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PRESS RELEASE

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"no bake. JUST MAKE." A new claim and new look for FIMOair

The air-drying modelling clay now has a fresh look: STAEDTLER is celebrating the relaunch of the popular product range with modern packaging, an optimised formulation and a new member of the FIMOair family, with a granite look. Whether larger, original decorative objects such as vases or bowls or small, individual pieces such as pendants for gifts – with FIMOair from STAEDTLER, DIY projects can be implemented quickly and easily.

New packaging design for maximum recognition at the POS

As part of the relaunch, all FIMOair products will now have a new look: The new packaging design in light blue conveys the air-drying properties of the modelling clays directly on the outside – in line with the specifications of the new claim "no bake. JUST MAKE." DIY projects and applications depicted on the packaging inspire creativity, even before unpacking.

The right product for every idea

The FIMOair product family enables DIY enthusiasts to easily implement personal decoration ideas and creatively design accessories. In contrast to the oven-hardening modelling clays, all FIMOair products harden in the air at room temperature. They are therefore easy to handle, with no need for a burning process. Thanks to the new, improved formulation, the modelling clays are not sticky and impress with their smooth consistency, which allows creative projects to be implemented in no time at all.

In addition to these basic properties, which guarantee simple and intuitive use, all products in the FIMOair range have their own character and an individual formulation. The classic FIMOair modelling clay is similar to china clay and consists of 95 percent natural raw materials. It is now available in white, pale pink, terracotta and grey and in three sizes. FIMOair light is lighter than the other modelling clays and can therefore be used for projects and creations in which weight plays a role. STAEDTLER offers this variant in the colours white and terracotta and makes it available in 125 g and 250 g packaging in two different sizes.

In addition, there is the new product FIMOair granite-effect, which, as the name suggests, enables decorations and objects in a timeless granite look. If you like it rustic, FIMOair wood-effect is the best choice: After hardening, the modelling clay impresses with its wood-like appearance. Whether it's the classic, extra light, wood or granite look: all FIMOair modelling clays are ideal for individual machining after hardening in the air. Filing, grinding, drilling, painting and varnishing – there are no limits to creativity.

New promotional materials for retailers

For the relaunch of FIMOair products, STAEDTLER offers retailers eye-catching counter and floor displays that ideally showcase the goods at the POS. There are also tear-off blocks with easy-to-implement FIMOair tutorials. A FIMOair Lookbook inspires customers with numerous creative ideas.



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Creative tutorials with FIMOair are available at:

<https://www.staedtler.com/int/en/discover/creative-ideas-using-air-drying-fimoair-modelling-clay/>



Caption:

FIMOair modelling clay is similar to china clay and hardens in the air.

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STAEDTLER Mars GmbH & Co. KG



Caption:

FIMOair light is particularly suitable for pieces where weight plays a decisive role.

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Caption:

FIMOair granite-effect guarantees a timeless yet modern granite look.

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Caption:

Decorative objects and accessories with FIMOair wood-effect have a wood-like look.

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 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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