



Caramel  
publishing

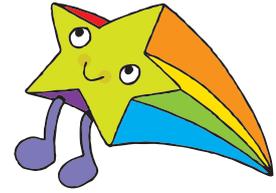


# Frankfurt 2019



Digital  
interactive books





The world of books is changing. Children's behaviour is evolving, along with new technologies.

The biggest competition is the smartphone. Children use it daily to watch videos or play games, but they rarely use it to read.

Caramel has created a unique opportunity to bring you, our long time clients and all editors around the world, a very smart solution...

That's why, in this catalogue, you will start to explore new titles that bridge the gap between books and technology. We will give children access to games, videos, and even new generation augmented reality through our latest selection of books.

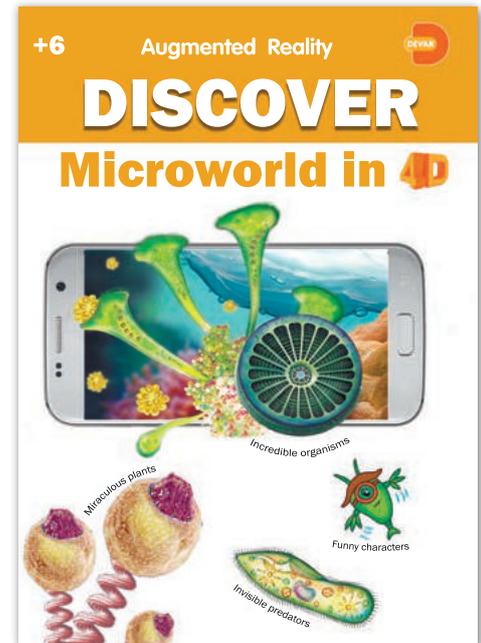
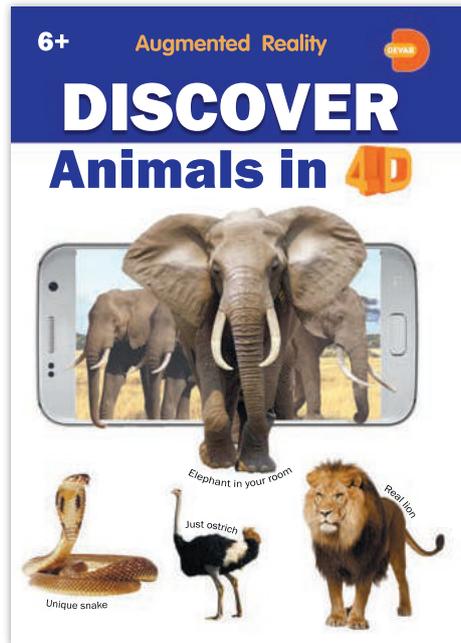
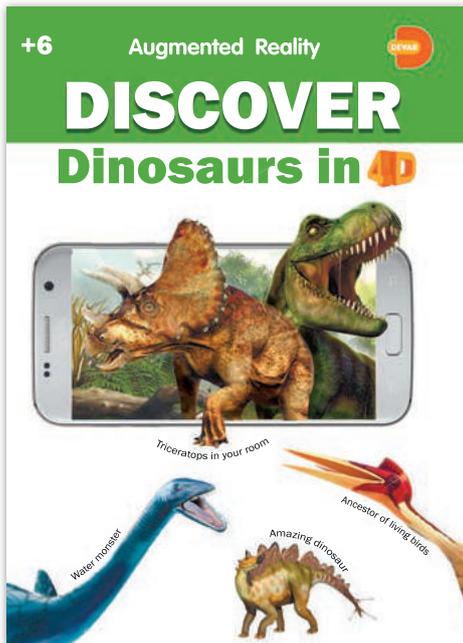
We hope you, our valued clients, will jump at the chance to explore these new opportunities!



# Discover in 4D - Amazing AR



- Watch as the illustrations come to life
- A combined approach to learning with digital and paper
- Experience new worlds like never before
- Fascinating facts in each book

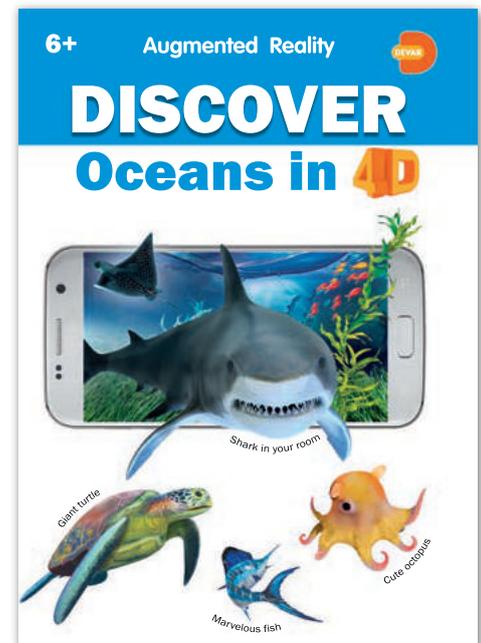


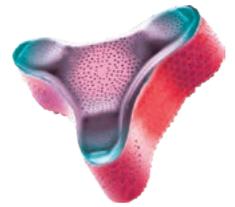
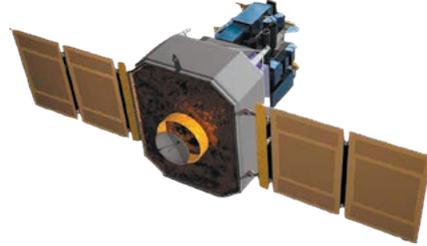
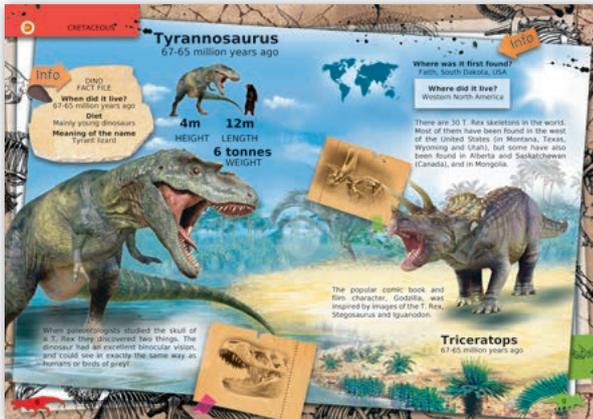
Reference: P0149

