



Head of ideas.



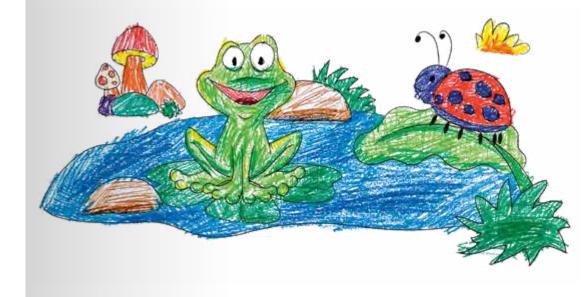




# THE BEST FOR CHILD DEVELOPMENT

Creative children have it easier than others. They can react faster to new situations and find solutions to problems by improvising and going beyond classic thinking patterns. Encourage creative development right from the start! Every child has creative potential from birth, just waiting to be used. Awaken your child's curiosity and let them think independently and creatively.

Encourage your child to take on challenges and discover the world on their own initiative. Accompany and support the development process and motivate your child to gain their own experience. With our Noris junior products, STAEDTLER offers optimum pens, chalks and paints that grow with the child — adapted to their age and their respective needs.



 $\mathcal{L}$ 

# TESTED BY PARENTS AND EDUCATORS

In order to meet the unique needs of the youngest children, the Noris junior toddler assortment was also tested by parents and educators.

"We have a painting room where different materials are made available that children can use themselves. This strengthens children's sensory perception." "Children are supposed to paint to experience maximum creativity, which always creates a wonderful work of art in the end. Here they are free to process their everyday life."

"Painting is important to learn how to use pens, use creativity and express feelings."





"It is very important because the children create something of their own and don't just consume it."

"Children paint and develop their creativity. A lot is processed when children draw. This also strengthens motor skills. But most importantly, they enjoy producing something themselves." "Craftsmanship and creative activities such as painting are important so that children not only end up sitting in front of the TV and tablet, but also have the opportunity to develop their own sense of creativity."



## CREATIVITY IS FUN, HAPPY AND CLEVER!

Noris Junior allows young children to reach their full potential. The 2+ range is synonymous with playing fun, easy operation and environmentally friendly and safe products.





Many skills that are important for success in later life have their origins in playing experiences. Children learn more and more about the world they live in when playing. They also expand their knowledge, concentration, creativity, independence and logical thinking capacities.

Noris junior guarantees educationally valuable playing experiences!



- Playful promotion of creativity
- Coordination and motor skills training
- Great choice of colours









## Coordination and motor skills training

Using a pen is something that is completely normal for adults, but requires a lot of skill when just starting out. Children find it easier to develop graphomotor skills if they are given the opportunity to train their dexterity at an early stage. And with long-term motivation in mind, fun is also still of essence.





The movement process and motor skills are still developing in small children. The Noris junior range therefore offers products that grow together with the children. For children aged 2 years and older, the pens are still particularly compact and are thus easy to hold. Thanks to the soft stroke, even the littlest ones produce radiant colours on their works of art without having to apply much force.



 The compact format is perfect for small children's hands

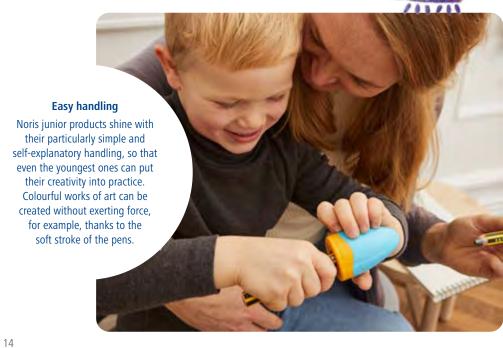
- Tested by educators
- Great choice of colours

