



Press release by Gebr. FALLER GmbH

## Wir Modellbahner – An initiative from model railroaders for model railroaders

Gütenbach/Black Forest, January 2020 – **The model railway section of Deutscher Verband der Spielwarenindustrie e.V. (the German Toy Association) is giving the hobby of model railways a makeover with a new website and social media presence. You can now find news, stories, advice and information, communities and manufacturers related to the hobby of model railways on [wirmodellbahner.de](http://wirmodellbahner.de), the combined website of DVSI-Fachgruppe Modellbahn, the model railways section of the German Toy Association. The offer, which is aimed at all ages and target groups, also includes a profile on Facebook's social network Instagram and a dedicated video channel on YouTube.**

For decades, the manufacturers of rolling stock and accessories have numbered amongst the most innovative providers in the toy industry. Back in the 1990s, they were some of the first to address the topic of digitalisation as a way of taking playing with model railways to a whole new level. Customer-specific mass production was also a focal point of the industry in the early days. The toy industry has always had a passion for the product. Other target groups that haven't yet caught the model railway bug should also get a sense of this.

»The model railway is one of the most attractive and sophisticated toys there is,« says Horst Neidhard, spokesman of Gruppe Modellbahn, »and its great advantages as a modular, fun and learning toy are undisputed. However, the belief that it is only something for people who grew up with the Beatles is false. Model railways are interesting for all age groups, for children, beginners, returners and enthusiasts. Here at Wir Modellbahner, we invite everyone to discover the best in the areas of model railways/model building, and to join our active community.«

**Website: [wirmodellbahner.de](http://wirmodellbahner.de)**

**Instagram: [instagram.com/wirmodellbahner](https://www.instagram.com/wirmodellbahner)**

**YouTube: [bit.ly/yt-wirmodellbahner](https://bit.ly/yt-wirmodellbahner)**

**The following companies are members of DVSI-Gruppe Modellbahn:**

Auhagen GmbH

BEMO Modelleisenbahnen GmbH & Co. KG

BRAWA Artur Braun Modellspielwarenfabrik GmbH + Co.

Busch GmbH & Co. KG

Gebr. FALLER GmbH

Gebr. Märklin & Cie. GmbH

Lemke GmbH

Lenz Elektronik GmbH

NOCH GmbH & Co. KG

ROCO / FLEISCHMANN

Viessmann Modelltechnik GmbH

**Gebr. FALLER GmbH at a glance:**

Gebr. FALLER GmbH is BIG IN SMALL THINGS. The company has been manufacturing building kits and matching accessories suited to scale modelling for over 70 years now. Along with its own products FALLER also markets further brands of renowned manufacturers. Main trading area is Germany and the other European countries. The company with a long tradition was established in 1946 and has its headquarters in South Black Forest, in the vicinity of Furtwangen. It is on these premises that all products are conceived, designed, manufactured, and marketed. Worldwide.

**For any further information:**

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