



# TODDLER ASSORTMENT



STAEDTLER®

Noris®

junior

PLAY

EASY

ECO

SAFE



**FREE**  
TO TAKE HOME





## 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 pencils, chalks and paints that grow with the child – adapted to their age and their respective needs.



# 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."

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

"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."



"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.

Creativity needs  
to unfold ...

Promoting creative  
processes in child  
development

**PLAY**

Easy to use for children  
and parents

**EASY**

**Noris<sup>®</sup>  
junior**

**SAFE**

Uncompromised  
creativity through  
safe products

**ECO**

Sustainable and  
environmentally friendly

... and foster  
development.



# OUR AIM IS TO SUPPORT CHILDREN'S CREATIVE PROCESSES IN THEIR DEVELOPMENT IN A PLAYFUL MANNER

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







### Playful stimulation of creativity

When children play, it always means that they learn. Children have a right to play. It stimulates creativity as well as emotional and social skills. Children learn their own limits in the game. They face challenges and learn to cross boundaries.

Painting and crafting are good for this.

Children can let their imaginations run wild, design, combine and try new things. This creates creative thought patterns and a broader imagination.



### 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.



### Great choice of colours

Bright colours that make the paper shine, of course, are also lots of fun. That's why we put a lot of research into the right formulation of the lead recipe.





## OUR PRODUCTS ARE PERFECT FOR LITTLE HANDS



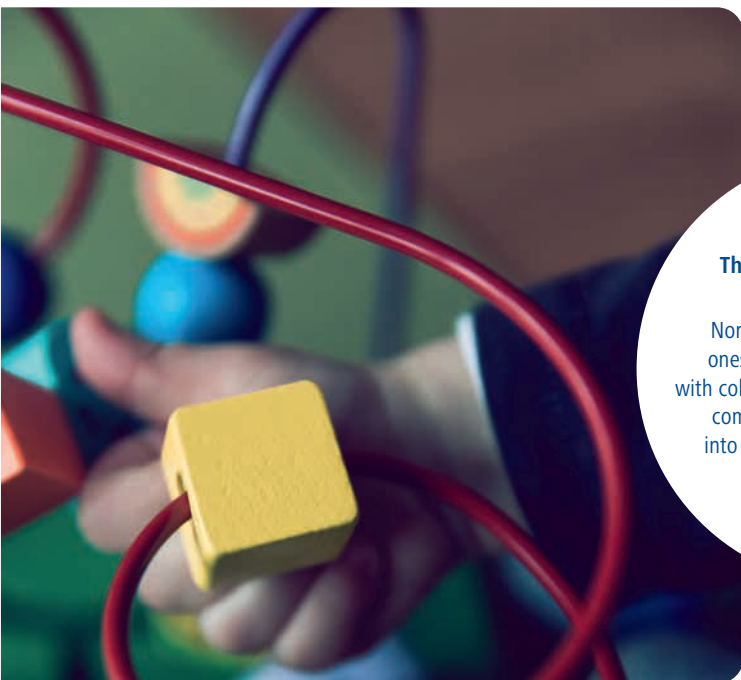
The movement process and motor skills are still developing in small children. The Noris junior range therefore offers products that grow together with the children. For children aged 2 years and older, the pencils are still particularly compact and are thus easy to hold. Thanks to the soft stroke, even 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 pencil shape fits perfectly into small children's hands, making drawing even more fun.



### Easy handling

Noris junior products shine with their particularly simple and self-explanatory handling, so that even the youngest ones can put their creativity into practice. Colourful works of art can be created without exerting force, for example, thanks to the soft stroke of the pencils.



### Tested to perfection

Noris junior products have been put through their paces by children, parents and educators alike. The result is a specially developed range that accompanies and supports children on their creative journey from the age of two.





# 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 right philosophy

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 Mars GmbH & Co. KG is therefore certified in the production and trade of wood-cased pencils in accordance with the applicable standards of FSC™ C007132 and PEFC 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.





## CHILDREN'S HEALTH AND SAFETY ARE VERY IMPORTANT TO US

Noris junior pencils, crayons and finger paints have been dermatologically tested and comply with the Toy Safety Directive for undisturbed painting fun.



- Dermatologically tested
- Extra shatter-proof
- CE compliant







#### **Dermatologically tested**

We obtain dermatological expert opinions for Noris junior products.



#### **Extra shatter-proof**

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



#### **CE compliant**

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

#### **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 3-IN-1 PENCIL DO?

The perfect  
children's pencil  
for unblocked  
creativity



COLOURED PENCIL

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.



