

Bonding Moments Are More Than Just Glue

New research from Elmer's and Richard Rende, Ph.D., explores lasting benefits of parent/child creative time

COLUMBUS, Ohio (May 1, 2014) – [Elmer's® Products Inc.](#), announced today the research results of an exciting partnership with leading child psychologist and researcher, [Richard Rende, Ph.D.](#), further validating the many cognitive, social and fine motor benefits associated with parent/child creative time. The research incorporated feedback from more than 300 moms and 50 experts in the fields of child development and pediatrics, and serves as the foundation of the 'Let's Bond' movement celebrating the special bonding moments between parents and their children.

"These [research findings](#) were extremely exciting, as they further supported that arts and crafts provide lasting and significant benefits for children," said Rende, also a contributor to Parents.com. "Today we're all programmed to focus on technology as the fundamental source of education for our children, but the results of this research provide an important reminder that parents should not overlook time spent at the kitchen table laughing and creating together with their children. We see great predictors for future success resulting from these unscheduled, spontaneous creative engagements."

Dr. Rende's research yielded multiple key insights, such as:

- Arts and crafts improve bilateral coordination between the left and right sides of the brain leading to immediate and future cognitive development.
- Activities like arts and crafts accelerate the development of muscles in the hands and fingers, improving [fine motor skills](#) that are essential for school success in the earliest formal years.
- Face-to-face interaction in the early years is critical for optimal social development.
- Arts and crafts promote rich social interactions that help develop language skills and social cognitive abilities like understanding emotions.
- Experts in various fields of pediatrics including child development, child psychiatry and cognitive science all agree that activities like arts and crafts is a great way to bond with children and create lasting memories.

"For years, our products have been part of preparing our children for success in school," said Terri Brown, director of consumer engagement at Elmer's. "The Elmer's brand often evokes flashbacks of creative moments where strong bonds and special memories developed between parent and child, so we couldn't be happier to see Dr. Rende's research further validate these claims."

Even though this research affirms the many social, fine motor and cognitive benefits to activities like arts and crafts, parents still cite time as the greatest barrier to incorporating creative play. According to 90 percent of the moms surveyed, parents wanted to spend more time doing arts and crafts with their kids, but didn't feel they had enough room in their schedules to make it possible.

"We understand that no one is busier than today's parents, which is why we were thrilled to learn from Dr. Rende's study that it doesn't take a lot of time or money to make a big impact," said Brown.

Rende's research indicated that short spurts of time crafting and bonding together create lasting benefits. Even more good news; the crafts don't have to be elaborate. Parents can use everyday household items such as paper plates, toilet paper rolls and glue because the lasting benefits aren't derived from the difficulty or complexity of the craft, but rather the exercise of engaging together and allowing children to be creative. "We want parents and caregivers to feel empowered to create, laugh,

learn, glue and bond with their children through arts and crafts. So we're encouraging moms and dads to take our 'Let's Bond' pledge and celebrate spending quality time with their children," Brown said.

For more information on Rende's research, quick and easy project ideas or to take the Elmer's 'Let's Bond' pledge, visit [Elmers.com/LetsBond](https://www.elmers.com/LetsBond).

-30-

About Elmer's Products, Inc.

For more than 65 years, Elmer's Products, Inc., has been providing creative adhesive solutions that support project success and turn ideas into reality. By continuing to develop innovative new products, Elmer's has become the trusted brand when it comes to fueling creativity and providing outstanding product performance in the classroom, at home, in the workshop and at the craft table. Today, Elmer's produces a variety of products developed with a dedication to quality, innovation and creating meaningful bonding moments. Elmer's is more than just glue. Our products are tools that help create lasting memories and build upon the necessary skills to prepare our youth for academic success. For more information, visit [Elmers.com](https://www.elmers.com) or follow the brand on [Twitter](#) and [Facebook](#).

For more information, please contact:

Erin Maggied

For Elmer's Products, Inc.

(614) 383-1669

Erin.Maggied@Fahlgren.com