

MEDIA INFORMATION

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50 YEARS OF FIMO – A BRAND MOVES THE WORLD

FIMO turns 50! Good cause to celebrate: For five decades now, FIMO has been offering enjoyment, inspiration and unlimited modelling fun for both children and adults alike and can look back today on a long history of success. Invented, refined and manufactured in Germany, FIMO has gone on to take the world by storm. This highly valued product has enjoyed great popularity for an incredible 50 years now.

Back in 1939, when the famous doll maker Käthe Kruse began experimenting with a new substance in her search for a suitable material for her dolls' heads, little did she know that this would one day result in the creation of the global brand 'FIMO'. Despite FIMO having been invented almost by chance, this true modelling clay original has since advanced to achieve cult status among creative hobby and professional artists of all ages.

The oven-hardening material has been a source of delight for professional users, hobby artists and children for 50 years now and continues to inspire them today. The successful marketing of this creative product began in 1966 with the introduction of the first modelling clay kit. Ever since, the range has not only been continually expanded, but regularly adapted to meet specialist user requirements too. Launch of the modelling clay led to a veritable FIMO boom: Fans of the traditional brand have enjoyed keeping up with current trends while creating home deco accessories, pieces of jewellery such as brooches, necklaces and earrings and even toys.

FIMO has been a visionary, innovative development right from the start: It was the first modelling clay brand to react to new market regulations and remove all phthalates from the material in 2006, even before this became a legal requirement. In 2007, the product was distinguished with the 'Creative Impulse Lifetime Award' for its unique product history. Global awareness for the brand resulted in the modelling clay's inclusion in the 'Brands of the Century' compendium in 2010. To this very day, FIMO remains a highly impressive modelling clay offering an extensive range of products designed specifically for meeting the demands of different target groups.

Artistic inspiration by FIMO

When it comes to shape, colour and surface design, FIMO offers unlimited creative possibilities. A fun and creative pastime with ever-changing facets that enables an inspiring variety of applications for adults on the one hand while helping develop and promote the multidimensional perception of children on the other. FIMO is ageless and reinvents itself time and again. FIMO classic, for example, the modelling clay developed specifically for professional artists, was relaunched onto the market in 2014 under the new, more fitting name FIMO professional. Furthermore,

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the design of the FIMO soft packaging was altered to better suit the target group of creative hobby users. A special highlight for young craft makers was provided in 2014 by the introduction of FIMO kids. This particularly soft modelling clay enables children to let their creativity run wild, have fun making their own toys and then immerse themselves in imaginary worlds of play afterwards.

Nowadays, FIMO is to be found in a range of over 115 colours in more than 60 countries worldwide. It is a premium-quality article which undergoes a process of continuous evaluation in order to ensure it conforms to high product safety requirements. The different characteristics of FIMO kids, FIMO soft and FIMO professional, such as their varying degrees of hardness, make the three clays ideal when it comes to meeting the demands of different user groups.

A revolution in children's rooms – modelling fun with FIMO kids

The creative way to discover the world with STAEDTLER's oven-hardening modelling clay: Children can use FIMO kids to make hand-crafted dinosaurs, colourful necklaces and imaginative toys. What's more, in doing so, they are training their fine motor skills at the same time. The introduction of FIMO kids has made the modelling clay better to use than ever before as its soft consistency is effortless to shape and ideal for children's small hands. The wide range of creative applications helps foster the spatial perception and creativity of children. 'Create your own toys': The easy-to-shape modelling clay offers children the chance to craft toys and figures and then, when they've finished, immerse themselves in their rooms in colourful, imaginary worlds of play. The easily comprehensible, comic-style, step-by-step instructions make it simple for children to craft new toys or to add to already existing ones. FIMO brings generations together with ease, fun and enjoyment: With FIMO kids, parents and grandparents can spend valuable time with their (grand)children modelling creative play worlds together.

Whether hobby or professional artist: FIMO soft and FIMO professional for unlimited creative possibilities

Whether for atmospheric decorations with delicate patterns, stylish-looking jewellery in the latest trend colours or highly accomplished works of art: FIMO has enabled creative users to let their imagination run free and shape their ideas for 50 years now. The different formulas designed in line with different target groups mean that users are sure to find the clay they need: The softer creative product, FIMO soft, is perfect for hobby artists and DIY fans and can be combined with FIMO effect for the addition of dazzling highlights. When it comes to professional artists and modelling experts, FIMO professional is the ideal material. Developed specifically with professional users in mind, this modelling clay is highly impressive thanks to its high level of dimensional stability and exact, vibrant colour blends – for unique works of art of the highest possible standard. Puppet artists obtain best results for expressive facial features and realistic figures with FIMO professional doll art.

About STAEDTLER

STAEDTLER is one of the oldest industrial companies in Germany and ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and creative products. An international company with a high export quota, STAEDTLER has 2,000 employees worldwide, more than 1,200 of them in Germany alone. The long-established company attaches great importance to the origins of its products and manufactures almost 80% of its articles in Germany. This makes STAEDTLER the largest manufacturer of wood-cased pencils, OHP pens, erasers, mechanical pencil leads and modelling clays in Europe and proud of its long tradition of manufacturing 'Made in Germany' products.