



# ELENCO®

Learn by doing.®

The makers of



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## ELENCO INTRODUCES ITS NEW TEACH TECH™ BRAND, FEATURING MECHANICAL-ROBOTIC, CODING & GREEN-ENERGY KITS

**Wheeling, IL (February 04, 2019)** – Elenco, the maker of the award-winning Snap Circuits® products, announces a new line of educational toys under the brand name TEACH TECH™, with a focus on hands-on building fun. The first offerings within the TEACH TECH™ line feature robotic kits, including products that explore renewable energy and coding. Following the Learn by doing® philosophy found in all Elenco products, TEACH TECH™ enhances play quality with an emphasis on Do-It-Yourself building to boost confidence and critical thinking skills. Products within this line will appeal to all who enjoy using their hands to build and tinker and then bring their creations to life with movement, coding and programming. Future-minded kids can also investigate alternative power sources with kits that highlight solar, hydraulic, wind, or air power.

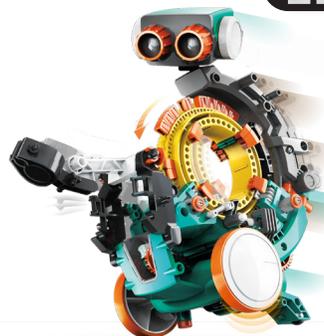
### About Elenco

Family owned and operated for over 45 years, Elenco has provided educational/STEM products, along with hobby and test equipment to consumers and schools. Elenco's award-winning SNAP CIRCUITS® products teach kids to have fun learning electricity, engineering, circuitry and more. The award-winning SNAP CIRCUITS® brand has been endorsed by educators globally and used in schools, libraries, museums, after-school and homeschool programs, STEM and Maker programs, and at home. Elenco is also the North American partner for world-renowned toy brands including Engino Construction and Edu-Toys Science Kits, and more. Broadly distributed through a wide-range of retail channels, Elenco products can be found wherever fun, innovative, science-based activities are sold.

### Our Mission

Our mission is to provide quality, innovative toys and educational products which are fun, affordable, engaging, and designed to instill a passion for learning and creating. We're committed to inspiring imagination, invention, and exploration. We believe the best way to learn is by doing.

Visit [www.elenco.com](http://www.elenco.com) | Visit Elenco's booth #3165 at New York Toy Fair.



MECH 5  
MECHANICAL CODING



TOBBIE II  
CODING



SOLARBOT.14  
GREEN ENERGY