

Press release Cuboro AG, June 3, .2025

WAVE Brings Special Flow to the CUBORO System

With the new Extra Set WAVE, CUBORO expands its marble run system as of 3 June, adding a whole new dimension: wave-shaped elements create a playful up-and-down motion – smooth, dynamic, and full of surprises. Inspired by nature, the set combines creative construction, joyful play, and new design possibilities to create unique courses – Swiss Made, for young and old alike.

With WAVE, CUBORO presents a fascinating extension of its marble run system – inspired by nature and the harmonious flow of movement on water. The idea first came to CEO Sebastian Etter while sailing: “The gentle motion of the boat gliding over the waves sparked the image of a marble moving not just straight ahead, but in a smooth, rhythmic wave motion across the course. That image became the concept for a new kind of play experience.”

A new dynamic through wave-shaped design

WAVE introduces a type of movement never before seen in the world of CUBORO. Thanks to newly developed wave-shaped elements, marbles now roll in a rhythmic rise and fall – a flowing, continuous motion. The long wavy grooves create a smooth, almost meditative rolling experience. At the same time, newly designed level changers allow elegant transitions between half-levels – ideal for fluid, creative course layouts.

“We wanted to create a play experience that’s not only technically impressive but also emotionally engaging,” says CEO Sebastian Etter. “The movement of the marble in WAVE is smooth, surprising, and simply delightful – for both children and adults.”

Crafting Innovation with Precision – Swiss Made

The implementation of the curved shapes into high-quality, natural beech wood posed special challenges for the team. In close collaboration with the Nyfeler carpentry workshop in the Emmental region, numerous prototypes were developed, tested, and refined until the perfect balance between form, function, and aesthetics was achieved. The development process took about a year – from the first sketch to series production. As such, WAVE stands for top-tier quality, sustainable materials, and genuine Swiss Made craftsmanship.

“WAVE is the result of passion, precision, and teamwork,” says Sebastian Etter. “Our goal was to create something new that integrates seamlessly with the existing system while offering an entirely new play experience.”

A play experience between wonder and ingenuity

WAVE appeals to players of all ages – from children who explore intuitively to adults who enjoy building complex courses. The distinctive wave motion sparks curiosity, joy, and a spirit of discovery. Many of the elements unfold their full potential only in combination – for example, when two level changers merge into a new valley, or when directional shifts create surprising new paths. This ensures long-lasting play value that grows with the user’s experience.

Fully compatible and endlessly expandable

All CUBORO sets are fully compatible with one another, allowing for limitless combinations – for endless fun and ever-growing challenges. WAVE integrates perfectly with the existing CUBORO Starter Sets STANDARD or JUNIOR.



Like all Extra Sets, WAVE adds exciting new elements to enhance creative possibilities in course design. At the same time, WAVE also works as a standalone set, offering a unique play experience with dynamic flow and entirely new types of movement.

520 words, 3'378 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/

