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PRESS RELEASE

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STAEDTLER – your creative inspiration!

Whether at school, at kindergarten or at home: Painting, colouring and crafting all play a decisive role in a child's development. STAEDTLER is committed to the development of articles that not only promote creative thinking but are also fun for young children and teenagers to use. Thanks to its wide range of products, STAEDTLER is a brand, which accompanies users their entire life from an early age on, thereby enabling a visualisation of inspirations and ideas over generations. As from 2010, popular creative brands such as FIMO are available in a fresh new STAEDTLER brand look and complement the existing successful STAEDTLER school range perfectly.



A-B-S coloured pencils now in star design



When children get enthusiastic, coloured pencils invariably have to withstand quite a bit of pressure! That's why STAEDTLER has come up with the world's one and only Anti-Break-System (A-B-S for short). Thanks to A-B-S, the white protective coating that surrounds the colour-intensive high-quality lead core like a second skin, the break-resistance of all STAEDTLER coloured pencils is increased by up to 50%, making the pencils up to 30% stronger.

From 2010 on, STAEDTLER's range of popular, break-resistant coloured pencils is to be extended by coloured pencils in star design, certain to make children's faces light up with delight. They make ideal companions whatever the age, whatever the level of development: hexagonal pencils in 6 mm and 4 mm lead diameter

for very small children's hands and perfect triangular-shaped coloured and learner's pencils in



4 mm lead diameter. The new range is rounded off by the addition of charming pencil sharpeners and erasers in matching star design.



New additions to the Noris Club family – painting and modelling in kindergartens and schools

Noris Club is STAEDTLER's extensive school range. From 2010 on, a series of creative products for pre-school and kindergarten are joining the existing Noris Club range. Popular top-quality products, previously known under the Eberhard Faber brand, are to be found in the successful STAEDTLER Noris Club design. The products shine in new splendour in the newly designed boxes: with great, fun motifs that are not only appealing to children but also communicate the respective applications or characteristics of the product concerned.

Discover the world through modelling

Modelling clay offers a whole variety of options for fun and games and is a material that never fails to make children's hearts skip a beat. When children feel, cut and shape clay, they are not only having fun modelling, they are fostering their sensory and motor skills at the same time. Modelling stimulates the imagination and power of invention. Children's small hands create unique works of art which, when made with a modelling material like FIMO, can even be hardened and kept forever. Whether a bowl for small treasured items, an elephant seen in the zoo the day before or models of family members – the possibilities for creating fabulous pieces of art are endless. As from 2010, STAEDTLER has the right modelling material for all applications and for all ages and continues to impress users thanks to its long-established tradition of 'Made in Germany'.



Noris Club modelling dough

The exceptionally soft Noris Club modelling dough is available in eight different colours and is ideal for first modelling attempts. What's more, it enables young modelling artists from the age of 3 upwards to develop a feeling for shape and colour through play at the same time. With the fun modelling dough sets, little ones really come into their own – whether as young hobby bakers, school-beginners or board game accessory designers.



Mini kitchen studio

Young modelling artists can use this mini kitchen studio to demonstrate their cooking and baking talents. Simply roll out the pastry, shape small cakes and biscuits and into the 'oven' or on the 'hob' they go – the box doubles up as both. The 8 miniature



kitchen utensils and 4 different colours of modelling dough included ensure that first baking and cooking experiments are plenty of fun.

Alphabet and number learning through play

School-beginners can let their imagination run wild with this Noris Club modelling dough set and, thanks to the 40 different-shaped cutters enclosed, can practise their letters and numbers at the same time. Whether for word guessing games in a group or simply for getting better acquainted with numbers and letters – with this Noris Club modelling dough set, learning is fun.



Noris Club monster castle

Little monsters need homes too – that’s why they try to climb over the ancient walls of the Noris Club monster castle. A fun and creative game for both young and old alike, for which the players have to make the pieces themselves using modelling dough. The most dangerous squares of all are the monster squares; when a player lands on one of these, his monster gets beaten flat by a hammer. It doesn’t hurt, but is great fun! The Noris Club monster castle set comes complete with four different colours of modelling dough, game board and cute monster moulds for making the pieces with.



