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FOR IMMEDIATE RELEASE

Eberhard Faber adds six new glow-in-the-dark colors to its FIMO

Effect line

September 1, 2009 – Eberhard Faber announced today that they are releasing a new line of glow-in-the-dark FIMO Effect clay. It now comes in red, blue, yellow, green, orange, and purple. The new colors are available individually at \$2.49 per 56g block or as a set with the original nightglow for \$15.95. These will go on sale at all major craft stores, some art supply stores, and online starting October 1, 2009.

“Many people enjoy glow-in-the-dark jewelry and trinkets, especially for Halloween.

Unfortunately, there isn’t a wide range of clay colors that glow available. We feel that now is the time to change that,” said Robert Dankowski, managing director at Eberhard Faber. The glow-in-the-dark clay glows for up to an hour at a time and can be recharged in either natural or fluorescent light.

-More-

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FIMO is a polymer clay often used in making jewelry and home décor. It comes in a number of varieties and colors including FIMO Classic, FIMO Soft, and other FIMO Effect lines, which include glitter, stone, transparent, and metallic. With the addition of the six new colors Eberhard Faber now produces more glow-in-the-dark clay colors than any other company.

The need for more glow-in-the-dark colors has long been called for by crafters. Painting the regular nightglow clay or mixing the nightglow clay with other clay colors (to create a new blended color, not to make swirls or other designs) dilutes the glowing effect. Now, with these new colors, crafters can make a variety of colorful items that glow in the dark much more easily and effectively.

FIMO Effect clay, and other FIMO products, can be found at craft stores like Michael's and Joann Fabrics, as well as some art supply stores. Additionally, it is available online at www.amazon.com.

For additional information on FIMO or other Eberhard Faber products, contact Gerlinde Karg, public relations manager, at +49 0 9181 430 359 or by email at Gerlinde.Karg@eberhardfaber.de.

Comments:

I would be targeting crafting-type magazines, and other magazines that include craft ideas, with this press release. Some of my considerations would be:

Step-by-Step Beads (Cool Stuff department maybe)

Bead Unique

Bead & Button

Better Homes & Gardens (for the Halloween issue)

My theory behind targeting this type of magazine is that they would want to cover a new type of craft material. I would extend to the holiday issues because I can think of many Halloween craft ideas that would make good use of glow-in-the-dark materials.

That's also why I set the release for early September with the product hitting stores in October. I thought that this way it would make it to the magazines in time to be included in the October/Halloween issue, since they need to plan so far ahead. Many of these magazines have active online components, so even if it was late to appear in the printed magazine, it could certainly still be featured on the website.