

# PRESS RELEASE

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## NEW ADDITIONS TO THE FIMO RANGE

Precious FIMO liquid colours, colour packs with perfectly coordinated shades, funny FIMO kids sets and a new packaging size – in 2019, STAEDTLER offers DIY fans and craft enthusiasts even more products for designing their projects.

The oven-hardening modelling clay by STAEDTLER offers creative minds many different possibilities: With FIMO, deco ideas for the home work out just as well as unusual accessories or personal pieces of jewellery. With FIMO soft, FIMO effect, FIMO kids, FIMO professional, FIMO liquid and the new FIMO leather-effect, the range comprises a multitude of different products. In this way, all users find what they need.



### New colour packs – something for every taste

The colour packs contain perfectly coordinated shades: delicate accessories, for instance, can be created ideally with “Pastel Colours.” Those who prefer earthy shades can look forward to the set with “Natural Colours.” In the first quarter of 2019, STAEDTLER expands its range in this segment from two to a total of ten packs with perfectly coordinated colour combinations.

The FIMO materials FIMO soft, FIMO effect and FIMO professional are sorted by colours according to themes, which makes a selection of trendy and matching colours easy. FIMO soft is available in the colour combinations “Basic Colours,” “Pastel Colours,” “Natural Colours” and “Fashion Colours.” In the FIMO effect line, DIY fans can look forward to the colour compositions “Effect Colours” and “leather-effect.” The FIMO professional line offers the colour compositions “Basic Colours” and “Doll art Colours” for FIMO

professional doll art.

The colour packs each contain twelve half blocks. FIMO soft “Basic Colours” and FIMO effect “Effect Colours” are additionally offered in packaging sizes with 24 half blocks.

### Precious colours for FIMO liquid

The three new FIMO liquid colours gold, silver and black set precious tones in the product line. STAEDTLER thus expands the colour variety, thereby creating a multitude of new design possibilities with impressive effects – for example for decorative ornaments such as borders





or sparkling pendants. The oven-hardening liquid is a fixed component of the large FIMO range and, due to its special material characteristics, it is suitable for exciting DIY projects. The possible combinations with other FIMO products and the material's flexible characteristics even after hardening, render FIMO liquid indispensable for ambitious hobby artists. The new colours will be available as 50ml bottles from February 2019.

### Funny figures ensure entertainment and creativity

With the new FIMO kids funny kits, children can unleash their creativity. Starting off from simple basic forms, funny figures can be modelled that guarantee plenty of entertainment. Two FIMO blocks in matching colours and simple instructions ensure easily achieved results. Eight different modelling sets on blister cards are available since January 2019. FIMO fun at an attractive price is ensured by: "Funny Mice," "Funny Beetles," "Funny Cats," "Funny Cactus," "Funny Carrots," "Funny Peas," "Funny Sausages" and "Funny Paper."



### More weight for big blocks

For those who are enthusiastic about big FIMO creations or frequently use basic colours, the big blocks of modelling clay offer the best value for money. In March 2019 STAEDTLER will increase the blocks' weight to an English pound (454 grams), thereby adapting the volumes to international norms. With eleven luminous colours for FIMO soft, 24 brilliant colours for FIMO professional and six natural colours for FIMO professional doll art, the large selection of colours of the material blocks remains the same.

### "MADE by YOU ♥"

With the claim "MADE by YOU ♥", STAEDTLER encourages modelling with FIMO. It is to provide motivation for those still undiscovered, hidden DIY artists and inspiration to all who have already discovered the joy of modelling. In this way, beginners and more advanced DIY fans are invited to be creative and to unleash their creativity: With FIMO, an infinite amount of creations is possible – "MADE by YOU ♥".

For more information about STAEDTLER's assortment please see [www.staedtler.com](http://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](http://www.staedtler.com)