aquasoft modelling clay for children – first shape it, then let it float

Compared to conventional modelling clay, aquasoft has outstanding characteristics and is over 60% lighter than the same volume of traditional dough – that’s certainly good news for heavy school bags. What’s more, the best thing about it is that objects made out of aquasoft can float – and still keep their shape. The aquasoft modelling clay for children is so soft, that even young children from the age of 3 upwards find it easy to shape simple figures with before letting them float in water. The innovative aquasoft modelling clay for children is available in 10 brilliant basic colours and 10 glitter colours which can be blended easily with one another. The sturdy plastic box comprising 14 colourful sticks of clay is particularly practical for school use and, for group work, there are large 250g blocks available in 10 basic

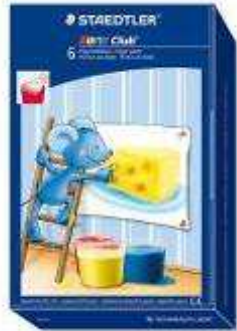


colours. Anyone who’s missing the right modelling tool can go for one of STAEDTLER’s practical accessory sets or, alternatively, the all-inclusive children set. This set not only comprises 12 sticks of dimensionally stable aquasoft modelling clay for children but also 9 useful accessories.



Indispensable for education: The popular finger paints in recognised premium quality

Painting with hands strongly stimulates children’s creativity. They use their imagination to create their first works of art – and have fun at the same time. The paints are lightfast, can be diluted with water, blend well, wash out easily and are, naturally, ‘Made in Germany’.



Cute rubber stamps promote imagination and creativity

These cute STAEDTLER Noris Club rubber stamps ensure that every painting is a success. They are suitable for a variety of stamping techniques and can be used by even very small children’s hands. The fact that they’re so easy to clean means that the motifs – such as cat, dog and sheep or aeroplane, boat and tractor – can be used again and again.



New Noris Club wax crayons!



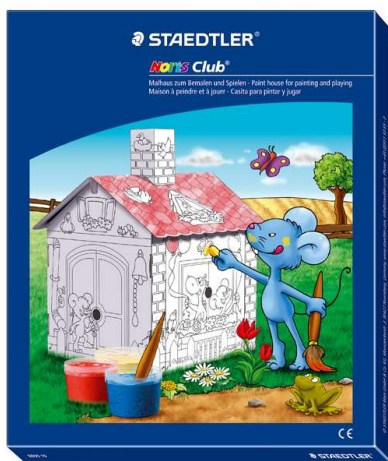
The Noris Club range is also being complemented by the popular, highly valued wax crayons containing natural beeswax. These compact, waterproof crayons offer a wonderfully soft performance and, thanks to the high wax content, are ideal for a variety of techniques. They are standard products in kindergartens everywhere – as well as



being important utensils for primary school and creative hobby use too. Detailed information on creative applications such as sgraffito, templating, encaustic, ironing and dropping techniques are included in all wax crayon boxes and inspire users to try them out for themselves right away. The wax crayon triangles with recessed grip ensure colouring fun galore for the youngest of children.

Simply twist and colour – with the new STAEDTLER gel crayons

Thanks to the gel-like wax lead, colouring with these new gel crayons is an extremely smooth experience. The lead is particularly soft and glides across paper as if by magic. These innovative gel crayons are extra soft yet break-resistant at the same time and are available in six brilliant colours – both with or without glitter. The gel crayons in basic or pastel effect colours are also suitable for use on windows.



Paint house – paint, colour and play with STAEDTLER

With the STAEDTLER paint house, young artists can create a home of their own. The paint house promotes creativity and stimulates imagination and is ideal for use in kindergartens, at birthday parties or simply at home. The outlined motifs on the house tell stories of their own and inspire both young and old alike to get creative. The sturdy house is quick to assemble and, when required, to dismantle too.

Noris Club 'Magic Tree' full-range and counter displays

Trees are one of the most important raw materials for the manufacture of our wood-cased pencils. Sustainable forest management is a matter close to our heart. For this reason, STAEDTLER is going to switch to certified wood for its entire range of wood-cased pencils "Made in Germany" in the course of 2010. The STAEDTLER Magic Tree is not only symbolic of our commitment to this cause, it also provides a particularly attractive means of presentation for the Noris Club range. What is so special about it: the display can either be placed against the wall or be used as a floor-standing display elsewhere as there are pictures on the back explaining how coloured pencils are manufactured in a manner appealing to our younger customers. In addition to the full-range display, STAEDTLER is again offering a counter display for additional presentation requirements or as an ideal alternative for small and medium-sized outlets where space is limited.