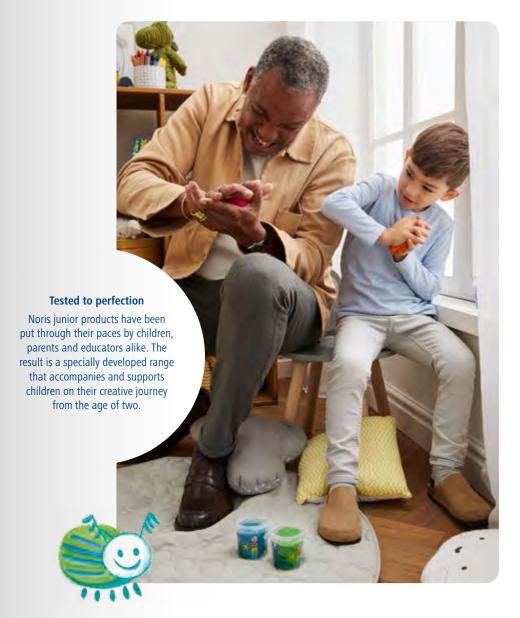




## The compact size is perfect for small hands

Noris junior allows even the littlest ones to experience and experiment with colours. The particularly thick and compact pen shape fits perfectly into small children's hands, making drawing even more fun.





SUSTAINABILITY AND ENVIRONMENTAL FRIENDLINESS IS VERY CLOSE TO OUR HEARTS

STAEDTLER has long demonstrated responsibility for the environment through environmentally-friendly processes and self-imposed eco-control.

We also perform best in the Noris junior range: Recycled cardboard or reusable packaging and our pencils and coloured pencils only use wood from certified, sustainably managed forests.



- Natural composition
- The right philosophy
- Integrated management system for quality and the environment
- Certified wood for pencils and coloured pencils









## **Natural composition**

Ecological and efficient at the same time: STAEDTLER is committed to manufacturing products that are not only environmentally friendly, but also impress with their durability and user benefits. What lasts a long time has to be replaced a lot later!

## Integrated management system for quality and environment

The two management systems for quality (ISO 9001: 2015) and environment (ISO 14001: 2015) are an integral part of STAEDTLER's corporate philosophy and engine for continuous improvement and increased efficiency.



The STAEDTLER corporate philosophy places great importance on protecting the environment, consumers and employees. We focus on holistic environmental protection: Each individual employee contributes to fulfilling the special responsibility towards the environment. Corporate responsibility was demonstrated long before many eco standards and environmental seals came into effect: through environmentally-friendly processes and self-imposed eco controlling.



#### **Certified wood**

We set high standards in the procurement and processing of wood as one of the most important raw materials for the production of wood-cased pencils. STAEDTLER SE is therefore certified in the production and trade of wood-cased pencils in accordance with the applicable standards of FSC™ C007132 and PEFC (PEFC/04-31-1227) product chains. STAEDTLER thus ensures the documentation and improvement of sustainable forest management with regard to economic, ecological and social standards. All wooden STAEDTLER pencils are made of certified wood.

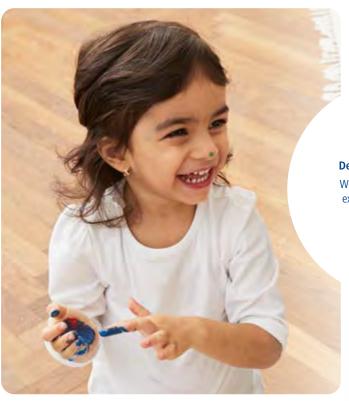




21

Noris junior pencils, crayons and finger paints have been dermatologically tested and comply with the Toy Safety Directive

- Dermatologically tested



## **Dermatologically tested**We obtain dermatological expert opinions for Noris

junior products.





Products for children must meet certain safety requirements of EU legislation. Our products are tested according to the Toy Safety Directive DIN EN 71.



The special format, very thick leads and recipes make the pencils particularly shatter-proof.



## **Made in Germany**

STAEDTLER is one of the oldest industrial companies in Germany. In the great tradition of Nuremberg pencil makers, we use our decades of experience and the special lead in research and development to provide innovative and professional products of the highest brand quality.

Nearly two-thirds of STAEDTLER's products are "Made in Germany".



One pencil, lots of possibilities.

## WHAT CAN OUR





Our coloured pencil can be used on a wide variety of materials such as paper, cardboard, glass, etc. It can be easily wiped off smooth materials with a cloth and glass cleaner.



