

STAEDTLER Postfach 4842 90026 Nuernberg, Germany

address STAEDTLER Mars GmbH & Co. KG  
Moosaeckerstr. 3  
90427 Nuernberg, Germany

Postfach 4842  
90026 Nuernberg, Germany

telephone +49 911 93 65 - 417  
fax +49 911 93 65 - 401  
internet [www.staedtler.de](http://www.staedtler.de)  
e-mail [gerlinde.karg@staedtler.de](mailto:gerlinde.karg@staedtler.de)

## PRESS RELEASE

June 2009

### **FIMO & Co. under new flagship Full steam ahead with STAEDTLER**

**Nuremberg – as of 2010, EBERHARD FABER products will be managed under the STAEDTLER brand. This integration will allow STAEDTLER to expand its user target groups in the pre-school and creative sectors with an even more comprehensive range of products. Modelling will be added to the existing areas of their core competence of writing, colouring, drawing, marking and erasing products.**

STAEDTLER is one of the leading international suppliers of writing, colouring and drawing instruments as well as the largest manufacturer in Europe of graphite and coloured pencils, erasers and mechanical pencil leads. EBERHARD FABER – part of the STAEDTLER Group since 1978 – has, under the umbrella of its parent company, rapidly developed into an internationally renowned manufacturer of top quality modelling materials and paints.

STAEDTLER is now adding the segment modelling to its traditional fields of expertise. In the future, the umbrella brand STAEDTLER will accompany consumers throughout their lives, with an extensive product range for all age groups, from kindergarten, school, job to creative hobbies and artistic activities.

Rich in tradition, the Nuremberg company is active on a worldwide scale with strong distribution partners in over 150 countries, of which 24 are subsidiaries and five of these are manufacturing plants as well. “We have realigned our outstanding sales organisation and look forward to the challenge of utilizing our extensive potential for the marketing of our creative range worldwide “, says Axel Huelsmann, head of the STAEDTLER Group’s sales and marketing division.

Nils Henssen, head of STAEDTLER’s Hobby & Creative department adds: “Thanks to the international strength of the STAEDTLER brand, the entire creative assortment fronted by the FIMO flagship will gain additional momentum. We will, in the future as well, continue to stand for innovative products, reliable quality, excellent delivery service and outstanding sales and advertising support for our trade partners.”

The traditional FIMO brand is the best-known brand in the world when it comes to oven-hardening modelling materials. It is synonymous with unlimited modelling fun for all age groups and has written creative history. Invented, refined and manufactured in Germany, this colourful modelling material has long since gone international to take the global markets by storm.

Nowadays, FIMO is an indispensable part of every creative range, is to be found on all continents the world over and is undisputed market leader in Europe. For its unique product history, FIMO has been bestowed with the "Creative Impulse Lifetime Award", as there is no other brand product in the creative sector that has succeeded in sustaining a comparable high level of recognition or popularity over such a long period of time – for over 40 years – and this, not only in Germany, but on an international level.

### The new face of FIMO

The new packaging design of FIMO blocks under the STAEDTLER brand has already been developed and will be launched onto the market in 2010. Clear and concise, emphasis has been placed on brand recognition. It will be a surprise as to how the creative range as a whole will be presented in 2010. One thing is certain: FIMO's success story with its well-proven quality is sure to be continued under the new flag as well.



**BU:** The classic FIMO block under the new umbrella brand