



Marabu-Painter...reloaded!

... the first highlights of the next generation

Creative people have already been working with the popular Marabu Painter line of products since 2005. Today Marabu is pleased to introduce the second generation of Painter products at Paperworld 2010. Like all Marabu products, the new Painter range also guarantees the highest "Made in Germany" quality. Marabu's 150 years of expertise in paints ensure the optimum prerequisites for a successful painting experience and result. The new Marabu Painter product range will be introduced in steps over the course of 2010. Here are some initial highlights:

PORCELAIN PAINTER – NO FIX FORMULA

Marabu presents a revolutionary **innovation** for painting on porcelain:

The new Porcelain Painters contain a paint formula that is **dishwasher-safe without baking**. Paint on the design, let dry – done! Starting today, the inconvenience of heat-fixing in the oven is no longer necessary, and the result is still dishwasher-safe! Porcelain painting has never been so easy! Thus Painters are now ideal for children's birthday parties, for example. The paint's consistency not only allows **reliable** painting on rounded or vertical surfaces, such as orbs, upright cups, vases, but also durable designs on tiled walls, without the paint running unattractively or forming drips. The easy way to an **immaculate** result with **ready-to-use** Porcelain Painter!

Glamour Generation: Besides the 18 brilliant standard colours and the 9 metallic colours, Marabu has now added the brand-new, fantastic **Glitter Colours** to its line-up. They add sparkle to small and large works of art applied to porcelain or ceramic, and can also be ideally combined with the standard and metallic colours.

As a world first, Marabu introduces two new unique Painter tips for porcelain painting into the market:

- The new Porcelain Painter "**Calligraphy**" opens up new possibilities for beautiful, expressive lettering. The wide 2 mm tip makes it possible to write names, poems or signatures, for example, using calligraphic techniques. Elegant compositions in deluxe black and gold colours result in exclusive, unique items for porcelain lovers.
- The new Porcelain Painter "**brush tip**" lends the act of painting a sensation of softness and results in an unbelievably rich, even application. The rounded 3-4 mm tip is ideal for larger motifs and comes in a total of 14 colours.

The popular liner pen is a genuine multi-functional product, which can also be used for fine outlines, for example. The liner pen is now available in five versatile colours, and with a stroke width of only 1 mm, it's possible to create razor-sharp contours as well as do very delicate painting and writing.

A coherent **colour management system** shows a summary colour spectrum in a display of colour-coordinated hues to facilitate orientation within the new selection of currently 56 Painter varieties. The Porcelain Painter's new "look" is also more modern, and depicts the benefits to the user on the **self-explanatory label** very graphically by using symbols and icons.

WHICH LITTLE PIGGY WOULD YOU LIKE?

Not one, but two charming piggybank sets to fall in love with and take home, exclusive to the introduction of the new Porcelain Painters! Each set includes one pig made of high-grade porcelain, 3 Porcelain Painters as well as instructions and design ideas.

There are two very exclusive variants:

- Princess Piggy Bank with wings and a tiny crown to enchant little and big princesses alike!
- Piggy Bank with teddybear ears will melt the hearts of a broad following, even male fans won't be able to resist him.

From sugar sweet to hugely humorous - the piglets are ideal for cash gifts, weddings, a new baby, for New Year's or Valentine's Day, a confirmation or even to keep your holiday spending money in. The two sets include all the materials you need - the "success guarantee" is furnished by the ready-to-use Painters, and they are perfect as gifts or for creating your own very special, personalised presents! A "plus" for the buyer: The amount of paint the Painters yield is enough for many more creative porcelain projects. That's how to make giving gifts a pleasure!

THE BRILLIANT PAINTER – GLITTERING UPGRADES

The popular high-gloss; well-covering lacquer pen made by Marabu is ideal for richly nuanced and unusual decorations and for enhancing the appearance of paper, plastic, metal, glass and even leather. The range of products in the best-selling tip widths has now been expanded at the request of retail sellers and consumers. With a total of 54 different Painters, Marabu now offers far and away the **widest selection** of paint pens in the tried and tested Marabu quality, which ensures that the colours are light-resistant and weather-proof as a matter of course.

Both colours and colour designations were revised. **Sensuous colour nuances** with emotion-laden names like ivory or midnight blue inspire the user to creativity with the rich, highly-pigmented colours. To supplement their standard colours, Marabu has now **upgraded the metallic hues**. The new **Metallic Pink, Metallic Blue, Metallic Violet and Metallic Green** tones provide innovative and expressive ways to beautify smooth surfaces in addition to the existing silver, gold and copper hues. By the way, the coloured metallic shades are **an innovation in the market!** Transform even "difficult" smooth surfaces, such as rubber boots, watering cans, post boxes, plastic placemats, Christmas ornaments, glass bottles or vases, metal tins or belts, coin purses and watchbands made of leather, or thousands of any other objects you can think of into dazzling, personalised one-of-a-kind items!

You can turn ordinary things into extraordinary individualised gifts and decorations with Brilliant Painter.

Gold, silver and black are brand-new Brilliant Painter colours in the **"Calligraphy"** line, available with an wide calligraphy tip. Do you always get impatient with your scrawly-looking writing results? The calligraphy tip produces elegant strokes, ideal for flowing lettering styles, graphics and illustrations, while at the same time being much easier to handle than, for example, a fountain pen. Shimmering painting effects, highlights, and calligraphic techniques are guaranteed to succeed with it! Just perfect for greeting cards, place cards or menus, home-made certificates or for embellishments of many types.