Combined with water, Noris junior becomes a watercolour pencil. The colours can be easily mixed with each other with water and brush to create new colours.



Our colouring pencil is so opaque that it really comes to light even on dark paper. Soft strokes in bright colours







## Noris® junior 3-in-1 children's coloured pencil 140

- The perfect children's coloured pencil for boundless creativity
- 3 in 1: Colouring pencil, crayon and watercolour paint in one
- For paper, cardboard, glass and much more, even for dark surfaces
- The compact format is perfect for small children's hands
- Extra shatter-proof thanks to the very thick lead
- Wood from PEFC-certified, sustainably managed forests
- Sharpener included



## 3-IN-1 COLOURED PENCIL

Our Noris® junior 3-in-1 coloured pencils are available unpacked and in five pack sizes:

1 | 4 | 6 | 12 | 18 | 36























## Creative Tip

Targeted scribbling in scribble pictures trains fine motor skills and coordination. Draw simple images such as a flower stem without blossoms, a snail without a shell or a steam ship without smoke as a template. Your child then draws the picture with scribble lines in different colours





Suddenly the little frog sees something sparkling in the water and becomes curious.

# WHAT IS SO SPECIAL ABOUT OUR WAX CRAYONS?

## Noris® junior wax crayons for unlimited playing fun

Noris junior wax crayons are extremely versatile and offer a wide variety of possibilities for children to play together. This makes age-appropriate support child's play! A colorful variety for creative use



Paint great on paper, cardboard, glass and even on dark surfaces.



18 popular and bright colours incl. gold and silver. Soft and rich stroke.

Noris Junior jumps into the water and dives into the bottom of the pond. There he finds an aluminium box that reflects and glitters the sunlight.





## Noris® junior wax crayon 224

- The perfect wax crayon in bright colours for colouring large areas
- Suitable for many painting techniques
- Extra shatter-proof thanks to compact format
- Hexagonal shape prevents rolling off the table
- Paper wrapped for clean fingers
- Easily sharpened with Noris junior sharpener 514 16



Our Noris® junior
WAX CRAYONS are available
in three pack sizes:

6 | 12 | 18













Place objects or materials with a well-structured surface under a thin paper. Your child can now use the wax crayon to trace structures. This makes it possible to achieve very beautiful effects, such as a great postcard motif.



With the tin in his luggage, the little frog appears again.

# CREATIVE TIPS PRACTICE PAGE

All creative tips are used together on this double page. Here we show you how to use all the tips and practice the different techniques with your child in the drawing template on the right. If your child would prefer to draw with only one type of pencil, that's no problem at all.

## **Drawing circles and mixing**

Very small children can simply paint the sun by drawing circular-like shapes. It is particularly nice if you help your child to mix two colours. Yellow and orange are of course best suited to this. The silky soft stroke of Noris junior coloured pencils creates beautiful mixed tones. Somewhat older children can try to trace the indicated loop in the sun with the colour yellow and then draw another loop with orange over it.

#### **Blowing blossoms**

With thin finger paints, your child can have fun trying out the blowing technique as described in the creative tip on page 35.

#### Floral blossom with leftover pencil shavings

Sharpen two to three different colours and blend the shavings as described in the Sharpener Creative Tip on page 33 and let your child create a colourful flower blossom.

#### Zigzag lines with wax crayons

The beautiful green meadow is created by drawing zigzag lines, which your child draws on top of each other with various wax crayons. The wax crayons also mix into cool blends and intermediate shades. Try the green shades in particular in combination with yellow and blue.

#### **Kneading a butterfly**

Either alone or with your help, your child may finally be able to knead the butterfly from the individual shapes outlined above. There are no limits to the imagination when it comes to choice of colours and additional decorative elements.

### Pencil doodle clouds

Your child can practise curling lines and pencil position while drawing a cloud. Simply follow the loop lines and then fill the cloud with more curls. This turns the cloud a real raincloud.





