

FOR IMMEDIATE RELEASE

Big on Heart, Easy on the Wallet - Great V-Day Gift Ideas!

Singapore, January 2010

Roses, greeting cards, chocolate ... you've run through them all and more in your quest for great Valentine's Day gifts. This year, why not put a little more of yourself into it, something that takes a little time, patience and care to create — your own hand-decorated, personalised creation? With a little effort and the right tools, you can transform everyday objects into colourful, fun, and perhaps more importantly, unique gifts that you can't get at any store.

Turn an ordinary plain porcelain mug into a cherished keepsake with **Giotto Décor Materials**, which lets you add brilliant colour to porous surfaces such as stone, wood or rubber. Want a metallic touch? **Giotto Décor Metal**'s water based metallic inks are ideal for paper, wood, plastic, leather or glass. Or create your designs on fabric caps, t-shirts, wallets or shoes with **Giotto Décor Textile**.

How about special effects? The bi-dimensional, asymmetric tips of **Giotto Turbo Grafik** markers let you create wonderful calligraphic, decorative effects. What's Valentine's Day without the scent of flowers in the air? With **Giotto Turbo Scent** you get the scent even without the flowers — the ink of each of the 8 coloured markers has its own flowery fragrance!

Giotto Turbo Bicolor's special colour changing pens let you change your mind about colours, or add wonderful colour effects, while **Giotto Turbo Dobbie**'s double tips let you add fine details or fill in large areas with the same fibre pen.

With so many options from Giotto, there are no limits to the gift ideas you'll be able to come up with!

Giotto Décor Materials is available in 12 waterbased, non-toxic colours, in boxes of 6 and 12.

Giotto Décor Metal is available in 5 metallic colours, in a cardboard box of 5 or blister packs of 2 (gold & silver).

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Giotto Décor Textile comes in 12 colours, with special brush points, non-toxic permanent ink, washable at up to 40°C.

Giotto Turbo Grafik is available in boxes of 8 colours, superwashable from fabrics.

Giotto Turbo Scent comes in boxes of 8 colours, each with its own unique floral scent.

Giotto Turbo Bicolor comes in boxes of 12 (10 colours + 2 colour changers).

Giotto Turbo Dobble double-tipped fibre pens come in boxes of 10 colours.

About The Company

GIOTTO 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 and writing instrument company.

GIOTTO markers are now available at leading retailers, bookshops and departmental stores.

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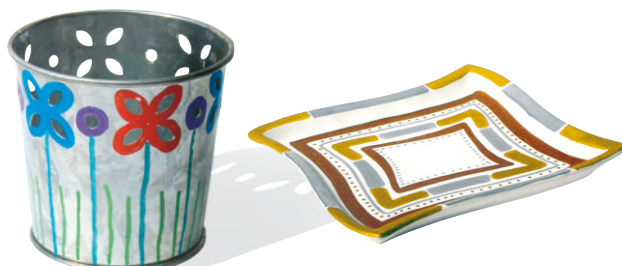
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Giotto Décor Materials



Giotto Décor Metal



Giotto Décor Textile





LYRA

A **FILA** Company

Giotto Turbo Grafik



Giotto Turbo Scent



Giotto Turbo Bicolor



since

1806