WATERCOLOUR PENCIL

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.



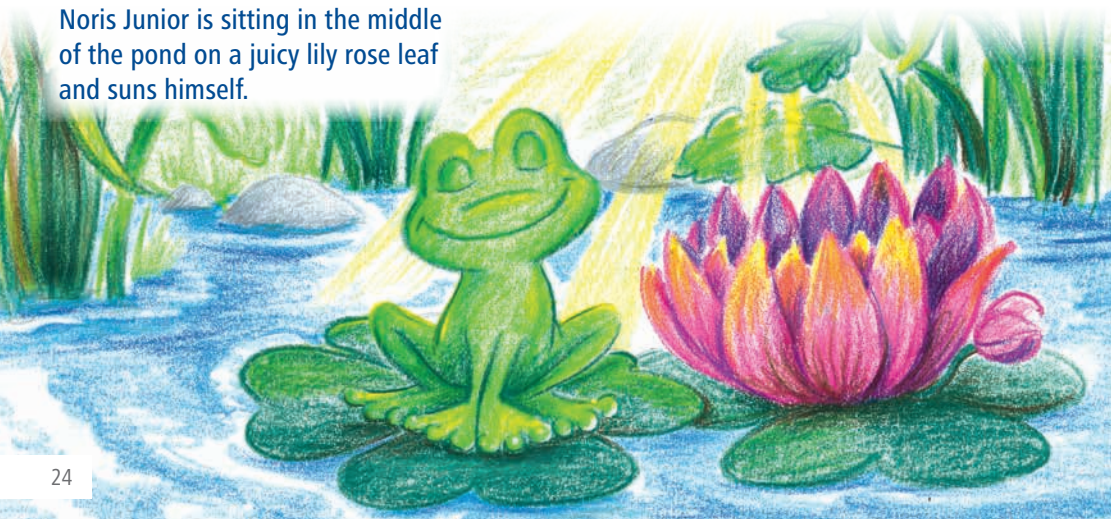
WAX CRAYON

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



Soft strokes  
in bright colours

Noris Junior is sitting in the middle of the pond on a juicy lily rose leaf and suns himself.



## 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



MADE IN GERMANY



DIN EN 71



~9,5 mm



PEFC/04-31-1227



100% RECYCLED MATERIAL



DERMATOLOGICALLY TESTED



## 3-IN-1 COLOURED PENCIL

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

1 | 6 | 12 | 18 | 36

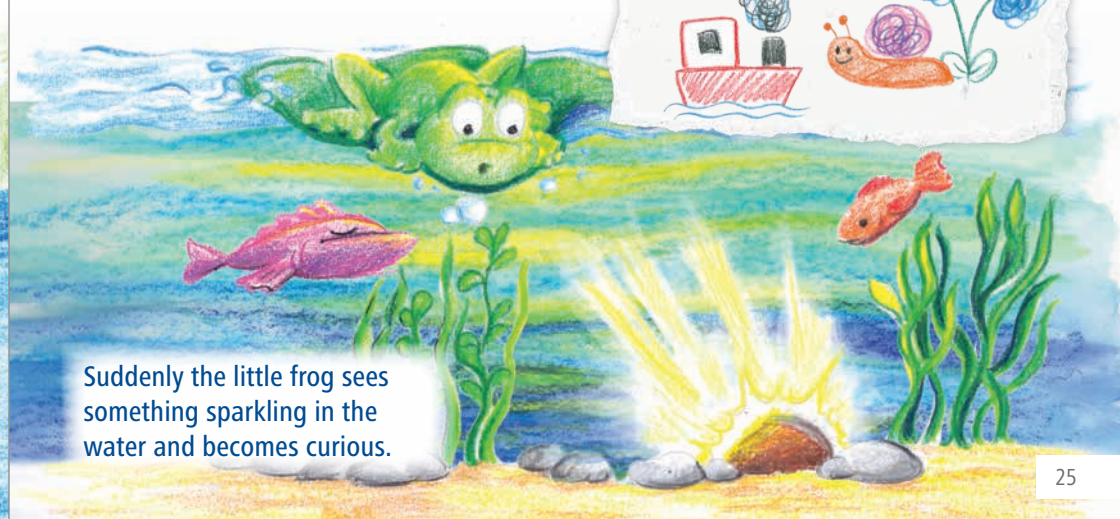


## Creative Tip

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.





Huge selection – lots to discover.

