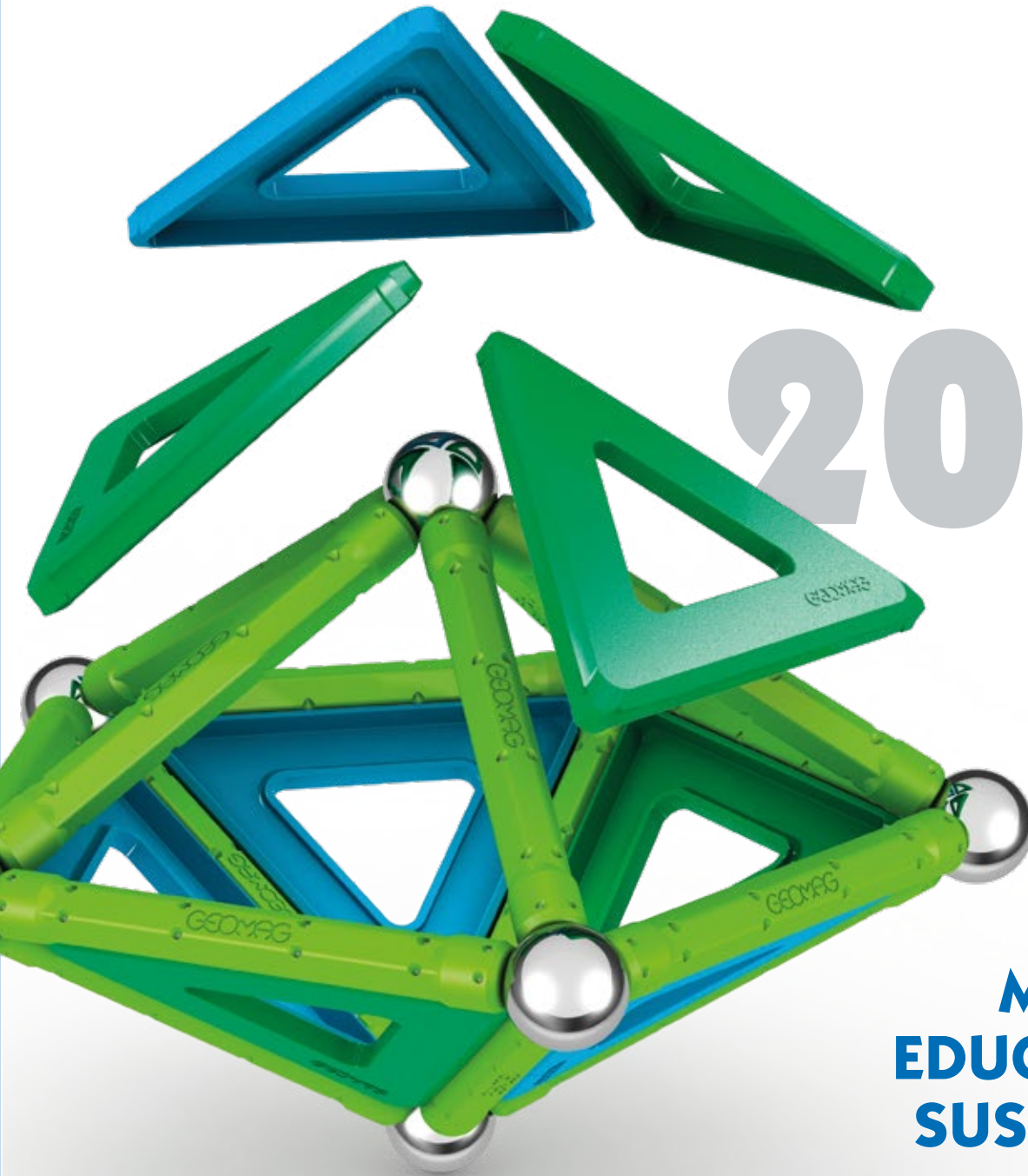


GEOMAG™



THE MAGNETIC TOY

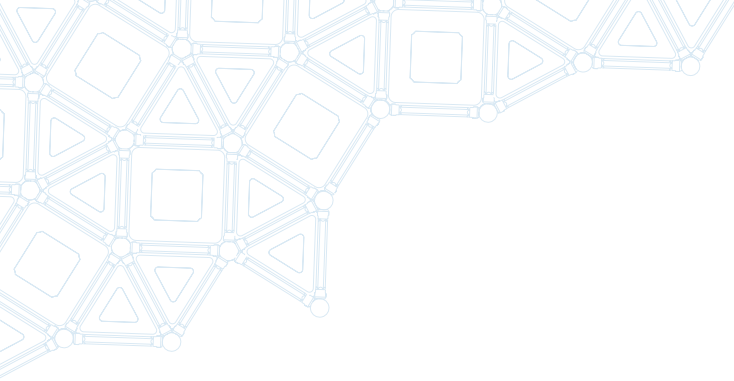


2021

**MAGNETIC
EDUCATIONAL
SUSTAINABLE**



www.geomagworld.com



BRAND ESSENCE

WHAT IS GEOMAG ABOUT?

