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Delta of Sweden to exhibit at Nuremberg

The International Toy Fair in Nuremberg celebrates its 60th anniversary in 2009. Around 2,700 exhibitors from some 60 countries ensure the broad scope of the Toy Fair. Delta of Sweden will be in place in Nuremberg from 5-10 February with exhibitions of its latest products.

When the International Toy Fair opens its doors on 5 February, Delta of Sweden will be present in the Hall for Arts & Craft, Creative Design, Hall 9, Stand D24. The new material, Bubber™ – Play, learn and create; and Moon Sand™ – Sand you can mould; and Deltasand™ – Pure creativity, will be on display.

The new product Bubber is available in six beautiful colours all with a discreet surface shimmer. Discover the joy of carving in a soft compound that leaves clean, sharp lines and amazing imprints. Bubber feels as soft as silk and 6-year old Linus described it to be "Like touching a cloud". The material's fantastic properties are best experienced by touching.

Moon Sand was launched on the toy market in 2007 by Spin Master Ltd, a Canadian company. The product concept became an immediate bestseller in both the USA and UK. Moon Sand is a prize-winning product that has been awarded the TOTY (Toy Of The Year) prize two years running, both for the year's best activity product, and for the best pre-school product. Delta of Sweden manufactures and sells products to the educational and therapy markets. Simply described, the concept is sand play in colour.

Deltasand is a sculptable lightweight sand. Deltasand can be sculpted soft or hard. To get hard sand, bake in an ordinary domestic oven. The baked sand characteristics can be described as porous sandstone, which make it easy to sculpt, and to keep the resulting sculpture. An added dimension is the possibility to colour the material or to use it as a mould for plaster and concrete.

A professional sculptor will be at the stand demonstrating the possibilities opened up by the materials' differing properties. Visit Stand D24 in Hall 9 for Arts & Crafts, Creative Design and get inspired.

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For further information about the International Toy Fair go to www.toyfair.de

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