

Press release Cuboro AG, 17.01.2025

Sustainability takes the spotlight at the International Toy Fair 2025

For the Swiss company Cuboro AG, sustainability has been one of its fundamental values since the company was founded. In its "Toys go Green" special, the International Toy Fair 2025 in Nuremberg will also be presenting innovative and environmentally friendly toys that make an important contribution to a better future.

The special area at the International Toy Fair offers an ideal opportunity to discover sustainable products at a glance and experience how the toy industry is developing creative solutions for a greener world. From the CUBORO range, the STANDARD 50 Starter Set was selected for this purpose, which is the most popular set of the marble run system worldwide.

For decades, the glass marble has been rolling through cubes, made out of air-dried beech wood. "We were already sustainable when it was not yet a familiar term," says Sebastian Etter, who is the second generation to run the family business. "From the beginning, it was a given that the marble run system would be made from local trees from Switzerland."

Holes are drilled into the solid wood with precision work, sometimes with specially made machines. Varnishes and other chemical additives are deliberately avoided. "No one wants that in their living room – and certainly not in a child's room," says Etter. These values of quality, safety and sustainability will not be touched in the future.

And thanks to the use of the best materials, air-drying and perfect craftsmanship, the CUBORO elements will last for many generations. "We don't need another disposable product, we want to offer a variable, meaningful system for a lifetime of fun," emphasizes Sebastian Etter.

277 words, 1'716 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/