## WHAT MAKES OUR CHILDREN'S PENCIL SO UNIQUE?

The Perfect First Child

Pencil

STRIEDTLER Noris Junior

#### The first pencil in life is a Noris®

You might think that children don't take their first attempts at drawing curves until kindergarten. Researchers at Washington University's Reading and Language Lab in St. Louis have, however, gained some interesting insights that prove the opposite: For example, children start drawing curves and imitating their first letters, which actually follow the rules of written language at a very early age.

This knowledge helps parents, childcare staff and teachers to better introduce young children to the basics of language and thus give them a better start in lifelong learning.

At STAEDTLER, we give children the perfect writing tool for this and have developed the new Noris junior: a **CE-compliant pencil** that places great emphasis on health, safety and the environment and has a shape that is just right for small children's hands.



Ideal pencil length for small children's hands.







#### Noris® junior children's pencil 141-2B

- The perfect children's pencil in extra-large pen format for optimum hold
- Complies with Toy Safety Directive (CE)
- Dermatologically tested
- Hexagonal shape prevents rolling off the table
- Hardness 2B
- Extra shatter-proof thanks to the very thick lead
- Wood from PEFC-certified, sustainably managed forests
- Can be sharpened easily with Noris junior sharpener 514 16



Our Noris® junior pencil is available in two package sizes:

SINGLE | 6

## Creative Tip

Noris junior pencil is ideal for practicing how to secure a pencil. Simply pre-draw painted shapes, such as an apple or a small boat. Your child can then trace the lines and then colour in the small picture.













Noris Junior takes a close look at the tin on the banks.

He crawls in, climbs up, tries to balance ...

... and falls down.

# WHAT DOES OUR SHARPENER

OFFER?



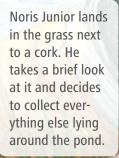
Pointed round pencil tips — for a wide and soft stroke without risk of injury.





Tub sharpener

for clean sharpening



## Noris® junior tub sharpener 514 16

- Flat sharpening angle for thick, soft colour strokes
- "Dual sharpening": either turn the coloured pencil or sharpener; also suitable for left-handed users
- Conical shape: comfortable for all hand sizes
- Suitable for Noris junior and comparable super thick in coloured pencil with a diameter of 13-16 mm
- Also suitable for Noris junior pencils and chalks
- New cardboard hanging card, 100% recyclable
- Long-lasting quality blade
- Outer blade guard
- Generously sized sharpener that enables "clean" sharpening



## SHARPENER

Our Noris® junior
tub sharpener is available on a
cardboard card:

## SINGLE











He pulls out of the can full of energy. Around the pond he can find all sorts of things: a lace-up shoe, a button, a small cardboard box and a plastic fork.





# WHAT MAKES OUR FINGER PAINTS SO SPECIAL?

painting

## Colourful adventures with Noris® junior finger paints

Finger paints are not only loads of fun, they are also great for encouraging colour recognition and experimenting with colours. They also help to develop creative abilities and understand the cause-and-effect principle. We want to play it safe for the littlest ones: Noris junior finger paints are dermatologically tested!

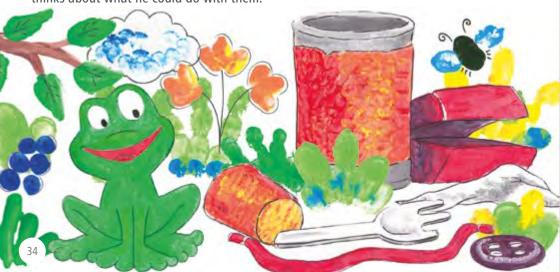




#### FINGER PAINTS ARE EDUCATIONAL

They make you strong, in terms of motor skills as well as mental skills. Seeing, smelling and feeling — all these senses are activated. As a result, finger paints promote the development of hand and finger muscles, which are important for writing, among other things. Secondly, children learn about different colours when painting with finger paints and learn about their mixing behaviour. They also stimulate a child's imagination.

Noris Junior returns to the pond with the edgy aluminium tin. He looks at his treasures and thinks about what he could do with them.





