

On March 16th 2023, Morocolor celebrated its 90th anniversary. A great opportunity to revisit the milestones of the company's journey so far, that still define its identity today.

Their history begun in 1933 with a white piece of chalk... In 2023, after 90 years, Morocolor is still a family-run business, at the fourth generation, exporting their products to more than 85 countries worldwide with the PRIMO and PRIMO HOBBY&PROFESSIONAL brands. Their philosophy and mission have always remained the same: they love their products and want to provide children with top-quality tools to express their creativity and feel like real artists.

We hope that our PRIMO and PRIMO HOBBY&PROFESSIONAL products will continue to accompany children from an early age to adulthood in their creative development for a long time still.