

Press release Cuboro AG, 17.01.2025

Learning through play with CUBORO

Born from an educational intention, CUBORO inspires and challenges young and adults according to their abilities. Every CUBORO set is a guaranteed source of fun for all ages.

The simple wooden cubes with their clean lines and holes lie on the floor. From this, there is an almost infinite number of possibilities. Should the marble make another round here? Should there be two entrances? Where does the tunnel end?

Playfully, the seven-year-old and her grandfather approach the logic behind the popular wooden marble run system CUBORO. Her father already built towers and tracks with the almost indestructible and at the same time so diverse wooden elements. Since 1986, the Cuboro AG from Switzerland has been inspiring children with its untreated beech wood, which is manufactured, designed and packaged in the canton of Bern.

Numerous experts in education are convinced and no longer can imagine the marble run system from their everyday work. From a very early age, the natural wood elements command attention, stimulate one's sense of touch, and improve fine motor skills. Even before a marble rolls, younger children build their first constructions with the CUBORO wooden elements. CUBORO elements have visible grooves on the surface, while hidden tunnels allow the marble to travel inside the cubes. This enables children to discover and understand that things around us are not always visible – a fundamental stage of their development. By incorporating concealed elements, this trains their power of imagination and lets them think and plan in inventive, proactive ways. As a child ages, their marble runs will start to become taller and more complex. After a while, they will be able to build runs with multiple levels. The marble runs become trickier as their experience and skills increase. Using the CUBORO elements in different ways trains the mind to reason through problems and think visually.

Cuboro AG launched the new CUBORO book with many building plans for the marble run system and tricky brain teasers with the new CUBORO sets at the Nuremberg Toy Fair 2023. The book is the perfect starting point to get to know all the possibilities of learning through play with CUBORO. It is currently available in German, English, French and Japanese. Translations into other languages are planned.

377 words, 2'339 characters

Infobox

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 and in our blog at cuboro.ch/en/inspiration/

