

## Product information

### 03. STAEDTLER Noris Club – leaves nothing to be desired

#### The STAEDTLER Noris Club – leaves nothing to be desired

STAEDTLER offers a wide range of educationally valuable ideas for kindergarten, preschool and school. At the same time, STAEDTLER Noris Club products stand for high-quality painting and colouring fun and promote the creative development of children.

In order to present our products attractively and in a manner appealing to children, we develop new exciting displays every year that make children's faces light up with delight. Following on from the successful rocket and tree displays of the last two years, we have designed an impressive robot for 2011. Not only does it fit in perfectly with the motto of this year's World Kids Colouring Day - 'Inventions from around the world' - but also with STAEDTLER's corporate philosophy. After all, STAEDTLER has always stood for innovative product ideas of the highest possible brand quality. From Johann Sebastian Staedtler's invention of the coloured oil pastel pencil that

'can be sharpened to a point just like a pencil' to the first overhead pen, right up to more recent innovations such as A-B-S, Dry Safe or WOPEX – all of them ideas sure to make STAEDTLER products your own personal 'favourites'.



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## The STAEDTLER Noris Club is more than just a product name



Currently numbering more than 15,000 members, the Noris Club is an active children's club which aims at promoting the creative development of children. Via the Noris Club magazine and Noris Club internet website, children are able to learn about themes of high educational value in an entertaining way through a series of fun and games. Our mascot Nori and his friends also encourage members not only to paint, colour and draw but also use their brains.

The Noris Club magazine is packed full of new ideas and interesting topics and is published twice a year. In addition to this, the website offers children the chance to explore the world of Nori and his friends in a variety of ways, e.g. via child-oriented learning topics, crafting instructions, colouring pages or theme-related activity calendars.



## Be creative – even when out-and-about



"Are we nearly there yet?" This is a question parents often get to hear from their children on a long trip. In order to ensure that no-one gets bored either on the way to or while at the holiday destination, STAEDTLER has come up with a new travel kit. Ideal whether out-and-about or at home, young artists can let their imagination run wild with the coloured pencils, fibre-tip pens and gel crayons enclosed. It goes without saying that the practical cardboard case also comes complete with just the right

accessories such as sharpener, eraser, pencil and colouring pad. A particular highlight is the rainbow pencil which enables colouring with three colours at the same time. With the STAEDTLER travel kit, nothing stands in the way of a relaxed, creative journey.