Foreseen publication:  
**September 2020**

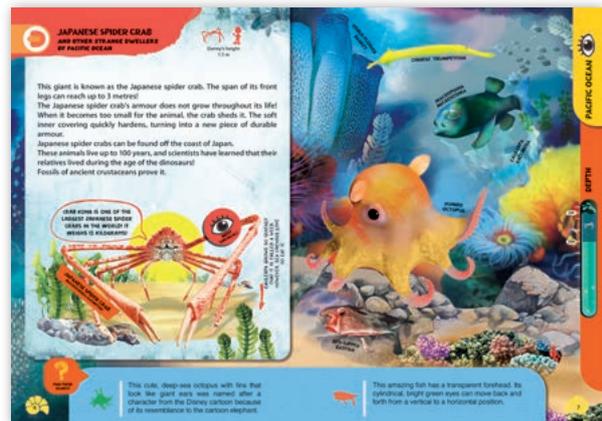
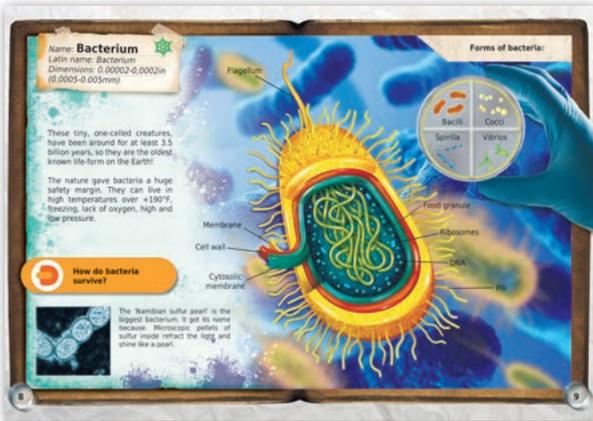
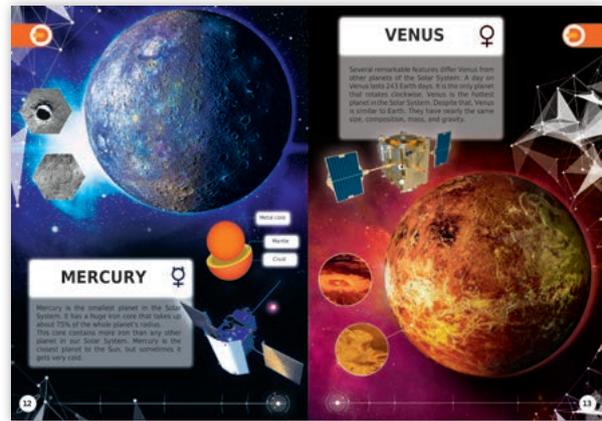
Deadline for material:  
**1st April 2020**

- 5 titles
- 32 pages + cover (self-ending)
- Size: 210 x 297 mm

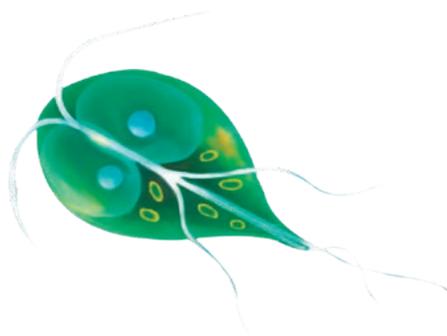




## DIGITAL EXPERIENCE!

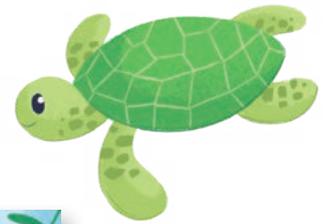
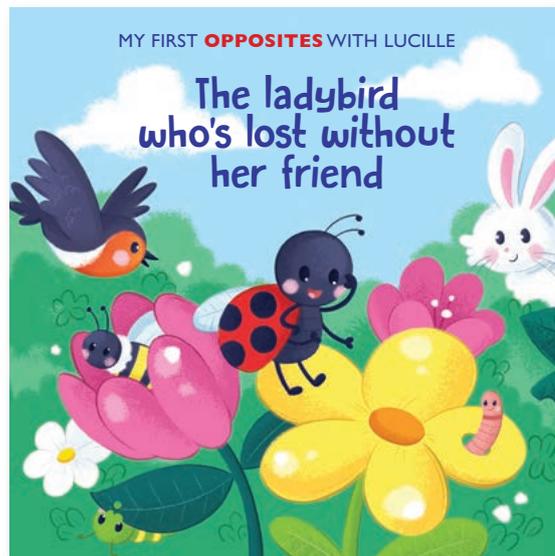
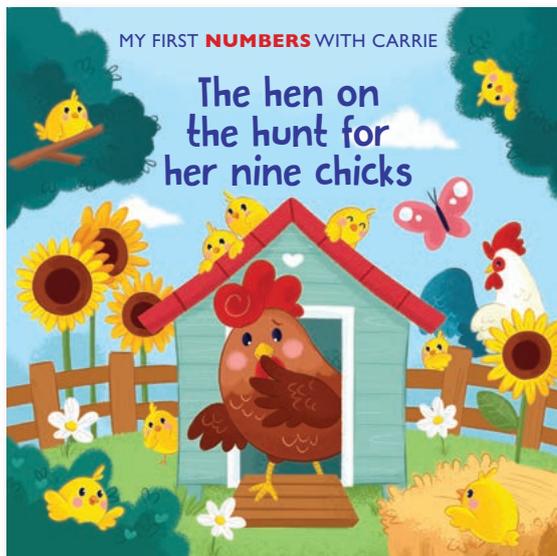
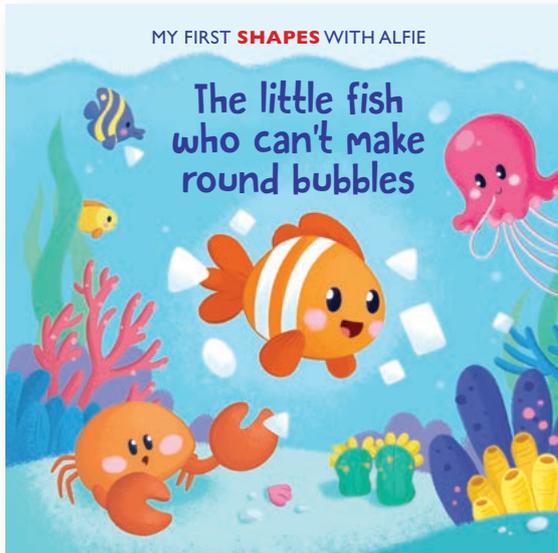


Allow your children to explore new worlds from the comfort of their homes! We bring you DEVAR technology, a new book series that travels through different settings, and with the help of your smartphone you can use augmented reality to make it come to life! With five new titles, get ready to traverse space, oceans, the land of dinosaurs, water and animals' habitats. DEVAR will allow you to bring characters from the books to life in your home through the power of your smartphone.



# My first... Educational Story Books

- Each story focuses on an educational first step
- Adorable illustrations
- Motivational for children



Reference: P0146

Foreseen publication:  
**May 2020**

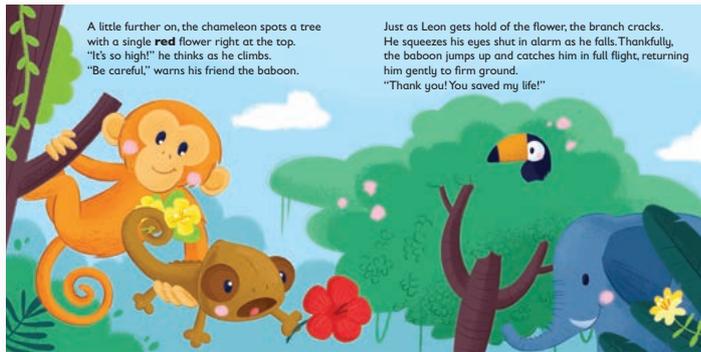
Deadline for material:  
**6<sup>th</sup> January 2020**

- 4 titles
- 24 pages + cover
- Size: 200 x 200 mm



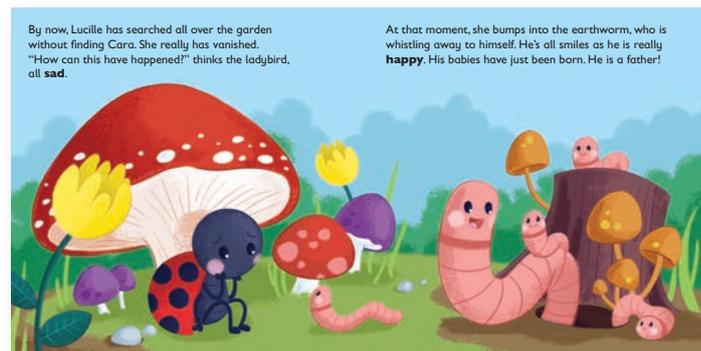


- Shapes
- Colours
- Numbers
- Opposites



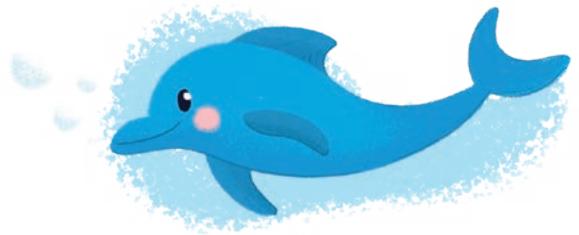
A little further on, the chameleon spots a tree with a single **red** flower right at the top. "It's so high!" he thinks as he climbs. "Be careful," warns his friend the baboon.

