

## ELENCO, MAKER OF SNAP CIRCUITS® TOYS, OFFICIALLY LAUNCHES TEACH TECH™ PRODUCT LINE

**Wheeling, Illinois (September 10, 2019)** – Elenco, the maker of the award-winning Snap Circuits® products, announces a new line of educational toys under the brand name TEACH TECH™, with a focus on hands-on, building fun. TEACH TECH™ features robotic kits that explore renewable energy and coding! TEACH TECH™ follows the Learn By Doing® philosophy found in all of Elenco's products. With TEACH TECH™, kids can enjoy hours of educational fun while boosting their confidence and critical thinking skills. Products in this line appeal to anyone who enjoys using their hands to build, tinker, and bring to life their creations with movement, coding, and programming. Forward-thinking kids can explore alternative energy with kits that highlight solar, hydraulic, or wind power.



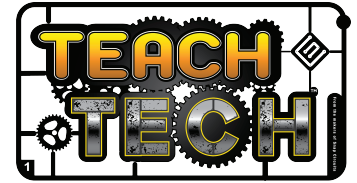
Developed in 2019 with a fundamental focus in STEM education, the TEACH TECH™ product line is comprised of three categories:

- **Coding-** These build-it-yourself robots teach children the fundamentals of robotics and coding, while incorporating problem-solving and creativity. Tobbie II and Mech-5 are ingenious coding robots that will keep children challenged and engaged, while still having fun. *Electronic Coding Robot: Tobbie II; Mechanical Coding Robot: Mech-5*
- **Green-Energy-** With alternative energy playing such a pivotal role, there is no better time than now to start children on the path to learning basic concepts behind these technologies. All TEACH TECH™ Green-Energy robots are powered by either water, wind or sun, so there are no batteries required. *Green-Energy Robots: Solar Rover; Solar Mini-Racer; Solar Fun 6; Air Screamer; Rivet-Rex 12; Meta.4; SolarBot.14*
- **Mechanical-Robotic Kits-** In the classroom or at home, Mechanical-Robotic Kits have a big impact on STEM education. Learn about robots, and have fun doing it! There are numerous projects, activities and tasks that these robots can accomplish. The possibilities are as limitless as your imagination! *Mechanical-Robotic Kits: Robotic Arm Wire Controlled; Zivko the Robot; King Lizard Robot; MotoBot.4; HydroBot Arm Kit*



**ELENCO**  
Learn by doing.<sup>®</sup>

the makers of



Designed around the mindset of Hands-On Learning Fun, the TEACH TECH™ product line is truly innovative in that it gives children the ability to learn every aspect of constructing and creating a working piece of technology. This revolutionary concept will give young learners the satisfaction of creating something from nothing. Our goal is to develop young minds by giving them the skills to advance in core learning abilities, including fine motor skills, hand-eye coordination, problem solving, following directions, and confidence building.

**STEM-Approved!** Elenco is proud to announce that the TEACH TECH™ line of educational products and toys has earned the STEM Authenticated Trustmark from STEM.org. In addition, Elenco has the distinct honor of being selected as a Foundational Partner with STEM.org. STEM.org's mission is to make quality STEM (science, technology, engineering, and mathematics) education accessible to all. For more than 15 years, STEM.org has been at the forefront of the global, Pre-K – 12th grade STEM education movement.

**About Elenco:** Family owned and operated for over 45 years, Elenco has provided educational/STEM products, along with hobby and test equipment to consumers and schools. Elenco's award-winning SNAP CIRCUITS® products teach kids to have fun learning electricity, engineering, circuitry and more. The award-winning SNAP CIRCUITS® brand has been endorsed by educators globally and used in schools, libraries, museums, after-school and homeschool programs, STEM and Maker programs, and at home. Elenco WEmake™ line includes educational, D.I.Y kits and tools that teach soldering and other basic electronics concepts and skills. Elenco is also the North American partner for world-renowned toy brands including Engino Construction and Edu-Toys Science Kits, and more. Broadly distributed through a wide-range of retail channels, Elenco products can be found wherever fun, innovative, science-based activities are sold.

**Our Mission:** Our mission is to provide quality, innovative toys and educational products that are fun, affordable, engaging, and designed to instill a passion for learning and creating. We're committed to inspiring imagination, invention, and exploration. We believe the best way to learn is by doing.