



## Now, even preschoolers can learn to code: innovative, award-winning Cubetto available for purchase worldwide

Kickstarter Record-Breaker Teaches Coding to Children Ages 3+  
Using a Friendly Robot Made of Wood - and No Screens

LONDON - NOVEMBER 1, 2016 - Cubetto, the award winning, Montessori-approved coding toy for children ages 3 and up, is now available for purchase worldwide on [www.primotoys.com](http://www.primotoys.com).

Cubetto is your child's first year of coding education. Created by Primo Toys, Cubetto is the only screen-less programming system, powered by a revolutionary coding language made of colorful blocks that lets children write their first computer programs.

The Cubetto Playset is the easiest way for children to start learning computer programming, and it consists of a friendly wooden robot named Cubetto, a physical programming console, a set of expandable coding blocks, a collection of beautifully illustrated maps and an activity book. By placing the blocks in different patterns on the control panel, children create sequences of instructions that program the robot's movement. In the process, they develop computational thinking skills that help them understand the basic principles of coding -- all of this, in a very age-appropriate way that respects a child's natural way of learning.

The maps and activity books help children and parents get started with play, by navigating Cubetto through stories and challenges. Planning these mini adventures helps children learn more than coding. They learn to tell stories, to communicate, and to think critically and independently. [Here's a link](#) to see Cubetto in action.

"Learning in early years should be easy and fun," says CEO and Co-Founder Filippo Yacob. "The beauty of Cubetto is that it encourages coding through hands-on play - making learning much more enjoyable while also developing logical thinking, sequencing and coding skills."

Cubetto provides gender-neutral play that boosts a child's creativity, critical thinking, spatial awareness and communication skills. Cubetto is the only coding toy that can be used by sighted and non-sighted children in the same setting, creating an equal learning environment that promotes inclusive play. By combining movement, touch and sound, Cubetto also helps children with disabilities strengthen their sequencing and communication skills.

"What I love most about Cubetto is that it will give girls and boys all over the world the opportunity to learn the basic building blocks of coding, without being glued to a computer screen. As a mom, that's my dream," said investor Randi Zuckerberg.

### Setting Benchmarks, Breaking Records

Cubetto represents a major benchmark in the field of computer programming, as it significantly lowers the age barrier for learning to code by removing screen-based interaction.

In March 2016, Cubetto became the most funded ed-tech project in Kickstarter's history by raising \$1.6 million from 6,553 backers. Post-Kickstarter campaign, Primo Toys has already shipped 20,000 pre-orders to more than 90 countries, and will be shipping units for the holidays starting today -- while stock lasts.

Cubetto launches at a time when many parents wish and school curriculums require students to learn computing from three years old and up, and schools are starting to use toys to teach STEM skills. However, many children still lack exposure to the fundamentals of computer science at a young age, which Cubetto addresses.

"All young children should be empowered to influence the future direction of the digital world," says Yacob. "We're proud that Cubetto teaches them the basic concepts of programming before they learn to read or write. It's the perfect tool for schools that teach coding."

Cubetto just beat Lego at this year's [Junior Design Award](#), winning "Platinum" for "Best Toy Design for Ages 3-5". Additionally, Cubetto designers join the likes of Apple and Audi as this year's recipient of a Best of Best - [Red Dot Design Award 2016](#), as well as a German Design Award. Cubetto has also been honored with awards such as the Gold Lion for product design at the 2016 [Cannes Lions International Festival of Creativity](#), the Product Innovation Award at [GESS](#) in Dubai, the Maker of Merit Ribbon at Maker Faire 2013 and 2014 in Rome, the Innovation Award Nomination at Opening Minds 2014 in Chicago, and the Movers and Shakers award at EdTechxEurope 2016. Cubetto has also been exhibited at MIT and the MoMA Design Store in New York City.

Primo Toys was founded by Filippo Yacob and Matteo Loglio. The company has enjoyed the support of high profile investors, including Randi Zuckerberg and Arduino co-founder Massimo Banzi. Primo Toys is an alumnus of the PCH Highway1 hardware accelerator program. It has nine full time employees in London, with outposts in San Francisco and Shenzhen, China.

Cubetto is available for purchase on [www.primotoys.com](http://www.primotoys.com) for \$225 USD, or \$245 USD when bundled with the Cubetto Activity Pack, which offers four additional world maps and matching story books. (Activity Pack priced \$65 if sold separately). For more information on Cubetto and Primo Toys, please visit [www.primotoys.com](http://www.primotoys.com).

### About Primo Toys

Primo Toys is here to make coding accessible in early years learning (Age 3 and up) for all children all over the world, and has created the easiest way to introduce computer programming to children. Primo Toys believes that learning time should also be playtime too. Primo Toys makes smart, screen-less coding toys powered by a hands-on programming language. The toys are specifically designed for children in pre-literate years and provide fun learning for curious minds with big imaginations. Cubetto is Primo Toys' first toy.

Primo Toys was founded by Filippo Yacob (CEO) and Matteo Loglio (Head of Design). Filippo is a designer and entrepreneur, who was inspired by the birth of his son. Matteo is an interaction designer, creative technologist, and visiting lecturer at Central Saint Martins.

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