

„DIE BLECHTROMMEL“

60 years International Toy Fair – Press Information

The newly established distribution company Andres und CBF Ltd, Die Blechtrommel, G.d.b.R., are presenting their classic range of tin toys that were on show in the founding years of the Toy Fair as well as introducing their exciting new models for the 21st century.

Toys that will fascinate young and old alike, using high quality lithographic printing as well as the sophisticated mechanics involved. "We pay particular attention to the high standard of workmanship, that goes without question", says Jürgen Andres, one of the owners of "Die Blechtrommel".

Along with the exclusive import and distribution of the first two model aeroplanes "Stratoliner" and "Flying Hops", manufactured from traditional German tool-sets by the Indian partner company Tinmen Retrotoys, "Die Blechtrommel" in 2009 is primarily developing a tin-man character of the German celebrity chef Johann Lafer, this product is attracting much attention.

The internationally known TV celebrity chef was intrigued by the theme "classic tin toys", so in close cooperation with Johann Lafer and his team has developed from a comical idea a mechanical-springdriven-

character which impersonates the charming and humorous star chef preparing his favorite dish, the Wiener Schnitzel; made with his well-known insistence for the best ingredients, frying and turned in the pan.

"With this product we do not want to bring just another tin toy on the market, but also support Johann Lafers relentless long-standing commitment to a life for 'the good taste'; so get a Johann Lafer in your kitchen" says Jürgen.

Additionally, "Die Blechtrommel" distribute the mechanical parts and technical components required for companies to independently develop their own tin toys for children, companies who want to benefit from the quality and workmanship of the components delivered. For those who wish to enhance their corporate identity with a stylish '50s "Blechschild" (enamelled poster), a service starting from the development of the design up to the finished Enamel is also available.

Press Article by Juergen Andres, Tel. +49.173.43.89.707, for written Information:
j.andres@die-blechtrommel.eu or a.i.m.1@t-online.de