## Noris® junior finger paint, 8811, 8814, 8816

- Educationally valuable toys
- Intense, lightfast colours
- Use with finger, sponge, spatula or brush on paper, cardboard, wood and glass/window
- Good durability on the window
- Easy to mix
- Quick drying
- Complies with EN71 Part 7







## FINGER PAINTS

Our Noris® junior finger paints are available in four package sizes:

75ML 4 | 6



## Creative Tip

Apply a little finger paint to a plate and dilute the paint with a little water. Use it to make a watery splash on a piece of paper. Now your child can use a straw to blow as desired until it forms a funny creature with lots of arms. Now draw eyes and mouth — and your water sprite is done.



Then he quickly picks up glue, dough and colours from his den and starts to craft with a lot of imagination.

# WHAT CHARACTERISES KNEADING? Creative

kneading fun

for the

littlest ones



Soft dough that can be kneaded, mixed, squeezed and rolled easily.



Promotes motor development and dexterity as well as sensitivity and kneading dosing.



Supports the transition from fist grip to proper posture.

Noris Junior uses his craft materials to design a funny companion from



- Playful development of the feeling for shape and colour
- Stimulates a child's imagination and creative design skills
- Three-dimensional and spatial imagination are encouraged
- Promotion of motor skills, sensitivity and application of strength
- Trains the hand muscles important for when the child starts to write
- Formation of terms: e.g. plucking, cutting, smoothing, rolling, ...
- Development of sensory abilities such as smelling and touching (e.g. first the dough is cooler, kneading makes it warmer and easier to shape ...)



### Noris® junior play dough 8134

- Dough in pots in 8 colours: Basic colours: Green, yellow, red, blue; 4 special colours: Orange, pink, turquoise, green
- Extra soft and clean
- Easy to knead, squeeze and roll
- Does not stick
- Exactly the right material to playfully develop a feeling of shape and colour









Our Noris® junior dough is available in two sets:

2x4



## Creative Tip

Maybe your child would also like a little tin friend? Simply wash out an empty aluminium tin and stick over the label a colorful cardboard.

Playdough lets your child knead their eyes, mouth and other fun details to bring the tin to life.



... and a small boat with which they both sail over the pond.



the finds...



# WHAT ARE THE SPECIAL FEATURES OF OUR SAFETY SCISSORS? Made for delicate

Noris® junior safety scissors for unlimited crafting fun

Noris junior safety scissors are a beautiful and practical tool for creativity in the crafting corner. Kids love being able to make things themselves, be productive and cut large sheets of paper into small pieces — and these kinds of activities have educational value as well. The scissors also meet the highest safety standards, so you can let your children craft to their hearts' desire carefree.



Safe handling due to rounded ends



Does only cut paper, no hair or textiles

## SUPPORTING EARLY CHILDHOOD DEVELOPMENT

- Research and gathering experiences in movement and perception
- Training and supporting different skills: fine motor, coordination, spatial thinking, creativity and self-confidence
- Improving self-efficacy through personal creativity and productivity
- Gives children design freedom
- Fun with the creative process, awakening curiosity about shapes and colours in a fun way
- Sophisticated learning processes through concentration, patience, and initial attempts at the pincer grip



children's

### Noris<sup>®</sup> junior safety scissors 965 40

- Safety scissors with rounded edges
- Does only cut paper, no hair or textiles
- Ideal for first playful cutting exercises and handicraft experiments
- Length approx. 10 cm, ideal for first cutting exercises
- Optimal size for small children's hands
- Proportionally large handle with short blade
- Pleasantly shaped handles
- Completely made of plastic
- Especially light weight
- Modell for right-handers
- Packed in new plastic-free try-me cardboard card







## SAFETY SCISSORS

Our Noris® junior safety scissors are available on a cardboard card:

SINGLE





## WHAT FEATURES DO OUR PAINTBRUSHES AND **BRUSH CUP OFFER?** Now, let's

get crafting!

## The perfect first brush set for painting large areas

The Noris® junior paintbrush set consists of 3 synthetic brushes in sizes S, M, and L. The brushes are ideal for tempera paints, watercolours, etc.

The folding water cup has a large base surface for stability, and multiple openings to securely hold brushes.



