

Staedtler

# The Fimo World enhanced with new Ideas

Staedtler has expanded the Fimo world even further, and as from the autumn will be offering some additional new products. The original Fimo Soft Colour Kits idea is a new one, Kits for Kids is now also available with glow-in-the-dark colour, and the accessories range just continues to grow

Since the beginning of 2010, the former Eberhard Faber product brands have been successfully integrated under the Staedtler umbrella brand. While brand recognition has been the focus of the packaging design in the case of Fimo and Co., the former Eberhard Faber kindergarten and pre-school range has been incorporated into the popular Staedtler Noris Club.

The extensive Staedtler product range provides the right product for any age group and any application, thereby enabling a visualisation of ideas over generations.

others, which are frost and heat-resistant thanks to their high-quality material. You will be able to sculpt lots of different motifs from 16 theme worlds quite easily using all the modelling clays from Fimo and Fimo air.

### Kits for Kids – the successful concept for kids

The Kits for Kids range, which won the “Creative Impulse Award”, will be increased significantly from autumn 2010. With Kits for Kids “robots” and Kits for Kids “unicorn”, young modelling artists will be able to sculpt their

The stainless steel Fimo machine will enable both beginners and pros to shape their favourite modelling material perfectly. With uniformly strong or extra-thinly rolled-out Fimo plates, popular Fimo techniques such as millefiori, geometrics or Moku-me Nendo can be quite easily implemented. And mixing different Fimo colours with this machine is even quicker than by hand. An indispensable tool for modelling artists and for those who aspire to them.



### Fimo Soft Colour Kits

With Fimo Soft Colour Kits, Staedtler has developed a new kit concept that will inspire the user with worlds of colour like “Indian Summer”, “Maritime”, “Exotic” or “Pastel” for modelling. By following the included instructions, anyone can create completely unique masterpieces, whether we’re talking about filigree jewellery or items for creative home deco.

personal favourite character using the award-winning “step-by-step” instructions, harden it in the oven and then play with it later on. The self-designed robots and unicorns even glow in the dark. A special pigment ensures that the luminance is continually charged in daylight or artificial light.

[www.staedtler.de](http://www.staedtler.de)

### Fimo Accessories – the perfect addition

With the correct tools, Fimo can help you put your creative ideas into practice even more effectively. With the “Fimo Accessories” line, Staedtler has developed a new accessory that is geared to the needs of the user and opens up many possibilities. As from the autumn, new “Fimo clay moulds” will be available, amongst



This autumn, accessories such as the Fimo clay moulds (top), kits such as the Fimo Soft Colour kits and Kits for Kids with glow-in-the-dark colour are the new products in Staedtler's Fimo range