

Product information

02. FIMO – The fascination of design

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

Jewellery ideas - easy to make with the new FIMO jewellery sets



Well-known jewellery designers such as Sarah Shriver show us how it's done and use FIMO to create breathtaking jewellery, coveted by customers all over the world. Statements like "I could never make that" and "that's much too difficult for me" are



now a thing of the past thanks to FIMO's easy-to-follow step-by-step instructions.

The comprehensive jewellery modelling sets from STAEDTLER make it easy to get started and inspire users to want to make more. Once you've tried the material out and seen what kind of things you can make with it, you're sure to get infected with the 'FIMO fever'. From 2011 on, both young and old jewellery designers alike will be able to try their modelling talents out with two new jewellery sets. Whether clear shapes or fancy models, with FIMO 'Knotted Dots' and FIMO 'Romantic', the sky's the limit.



New additions to award-winning FIMO set concepts

The FIMO Workshop Box unites great ideas with ease of use and offers even beginners the opportunity to create impressive results without any trouble at all. In 2011, two new sets are being launched onto the market complete with step-by-step instructions on how to create



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complicated techniques like 'kaleidoscope' and 'paisley pattern', providing users with the know-how they need for designing customised pieces of jewellery or home deco objects of their own. The set concept, distinguished with the Creative Impulse Award, is popular with both young and old alike and has already become somewhat of a collector's item. The new themes complement the existing range perfectly and enable users to learn different FIMO techniques without any trouble at all.

Children are artists and simply love modelling. The pleasant haptic feeling and ability to create any shape they like makes children's hearts skip a beat and promotes their fine motor skills. What could be nicer for children than to play with the figures they've just made and then put them away for another day. With FIMO modelling clay, they can. As once it's been hardened in the oven, there's nothing to stop the modelled work of art becoming a favourite plaything.



With the set concept 'Kits for Kids', also distinguished with the Creative Impulse Award, STAEDTLER offers children a wide choice of easy-to-make motifs.

The new motifs 'Robots' and 'Unicorn' are going to bring light into the darkness thanks to their nightglow colour. As a special pigment ensures that their fluorescent power gets recharged every time they're exposed to either natural or artificial light. Unlimited modelling fun - guaranteed!

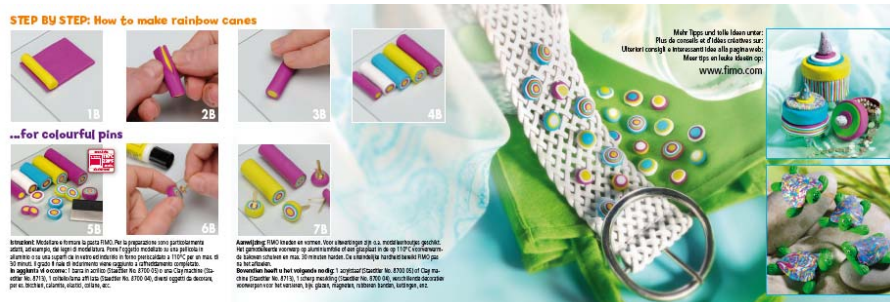


In the mood for trendy colour combinations – with the FIMO soft Colour Kits

Whether exotic, maritime, pastel or typical Indian summer colours – with the new FIMO soft Colour Kits, you can make whatever you like. As STAEDTLER's new set concept offers you the latest fashion shades in a harmonious combination of colours in four different sets. The sets also include a bottle of gloss varnish for adding a final shiny finish to modelled objects.



What's more, each of the FIMO soft Colour Kits comes complete with two creative tips which lead users step-by-step to perfect results and inspire them to want to make more new creations. Whether customised jewellery, home deco objects or things to jazz up outfits and accessories – you can let your imagination run wild. With the trendy FIMO soft Colour Kits, modelling artists can add a personal note to their clothing, accessories and homes and express their own personal style as they do so. Users can find detailed instructions for the two other creative ideas presented in the set at www.staedtler.com/creative_tips_for_FIMO.Staedtler.



Indispensable helpers – FIMO Accessoires

With the right tools, it's even easier to use FIMO to transform creative ideas into impressive, precise results. With its 'FIMO Accessoires' line, STAEDTLER has developed a range of accessories designed to meet the demands of users and leave nothing to be desired. And the best is yet to come: in 2011, FIMO fans can look forward to more, new highlights.

Finally in the range – the original FIMO clay machine

Modelling artists have been waiting for the FIMO clay machine for a long time now. As, from now on, this handy piece of equipment can be used by both beginners and professionals alike to bring their favourite modelling clay even more perfectly into shape. Popular FIMO techniques such as millefiori, geometrics or mokume nendo can be created easily and precisely using uniformly thick or extra-thin rolled-out sheets of FIMO. It's also much quicker to blend colours with the clay machine than by hand. During the development phase of the FIMO clay machine, the needs and requirements of users were always at the focus of attention. The extra-wide roller for larger sheets of FIMO and high level of stability at important functional points offer additional advantages when working with the machine.



Perfect finish – thanks to the new FIMO Grind'n polish set



In autumn 2010, practical sanding sponges were added to the FIMO Accessoires range for adding finishing touches to hardened FIMO creations. The three different grades 'fine', 'superfine' and 'microfine' are available for a perfect smoothing and sanding of hardened FIMO surfaces. A truly indispensable tool not only for modelling artists, but for anyone aspiring to become one.

For an easy stringing of beads

For jewellery artists, bead piercing needles are a very helpful tool and are used for a distortion-free piercing of modelled objects and beads. As from 2011, FIMO bead piercing needles will be available in a set complete with two different diameters, practically packed in a plastic tube. Thanks to the needles, it is no trouble at all to string the beads after hardening.



Sophisticated design for three-dimensional deco worlds



In autumn 2010, motif moulds were added to the FIMO Accessoires range which, thanks to the high quality of the product, are particularly durable as well as frost and heat resistant (from -15 to +80°). These FIMO moulds offer motifs from 16 different theme worlds. The motifs can be created using FIMO or FIMOair modelling clays and, afterwards, can be given an effective surface finish or painted in detail.



Target group-oriented approach from the very start

Young girls in particular find an increasing pleasure in creative modelling. STAEDTLER's creative tips show them how to use FIMO to add beautiful touches to accessories like hats, bags and belts, thereby making them really special. Since 2010, STAEDTLER Germany has been promoting modelling with FIMO at young girls in particular via popular magazines like 'Popcorn', 'Maedchen' and 'X-



Faktor' and has so far made 5.5 million target-group contacts. Competitions like 'Design by me' where young artists are invited to send in photos of their own creations in order to win great prizes also motivate potential users to try their hand at modelling.

With the adverts booked, STAEDTLER is reaching over 14 million readers in the relevant target groups.