Drip protection catches paint to keep hands clean



Outstanding elasticity and dimensional stability



Folding water cup made of flexible plastic



Space-saving in a school backpack



Dishwasher safe



## PAINTBRUSH & BRUSH CUP

#### Noris® junior paintbrush 98940

- Paintbrush set
- Synthetic brush, sizes S, M and L
- The perfect first brushes for painting large areas
- Excellent elasticity and dimensional stability
- Ideal for tempera paints, watercolours, etc.
- Drip protection on the clamp for clean fingers

#### Noris<sup>®</sup> junior brush cup 8767 40

- Foldable water cup made of flexible plastic
- Large support surface for stable positioning
- Recesses for safe brush storage
- Space-saving in schoolbags
- Dishwasher safe







## Our Noris® junior paintbrushes and brush cup are available in these package sizes:

3 | 1





## Creative Tip

#### Rain paintings

Rainy days are the perfect opportunity to paint with your children.

Help your kids create different patterns and designs on the page using the brush and watercolours – whatever they like! Then place the piece of paper on a tray in the rain. Now, watch how the drops of water change your picture. Once your child is satisfied with their artwork, lay it out to dry.







12 vibrant shades for colourful painting fun.

# WHAT MAKES OUR FIBRE TIP PENS UNIQUE?

### Noris® junior fibre tip pens for carefree drawing

Even very small children love to get creative. It is important that products are tailored to their needs and support their creative development, motor skills, spatial thinking, and colour perception. Noris Junior fibre tip pens meet all of these requirements, and take the needs and skills of children into consideration. They also meet parents' high standards for safety and health. Thanks to their thick, rounded tips, our fibre tip pens not only glide easily over the page, but are also extremely safe for kids. The fibre tip pens have undergone dermatological testing and are free from toxic ingredients.





Rounded tip — for a wide, soft stroke with no risk of injury



Easy to wash out of hands or textiles thanks to water-based ink



#### DRAWING OFFERS EDUCATIONAL VALUE

The wide, hexagonal shape of the pen shaft is designed to work with a child's grip. This promotes development of muscles in the hands and fingers, gripping capability and fine motor skills — preparing children to write later on.

While drawing, children are developing hand-eye coordination, concentration skills, attention, and a sense of self-efficacy.





## FIBRE-TIP PEN

Our Noris® junior fibre-tip pens are available in two package sizes:

6 | 12





### Noris® junior fibre-tip pen 329

- Wide, hexagonal shaft shape
- Ideal for small children's hands
- Stable, pressure-resistant and rounded tip
- Water-based ink
- Washes easily out
- Wide line width
- Ventilated cap conforming to ISO 11540 and BS 7272-1/2















## Creative Tip

Cut a coffee filter apart at the edges and let your child paint it using finger paints. Then, hold the coffee filter together with a decorated (painted) clothes pin. Your butterfly is ready to soar!







Priceless fun playing and painting in the fresh air.

# WHAT MAKES OUR SIDEWALK CHALK SO SPECIAL? With

#### Noris® junior sidewalk chalk is highly versatile

Children love playing outdoors and creating their own colourful world. From vibrant houses to hopscotch or racetracks for their toy cars or scooters — there are no limits to the creative possibilities. Even the smallest children can turn asphalt surfaces into large, fun, and imaginative artworks.



Easy grip thanks to thick, compact design, comfortable to hold thanks to convex shape



Easy to remove with water



Low-dust thanks to specialised, non-hazardous recipe



chalk

drawings

## PRICELESS

Children go into their own worlds when they draw and paint for several minutes at a time, or longer. This promotes creativity and concentration. Drawing also trains kids' spatial thinking skills and cognitive capabilities. Holding the chalk improves fine motor skills and hand-eye coordination. Drawing with sidewalk chalk also fosters kids' social interaction. Creating with friends lets them exchange ideas, work together on small projects, and communicate with one another. Drawing geometric shapes and letters is also a fun way to help children learn new things.



