



## Sensory Learning for PreK-5 & Special Needs

Primary Concepts is a leader in sensory learning materials. Started over 30 years ago by two Montessori educators, from the inception Sensory Learning has been at the core of the Primary Concepts product line. In the past Sensory Learning has been a focus in special needs programs. In recent years Sensory Learning has become mainstream and has emerged as one of the hottest education categories. Everything sensory is red hot and Primary Concepts has always been one of the leaders in this category.

With the merger of Essential Learning Products into Primary Concepts in 2019, 2020 is the year that the brands and products will consolidate under the Primary Concepts banner.

Products in the storage & organization, classroom management, and teaching accessories headings will merge under the Sensational Classroom product brand.

Products in the mathematics area will consolidate into the Sensational Math product brand.

Tactile and visual sensory products will move under the Sensory Playtivity product brand.

A new reading/language product brand is being developed for the remaining products.

### About Primary Concepts

At Primary Concepts, we believe the PreK-5 years are a unique part of a child's development. We focus on the essentials of the curriculum, emphasizing engaging, motivational, sensory learning to build a foundation for academic success. We translate the most current educational research and best practices, as recommended by state standards, the International Literacy Association, and the National Council for Teachers of Mathematics, into developmentally appropriate learning materials that offer ease of use for teachers and effective outcomes for children.

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