

Kokuyo Camlin launches innovative crayons to improve children’s grip and make their learning fun



Mumbai, 27th March 2019: Kokuyo Camlin, one of the prominent stationery brands of India, yet again substantiated their commitment towards the betterment of children’s overall development by launching - ‘**Camel Child Grip Crayons**’. This unique offering is specially designed for toddlers to improve their fine motor skills and enhance grip development. This product was launched at a grand function held in **KidZania, R City Mall, Ghatkopar**, in the presence of a huge audience consisting of Kokuyo Camlin stakeholders, distributors, retailers, mothers, pre-school teachers, physiologists and special educators.

Camlin Child Grip Crayons helps toddlers to set free the creative side of their brain with its easy to hold design and attractive bright colours. The product also serves the purpose of stimulating brain development in children by improving hand eye coordination, which in turn helps improve their handwriting skills in future. Parents needn’t worry as these crayons are safe, non-toxic, conform to the international safety standards EN 71-3, and are also washable from non-



porous surfaces. Kokuyo Camlin has put in 2 years of extensive research for the development of this product's design, colour and constituents, keeping in mind the physical as well as, the psychographic attributes of Indian children.

Elated by the response from the audience, **Mr. Satish Veerappa, CEO, Kokuyo Camlin**, said: "It gives us immense pleasure to bring this product to young kids aged around 3 years plus. Kids at this age are really trying to build their perception of the world around them and this product should be a useful aid in doing so. This apart from helping the kid to develop the necessary control on his/her grip, will also allow them to express their thoughts through the medium of colours and paintings. We sincerely hope this product becomes a useful tool for teachers and parents in guiding and building the development of children."

Commenting on the launch, **Mr. Saumitra Prasad, CMO, Kokuyo Camlin**, said: "We are excited to launch Camel Child Grip Crayons which is a revolutionary tool as, it not only helps a child to express through colours, but also helps the child in developing grip and fine motor skills. As the product is also washable, it will make the very first learning steps more fun for both the child and the parents."

The product received overwhelmingly positive responses from teachers, special educators and physiologists and was praised for its design and grip development ability, which experts claim could also help in the cognitive development of children with special needs.

About Kokuyo Camlin Ltd:

Kokuyo Camlin Limited www.kokuyocamlin.com (formerly known as Camlin Limited) is in the business of marketing and selling art materials and stationery products under flagship brands 'Camel' and 'Camlin' which have been in existence for more than 80 years. The company offers a wide range of products such as Fine Art materials, scholastic colours and stationery, hobby products, office products, writing and drawing instruments, adhesives and notebooks.

For any media related query, please contact:

Integrated Brand-comm Pvt. Ltd.

Ullas Krishnan, ullas@brand-comm.com, [9004724580](tel:9004724580)