

fischertechnik values sustainability

Sustainable learning is in high demand

In times of climate crisis and digital change, parents value sustainable toys with educational value. fischertechnik is a traditional brand that has always manufactured its goods in Germany. Its products encourage discovering pioneering technologies in a playful manner, ranging from programming and renewable energy to smart factories.

fischertechnik's construction kits comprise a broad range of products, starting with the large, easy-to-use parts of the JUNIOR range for three-year-olds to more complex construction kits which can be used to programme and build robots. Constructing models with fuel cells demonstrates how renewable energy works. The ROBOTICS product range offers a simple introduction to the world of programming and smart homes.

One building block – many uses!

The construction kits are popular among children around the globe, as well as in classrooms and educational facilities. Lots of schools use fischertechnik in their project groups to implement projects or hold competitions. The organisers particularly appreciate the opportunity provided by fischertechnik to delve into STEM subjects (science, technology, engineering, and mathematics) in a playful manner.

fischertechnik GmbH

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The high-quality components allow structural models to be built based on real buildings. fischertechnik has already been used as a model for several famous structures. One small model helped simulate the expansion of the Suez Canal, for instance.

The “industry” sales branch was created in 2017. Ready-made factory models a metre in height and featuring cloud connectivity simulate Industry 4.0 processes at universities and industrial companies. IT companies such as IBM and SAP connect their software to a factory simulator using fischertechnik to test it before launching.

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Unlike many other toy manufacturers in the industry, fischertechnik develops and manufactures its products in Germany, avoiding long transport routes. Instead, this results in more flexibility, allowing products to even be delivered shortly before Christmas. fischertechnik invests in the quality of its products and high-grade accompanying materials. The building blocks have been combinable since their market launch in 1965 and are praised by fans for their particularly high durability. Even constructions towering at a height of several metres remain solid thanks to the famous fischertechnik building blocks.

Sustainability is also an important aspect of the fischerTiP creative material that was launched in 1998. The bright fischerTiPs are made of potato starch and food colouring, making them completely safe to use. The corresponding tools used to make fantastic figures and models by dampening them with water are made of resource-efficient bioplastics.

Last year, fischertechnik was presented with the “sustainable commitment” award for its commitment to sustainability by Focus Money. The fischer Group of Companies, which

fischertechnik belongs to, won the German Sustainability Award in 2019. The award is Europe's biggest and most important award in the field of sustainability.

Image caption:



Image 1: Sustainability with educational value: fischertechnik has exclusively developed and manufactured its products in Germany from the very beginning.



Image 2: Last year, fischertechnik won the “sustainable commitment” award for its commitment to sustainability.

The fischer Group of Companies

The fischer Group of Companies, headquartered in Waldachtal in Germany's Northern Black Forest, generated sales of 864 million Euros in 2018 with a worldwide staff of 5,200 employees. The family-owned enterprise operates 47 of its companies in 35 countries and exports to more than 100 countries. It includes the five divisions: fischer fixing systems, fischer automotive, fischertechnik, fischer consulting and LNT Automation.

fischer fixing systems is the technological market leader in important areas of fixing technology. fischer offers products that deliver technical perfection to a wide range of customers, from do-it-yourselfers to craftsmen to key account partners.

fischer automotive manufactures high-quality parts for car interiors. The company is highly competent in the plastics processing segment and is an important partner for the automotive industry. fischer automotive produces air vents, cup holders, trays and multi-function components.

fischertechnik is active both in the construction kit and in the educational toy sector. As one of the last toy makers, fischertechnik develops and produces exclusively in Germany.

fischer consulting evolved from the competence and skills developed in the company itself, among these the fischer ProcessSystem with its central aim of permanent and continuous improvement for the ultimate benefit of the customer. fischer consulting advises small and medium-sized businesses, government agencies and major companies on their way towards lean and efficient processes.

LNT Automation develops and manufactures custom electronic solutions. The company also develops, produces and distributes custom and capacitive touch systems such as multi-touch solutions made of glass and the corresponding controller units. All electronics are manufactured in-house.

www.fischer.group

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