
RUBIK'S
50
YEARS
MADE FROM
25
YEARS
RECYCLED PLASTICS

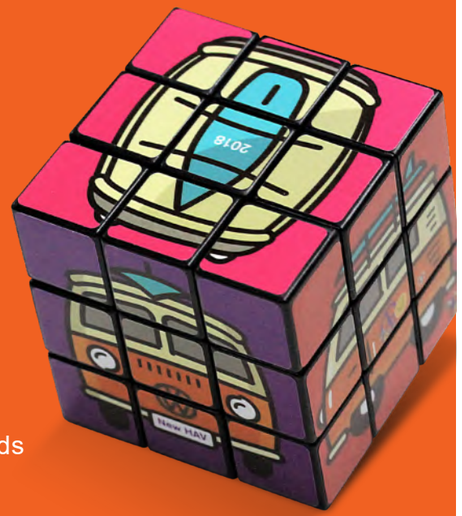


Ernő Rubik Inventor of the Rubik's Cube

LET THIS MAGICAL OBJECT SPEAK FOR YOUR ENTERPRISE

YOUR 3D MEDIA

- Playful and engaging
- Captivating almost everyone
- Communicating intuitively
- Large printing area for your pictures and messages
- Landing on your Employee's desk or in your Client's hands





INTERNAL COMMUNICATION



CORPORATE VALUES



EMPLOYER BRANDING + RECRUITMENT



ANNIVERSARY

GET YOUR MESSAGE ACROSS!



PRODUCT SHOWCASE



PRODUCT LAUNCH



TRAINING



EVENT GIVEAWAY

HISTORY OF RUBIK'S CUBE

1944
Ernö Rubik is born in Budapest Hungary

1974
Ernö Rubik develops the first prototype and later introduces it to his design students

1975
Ernö Rubik patents the 'Magic Cube' as a puzzle

1979
Tom Kremer negotiates and signs the distribution license

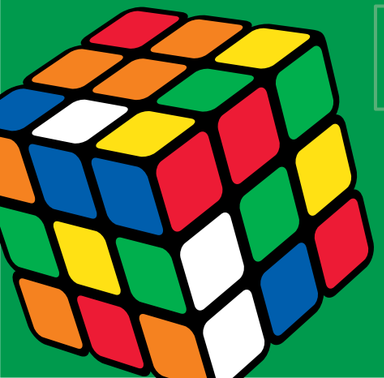
1980
The 'Magic Cube' is renamed 'Rubik's Cube' and launched at the toy fairs of London, Paris, Nuremberg and N.Y.

1999
The Rubik's Cube receives a three-dimensional trademark on its shape

2017
Rubik's enjoys a record year of sales since the Rubik's craze of the 80's!

2018
McDonald'slaunches a multi-territory Rubik's Cube Happy Meal promotion

2024
Rubik's celebrates its 50th anniversary since the invention of the Cube



98%
BRAND AWARENESS

BEST SELLER
BEST-SELLING TOY IN HISTORY

npd
BEST -SELLING TOY IN THE CATEGORY OF PUZZLE & BRAIN TEASER

500 MILLION
RUBIK'S CUBES SOLD WORLDWIDE

BE ICONIC!

RED BULL
SPONSORS SPEEDCUBING WORLD CHAMPIONSHIP FROM 2018
Red Bull MIND G4M3RS

9.5 MILLION
WEBSITE VISITORS PER ANNUM

#7 MOST SEARCHED TERM ON
GOOGLE
'YEAR IN SEARCH FOR 2017'
HOW TO SOLVE THE RUBIK'S CUBE

2.5 MILLION
MINUTES OF RUBIK'S RELATED CONTENT WATCHED ON
YOUTUBE
IN 2017

CONTENTS

THE ICONIC LINE

8 RUBIK'S 3x3

9 SPECIAL FINISHINGS & PACKAGINGS

10 RUBIK'S MINI

10 RUBIK'S KEYCHAIN 3x3

10 RUBIK'S KEYCHAIN 2x2

11 RUBIK'S 4x4

11 RUBIK'S 2x2

11 RUBIK'S 2x2 MINI

12 RUBIK'S EDGE

13 RUBIK'S SENSORY CUBE

14 RUBIK'S SPINNER

14 RUBIK'S TWIST

14 RUBIK'S TWIST MINI

STATIONERY LINE

16 RUBIK'S HIGHLIGHTER

16 RUBIK'S BALL PEN

17 RUBIK'S PEN POT

18 RUBIK'S MOBILE CHARGING CABLE SET

AUGMENTED REALITY

22 AR VIDEO

23 RUBIK'S SUSTAINABILITY

RUBIK'STM & © 2025 Spin Master Toys UK Limited, used under license. All rights reserved.

