

NIG Natural colours for Kids

The natural colour palette of NIG GmbH is characterized by the highest colour brilliance and good fastness properties in textile applications. However, the application options for our natural colours are much more diverse. On behalf of OEkoNorm GmbH from Dedeleben, which advertises sustainably produced children's toys and stationery, we developed several products and also absolute innovations. These products are not only made "with natural colours", an advertising statement that is often used to suggest "naturalness", but solely contain natural colours. As part of the cooperation with OEkoNorm GmbH, we developed a new colour-attractive natural line of wax crayons, which refrains from the use of palm fat products and only contains natural dyes. In addition, we were able to improve the already established wax crayon series concerning its sustainability. We also redesigned the "skin colours" line from this point of view. In addition to the crayons, we have succeeded in developing bath water colour tablets in the colours yellow, orange, red, green, blue, pink and violet exclusively with natural colours. This is a market novelty because all competitive products always contain synthetic dyes too.

-Stay naturally colourful-

1. Wax crayons – „The natural line“

Colourful wax crayons are a very popular and educationally valuable design tool for young and old. The smallest kids in particular are fascinated by the bright colours of the pens, which are not only used on paper. Sometimes they also like to end up in children's mouths. NIG GmbH examined the ingredients of various commercially available wax crayons more closely and found that the potential to make them truly sustainable is great. Wax crayons are often made with stearin wax, which is based on the critically viewed palm oil, or on petroleum-based paraffin wax. Technical colour pigments, which are used in car paints, for example, are also used in the coloured crayons. "We can do better!", NIG and ÖkoNorm GmbH agreed. A wax crayon "natural line" was needed! Stearin wax made from palm oil has been replaced by a high-quality vegetable wax. Natural colour pigments such as carmine, anthocyanins or mineral earths, e.g. Venetian red, replace the technical pigments. A high proportion of beeswax ensures good abrasion and a great smell. The colour palette of the sustainable "natural colour wax crayons" includes 12 bright and strong colours that leave nothing to be desired. The combination of all colours shows the perfect harmony inherent in natural colours.

In addition to the new development of the "natural line", we also revised the existing conventional wax crayon collection from ÖkoNorm with regard to the waxes and pigments used. A third development regarding to wax crayons were the "skin-coloured wax crayons" which have been sustainably modified.



2. Natural Colours – Water colour paint set

The watercolour paint set – an absolute must-have in kindergartens, schools and at home. Conventional water painting sets can be found in abundance on the market. "Is there also a set with natural colours and can these also shine on paper?" asked ÖkoNorm GmbH. NIG GmbH, as an expert in natural colour applications, took over the new development of the natural colour water paint box. First of all, a new, much lighter carrier mass was developed for the colours. A particular challenge in the selection of dyes was the determination to only use vegan, natural food colours! It was experimented, mixed, pressed and of course painted! From yellow carthamus to purple red cabbage extract, after many attempts, it was ready: The new natural paint set with 12 bright, mixable and harmonious colours! Vegan! And if the kids lick the colours - no problem we used only pure natural ingredients. The natural paint set by NIG is available at ÖkoNorm GmbH web shop and in many online shops, such as www.waldorfshop.eu.



3. Natural colours – Bath water colour tablets

Children of all ages love colourful bath water! The coloured tablets fizz funny and dip the warm water in vibrant colours. Many products available on drug store shelves advertise with the statement "with natural colours". However, a look at the list of ingredients reveals, that these products contain synthetic colours as well as natural colours. We found out, that it works without synthetic colours too. ÖkoNorm GmbH was in complete agreement and

together we planned bath water colour tablets with exclusively natural colours. The first thing to do was to test different fizzing mixtures in order to distribute the colour well in the water through the bubbling. Water-soluble natural colours were selected from an extensive range and care substances such as sea buckthorn fruit powder were added. The addition of a bitter substance from oranges prevents small children from consuming the bath water colour tablets. This powder mixture has to be pressed under very dry ambient conditions, as the reactive fizzing mixture reacts quickly with the humidity, a major challenge for production. The first user tests were made in the bathtub at home and our own children were delighted with the vibrant colours. These tests also showed that the bath water colours did not leave any residue on the skin or the bathtub. NIG GmbH developed bath water colours in the colours yellow, orange, red, green, blue, pink and violet. All variants contain exclusively vegetable dyes such as the extract from yellow gardenia flowers. We deliberately refrained from adding fragrances. In dermatological tests, the independent testing institute Dermatest rated the bath water colour tablets as “very good”.



With the new natural coloured products, wax crayons, water colour painting sets and bath water colours, ÖkoNorm GmbH can market products that are unparalleled on the market. All of them have the unique selling point that they solely contain natural colours.