About Arne

Arne Lauwers is a Belgian game inventor with more than 25 years of experience in the international games industry. He is the creator of Pictureka!, the visual search game that became a worldwide success and sold millions of copies under licence to Hasbro.

With AHRBOL, Arne returns to the type of game he knows best: fast, visual and highly replayable. Rather than creating just one way to play, he developed five distinct variations around the same set of 96 richly illustrated cards.

AHRBOL reflects his approach to game design: strong visual design, easy-to-learn gameplay and uncompromising production quality. Its simple rules allow players to start immediately, while five genuinely different ways to play give families plenty of reasons to return to the same box.

Designed in Belgium and manufactured in Germany, AHRBOL marks the launch of a new independent game brand shaped by Arne's experience, design philosophy and proven track record.

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