THE ICONIC CUBE LINE



50 YEARS RUBIK'S

RUBIK'S 3x3

The Masterpiece that made RUBIK'Sa household name, but also the most effective 3D Media able to associate all its values (Iconic, Smarts and Creativity) to your Brand and Messages.

Features:
- Full 6-side color label customization
- Stand available in black or transparent color

Size : 57 x 57 x 57mm

Recycled plastic



Design Examples



1 side
Logo



6 sides
Multiple Logos



6 sides
Images & Messages

SPECIAL FINISHINGS

- 5 Colors
- Matt finish
- UV spot
- Mylar Metallic finish



Swatch book



Mylar Metallic Finish

SPECIAL PACKAGINGS

- 4Cprinted box
- Acrylic box
- PETbox with insert



Acrylic box



4CPrinted box

INTERACTIVE MOCKUPS

Test your Rubik's Cube design using our online visualization tool, in seconds Visit Register a free account on viewmycube.com using a desktop or mobile



Scan to test and play with this Cube!



RUBIK'S MINI

Pocket version of the iconic Rubik's Cube 3x3. Perfect for large volume campaigns.

Features :
• Full color label customization

Size : 34 x 34 x 34mm

Recycled plastic

RUBIK'S KEYCHAIN 3X3 AND 2X2

Keychain version, providing good exposure and fantastic Value-for-Money.

Features :
• Full color label customization

Size : 34 x 34 x 34mm / 23 x 23 x 23mm

Recycled plastic



RUBIK'S 4x4

96 stickers available for your logo, branding or marketing message, with ample space for your images.

Features :
• Full color label customization

Size : 64 x 64 x 64mm

Recycled plastic





RUBIK'S 2X2 AND 2X2 MINI

Each square section is larger than on the 3×3, giving you more flexibility to print your visuals. Available in 2 sizes.

Features :
• Full color label customization

2 Size : 57 x 57 x 57mm / 34 x 34 x 34mm

Recycled plastic

RUBIK'S EDGE

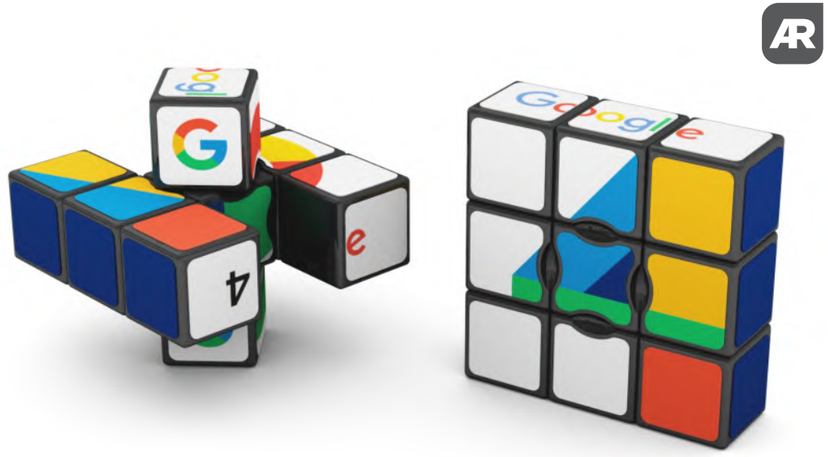
A Twist of the Classic– This new Rubik's with the familiar look of the 3x3 Cube allows new movements and shapes. Easier to solve, the EDGEisan invitation to play and a very effective 3D Media, communicating intuitively every time you take it in your hands.

Features:
- All blocks can be twisted
- Full color customization

Size : 57 x 57 x 18mm

Recycled plastic





RUBIK'S SENSORY CUBE

It's the new touch challenge that stimulates the Senses, and Focuses the Mind !

- Inclusive : Design that Works for all, including the blind or Visually Impaired
- Fun: Engaging Touch/Multi-Sensory Toy
- Customization: 5 sides with 3D sensory tiles / 1 side with custom UV print logo

Size : 57 x 57 x 57mm





RUBIK'S SPINNER

Spin it, Twist it, Brand it! Have fun and be engaged with unique Twisting blocks feature.

Features:
- Full color label customization
- Blocks can twist

Size : 60 x 60 x 11mm

Recycled plastic





RUBIK'S TWIST AND TWIST MINI

Invented by Ernö Rubik himself. This creative puzzle allows amazing figures to take form. Available in 24 sections and 12 sections (Twist Mini)

Features :
- Full color label customization

Size : Regular 24 x 17 x 405mm
Mini 24 x 17 x 203mm

Recycled plastic



Twist Mini



STATIONERY LINE

RUBIK'S HIGHLIGHTER



A unique set of 3 highlighters with sliding blocks and a magnetic system that hold them together.
Once the user finishes highlighting, this set turns into a fun 3D Media inviting him to slide blocks and find the right magnetic position to recompose your logo and messages hence memorizing it.

