



Head of ideas.

## PRESS RELEASE

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### **FIMO professional Relaunch 2025: For even more creativity - Made by You**

*Proven product, modern packaging design: STAEDTLER is launching an improved version of FIMO professional in 2025. The high-quality premium modelling clay has been specially developed for advanced and professional creatives who demand the highest standards of quality and precision. Under the motto "Made by You", STAEDTLER is emphasising the versatility and trendyness of FIMO.*

#### **FIMO professional for demanding projects**

FIMO is the ideal modelling clay not only for creative hobbyists, but also for professional artists and artisans who create detailed jewellery, figures and accessories. With 28 vibrant colours, the renewed range enables an impressive spectrum of colour nuances through simple mixing.

#### **A versatile range for the art world**

FIMO professional offers all the advantages that professional creatives expect from high-quality products:

- Firm consistency and very high dimensional stability for particularly delicate work and demanding projects
- Exceptional flexibility and fracture resistance after hardening
- High pigment quality for intense, brilliant colours
- Combinability with FIMO soft and FIMO effect
- Resealable packaging to maintain quality

With the relaunch, five new colours have been added to the range. The products are available in 28 colours, including 12 tertiary, 12 neutral and 4 shades developed especially for dolls. Thanks to the well thought-out colour selection and the possibility of easy mixing, FIMO professional offers countless creative possibilities - perfect for special techniques such as Caning, Mokume Gane and Bargello. A new block size of 226g and a practical division into eight portions for easy colour mixing and handling.

#### **New logo and packaging design**

The new logo and the modern packaging design with inspiring elements emphasise the premium character of the brand. The new FIMO professional range will be available in stores from the first quarter of 2025. For the point of sale, there are flyers with great inspiration and a display showcasing the brilliant colours and versatile applications of FIMO.

#### **New communication strategies and social media focus**

To support the reorientation of FIMO professional, STAEDTLER is focussing on social media and online tutorials. Regularly published video tutorials and creative DIY projects on Instagram, Pinterest and YouTube inspire users and show them step by step how to realise their creative ideas. Influencers and multipliers play a key role in reaching the young target group.

You can find more information at: [www.staedtler.com](http://www.staedtler.com)



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Caption:

The new FIMO professional range is available in new colours, a new block size and a stylish packaging design.

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*Images not final*



Caption:

The exceptional consistency and dimensional stability of FIMO professional meets the high demands of professional artists and artisans.

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*Images not final*

## About STAEDTLER

*STAEDTLER ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products and is one of Germany's oldest industrial companies. With its products, STAEDTLER inspires the creativity of its customers throughout their life: from their first attempts at colouring in early childhood to products for creative work. The writing and creative goods manufacturer offers a wide range of high-quality products for all ages and demands, constantly developing new approaches to connect analogue tradition and digital innovation. STAEDTLER headquarters are located in Nuremberg. It currently employs more than 2,100 people worldwide. [www.staedtler.com](http://www.staedtler.com)*

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