



# Colouring the future!



# COLOURING OUTSIDE THE LINES



FOR EVERYONE THAT WRITES, DRAWS, COLOURS OR PAINTS -  
BRUYNZEEL-SAKURA OFFERS A WORLD OF INSPIRATION.  
THIS WORLD IS CHANGING...

As a leading party in the market we take our responsibility in a changing world seriously.  
We do this by thinking about new possibilities and opportunities in the market.

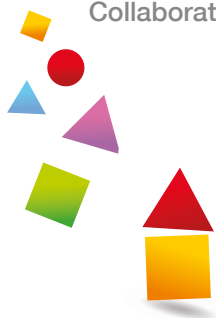
Thinking outside of the box is something that fits our **Dutch-quality company** like a glove.  
bruynzeel-sakura stands for:

- Exploring options together as this doubles your chances of success
- Daring to be different because there's too much of the same available
- Thinking big and acting bigger because we want to make the most of the opportunities available



When developing innovative concepts we always think about how we can best meet the consumers' demands. This approach allows us to ensure that the consumer will be attracted to your shop with our products.

We will naturally do this in close collaboration with you.  
**Collaborating is the only way we can be successful.**



**EXPLORING OPPORTUNITIES TOGETHER**

**DARING TO BE DIFFERENT**

**THINKING BIG AND ACTING BIGGER**





# BRUYNZEEL-SAKURA IS PROUD TO INTRODUCE...



## COLOURING THE FUTURE!

**Drawing stimulates fine motor skills** in children and also benefits their **social-emotional development and creativity**. However, we have seen that the number of hours children spend drawing and colouring is diminishing as a result of digitalisation.

Many parents and scientists see this as an alarming development. However, at the same time, we also realize that the use of a PC or tablet is something that many families cannot do without anymore.

## BRUYNZEEL-SAKURA ISN'T AFRAID TO DO THINGS DIFFERENTLY AND IS PROUD TO PRESENT BRUYNZEEL: COLOURING THE FUTURE!



**Colouring the future** teaches children about the digital world in a fun way and stimulates fine motor skills and creativity at the same time. It allows children to draw and colour on paper while combining the process with a tablet. **Great and educational!**

**Bruynzeel has developed a complete range of colouring products for colouring the future.** Intended for the little ones as well as for older children. We are ready to join forces with you so that your drawing and colouring displays draw more attention and yield better results.



**FULLY ADJUSTED TO MEET CONSUMER NEEDS**

**NEW AND UNIQUE TO THE MARKET**

**A COMPLETE RANGE AND AN AMBITIOUS APPROACH**

# WELCOME TO THE DIGITAL WORLD



78%

of children aged between 4 and 7 regularly use a tablet if one is available in the house. 54% of children between 0 and 4 years old do this.



2  
hours

Watching 2 or more hours of TV a day will result in children falling behind in a social-emotional sphere when compared to children of the same age. This is due to the fact that it limits the time for other necessary developmental activities like playing, making music, crafts and drawing.

30  
minutes

Research demonstrates that 30 minutes of screen time a day is the maximum children of 6 should be exposed to. 10 minutes is the maximum for 3 year olds.



105.7  
million

There will be 105.7 million tablet users in Europe in 2016.

0-12  
years

This is a crucial part of childhood development both on a social-emotional level as well as when it comes to learning cognitive and motor skills. Drawing is a good way for them to express emotions which they do now yet have the words to convey. It also helps develop their motor skills.



30%

A child needs to spend 30% of their day interacting with others. This ensures good social-emotional development.

# A UNIQUE INTERACTION ...

## A UNIQUE INTERACTION BETWEEN PAPER AND DIGITAL MEDIA

Physiologists, psychologists, teachers and parents all agree: drawing and colouring are important to the child's development. Children also enjoy it. It is a type of brain training and is an important tool for fine tuning motor skills.