Features:
- Full color label customization
- Each marker has 2 magnets that hold the set together

Size : 57 x 20 x 20mm

Recycled plastic





RUBIK'S BALL PEN

The Rubik's Ball Pen is a challenge that is fun to solve and provides a refreshing break for the mind. The sections of the pen cap rotate like a Rubik's Cube: You have to twist and align the blocks by recomposing the Brand and messages printed on it, to remove the cap. An effective way to memorize it !

Features:
- Full color label customization
- Align the logos to unlock the cap

Size : 17 x 17 x 130mm

Recycled plastic

RUBIK'S PEN POT

A creative office stationery designed with sliding blocks and magnetic panels to store paper clips. The Rubik's Pen Pot is a great 3D Media to associate all the 3x3 Cube values of iconic, smarts, and creativity to your Brand and Messages!

Features:
- Using Magnets to store paperclips
- Full color customization

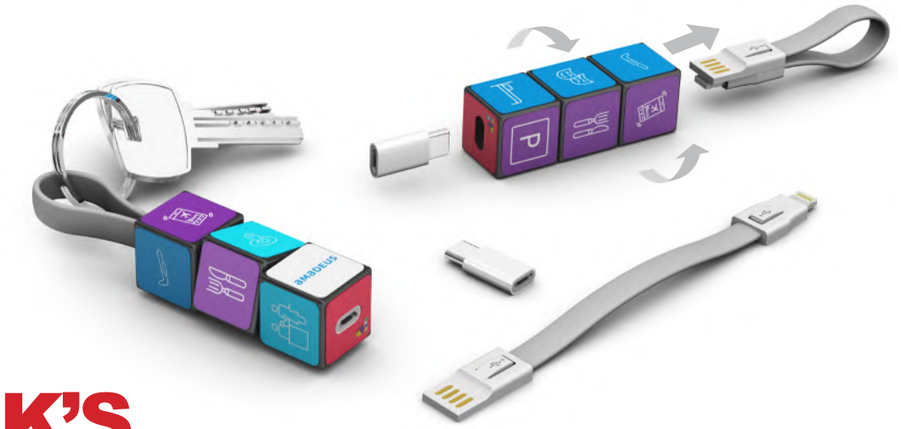
Size : 70 x 70 x 70mm

Recycled plastic



Magnet





RUBIK'S MOBILE CHARGING CABLE SET

A Creative and communicative companion that allows you to charge your phone from any USB port. Designed to be fixed on your keychain or bags.

Features :
- Full color customization
- Works on all phones
- Charge and Data enabled

Size : 20 x 20 x 57mm

USB-C + Micro USB + Lightning



MORE ENGAGEMENT WITH OUR AR OPTION



WHAT IS AR?

ARis an Option available for most of our 3D Media, using your mobile phone to generate Engaging Branded Experiences

HOW IT WORKS?



Download the Neutral app





Frame the face with the Logo and enjoy the experience



Share it with your network



Track campaign results via our platform



Video

WHY ADD AR TO YOUR 3D MEDIA?

Adding ARto your campaign increases user engagement and recall, especially with Millenials / GenZwho are able to share their experience and thus your brand through social media channels.

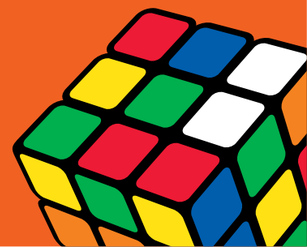
Engagement :
From ARMagic to Logo gamification

Proof of Effectiveness :
Trackingturns blind communication into Proven Marketing Results

Media Value :
Video adds Media Value to the Product

Social Sharing :
Social Media Sharing gives Visibility to your Brand

With AR,users download the app and scan the Cube to experience your video content



AR VIDEO OPTION

This option provides an additional layer of excitement to the messageprinted on the cube adding motion, sounds and music to the static pictures.
A amazing experience that can be shared on Social Media.

- Allows Brands to deliver a video message,presentation, or advertisement
- Givesyou extra visibility on Social Media



RUBIK'S

Celebrating 25 Years of Sustainability



MADE FROM 25 YEARS RECYCLED PLASTICS

For more than 25 years, Rubik's® Promotion has been committed to producing products responsibly and respectfully, following international social and environmental standards. With over 5 million items produced each year, Rubik's® understands the importance of taking care of its impact on the environment.

This is why all our Rubik's® Cubes are made from 100% recycled ABS plastic. ABS

Test the magic of the Rubik's Cube
by ordering your free sample today!

WWW.RUBIKSPROMOTION.NET

creanorm polypins

Vertrieb Schweiz
creanorm polypins gmbh
Bahnhofstrasse 5
9434 Au SG
+41 71 244 14 04
produktion@polypins.ch
www.polypins.ch

RUBIK'STM & © 2025 Spin Master Toys UK Limited, used under license. All rights reserved.