



# ELENCO®

Learn by doing®



The makers of



# ELENCO®

## ELENCO CELEBRATES 46 YEARS AS A LEADER IN STEM EDUCATION

*From its humble roots in a Chicago-area basement to a leader in the STEM movement, Elenco -- the makers of SNAP CIRCUITS® -- re-brands and looks ahead to a bright future*

Wheeling, Illinois (February 15, 2018) – **History in STEM:** In 1972, Elenco's founder, Gil Cecchin, began building Elenco's first product, a color bar generator for television repairmen, in his basement in the Chicago suburb of Nilus, Illinois. Gil came from a poor, Italian immigrant family and worked his way up to become an electrical engineer at Motorola, with over 25 patents, and leading a team of engineers that made color TV accessible and affordable to consumers. One of Elenco's first customers was a mail-order, educational provider named ICS – International Correspondence School. Elenco grew in the '70s, '80s and '90s by supplying technical schools, colleges, and high schools across the country with educational kits and products that taught the basics of electronics and engineering. Elenco was STEM before the term "STEM" even existed. Gil wanted to share his passion for electronics and engineering and he felt the best way to learn was by doing. Thus, Elenco's trademark -- Learn by doing® – was born.

**SNAP CIRCUITS®** Elenco introduced **SNAP CIRCUITS®** in 2000 with the iconic 300-in-1 Electronics Discovery Kit, which is still a top seller for Elenco today. Since then, Elenco has introduced a variety of **SNAP CIRCUITS®** educational products, such as the GREEN, LIGHT, SOUND and last year's hits – the STEM, 3D-MEG and Arduino-compatible coding product SNAPINO®. **SNAP CIRCUITS®** teaches basic engineering, electronics and circuitry concepts by using building components with snaps to assemble electronic circuits on a simple "rows-and-columns" base grid. The resulting projects function like the printed circuit board found in most electronic products. Each **SNAP CIRCUITS®** part is easily identifiable by a different color and purpose, and each kit includes an easy-to-follow project manual. The line offers a wide range of kits, in differing size and complexity, for budding engineers.

# 46 YEARS





The **SNAP CIRCUITS**® brand has been endorsed by K-12 educators globally and used in schools, libraries, museums, after-school and homeschool programs, STEM and Maker programs, and at home. Many of today's rising leaders in science and technology learned the basics of engineering by creating and inventing with **SNAP CIRCUITS**® as a child. Teachers and educators worldwide use **SNAP CIRCUITS**® and its curriculum-rich, full-color manuals to teach kids basic concepts in a fun and exciting way. Educators also applaud SNAP CIRCUITS® because it reinforces other important skills, such as small motor skills and reading. Elenco continues to be at the forefront of STEM education, sharing Maker-spaces and STEM-events with much larger companies. Last Fall, Elenco was delighted to see students displaying their **SNAP CIRCUITS**® projects to the First Lady at an event to raise STEM-education awareness!

**A New Look For the Future:** In celebration of its 45th anniversary last year and the dawn of a new era at the company, Elenco initiated a multi-layered re-branding effort that included a new logo, new website, and new packaging that will be rolled out along with its new, exciting products at the 2018 New York Toy Fair. Elenco's new logo contains an optical illusion with interconnecting "E"s to highlight Elenco's push for imagination and invention in education. "Elenco makes educational products that makes kids think about the world around them," says Elenco's President, Jim Cecchin. "At first you may not see the double-EEs in our logo, but then it appears and your brain understands it. That's the feeling of discovery and imagination we want to express in all of our products."

Along with the logo, Elenco launched its new website just before the holidays with Community areas for kids and educators. "We want innovative kids to have a place to share their circuit designs and creative builds, and get ideas and inspiration for exploring on their own," says Elenco's Chief Engineer, Jerry Cecchin. "Engineering and technology are collaborative working environments and we want kids to learn that sharing ideas and working together is the best way for our society to advance technologically." Elenco's new website will also include areas for educators to share their ideas for classroom curriculum and after-school STEM-events.

Elenco recently introduced its new WEmake™ line of D.I.Y./Maker educational kits and tools. Elenco is also the North American partner for world-renowned toy brands including Engino™ Construction, Edu-Toys™, Tree of Knowledge™ Science Kits, OWI™ Robot Kits and Timberkits™, and the company continues to seek out innovative educational products and partners that exemplify its Learn by Doing® philosophy.

Continuing in its effort to advance STEM education while having fun, Elenco will unveil its new educational products at the 2018 New York Toy Fair with demo events scheduled for February 17-18 at 11:00 a.m. and 3:00 p.m.



**STEM**