Just as Leon gets hold of the flower, the branch cracks. He squeezes his eyes shut in alarm as he falls. Thankfully, the baboon jumps up and catches him in full flight, returning him gently to firm ground. "Thank you! You saved my life!"



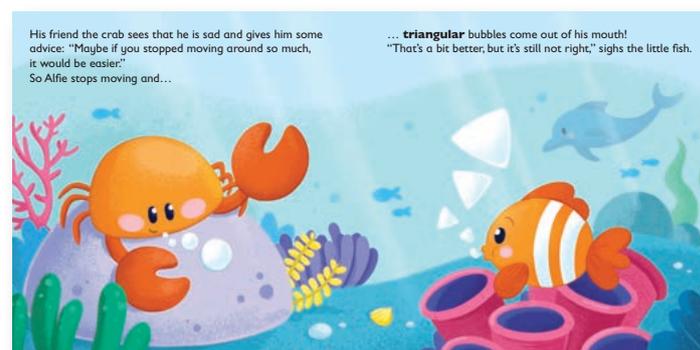
By now, Lucille has searched all over the garden without finding Cara. She really has vanished. "How can this have happened?" thinks the ladybird, all **sad**.

At that moment, she bumps into the earthworm, who is whistling away to himself. He's all smiles as he is really **happy**. His babies have just been born. He is a father!



"Come on, hurry up now and dry off. I really don't want to be late!" she commands. The chicks wonder why their mother is in such a rush.

The hen races back through the farmyard with her 9 chicks in hot pursuit. They reach the henhouse just in time to see...



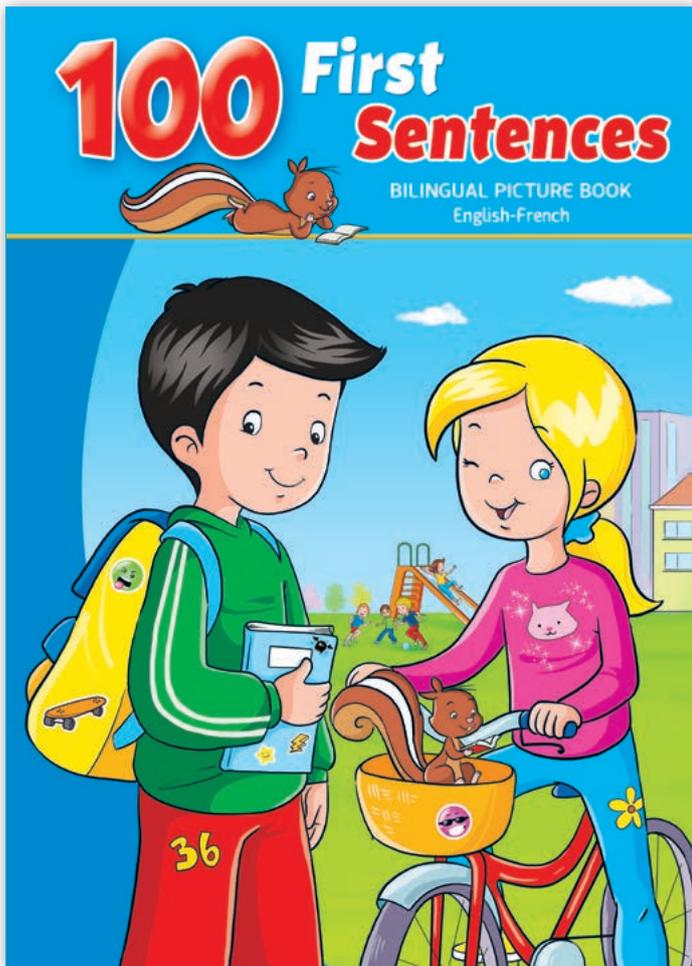
His friend the crab sees that he is sad and gives him some advice: "Maybe if you stopped moving around so much, it would be easier." So Alfie stops moving and...

... **triangular** bubbles come out of his mouth! "That's a bit better, but it's still not right," sighs the little fish.

As the children read these books, they will start learning numbers, shapes, colours and opposites without noticing! They show characters facing challenges that they eventually overcome with the help of their friends. They also teach children the importance of friendship and helping others.

# First Sentences

- A first & fun introduction to a second language
- Basic everyday sentences
- Adorable illustration for each sentence



Reference: P0148

Foreseen publication:  
**June 2020**

Deadline for material:  
**3<sup>th</sup> February 2020**

- 1 title
- 80 pages + cover (self-ending)
- Size: 210 x 297 mm



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## 4. Housework Le ménage



Lea vacuums the house once a week. She also does the laundry.

Léa passe l'aspirateur dans la maison une fois par semaine. Elle fait également la lessive.



Christian cleans the windows and does the dishes.

Christian nettoie les vitres et fait la vaisselle.



Rose and Colin help their parents clean the house.

Rose et Colin aident leurs parents à nettoyer la maison.



They set the table before dinner. Ils mettent la table avant le dîner.



Every morning, before they go to school, they make their beds. Tous les matins avant d'aller à l'école, ils font leurs lits.



Sometimes, they help clean the car and have fun with the garden hose.

Parfois, ils aident à nettoyer la voiture et s'amuse avec le tuyau d'arrosage.



This book shows children the joy of learning a new language and how easy it can be! By having sentences in two languages it promotes independent learning from the children. The fact that these are sentences also brings in an introduction to learning grammar and sentence structure.

## 3. In the morning Au matin



Rose and Colin wake up every day around 7 a.m. Rose et Colin se réveillent chaque jour vers 7 heures.



They go to the bathroom to brush their teeth. Ils vont dans la salle de bains pour se laver les dents.

They must not forget to wash their faces! Ils ne doivent pas oublier de se laver le visage!



Rose also brushes her hair and her mother puts her hair into a ponytail. Rose se brosse aussi les cheveux et sa maman lui fait une queue de cheval.



Sometimes, they also trim their nails. De temps en temps, ils se coupent également les ongles.

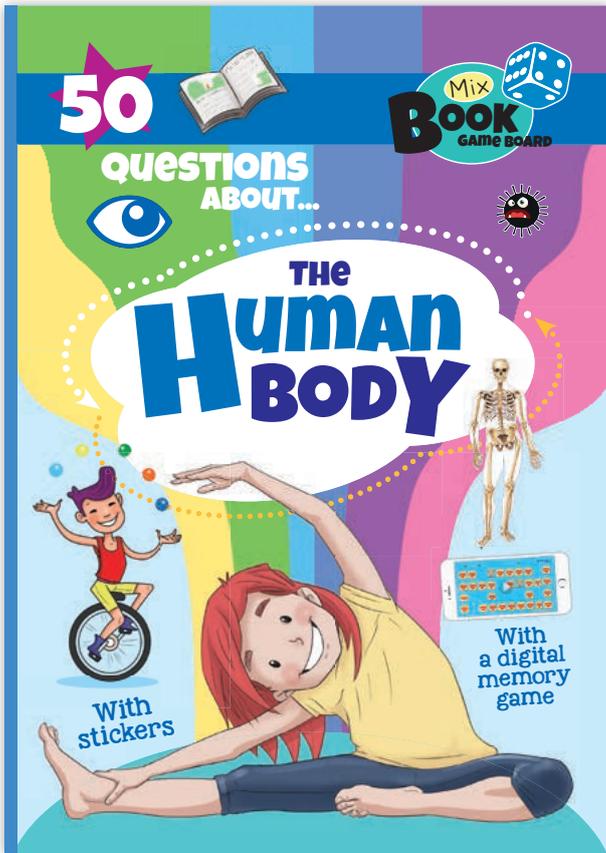


Then, it is time to get dressed! Ensuite, il est temps de s'habiller!



