

PRESS RELEASE 13/06/18, STRAWBEES AB, GOTHENBURG, SWEDEN



*Strawbees Imagination Kit, containing the large scale building system combined with a card deck of 110 creative building cards, for endless play possibilities*

**Strawbees grows strong in retail in the Nordics, their home market, by signing several major retail chains.**

*Strawbees, who delivers educational toys and learning materials for home and for schools, grows stronger in their home market in 2018 by signing some of the major store chains in the Nordics. Toys r Us, Panduro, Clas Ohlson, Akademibokhandeln, Åhlens and Designtorget will all be carrying the new product range, focusing on informal learning, creativity and coding & robotics.*

”We are delighted that our push to make more high end creative learning toys available is paying off. From 2018 we have applied a lot of our educational content in our retail products encouraging informal learning.” says Strawbees CEO Erik Bergelin

The classical Strawbees range with Maker Kit, Inventor Kit and Crazy Scientist Kit has this year been expanded with the Imagination Kit, Creature Creator Kit and Coding & Robotics Kit, and will further be expanded with the Hovercraft Kit in Q4 2018.

”Our best selling items in retail this fall will be the Imagination Kit and the Coding & Robotics Kit, which further strengthens our belief of bringing open ended creative kits, combined with electronics to the market. Our Coding & Robotics Kit is the best product in the world for learning coding, where we combine digital programming with physical outputs, and bringing endless progression possibilities with our online content.” continues Erik Bergelin

During 2018, Strawbees will put an even stronger focus on developing retail products based on the educational content included in their learning platform. They will also create a range of products in the lower price range, enabling sales in the mass market segment to retail giants such as Walmart, Target, Carrefour, and Tesco.

”Making applications of our educational content in a retail setting is not only a way of making our retail offering stronger, but it is also a way of entering educational markets by introducing project based educational products. The mass market range is a request from several US and European mass market retailers, and we are excited about developing those products.” continues Erik Bergelin.

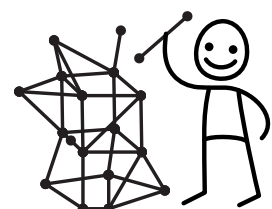
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Strawbees will during 2018 and 2019 ensure that the success on their home market is replicated on other prioritized markets around the world.

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**Strawbees** is a Swedish edtech company providing products and content that focuses on creativity, innovation, technology and sustainability. 60% of sales is in education, and 40% is in retail.

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