PRESS RELEASE | FOR IMMEDIATE RELEASE

Twenty years in the making: Pictureka! inventor launches AHRBOL

The new family card game is now available in the UK on Amazon.co.uk for £17.50, ahead of Christmas.

16 November 2026 - Arne Lauwers, the Belgian inventor of Pictureka!, has launched his new family card game AHRBOL in the UK. The UK launch follows earlier releases in Belgium, the Netherlands, France and Germany. It combines five game variants using the same deck of illustrated cards.

Pictureka!, published by Hasbro, has sold millions of copies worldwide. Lauwers spent 20 years developing AHRBOL and is now publishing it through his own company, Lauwers Games bv.

“It wasn’t easy to create something new after the worldwide success of Pictureka!,” said Lauwers. His aim was to develop one game that could be played in five different ways.

Designed for two to six players aged seven and over, AHRBOL uses 96 cards featuring more than 1,500 illustrated objects. The five variants involve visual searches, matching pairs, quick reactions, word chains and memory. Playing time ranges from 15 to 60 minutes, depending on the variant.

In the ABC Game, for example, a roll of the letter die sends everyone searching the cards for an object whose name begins with one of the letters shown. The first player to spot one calls out “AHRBOL!” and points it out.

The game is intended to give families and friends a break from screens through shared play. The box contains the cards, a custom letter die, a 30-second sand timer and a rulebook with a quick start guide.

Developed in Belgium, AHRBOL is manufactured in Germany by Spielkartenfabrik Altenburg, part of the Belgian Cartamundi Group.

ENDS

Notes to editors

A free review copy is available on request.
UK availability: English-language edition on Amazon.co.uk
Price: £17.50 as at 16 November 2026
https://www.amazon.co.uk/dp/B0H3PGTTFB

AHRBOL Olympiad: Players can combine all five variants in a mini-tournament and download a free personalised Supreme Champion of the Day certificate.
https://www.ahrbol.com/en/the-ahrbol-olympiad/

Press contact: Arne Lauwers - Lauwers Games bv
Email: info@ahrbol.com | **Mobile:** +32 475 224300

Press information and images:
https://www.ahrbol.com/en/press-release/
Game information: https://www.ahrbol.com/en/

AHRBOL is a registered trademark of Lauwers Games bv. Pictureka!, Hasbro and Cartamundi are registered trademarks of their respective owners.