



Head of ideas.

PRESS RELEASE

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STAEDTLER expands its Noris® junior range: PEPPA PIG collaboration launches in 2026

From 2026 onwards, everyday life in many families is set to become even more colourful: STAEDTLER is bringing the much-loved preschool character PEPPA PIG into its Noris® junior range. The new collection is designed for children aged two and above and offers creative materials that are safe, easy to handle and perfectly suited for small hands. This turns early scribbling, colouring and experimenting into a playful experience that excites children while giving parents peace of mind.

The Noris junior range follows the principle PLAY – EASY – AWARE – SAFE and helps children discover creativity intuitively and without barriers. The new PEPPA PIG products build on this idea by combining familiar favourite characters with high-quality pencils, colours and tools. The assortment includes 3-in-1 colouring pencils, wax crayons, fibre-tip pens, finger paints, sidewalk chalks and safety scissors, all designed in the charming world of Peppa Pig. The products will be available from the second quarter of 2026 in several European markets.

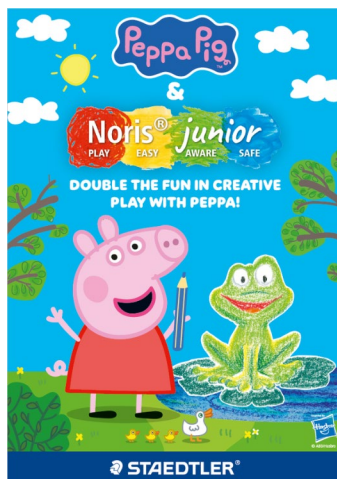
With this collection STAEDTLER combines playful creativity with the appeal of one of the world's most successful preschool brands. PEPPA PIG is a British animated television series that has been broadcast for more than 20 years in over 180 territories, inspiring children with positive messages, humour and imagination. Parents value the brand for its educational benefits and strong values – making it a perfect match for Noris junior.

For families, the new collection means even more joy and motivation during creative play. The colourful packaging immediately attracts children's attention and helps them navigate the shelf with ease, while social-media ideas, tutorials and creative suggestions offer additional inspiration – from the first finger-paint marks to small Peppa masterpieces proudly displayed on the fridge.

More information: www.staedtler.com



The Noris junior products under the Peppa Pig license have been designed with utmost love to detail.
 Photo rights:
 © ABD/Hasbro



Noris junior meets Peppa Pig – together for double the fun in creative play!
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About STAEDTLER

STAEDTLER is one of 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, the company inspires the creativity of its customers throughout their lives: from the first crayon in early childhood to products for creative design, STAEDTLER offers a wide range of products for all age groups and requirements, rethinking the tried and tested against the backdrop of digitalization. The company is headquartered in Nuremberg, currently employs around 2,000 people worldwide and is represented by subsidiaries in 25 countries. www.staedtler.com

About PEPPA PIG

PEPPA PIG is a British preschool animated television series that has been airing for 20 years across ten seasons in over 180 territories. The series follows Peppa Pig, a cheeky little piggy who lives with her family – younger brother George, baby sister Evie, Mummy Pig and Daddy Pig – as well as her diverse community of friends. Globally successful, the brand connects with consumers across every touchpoint, from TV to theme parks to retail. As a lifelong friend, PEPPA PIG encourages kids to jump in together and explore the world around them, while helping give kids the confidence to treat every first step as a new adventure, from the everyday to the epic.

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

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