



[www.geomagsa.com](http://www.geomagsa.com)

GEOMAG is a magnetic construction toy. The brand is founded on the principles of the planet's two magnetic poles, which inspires its brand name. GEO stands for the planet earth, whereas MAG refers to magnetism.

The brand plays a number of different roles. It's an interesting play object but it's also a useful teaching aid for children learning about geometry, magnetism, mathematics or chemistry. GEOMAG can also help kids understand mechanical or atomic molecular structures.

### What is GEOMAG?

GEOMAG is an intuitive, creative construction toy based around the principles of magnetism. It consists of a series of plastic-coated bars each with a north and south magnetic pole. The rods can be simply connected together using nickel-plated steel spheres.

GEOMAG is a toy for both boys and girls and has a broad appeal from six year-olds all the way up to adults. GEOMAG created a new category in the market with the launch of its magnetic construction toys. The brand has since grown and remains the market leader in this field.

The GEOMAG rods come in a number of different colours and finishes from metallic, to rods that glow in the dark. The toy also provides plastic panel accessories to help children build a vast range of structures. GEOMAG Panels are transparent geometrical shapes available in blue, green, red and yellow. They can be inserted into the GEOMAG structure of rods and spheres to build more



complex structures such as castles, towers, bridges and other fantasy structures.

The panels enable children to use a smaller number of rods and spheres while building their GEOMAG structures. For example, it's possible to build a sphere with only rods by using 120 pieces, whereas the introduction of panels means only 60 pieces are needed. The shape of the panels mean children can build dynamic

structures, as every panel has a hole in the middle, through which it's possible to insert a rod and attach other panels to create moving pieces.

New products include GEOMAG DekoPanels, which enables children to personalise their constructions by inserting their own pictures or photos into the structure to make a 3D montage. Each DekoPanels box comes with stencils to shape and prepare the image and special software which can rotate, resize and copy images so they fit the panels, and then all they need to do is print and cut them out.

Other extensions to the range include the GEOMAG Dynamic Line to help children build 10 different rotating or moving models. GEOMAG Pastelles Panels is a fusion of fashionable, pastel-coloured rods and panels for more creative constructions. The new products come in packages of 46 or 84 piece sets and were inspired by the success of GEOMAG Panels, which was awarded the 2004/05 Toy of the Year by many organisations including Toty 2005 and Hamley's Best Toy Award – category Gold Award Winner.



### Where would you have seen the brand?

GEOMAG sells its products in over 23 countries through leading distributors and affiliate companies. Its products can also be bought through the internet via various online retailers. Since GEOMAG's launch, several other companies have entered the magnetic toy market attempting to copy its system; however the brand is patented and legally protected.

GEOMAG has won numerous awards for its toys. In 2004/5, in the construction category, it won both The Good Toy Guide Silver Award and Right Start Best Toy Gold Award. In the same year, it won the Hamley's Best Toy in the category of Wonderland Toys.

GEOMAG Panels has also won a number of awards. It became the Toy of the Year in the US in 2005 and in the same year was awarded by the Duracell European Toy Survey, the Good Toy Guide, the Parent's Choice Foundation and the National Parenting Publications Award.



### How was the brand developed?

The GEOMAG brand was invented in 1998 by an Italian called Claudio Vicentelli. Since he was a young boy he had always been fascinated by mechanics. He also loved design and architecture drawings. It was during a 10 year period working in a company that specialised in magnetic devices that he realised the opportunity to invent a magnetic toy for children.

He initially considered magnetically-linked bricks, but then he realised that the combination of magnetic bars and steel spheres would give children greater creative freedom. The products were then licensed and distributed by an Italian company. When its license expired in 2003, a new Swiss company called GEOMAG was launched to distribute its products.

### What does the brand promise you?

GEOMAG aims to grow awareness and understanding of magnetism through entertaining tools based on fun, developing creativity and stimulating learning for all ages, using materials and production of the highest Swiss quality. GEOMAG hopes to help children answer the questions surrounding the phenomena of everyday life. It can help to inform children who want to learn more about magnetic attraction, the description of the earth as a giant magnet and the mysteries governing magnetic fields.

## Did you know?

Between 2003 and 2005, the rods sold by GEOMAG could cover the distance from Dublin to New York.

Between 2004 and 2005, the panels sold by GEOMAG could cover 22 football fields.

In 2004/5, 46 million rods were sold in over 25 different countries.