# 50 Questions about the Human Body

- Questions with clear answers
- Additional poster with board game
- Interactive Stickers
- Memory game on phone
- Inspires curiosity in children



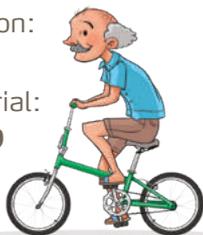
+ POSTER



Reference: So216

Foreseen publication:  
June 2020  
Deadline for material:  
3<sup>th</sup> February 2029

- 2 titles
- 24 pages  
+ sticker spread  
+ poster  
+ cover with flap
- Size: 210 x 297 mm

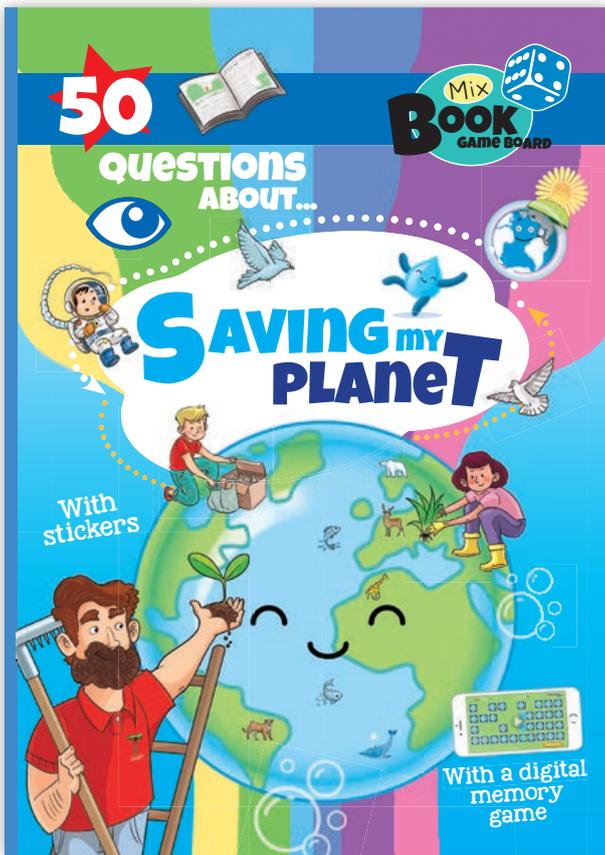


This cute App also comes with a very interesting feature: you will be able to use google analytics to track what the consumers do with the finished product.



+ STICKERS

# 50 Questions about Saving my Planet

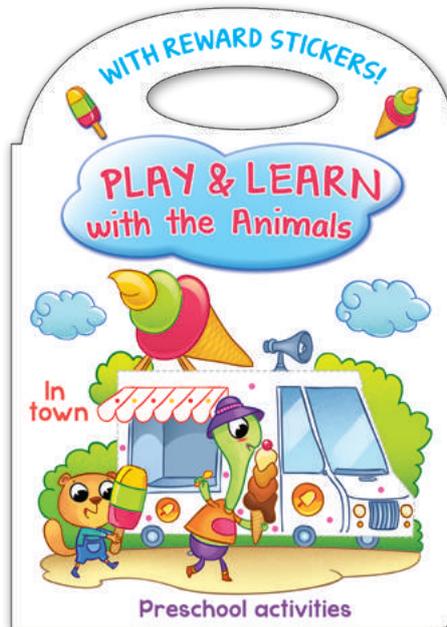
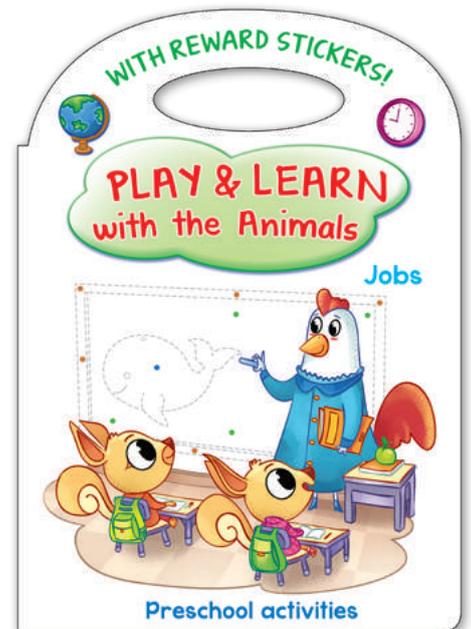
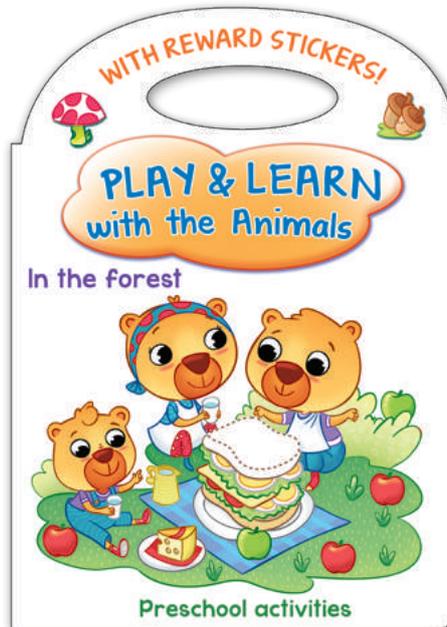
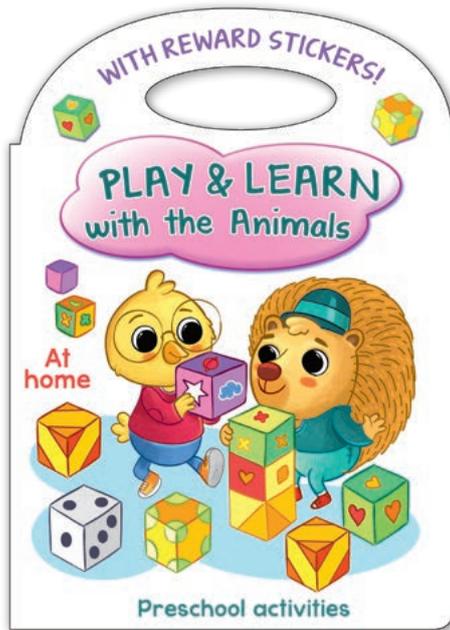


Finally, answers to children's most asked questions! Children being full of wonder will ask a million questions and parents don't always know the answer. This series aims to give curious children answers and hopefully stimulate even more interest about their body and the world around them!

This book brings with it a small "App" that allows children to play the game "memory". As the name indicates, this game improves memory and concentration in children.

# Play & Learn with the Animals

- Fun & educational exercises
- Reward stickers
- Handle makes it easy to carry around



Reference: S0212

Foreseen publication:  
May 2020

Deadline for material:  
6<sup>th</sup> January 2020

- 4 titles
- 24 pages + sticker spread + cover
- Size: 210 x 297 mm





When you have finished this page, stick in the heads of the Squirrel and the cow.

Camping in the forest is an unforgettable experience! How many pinecones have dropped to the ground?

Finish the picture by tracing over the dotted lines, then colour it in as you choose!

Which of these outlines matches our raccoon friend?

When you have finished this page, stick in the pair of slippers and the nightcap.