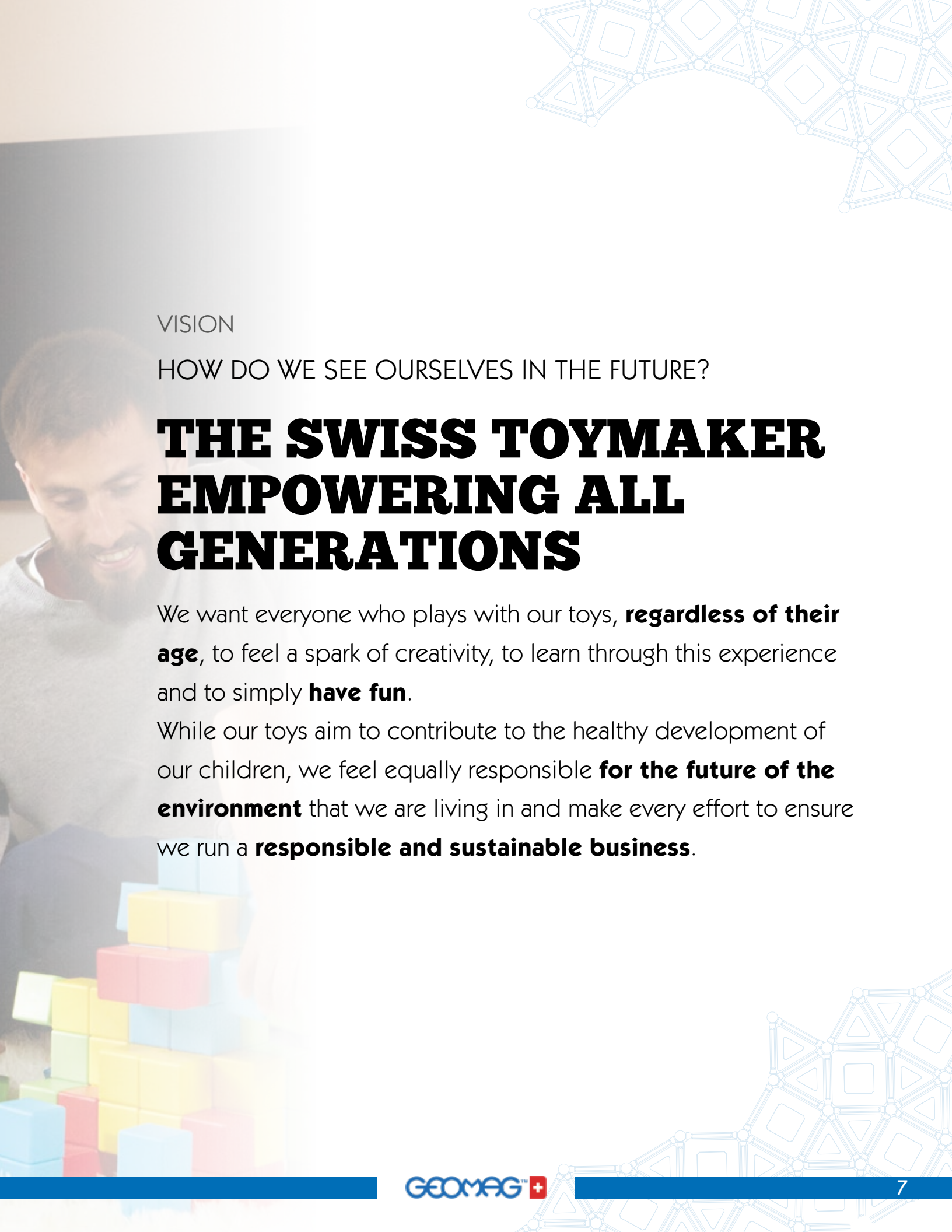
PLAYING WITH MAGNETISM SINCE 1998

In 1998 we invented the first magnetic construction toy:
simple elements, such as rods and spheres, are held together
by a magical force of attraction to build amazing structures.

Magnetism is key to our philosophy of play and learn.





A background image of a smiling man with a beard, looking down at a stack of colorful geometric blocks (cubes and pyramids) in shades of blue, yellow, and red. The image is slightly faded to allow text to be read over it. In the top right and bottom right corners, there are decorative geometric patterns made of interconnected triangles and squares.

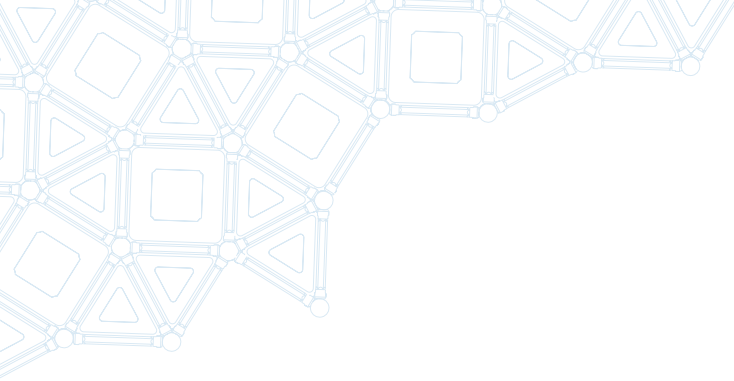
VISION

HOW DO WE SEE OURSELVES IN THE FUTURE?

THE SWISS TOYMAKER EMPOWERING ALL GENERATIONS

We want everyone who plays with our toys, **regardless of their age**, to feel a spark of creativity, to learn through this experience and to simply **have fun**.

While our toys aim to contribute to the healthy development of our children, we feel equally responsible **for the future of the environment** that we are living in and make every effort to ensure we run a **responsible and sustainable business**.