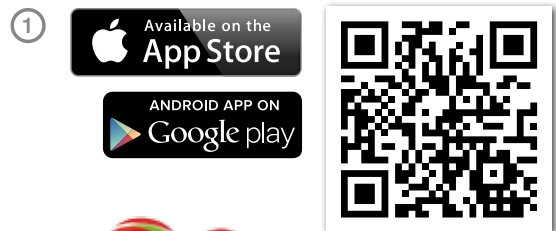
The new element of drawing and colouring allows children to combine drawing and colouring with a tablet in a unique way.

### IT IS REALLY EASY...

- ① Download the Bruynzeel app
- ② Scan the packaging
- ③ Experience colouring the future

Scanning the packaging using **the Bruynzeel App** brings the **character** featured **to life**. The character transports them to their world, gives the child **drawing tasks and plays with the results**.

It allows the child to draw, colour and play with a tablet at the same time. A unique interaction between paper and digital media!



VISIT [WWW.BRUYNZEEL.NL](http://WWW.BRUYNZEEL.NL)  
FOR MORE INFORMATION.





# EARLY LEARNING



## ▲●■ EARLY LEARNING

A full range of colouring products specially developed for the little ones. Fine tuned for little hands. Well thought-out, safe but above all fun!

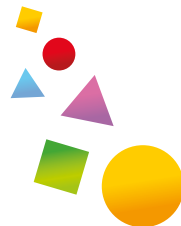
Bring your drawing to life with Fuzzy!

2+



8 crayons 2+

Art. nr: 9502K08B



12 watercolour paint dots 3+

Art. nr: 9511P12B



4 finger paint 3+

Art. nr: 9516K04B



8 starter point felt tips 3+

Art. nr: 2003K08B



# EARLY LEARNING



6 **soft** colouring pencils **3+**

Art. nr: 2205K06B



4 **colour with water** **3+**

Art. nr: 9640K05B



20 **short thick** colouring pencils **3+**

Art. nr: 2105K20B



12 **triple** colouring pencils **4+**

Art. nr: 3305K13B



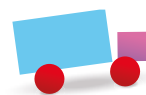
10 **big point** felt tips **4+**

Art. nr: 2001K10B



10 **triple** felt tips **4+**

Art. nr: 3370K10B







CHIP

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A world full of magical elements for talented artists.  
A source of inspiration!

Join Chip and Starlight on a voyage of exploration.



STARLIGHT



8 magic felt tips  
Art. nr: 7951K08B



6 metallic felt tips  
Art. nr: 7965K06B







8 fabric markers  
Art. nr: 6030K08B



20 twin point felt tips  
Art. nr: 2020K20B



6 glitter felt tips  
Art. nr: 7945K06B



6 theatre make-up  
Art. nr: 9514B07B



12 twin point colouring pencils  
Art. nr: 7570K12B



10 aquarelle pencils  
Art. nr: 3550K10B





# ESSENTIALS



BLOSSOM



STORM

## ESSENTIALS

All basic products for artists are featured. These products are a real must have in every home!

Let Storm and Blossom inspire you.



20 super point felt tips

Art. nr. 3001K20B



12 coloured pencils

Art. nr. 7545K12B



24 coloured pencils

Art. nr. 7545K24B





# ESSENTIALS



12 felt tips  
Art. nr: 7001Z12B



30 felt tips  
Art. nr: 7001Z30B



50 felt tips  
Art. nr: 7001Z50B



12 coloured pencils  
Art. nr: 8505M12B



24 coloured pencils  
Art. nr: 8505M24B





# JOINING FORCES FOR SUCCESS



## IMPACT ON THE SHOP FLOOR

We want to make an impact on the shop floor with your help. Please talk to your contact to discuss the possibilities.



## STANDARD SHELF PRESENTATION FOR A COMPLETE PRODUCT RANGE PRESENTATION

Display and Shelf plan 3x 1m with wobbler, top sign and shelf strip.



## BRUYNZEEL-SAKURA, OUTSIDE OF THE BOX!

- Quality always comes first
- Strong brands
- Traditionally Dutch since 1948
- Active in 80 countries

Questions?  
You can reach us on  
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