The Sloth family are real Sleepyheads! Count the number of Stars on each Sloth's outfit!

Which of these circles does not fit in the illustration above?

When you have finished this page, stick in the toaster and the milk carton.

Time for a snack! But the toaster won't stop popping out toast! Can you find the two matching slices and draw blue circles around them?

Which of these cows appears on the milk carton above?

When you have finished this page, stick in the cake and the gift.

Happy birthday! How many candles are there on the cake? Write your answer in the circle below. Finally, complete the drawing by tracing over the dotted lines.

Fill in the patterns on these presents and then colour them in.

When you have finished this page, stick in the tube of paint and the artist's palette.

All painters have their own style. Can you paint the picture on the easel using only the colours on the painter's palette?

Which of these circles does not quite match the scene above?

When you have finished this page, stick in the tyre and the spinner.

Mr Crocodile has his own tyre shop. Can you match up the pairs of identical wheels? Colour each pair in a different colour. Next, colour in the car using the outline colours as a guide.

Trace over the dotted lines to reveal 3 different tyre trucks.

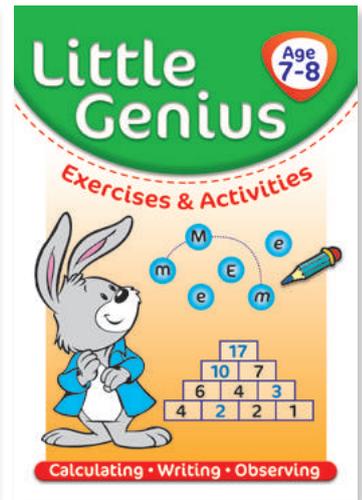
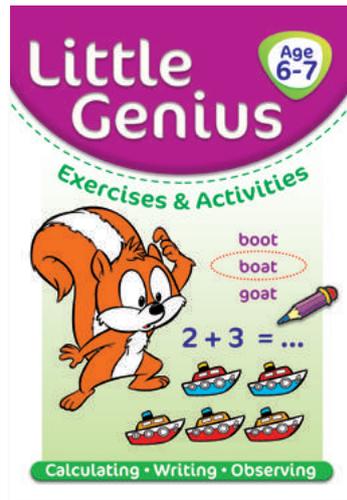
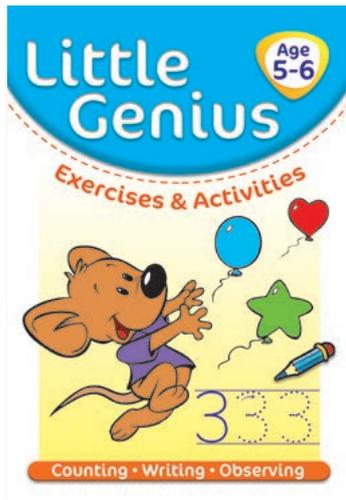
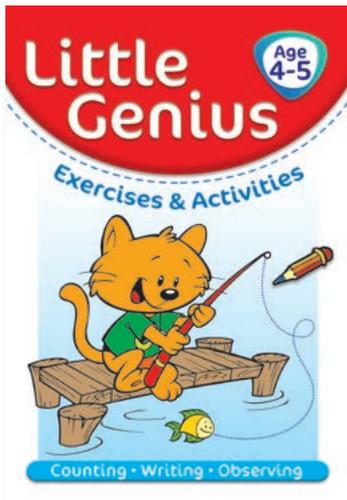


This series is filled with easy activities, plus reward stickers when children have completed the page. There are several activities per page giving children a lot to do! This book is perfect for children about to start school as it helps them become familiar with instructions.

**+ STICKERS**

# Little Genius

- 4 titles split by age group
- Easy to carry around pad
- Encourages independent learning

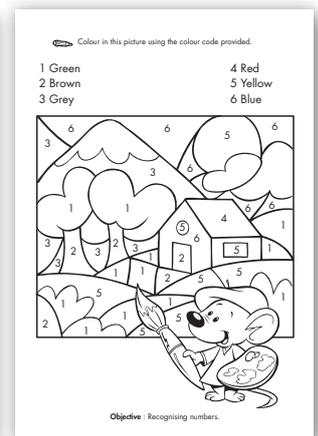
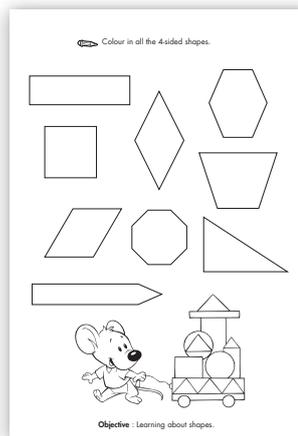


Reference: So217

Foreseen publication:  
May 2020

Deadline for material:  
6<sup>th</sup> January 2020

- 4 titles
- 64 pages + cover
- Size: 165 x 240 mm



There are different books for different age ranges, allowing children to easily find something to challenge themselves. Learning can be fun and these books will prove it to children. These little pads are also extremely handy for travelling with children!



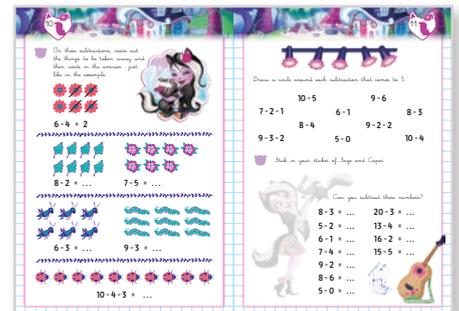
# Learn Maths with the Enchantimals

- Discover the Enchantimals universe
- The highly recognisable characters help children learn
- More than 10 million Enchantimals dolls sold just in France
- Interactive stickers & poster
- New & growing Mattel license

+ POSTER



+ STICKERS



Reference: S0214

Foreseen publication:  
May 2020

Deadline for material:  
6<sup>th</sup> January 2020

- 1 title
- 16 pages + sticker spread + poster + cover
- Size: 210 x 297 mm

As an option, felt-pen



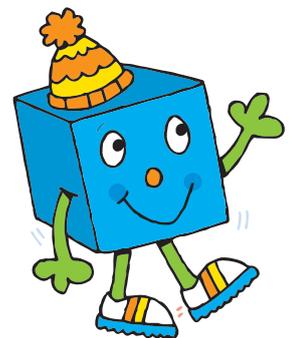
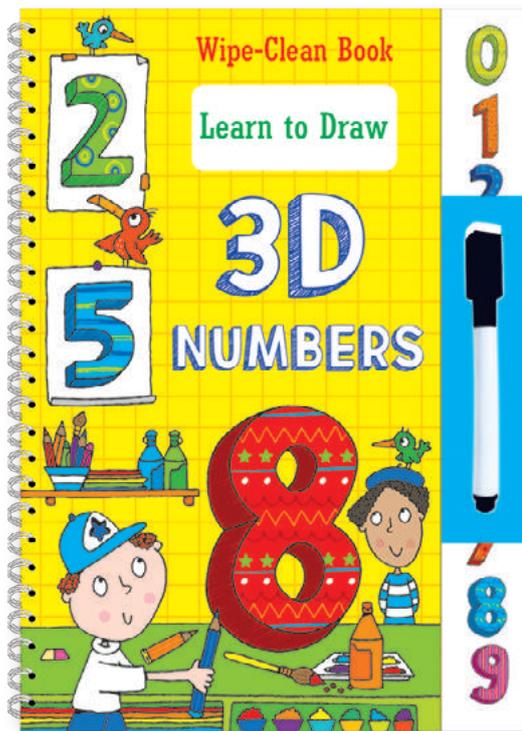
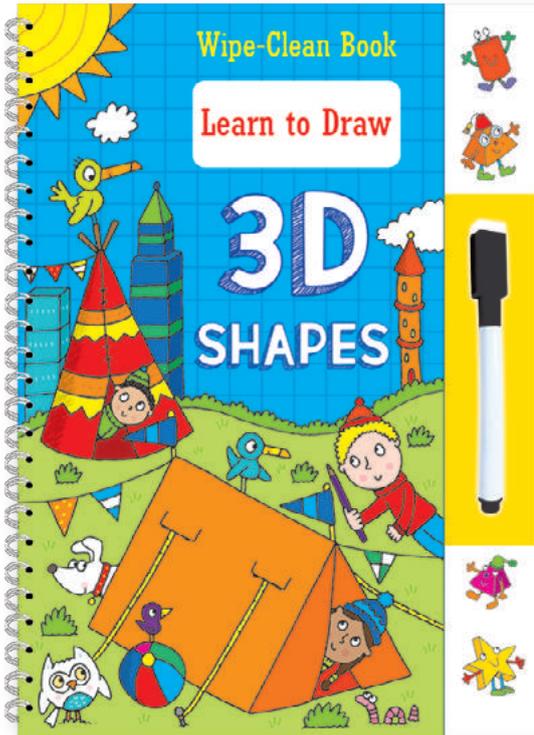
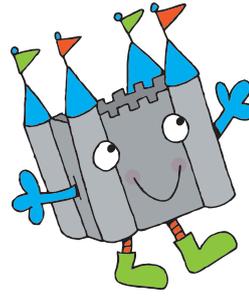
As the children play with their heroes the Enchantimals, they will learn new numbers and math concepts. Colourful and magical, this book is guaranteed to transport children to "Everwilde" where they will spend hours of fun!