## Noris® junior Sidewalk chalk 2365

- Sidewalk chalks in maxi format
- Bright colours
- For outdoor use, especially for painting on tarmac or similar surfaces
- Easy to grab for small children's hands
- Low dust
- Easy to wash off with water
- Color sorting: white, yellow, orange, magenta, blue, green









Our Noris® junior sidewalk chalk is available in a package size of:



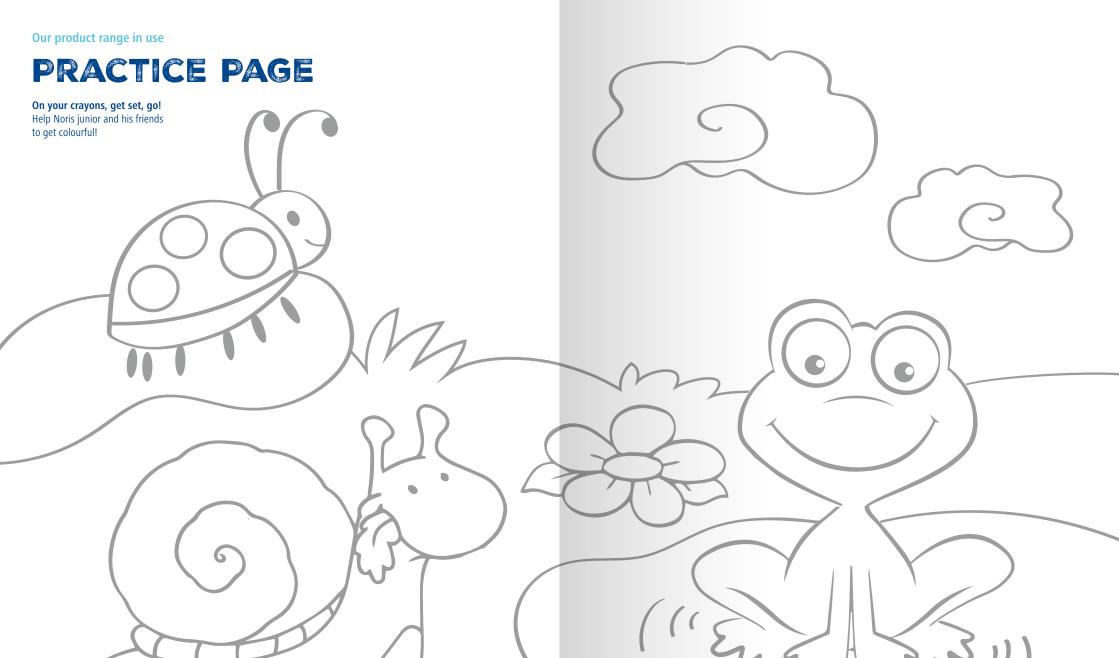




#### Over the water lily pond

Draw a large pond with your child on the asphalt, and add lots of water lilies of different sizes. Add a few ducks and colourful flowers as well. Now, your child has to hop like a frog from leaf to leaf over the pond, without falling into the water or stepping on a duck.





## WHAT DO OUR PAINTING AND DRAWING SETS Painting and **CONTAIN?** drawing fun

Noris® junior Drawing activities set 61 C1







for creative

minds







## Noris® junior Finger paint and craft set 61 C2



## TECHNICAL DETAILS AT A GLANCE

Noris® junior 3-in-1 children's coloured pencil 140











Noris® junior wax crayon 224







Noris® junior children's pencil 141







Noris® junior fibre-tip pen 329







Noris® junior finger paints 8814/8816

Noris® junior safety scissors 965 40

100 mm



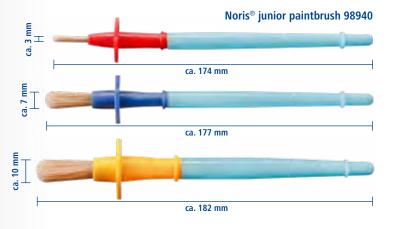




Noris® junior









brush cup 8767 40 100 mm

Noris® junior sidewalk chalk 2365















Noris® junior



Noris® junior tub sharpener 514 16







Moosaeckerstrasse 3 90427 Nuernberg, Germany Telefon: +49 (0) 911 9365 - 0 Fax: +49 (0) 911 9365 - 400