# 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!



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



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

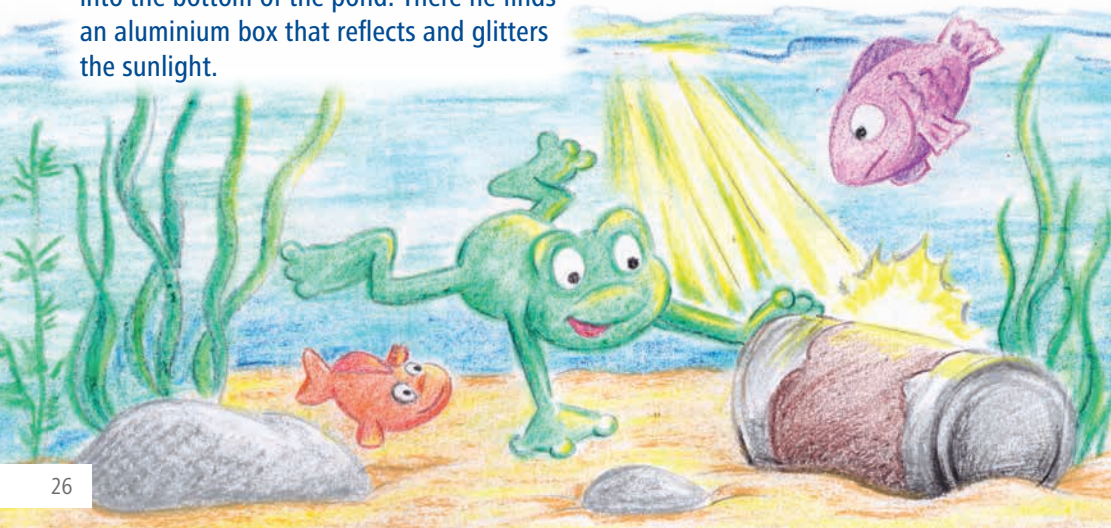


A colorful variety for creative use

The compact size is perfect for small hands



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



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



WAX CRAYON

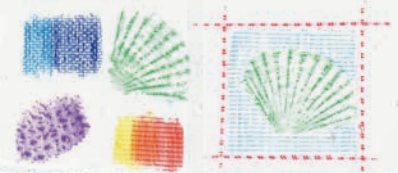
Our Noris® junior WAX CRAYONS are available in three pack sizes:

6 | 12 | 18



## Creative Tip

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.



# 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

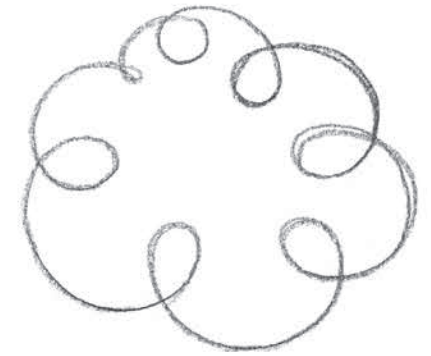
The beautiful green meadow is created by drawing zigzag lines, which your child draws on top of each other with various wax crayons. The wax crayons also mix into cool blends and intermediate shades. Try the green shades in particular in combination with yellow and blue.

## 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.





One pencil - and so special.

# WHAT MAKES OUR CHILDREN'S PENCIL SO UNIQUE?

## 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.

The perfect  
first  
child  
pencil



A pencil for toddlers and adults alike.



Ideal pencil length for small children's hands.

Ideal for  
the very first  
curves



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



## 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



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

... and falls down.



PENCIL

Our **Noris® junior pencil** is available unpacked and on a cardboard card:

## SINGLE

## 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.



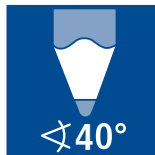


For the perfect shape.

# WHAT DOES OUR SHARPENER OFFER?



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



Noris Junior lands in the grass next to a cork. He takes a brief look at it and decides to collect everything else lying around the pond.