Also available:



# Learn to Draw 3D Shapes / Numbers

- Wipe-clean board + felt pen
- Learn while drawing
- Promotes creativity
- Step by step instructions



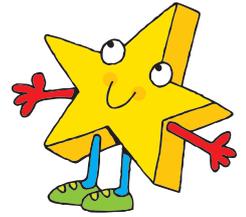
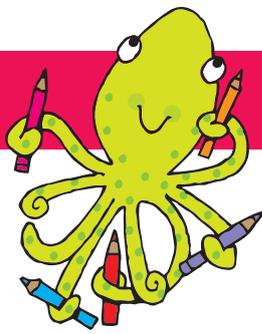
Reference: S0215

Foreseen publication:  
June 2020

Deadline for material:  
3<sup>th</sup> February 2020

- 2 titles
- 32 pages + wipe clean board + cover stitched book
- Erasable marker in blister glued on whiteboard
- Size book: 160 x 297 mm
- Wipe board: 210 x 297 mm



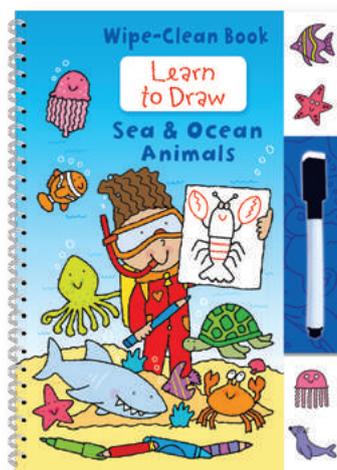
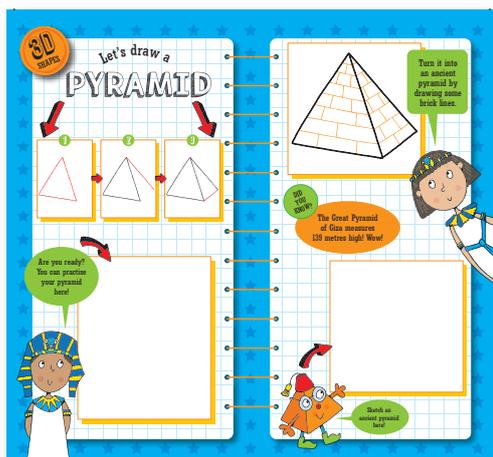
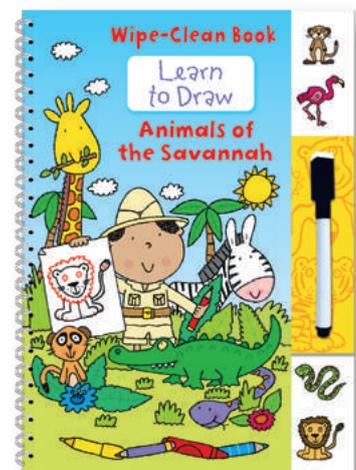
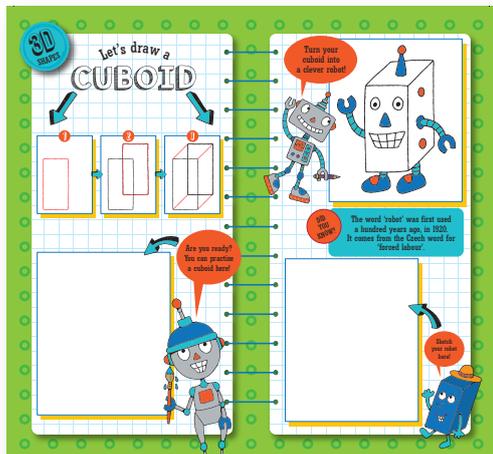
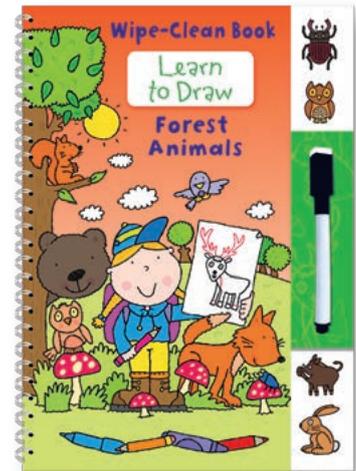
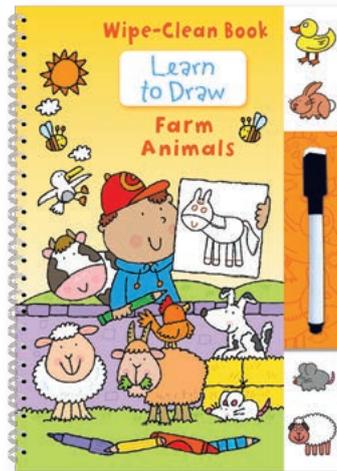


Also available in this series



S0180

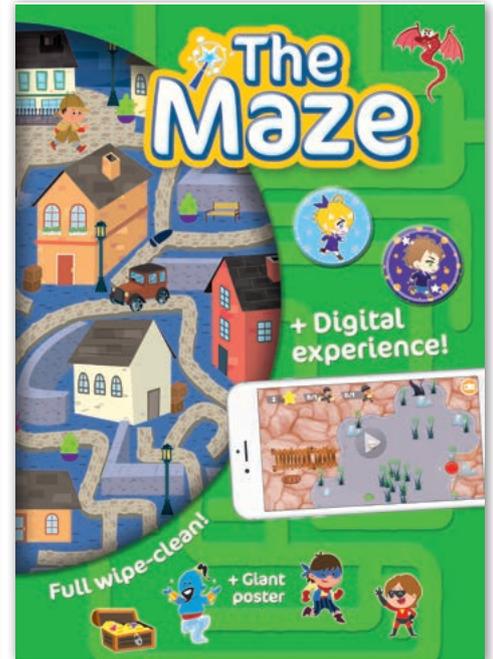
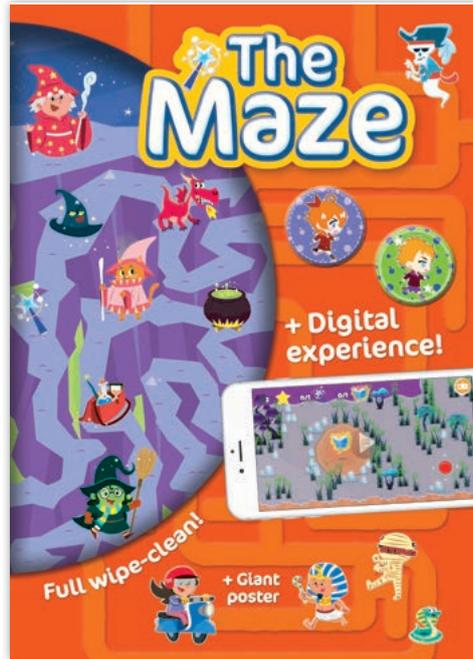
S0193



This series allows children to learn to draw 3D while having fun. With a colourful background and easy to follow instructions it promotes creativity in children. Filled with fun facts, everyone can learn something from this book and children can show off their knowledge to their friends.

