

CUBORO®

Fact Sheet

40 Years of CUBORO

Company Profile

Company: Cuboro AG

Product: CUBORO marble run system

Year founded: 1986

Headquarters: Bern, Switzerland

Ownership: Family-owned company, second generation

Management: Sebastian Etter (since 2020)

What is CUBORO

CUBORO is a modular marble run system made from Swiss beech wood. By freely combining the elements, millions of different marble runs can be built, ranging from simple surface paths to complex tunnel systems inside the cubes. The system promotes playful learning, spatial thinking and logical planning and accompanies children and adults across generations.

The name CUBORO is derived from the syllables **CUBO** for cube and **RO** for rolling, referring to the basic principle of the system.

Origins

The idea for CUBORO dates back to the 1970s. In his work with children and young people with disabilities, the Bern-based mechanic and social pedagogue Matthias Etter developed a three-dimensional learning aid. In 1986, the system was launched on the market under the name CUBORO.

Production & Sustainability

- Manufactured entirely in Switzerland
- Swiss beech wood from sustainably managed forests
- Wood sourced from the local region
- Long-standing cooperation with the Nyfeler joinery in the canton of Bern
- Packaging also produced in Switzerland
- All products carry the Swiss Made label



CUBORO®

System & Range

- More than 100 different, fully compatible wooden elements
- Modular system of cube-shaped elements with visible grooves and hidden tunnels
- Continuous development through new extensions
- Accompanied by CUBORO THE BOOK as an inspirational and reference publication

Use & Distribution

- Used in more than 35 countries
- Used at home, in schools, in therapy and in social institutions
- Applied in educational projects, workshops and team training sessions
- Suitable for children, adults and senior citizens

Milestones (Selection)

- **1976:** First prototypes developed as learning aids
- **1986:** Market launch of CUBORO
- **1997:** Founding of Cuboro AG
- **2004:** Awarded the toy prize "Goldenes Schaukelpferd"
- **2005:** Presented at the World Expo 2005 in Aichi, Japan, as one of the selected Swiss top products
- **2017:** International attention following a documentary by Japanese public television about the youngest shogi chess grandmaster, in which CUBORO is mentioned as a preferred learning game
- **2020:** Management handed over to Sebastian Etter
- **2021:** Redesign of the product range and publication of CUBORO THE BOOK
- **2025:** Presence at the World Expo 2025 in Osaka as an official Swiss product in the shop of the Swiss Pavilion
- **2026:** 40th anniversary

