

DFD launches Writing & Arts category with Faber-Castell



Targetin

g youngsters 3-12 years of age, the Playing & Learning category aims to stimulate children's natural curiosity and creativity

Duty Free Dynamics, major regional distributor within the Americas' travel retail channel, is pleased to announce the debut of the Writing & Arts category in its brand portfolio with the introduction of Faber-Castell, one of the world's oldest, largest and most recognized manufacturers of high quality products for writing, drawing and creative design.

Through its Companion for Life portfolio, Faber-Castell offers children and adults a wide array of innovative products that promote fun and creative experiences. It includes the Playing & Learning category - for kids 3-12 years old - aimed at stimulating children's natural creativity, which is held in high esteem by hobby painters and professional artists alike.

Duty Free Dynamics will now be distributing a select assortment of these product lines within its extensive network of Travel Retail partner operators throughout the entire continent of the Americas, featuring the best-selling "Polychromos" artists' color pencils and sets. To cover all levels of demand, DFD is introducing the Faber-Castell brand in multi-category and stationery stores with products ranging from personal use to gift items for all ages, as well as in toy shops, complementing DFD's Toys portfolio



Offerin

g gifting, sharing and product assortment, DFD x Faber-Castell will cover all levels of demand and complement DFD's Toys portfolio

"We are thrilled to partner with such a historic and innovating brand as Faber-Castell. It strengthens our product offering, allowing us to significantly expand our reach in the region and deliver new experiences through our partner operators.", states Tatiana Pinto, Category Manager for Writing & Arts, DFD.