



Head of ideas.

PRESS RELEASE

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In bright colours and for all ages: unleash unlimited creativity with the new Age-by-Age products for children

STAEDTLER, the renowned stationery and creative goods manufacturer, continues to set standards in early childhood education promotion and will launch further Age-by-Age products on the market in 2024. These products, specially developed for children aged two and up and four and up, promise unstoppable drawing and crafting fun in bright colours and at the same time encourage the creative development of our youngest children.

Playful learning made easy

The needs and abilities of our children vary greatly depending on their age. They discover the world in their own way and develop their creative skills. Drawing and crafting are important aids that express creativity and encourage visual imagination.

The innovative Age-by-Age concept offers children of all ages the right colouring and writing equipment, specially tailored to their needs and developmental stage. STAEDTLER has the right products for toddlers from the age of two, pre-school children from the age of four and schoolchildren from the age of six.

Noris junior makes the world shine

The Noris junior 2+ product range, recognisable by the friendly frog on the packaging, supports children from the age of two onwards in their first creative attempts. The range is based on the motto "PLAY – EASY – ECO – SAFE" and comprises high-quality, non-hazardous and environmentally friendly products for painting, drawing and crafting. These include the first crayons and pencils, finger paints, sharpeners and play dough, which are perfectly adapted to small children's hands.

The Noris junior children's colouring pencil is truly multi-talented, suitable for paper, glass and many other surfaces. It's a colour, wax and watercolour pencil in one and fits into any small child's hand. In addition to the standard colours, there is a new set of four bright neon colours. These have a high opacity and a bright colour intensity, even on dark surfaces. The new colour effects guarantee bright colouring adventures for very young children.

Street, windows, paper – everything can be coloured in

In 2024, STAEDTLER will expand the Noris junior range with a wide range of different products. The Noris junior street chalks are now available in six bright colours. They are easy for children's hands to grip, low-dust and easy to remove with water. Finger paints are also available in six new neon and pastel colours – easy to mix, quick-drying and in intense, lightfast colours. They adhere particularly well to windows. There are also plenty of new accessories for little ones' creativity: The new children's brush set with brushes in three sizes guarantees lots of painting fun with tempera and watercolours. A drip guard ensures clean fingers. The new water cup matches the brushes. It has recesses for safe brush storage and a large support surface for a stable stand. In retail stores, the products can be hung in the practical cardboard card.

Expansion of the Noris jumbo range

The STAEDTLER coloured pencils in the jumbo format from the Noris 4+ range are perfect for children's hands from the age of four and tailored to their specific needs. Noris jumbo follows the guiding principle "EXPLORE – EASY – ECO – SAFE" in line with the spirit of discovery of preschool children. For example, the

Noris colour jumbo coloured pencil Made from Upcycled Wood has an ergonomic triangular shape. The non-slip soft surface and high breakage resistance guarantee worry-free drawing fun. The Noris 4+ range was launched in 2023 and a variety of new products will be added in 2024. The new Noris jumbo modelling clay in six different colours is ideal for preschool children. It always stays supple and at the same time retains its shape.

More information about our range for children aged two and up can be found at:

<https://www.staedtler.com/intl/en/discover/art-and-craft-materials-for-children-aged-2-and-up/>



Caption:

The Noris junior children's pencil is truly multi-talented, suitable for paper, glass and many other surfaces.

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Caption:

The easy-to-mix Noris junior finger paints are available in six new neon and pastel colours.

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Caption:

The street chalks in six bright colours are easy for children to grip, low-dust and easy to remove with water.

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Caption:

The four bright neon colours are characterised by high opacity and bright colour intensity.

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About STAEDTLER

STAEDTLER ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products and is one of Germany's oldest industrial companies. 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 2,200 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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