

## Products for the Home

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**Manufacturer**

LION BRUSH LTD

**Client**

HASBRO EUROPE

**MAGIC PAINTBRUSH**

Magic Paintbrush is the innovative and ingenious method of painting from the MB Creative line for children. The inventor's unique selling proposition was a self-contained water storing mechanism for a 'take anywhere' paintbrush.

Particular design features include streamlined mouldings that encase the dynamic pump action of the Magic Paintbrush, suggesting all the colour and playfulness of painting. A window in the paintbrush barrel gives visibility to the squashy motion of the bellows inside. A soft chunky pen form is strong in construction and comfortable to hold. Finally, contained within the matching paint box set is a clever water bottle designed for refilling, and a colourful palette of paints.

A stunning piece of design, Magic Paintbrush is aimed at a target audience of children aged 5-8. The brief required that the final product was clean and easy to use, with the feel of a pen, but the flexibility of a paintbrush. The result was a product that was ergonomically styled, functioned beautifully and held major child appeal.

