

FOR IMMEDIATE RELEASE

Make Every Gift Unique This Holiday Season, with Das® and Giotto

Singapore, September 2009

The holiday season is almost upon us, and with it often comes the stress of gift-giving. Or perhaps more accurately, gift selection. Choosing meaningful, appropriate gifts isn't always easy, even if one is prepared to splurge. This year, instead of going retail, how about creating your own handcrafted gifts for the special people in your life. You could even make it a fun family activity. **Das®** air-hardening mineral clay and **GIOTTO Décor** art markers make it easy for anyone to create their own works of art. While your creations may never be displayed in a gallery, they're bound to find their way into the hearts of those who receive them.

You could start with **Das®**, an air-hardening mineral clay that's easy to handle and safe. It's easy to use, for both adults and children, so just about anyone can craft that special gift. It is the preferred choice of students and hobbyists, as well as professional model-makers, and is capable of rendering the finest detail. It even adheres to other materials, such as metal or plastic, so you can add other elements to your creation. When you're done, leave to dry, and in 12 hours (depending on size of model made) your masterpiece is ready.

If you'd prefer a more colourful result, use **GIOTTO Décor Materials** and **Metal** art markers to add your own bold, vibrant designs. Available in boxes of 6 (both Materials and Metal) or 12 (Materials only) colours, these water-based quick-drying colours can be applied to a wide range of surfaces. **GIOTTO Décor Textile** is for fabrics, great for personalising anything from fabric pencil cases to shoes.

Use **Das®** and **GIOTTO Décor** separately or together to create your own special high-quality masterpieces. All products are safe to use and not harmful to the skin, and conform to European safety standards for toys.

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Das® air-hardening mineral clay is available in 500g and 1000g packs, in white and terracotta.

GIOTTO Décor Materials and **GIOTTO Décor Textile** art markers are available in boxes of 6 or 12 colours.

GIOTTO Décor Metal comes in boxes of 6 metallic colours.

Das® and **GIOTTO Décor** products are distributed by **LYRA Asia Pte Ltd**, the local representative of Lyra-Bleistift-Fabrik GmbH & Co. KG. Founded in Nuremberg in 1806, Lyra is the oldest registered trademark for drawing pencils and is renowned throughout the world for colouring products, particularly in the education market.

Since 2008, Lyra has been a part of the **FILA** (Fabbrica Italiana Lapis e Affini) group, Italy's leading stationery and colouring/drawing tools company.

Das® and **GIOTTO Décor** are available at leading retailers, bookshops and departmental stores.

For more information, please contact:

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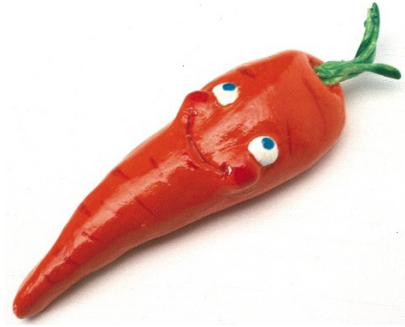
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Das® Air-Dry Modelling Clay



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GIOTTO Décor Materials and Metal



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