## SHARPENER

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

## SINGLE



### 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

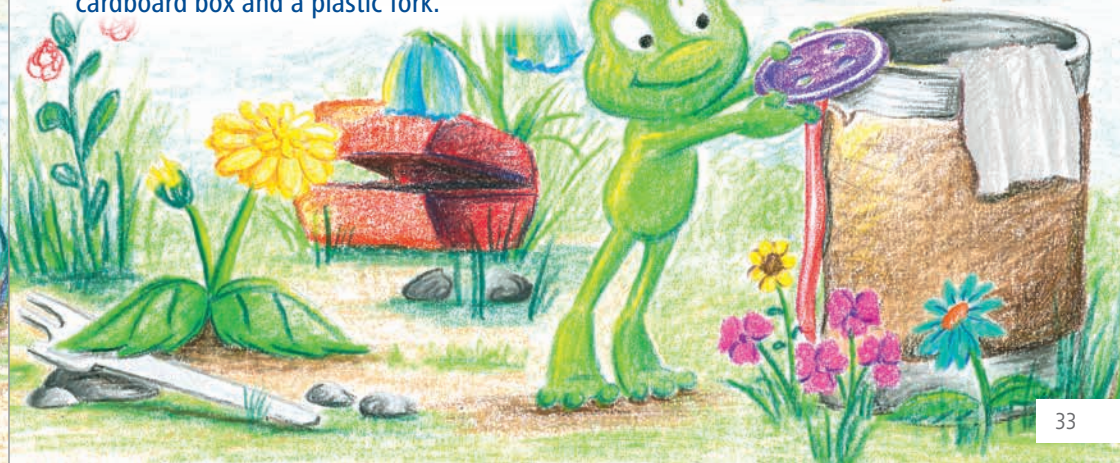


### Creative Tip

Pencil shavings can be put to wonderfully creative use. Make a small heap of pencil shavings in different colours so that the colorful pieces of the lead are mixed. Your child can then draw with them with circular finger movements or straight lines. This creates great colour blends and beautiful flowers!



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.





Six colours – great variety.

# A PLEASURE FOR THE HANDS

## 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!

Creative  
painting  
with all the  
senses



## FINGER PAINTS ARE EDUCATIONAL

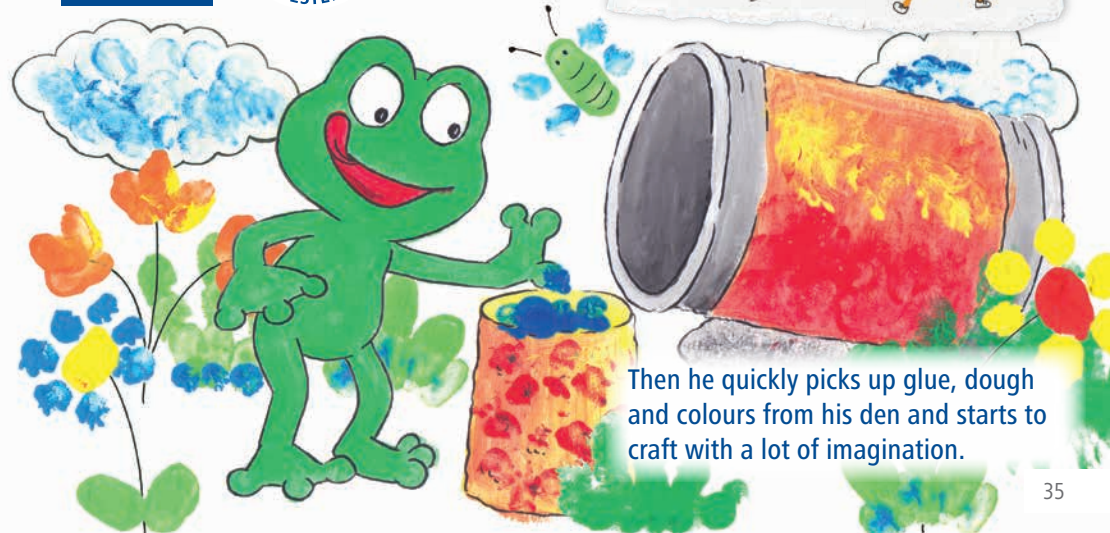
They make you strong, in terms of motor skills as well as mental skills. Seeing, smelling and feeling – all these senses are activated. As a result, finger paints promote the development of hand and finger muscles, which are important for writing, among other things. Secondly, children learn about different 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



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



## FINGER PAINTS

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

**75 ML 4 / 6**

**750 ML SINGLE**



## 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.





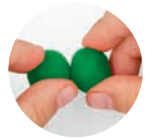
Eight colours – endless possibilities.

# 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.



## WORKING WITH CLAY IS EDUCATIONALLY VALUABLE

- 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 uses his craft materials to design a funny companion from the finds...



Practical pots  
for re-closing

## Noris® junior modelling dough 8134

- Dough in pots in 8 colours:  
4 basic colours, 4 special colours
- 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



PLAY DOUGH

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.



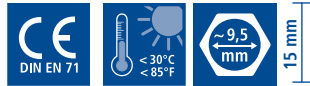
... and a small boat with which they both sail over the pond.





# 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 modelling dough 8134



Noris® junior sharpener  
Available only in combination with  
the 3 in 1 coloured pencil 140



Noris® junior  
tub sharpener 514 16