Within this large assortment of products, a coherent **colour management system** serves as a guide by showing a colour-coordinated summary of the hues and shades. The Brilliant Painter's new "outfit" is also fresher, and depicts its characteristics and applications to the user on the **self-explanatory label** very graphically by using symbols and icons.

THE DECO PAINTER MATT – FULL AQUA POWER AHEAD

The Marabu Deco Painter matt is a painting pen in acrylic quality for **general** crafting and decorating. The rich, matt-finish colours with good cover quality are light-resistant, weather-proof and work – as opposed to Brilliant Painter – **on all substrates**, e.g. also on porous natural materials, like wood, without running. The new, livelier label now shows very clearly what this product can do in a visual way! It highlights the **water-based quality** that makes it particularly ideal **for children** as young as 3 and up. No other painting utensils are needed when using the Deco Painter matt. It ensures particularly simple and tidy painting fun with the "success guarantee" inherent in the 150 years of Marabu "Made in Germany" quality.

The revised and expanded selection of colours now includes 23 colours in 2 different stroke thicknesses, including metallic gold, silver and copper. Also included are modern, trendy colours like eggplant, aquamarine or beige, as well as delicate pastel hues. Now you can truly indulge yourself with the current range of colours!

The former stroke thickness of 2-4 mm will be replaced by a stroke thickness of 3-4 mm, and it will be equipped with an all new **"brush tip"**. These produce an unbelievably rich, even distribution of paint and is therefore particularly well-suited for larger designs. The new Deco Painter matt 3-4 mm combines the sensation of painting with a brush with the control of a pen, an unprecedented painting experience!

AND THERE'S STILL MORE...

Marabu's partners have always benefited from the wide range of **quality articles** supplied by a reliable manufacturer who makes it possible for them to obtain all colours **from a single source**. In addition, the retailers take advantage of innovative, **space-saving display systems**, support in **sales promotion** (deco packages, adverts, and PR in leading magazines, idea cards, and special campaigns) as well as of personalised, **regular visits by the sales reps**, which reaches far beyond the usual steps taken for a market introduction.

Today the Marabu **Painter product range** provides a **trend-setting lineup** in the handicrafts market that is unique in its quality and scope. And we aren't even close to reaching the end of the flagpole: Retailers and users can look forward to further logical and **sales-orientated expansions** in the Painter product line, which will be introduced step by step over the course of 2010.

Marabu Stencils

... exclusive designs for customised creations!

Marabu's stencil product line has enjoyed steadily increasing popularity since its introduction to the market in 2007. In particular, the **stencils created in Marabu's own creative studio** and designed by the well-known designer and author Kristiana Heinemann are genuine **sales hits**. A case in point: The 2009 "Limited Edition" Christmas motifs were already sold out in **October 2009!**

Whoever looks at the lovingly made designs can understand why!

Stencil designs complement Marabu's range of products, because they are perfect for **easy and reliable** paint application. At the same time, they often serve to spark new ideas for applications, thereby **cranking up the momentum** for colours. From classic to trendy - naturally, there has to be something for every taste, so that the natural **appetite for being creative** is activated!

In addition to children's themes, the **basic product line** includes classics, such as hearts, crowns, ivy, and angels, along with floral and ornamental designs.

The **trend product line** encompasses seasonal and special occasion orientated designs, such as Easter, Christmas, designs for cards or t-shirts and life-style themes, like poodles, pugs or skulls, which often appear in exclusive "**Limited Editions**".

Both product lines are carefully maintained, and new designs appear regularly several times a year, so that **appropriate themes** are taken up and implemented.

The Marabu stencils are made of wear-resistant, laser-cut polyester. That makes designs with very fine detail possible. They are useable on both sides, i.e. the designs can also be mirrored, easy to clean and easy to store until the next use.

The stencils are fixed in place with the tried and tested **Marabu fix-it spray**. That way it's child's play to paint or spray your favourite designs wherever you fancy!

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The idea behind it: The Marabu stencils make individualised creations possible in a twinkling even without special artistic talent. That makes painting fun for everyone!

One speciality is the **"One-Step" designs**, which are stencils that make it possible to apply a whole design concept, including picture, text and decorations, to a bag or a t-shirt, for example, in one easy step. Naturally, it's indeed possible to use different colours on the design, such as for the lettering or individual parts of the picture!

In addition, there are stencil themes that can be put together in several steps, for example, for a one-piece paisley design, or even an entire multi-piece castle for a princess.

Many of the designs are repeated in **several different stencil sizes**. That makes it possible to create entire **themed environments**. The same motif can be applied to a menu or a cup, for example, and to a table cloth or even put on a wall in a larger size. The **colour management system** is very helpful for repeating designs and colours. It enables even **different types of paints to be perfectly coordinated with one another**. For example, the same design on the menu or on the porcelain (done with Brilliant or Porcelain Painters) can be colour-matched to the tablecloth decorated with Marabu-Textil or the wall decorated with Acrylic matt.

In regard to the **scope of the selection** and the **design timing**, the Marabu stencils product range is second to none. Combined with the Marabu paints, the loveliest individual creations imaginable succeed **easily and with perfect results!**