

Press release Cuboro AG, 17.01.2025

## The enthusiasm for CUBORO in Japan is unbroken

The Swiss CUBORO marble run system has been fascinating people of all ages worldwide for decades. In Japan in particular, CUBORO has written an impressive success story that began 20 years ago and continues to this day. The celebrated Japanese Shōgi chess master Sōta Fujii, known for his strategic and creative skills, played with CUBORO as a child.

Japanese broadcasters, including NHK (Nippon Hōsō Kyōkai) and CBC, regularly report on the educational value and versatility of CUBORO. The marble run system is highlighted as an innovative toy that promotes lifelong learning. By creatively combining the elements, CUBORO stimulates the joy of experimentation, trains logical thinking, improves fine motor skills and strengthens spatial imagination.

One outstanding example of the impact of CUBORO is Sōta Fujii. He was already building complex marble run systems at the age of three, developing his problem-solving skills and spatial thinking. Today, Fujii is the youngest player to reach the rank of "8-dan" in shōgi in Japan and is considered proof of the positive effects of strategic thinking and creativity. His experience with CUBORO is repeatedly cited as a key factor in his exceptional thinking skills.

CUBORO stands for quality, sustainability and timeless design since 1986. Made from natural Swiss wood, it inspires players worldwide and invites them to develop creative thinking and master challenges through play.

228 words, 1'472 characters

### Sources (17.01.2025):

CBC News vom 30.05.2024, <https://www.youtube.com/watch?v=P9q2ELGh9Ck> (17.01.2025, from 5:00)

NHK, 20.04.2024, <https://www.instagram.com/reel/C5-mLsQhwKj/?igsh=MWFyN2t0OXV2aT-JsdA==> (17.01.2025)

President Familiy Online, 19.11.2021, <https://president.jp/articles/-/52025> (17.01.2025)

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### About Cuboro AG

Cuboro AG develops and produces the CUBORO marble run system. The family-owned company with its headquarters in Bern/Switzerland is managed in the second generation by Sebastian Etter, the son of the inventor Matthias Etter. The marble run system enjoys great popularity not only in Switzerland and Europe but has been inspiring people all over the world since 1986. To this day, the CUBORO sets are manufactured in the heart of Switzerland from regional beech wood.

Further information, press photos and press releases at [cuboro.ch/press](https://cuboro.ch/press) and in our blog at [cuboro.ch/en/inspiration/](https://cuboro.ch/en/inspiration/)

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