# The Maze + digital experience

- Full wipe-clean
- Teaches problem solving
- Popular culture themed mazes
- A digital maze game as a reward



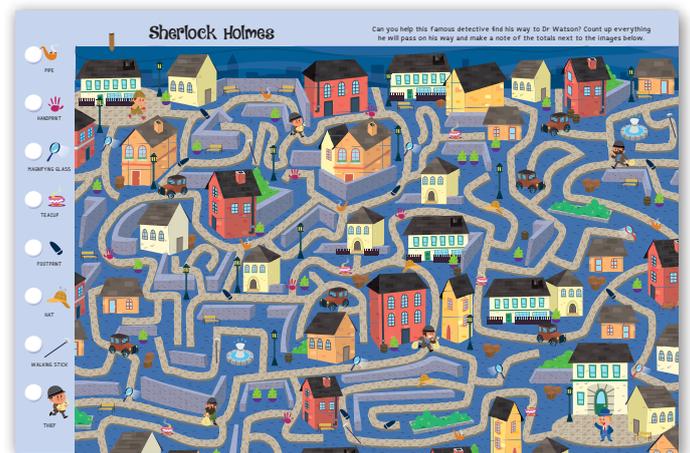
As an option, felt-pen

Reference: J0350

Foreseen publication:  
**May 2020**

Deadline for material:  
**6<sup>th</sup> January 2020**

- 3 titles
- 24 pages + poster + cover
- Size: 210 x 297 mm



# The Maze



+ COMING WITH A DIGITAL GAME!



An amazing additional feature is that these games will allow you to use google analytics and track what the user does!



### Dragons

Help our hero find his way to the black dragon. Count up all the dragons he will meet on his way and make a note of the totals next to the images below.

GREEN DRAGON	<input type="checkbox"/>	VIOLET DRAGON	<input type="checkbox"/>
WHITE DRAGON	<input type="checkbox"/>	ORANGE DRAGON	<input type="checkbox"/>
RED DRAGON	<input type="checkbox"/>	BLUE DRAGON	<input type="checkbox"/>
PINK DRAGON	<input type="checkbox"/>	YELLOW DRAGON	<input type="checkbox"/>

### Talent show

Can you find a way through this maze? Count up all the objects this singer will pass on her way and make a note of the totals next to the images below.

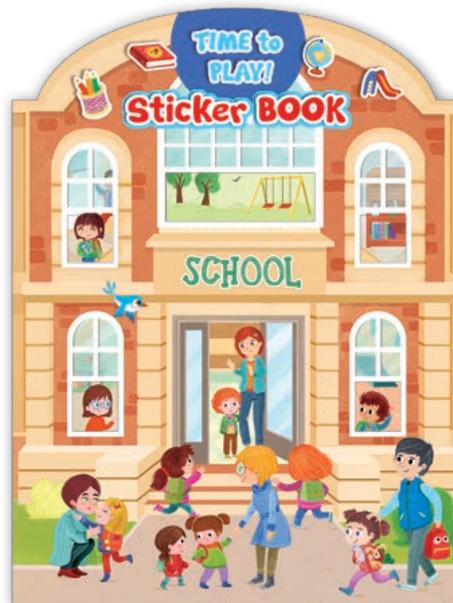
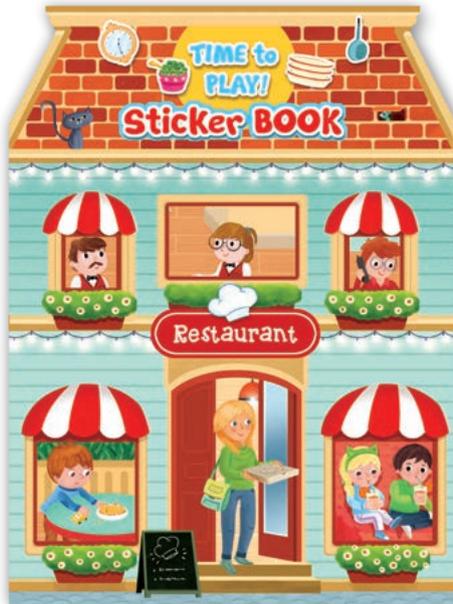
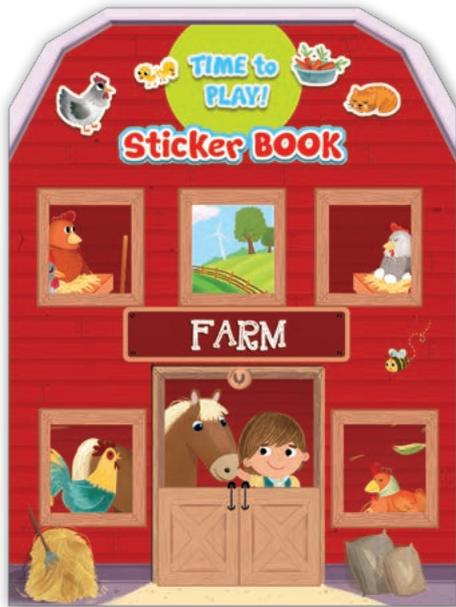
SAXOPHONE	<input type="checkbox"/>	MUSIC SCORE	<input type="checkbox"/>
MICROPHONE	<input type="checkbox"/>	HEADPHONES	<input type="checkbox"/>
TAMBOURINE	<input type="checkbox"/>	SPEAKER	<input type="checkbox"/>
GUITAR	<input type="checkbox"/>	TRUMPET	<input type="checkbox"/>

Parents and children will recognise several of the themes of the maze. Mazes teach young children how to think about potential outcomes and how to think ahead. With the special wipe-clean paper, children can start over as many times as they need. Once they feel confident, they can try the giant poster and challenge themselves.

As a huge bonus, this series also comes along with additional video games... a reward for finishing the mazes. The game is a giant maze with calming music and children can choose their character.

