

PRESS RELEASE

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FIMO NOW ALSO INSPIRES WITH A LEATHER LOOK

With FIMO leather-effect, STAEDTLER presents a new modelling clay which is very similar to leather in look and feel. This unique quality offers FIMO fans enthusiastic about crafts completely new modelling possibilities. FIMO leather-effect complements the extensive FIMO range with a new highlight for creative decorations, trendy accessories and individual jewellery.



The DIY trend attracts many loyal fans. Enthusiastic budding hobby artists and more advanced DIY fans like to draw inspiration from new ideas, materials and creations. With FIMO leather-effect, STAEDTLER expands its range of oven-hardening modelling clays by a product with a completely new look and feel – made possible through a new formula offering creative leeway and versatile application possibilities. FIMO leather-effect is an innovative product that can be optimally combined with FIMO soft and FIMO professional and will be available in stores from the second quarter of 2019.

Fascinating versatility

After hardening in the oven, FIMO leather-effect takes on a look and feel strongly reminiscent of leather. As FIMO leather-effect remains significantly more flexible and elastic compared to other hardened FIMO modelling clays, it can be handled like leather or other textile materials, and it also allows three-dimensional modelling: it is suitable for braiding, piercing, embossing as well as for cutting and sewing.

Accessories, jewellery, decoration – anything is possible

Handbags, necklaces, bracelets – with FIMO leather-effect, users can create individual pieces of art according to their own desire and imagination. Due to the easy handling and unique structure of the new FIMO modelling clay, many techniques used to handle leather can be applied. In this way individual strings can, for example, be used to create braided necklaces or bracelets, which can compete with real leather jewellery in terms of look and feel. Furthermore, deco objects or fashion accessories such as handbags can be decorated and upgraded with FIMO leather-effect by, for instance, attaching trims, decorative borders or other elements.



Modern variety of colours for setting trends

For FIMO leather-effect STAEDTLER has developed a distinct colour palette. Choosing from 12 fresh and modern shades of colour, users are able to pick up current trends and incorporate them into their own work. They can choose between the colours ivory, saffron yellow, ochre, berry, watermelon, indigo, lagoon, olive, rust, nut, dove grey and black.

How to use FIMO leather-effect

Before hardening, FIMO leather-effect can be shaped and designed at will. Afterwards, the completed modelled accessory, jewellery or deco element is hardened in the oven at 130°C for 30 minutes.

FIMO leather-effect in stores from spring 2019

Adventurous customers will find FIMO leather-effect in all 12 shades of colour as single colours in standard blocks in stores from spring 2019. As a half block, FIMO leather-effect is arranged in a themed, attractive material pack, which is also available from spring 2019. The colour pack comprises a total of 12 half blocks in different colours.



For more information about STAEDTLER's assortment please see www.staedtler.com

About STAEDTLER

STAEDTLER is one of the oldest industrial companies in Germany and ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and creative products. An international company, with its Headquarters in Germany and a high export quota, STAEDTLER has 3,000 employees worldwide, more than 1,200 of them in Germany alone. The long-established company attaches great importance to the origins of its products and manufactures almost three-quarter of its articles in Germany. This makes STAEDTLER the largest manufacturer of wood-cased pencils, OHP pens, erasers, mechanical pencil leads and modelling clays in Europe and proud of its long tradition of manufacturing 'Made in Germany' products. www.staedtler.com