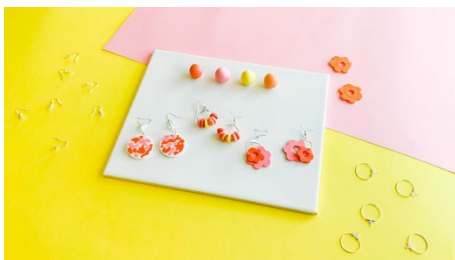
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Those interested can register for the live FIMO workshops here:

www.staedtler.com/fimolive

Further information on STAEDTLER FIMO can be found at the following link:

[FIMO modelling clay & accessories | STAEDTLER](#)



Caption:

Mixing FIMO colours? Participants will learn how to do this and how to create unique earrings at the FIMO live workshop on 27 April.

Image rights:

STAEDTLER Mars GmbH & Co. KG



Caption:

Jewellery designer Emma from Scotland is one of three artists who will guide participants through the world of FIMO. On 27 April, she will show us how FIMO colours can be mixed.

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Caption:

At the FIMO live workshop on 11 May, participants will create trendy leopard earrings with a gold effect.

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Caption:

Finnish artist Lovisa is an expert in modern jewellery design. She will teach participants step-by-step how to create terrazzo patterns with FIMO – just one of three techniques that interested participants can learn in the workshop series.

Image rights:

STAEDTLER Mars GmbH & Co. KG



Caption:

On 25 May, handicraft fans will be able to create rainbow earrings in soft pastel colours. They can obtain the required materials in their country from the respective STAEDTLER trading partner.

Image rights:

STAEDTLER Mars GmbH & Co. KG



Caption:

FIMO artist Lisa will not only make earrings from FIMO leftovers, but also a matching jewellery bowl.

Image rights:

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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 modelling products. With its products, STAEDTLER inspires the creativity of its customers throughout their life: from their first attempts at



Head of ideas.

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 more than 2,300 people in 26 countries worldwide – of which approx. 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

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