



## Hamelin Launches Super-Powered Flash 2.0 Cards and Notebook Range at CES 2020

*Must-Have Flashcards and Notebooks Bridge the Analog and Digital Worlds with App Scribzee ®*

LAS VEGAS—January 7, 2020—Hamelin Brands Inc is ringing in the new year with the future of school and office supplies. At CES 2020, the company is launching and showcasing products that come with super powers: Flash 2.0, a range of cutting-edge flashcards, and high-quality, innovative subject notebooks, at the Hamelin **BOOTH 45253**. Hamelin is committed to giving students the best and most effective tools to help them become noteworthy, and offers high-quality products that come with their own super power, FREE App Scribzee ®, bridging the analog and digital worlds.

In aligning with recent neuropathway studies that demonstrate that writing by hand leads to greater learning and retention, Hamelin designed these products especially for people who truly care about their notes, with the convenience to save, share, organize, and access them digitally.

Making its debut at CES, Flash 2.0 provides a versatile, user-friendly study system: once notes are written on the flashcards, they can then be easily scanned, sorted, studied, and quizzed digitally through Scribzee ®. Flash 2.0 flashcards come in two sizes and 12 different colors, allowing for ample organization and studying capabilities, and will be available for purchase for the first time in January 2020 at [www.hamelin.store](http://www.hamelin.store).

Hamelin is also showcasing its new range of high-quality one- and three-subject notebooks that also come with Scribzee ®, and are beautifully designed with Optik Paper ® that doesn't bleed through, bright, colorful hard covers, extra-wide pocket folders and a double wire binding, bringing excellent durability.

“We are excited to launch our new product range, Flash 2.0, at CES 2020, and to continue to introduce Scribzee ® to new audiences,” said Eric Joan, CEO of Hamelin Brands. “We are committed to providing the best tools and materials for people who want to be noteworthy, as we have done since 1864.”

Giulia Giovanelli, President of Hamelin Brands Inc, North America, will be featured on the panel “Firing on All Sensors,” discussing the importance of the analog and digital bridge in education and beyond, on January 9 at 3:30pm in the Venetian Level 4, Lando 4302. Hamelin will celebrate noteworthy students by bestowing a scholarship and products upon a Young Innovator to Watch Finalist.

For more information, please visit [www.hamelin.store](http://www.hamelin.store) and Booth 45253.

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### About Hamelin

Hamelin, a family owned company with headquarters in Normandy, France, has been making high-quality paper products since 1864. Hamelin's expertise in crafting superior quality you can see and feel, has made them a leading supplier in the school and office market. Hamelin has 15 Manufacturing Distribution Plants, more than 2,000 employees worldwide, and is represented in 12 countries.

For more information, please visit our corporate site at [www.hamelinbrands.com](http://www.hamelinbrands.com)

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