



Press release cuboro Ltd.

cuboro - 25 Years of Creative Playing Pleasure

The educationally valuable marble track system cuboro celebrates its 25th anniversary. On this occasion, the anniversary set "cuboro jubilé" is released. In May, the anniversary is dignified by a spectacular simultaneous tournament, in which the best cuboro players are going to compete, as well as an impressive exhibition on the "story of success cuboro".

Anniversary set "cuboro jubilé"

In February the classy special edition "cuboro jubilé" is released! This set is available in limited edition during the anniversary year 2011. The jubilé set contains 25 cuboro elements, four of which feature new functions.

The success story of a Swiss toy inventor

The foundation for the success of cuboro inventor Matthias Etter was laid through insatiable curiosity, serendipities and a dose of courage to strike unconventional paths. The marble track system came into existence in the Seventies when Matthias Etter was in an internship as a social education worker at a special school. Everything started with a few clay cubes forming a three-dimensional puzzle for children with impaired motor skills.

Only thanks to the ingenious joiner Hans Nyfeler was it possible to realize a series of the tricky cubes with curved channels and tunnels in wooden form in 1986. This very day, cuboro is still manufactured from FSC certified Swiss beech wood in the family joinery Nyfeler, following utmost ecological and qualitative guidelines.

Through much persuasive power Matthias Etter managed to get hold of a space at the fully booked trade fair Ornaris in Berne in 1986. The only space available for presenting the novel cubes was located in between the women's and the men's toilets. First orders came in from toy retailers and WWF Switzerland for its Panda catalogue. Further participations on international toy fairs awakened interest in Europe, Japan, Korea and America. Today, the cuboro marble track system is sold in over 30 different countries.

Anniversary celebration at Zentrum Paul Klee, Berne

The anniversary celebration event takes place on Sunday, May 22nd 2011. The fascinating history of the cuboro system is presented in an impressive exhibition. Highlight of the event is the spectacular simultaneous tournament: 25 teams composed of the best cuboro players challenge each other in building as complex cuboro tracks as possible. The bands "Los Hobos" and "JackPot and the Nuggets" (with Matthias Etter) make the celebration perfect.
Inscription required!

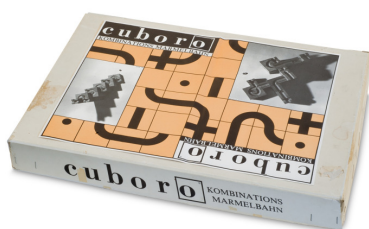
*2471 characters, 388 words
Hasliberg, January 2011*



Prototype of the cuboro marble track system, made of clay in 1976



Matthias Etter, Inventor and CEO of cuboro Ltd.

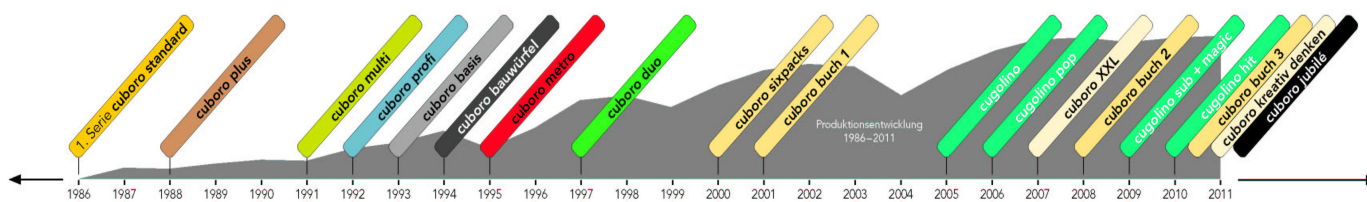


First cuboro set in 1986



The classy basic set "cuboro jubilé" is available in 2011 in limited edition at specialized stores.

Chronology of the cuboro success story



Infobox on press release cuboro Ltd.

What makes cuboro so unique?

Combining the cubes which feature "outer" and "inner" functions to connecting track courses fosters the joy of experimentation, spatial imagination, logical thinking and concentration. In addition, cuboro grows according to the child's standard. Parents and grand parents are elated likewise and therefore cuboro becomes a multi-generational toy. Today, cuboro is not "only" played for disport but is also used as teaching material, in occupational therapy, for aptitude tests and promotional concepts.

Press images/information

Further information, press images and releases at www.cuboro.ch or at cuboro Ltd, CH-6086 Hasliberg Reuti/Schweiz, phone 0041 (0)33 971 59 50.