



## PRESS RELEASE

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### **Creative adventures for young and old: New colours and sets of FIMO modelling clay are fun**

*STAEDTLER is expanding its existing FIMO product portfolio in 2022 with new, vibrant FIMO soft trend colours and additional FIMO kids sets and is providing fresh inspiration to create new shapes and models. STAEDTLER invites young and old alike to immerse themselves in the colourful world of FIMO and try out new things. Whether floral bracelet, glasses holder or rabbit with a hat: Suggestions can be found online in numerous tutorials and creative tips or directly on the packaging of the corresponding new FIMO sets.*

#### **Six new, intense on-trend colours**

Pink grapefruit, morning breeze, pistachio nut, mango caramel, stormy grey and blueberry shake: STAEDTLER puts itself in the limelight with the new FIMO soft trend colours. In this way, hobby creatives are once again provided with inspiration for designing modern accessories, jewellery and home decorations from the surprisingly soft modelling clay, true to the slogan: "MADE by YOU". The new FIMO soft trend colours harmonise with each other, are wonderfully combinable with the standard colours and can also be mixed into colourful gradients or marble looks. They are available both as single 57 gram blocks and as half-blocks in a material pack. In addition to the six new colours, hobby creatives also get FIMO blocks in white and sahara at their fingertips. As a small surprise, there is a bracelet that youngsters can decorate entirely as they wish. A suitable creative tip can be downloaded via QR code.

#### **Made for children's hands**

FIMO kids from STAEDTLER is aimed at the youngest creatives. They can let their imagination run wild with 24 intense colours of the particularly soft modelling clay. FIMO kids is CE certified and produced in Germany.

#### **New FIMO kids sets: funny helpers and funny animals**

The funny helpers and funny animals sets contain everything necessary to make cute animal faces or, for example, practical holders for glasses and hairbands. In the FIMO world, a rabbit with a top hat and magic wand can be brought to life just as easily as a penguin with a tie. In addition to the FIMO blocks, the sets also include a modelling stick and a tattoo sheet. The sets offer everything needed to playfully develop children's fine motor skills. The 80-percent-recycled material packaging provides easy-to-understand instructions that guide the little ones in their creative success. STAEDTLER offers detailed videos and images on the website.

#### **Placement and presentation**

FIMO soft trend colours also set accents in retail. They can be placed clearly and attractively at the point-of-sale in a counter display. The FIMO counter display is equipped with 72 FIMO soft blocks weighing 57 grams each. A prominently placed QR code invites you to quickly and easily access tutorials that provide further inspiration.



Both, product flyer and FIMO kids brochure, which offers eight simple projects to copy, supplements the FIMO kids display. One monitor is all it takes to show product films directly at the POS for the form&play and funny kits sets. The moving images combine 3D elements with real scenes and take you on a deep-sea and farm adventure.

Easy-to-understand icons on the packaging also provide information about the different features of the respective FIMO modelling clay. New colour worlds make it easier to quickly recognise the different FIMO modelling clays - from FIMO kids to FIMO soft and FIMO effect to FIMO leather-effect and FIMO professional.

More information on the FIMO range can be found at: [FIMO modelling clay & accessories | STAEDTLER](#)



Caption:

From 2022, FIMO soft will be available in new vibrant trendy colours such as mango caramel.

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Caption:

Bright eye-catchers: Homemade earrings in the new FIMO soft trend colours add a fresh touch.

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Caption:

The new FIMO soft trend colours can be wonderfully combined with each other and processed into colour gradients or marble looks.

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Caption:  
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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 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 almost 3,000 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](http://www.staedtler.com)

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