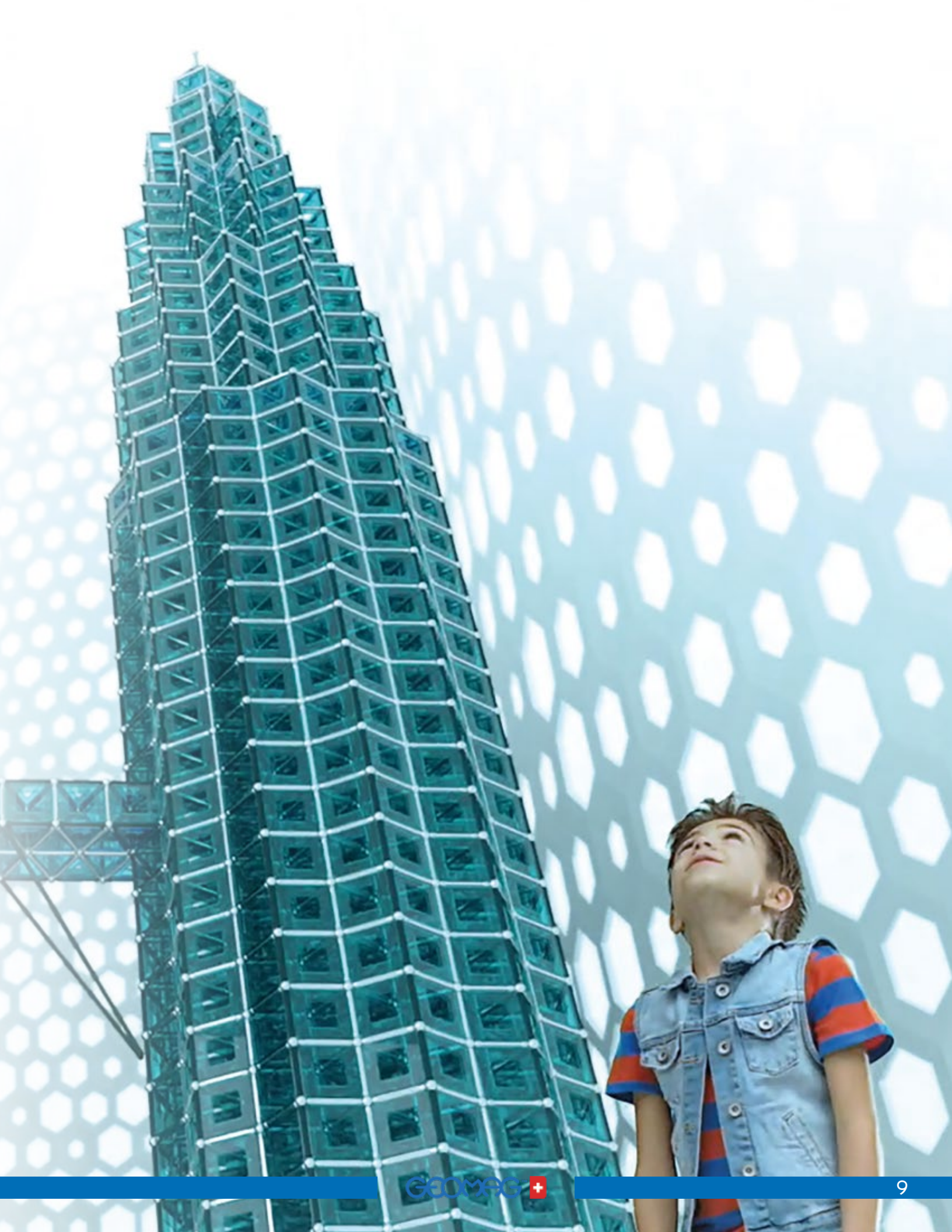


MISSION

HOW DO WE ACHIEVE THIS?

DESIGNING & PRODUCING MAGNETIC TOYS THAT UNLEASH HIDDEN TALENTS

Our toys help **develop and train the mind** and imagination and are based on open play systems that provide an infinite number of inventive options to promote **free building** and stimulate creativity.







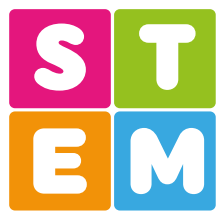
POINT OF DIFFERENCE

WHAT MAKES US UNIQUE?

PLAYING WITH INVISIBLE FORCES

Magnetism is just one of the many **natural invisible forces** that bring life to the Geomag platforms: **creativity, intelligence, the human mind**, and even **gravity** cannot be seen but they all make the play activities with our Swiss made toys fun educational experiences.

OUR PRODUCTS HAVE BEEN AWARDED THE STEM APPROVED™ CERTIFICATION BY STEM.org



STEAM learning is an interdisciplinary approach to learning where children apply science, technology, engineering, art and mathematics in contexts that represent real-life experiences and applications.

ART

Construct and deconstruct each episode of the fairy tale before inventing your own story. Think and build in all directions to develop spatial awareness. Live, feel and recreate the emotions of the characters.





SCIENCE

Understand magnetic fields and how to increase and decrease the push and pull magnetic forces and to put these to good use.

TECHNOLOGY

Concepts of stress and tension come to life as you build your own model. Explore the effect of triangulation on structures.



ENGINEERING

Explore the use of ball-bearings to create low-friction movement.

Combine rotational movement with push and pull magnetic forces.

MATHEMATICS

Recognise symbols and numbers in a playful environment. Enjoy a hands-on, creative approach to maths as you build a 3D network of interlocking sums.



**RECYCLED
PLASTIC**





PLAYING TOGETHER FOR A HEALTHY PLANET

We presented in 2020 a new revolutionary green range:
a market-leading innovation that both our consumers
and the planet will appreciate!

**2021
ALL NEW
LINES ARE
MADE OF
RECYCLED
PLASTIC**