# Time to Play - Sticker Books (Supermarket -

- Stickers to place to complete the scene
- Well recognisable environments
- Peek-a-boo windows on the cover



Reference: J0361

Foreseen publication:  
April 2020

Deadline for material:  
2<sup>th</sup> December 2019

- 4 titles
- 8 pages + 2 sticker spreads + cover
- Size: 245 x 330 mm



# Restaurant - Farm - School)



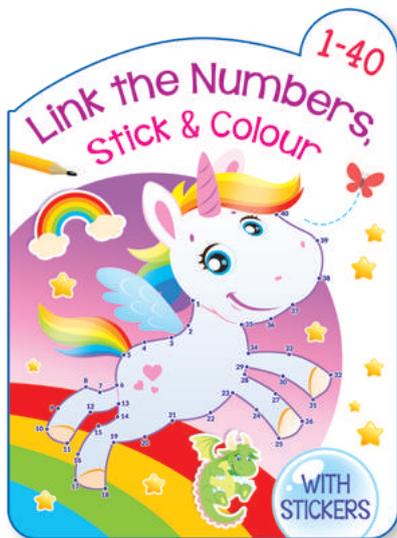
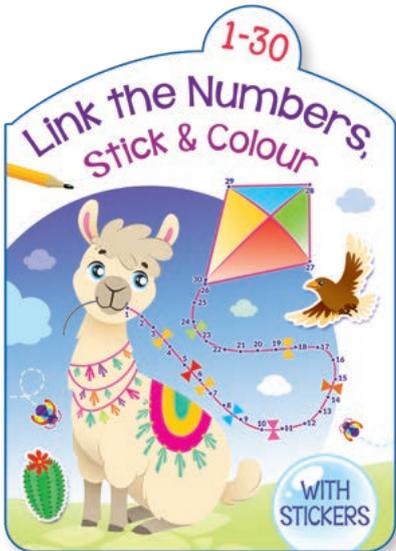
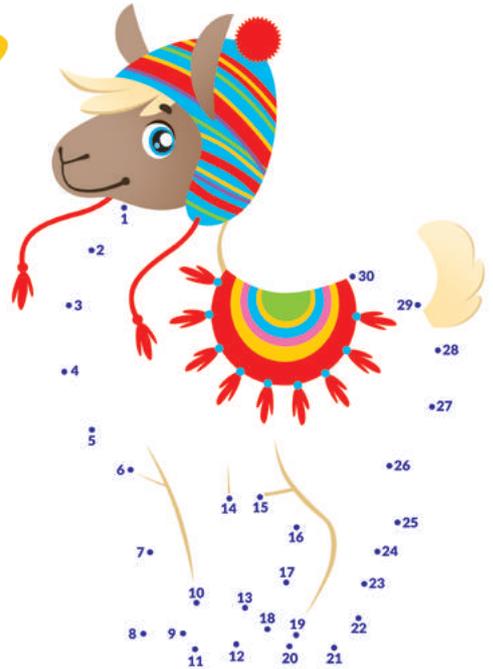
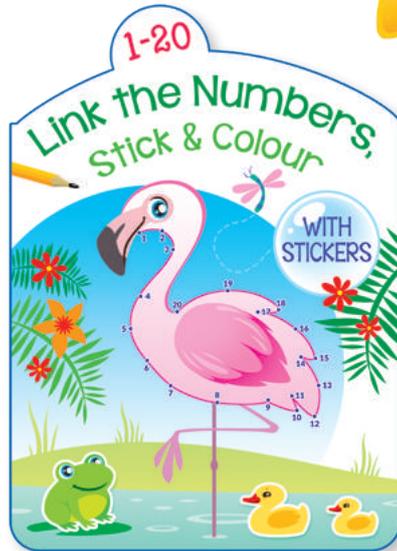
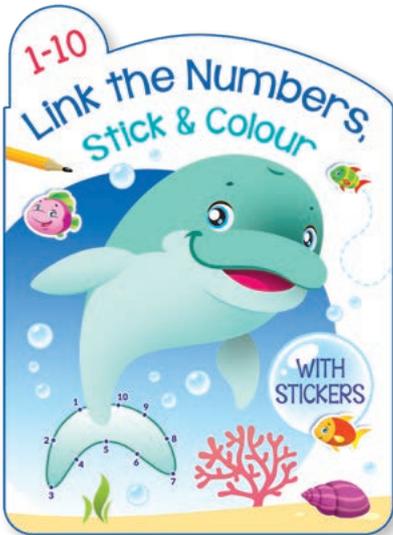
## + 2 STICKERS SPREADS



These adorable big building shaped books will transport children to that place. There are no rules on where they have to place the stickers so children can let their imagination run wild and create their own stories! Cute illustrations and varied characters of all shapes and sizes reflect the real world. So many hidden details to find! Will you be able to find them all?

# Link the Numbers "1-10" "1-20" "1-30" "1-40"

- Learn number order while having fun!
- Trendy animal themes
- 4 different difficulty levels



Reference: J0360

Foreseen publication:  
**April 2020**

Deadline for material:  
**2<sup>th</sup> December 2019**

- 4 titles
- 16 pages + sticker spread + cover
- Size: 210 x 297 mm

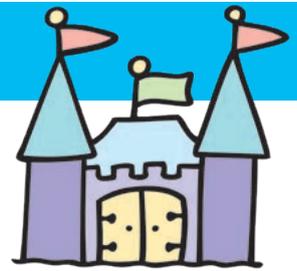


These books allow children to learn the order of numbers while having fun. They will discover their favourite animals while linking the dots. Not only do children learn, but they can also colour in the animal they just revealed making the fun last even longer!

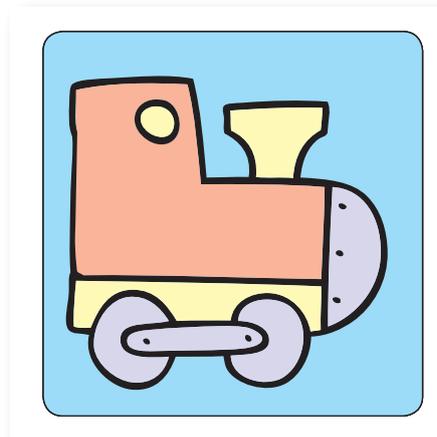
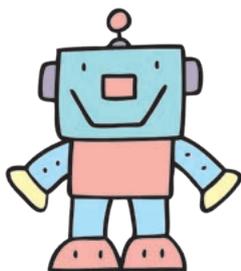


**+ STICKERS**

# Magic Water Paint



- No need for messy paint, just water!
- Easy to use
- Cute & simple illustrations



Reference: Co250

Foreseen publication:  
**March 2020**

Deadline for material:  
**2<sup>th</sup> December 2019**

- **2 titles**
- **24 pages + cover**
- **Size: 220 x 220 mm**

As these cute books are painted by water, parents don't need to worry about paint ending up all over the walls or the table. They help the child gain confidence in their abilities of colouring inside the lines. With the pre-cut pages these can easily be popped out to be given as a gift. The little artist in children is ready to be set free!



# Stories on Wheels (School Bus, Ice-cream Van, Camper Van, Tractor)

- Acts as a book and a toy with moving wheels
- Short stories with cute animals
- Endearing moments



All aboard!



Reference: K0170

Foreseen publication:  
**September 2020**

Deadline for material:  
**4<sup>th</sup> May 2020**

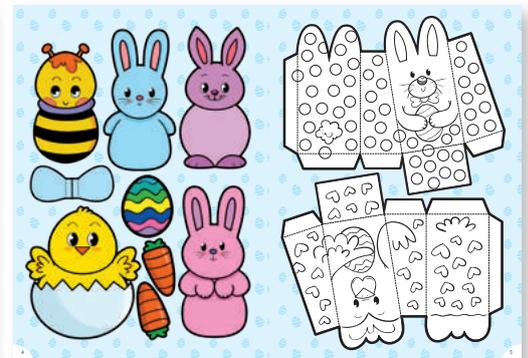
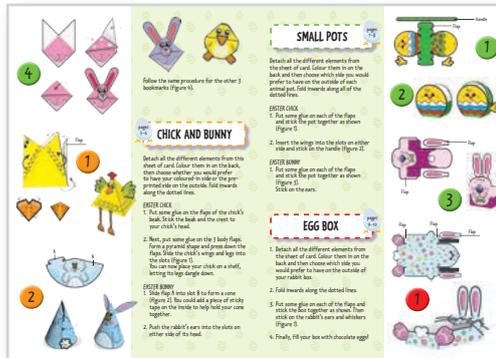
- 4 titles
- 4 spreads + cover
- 4 wheels attached with a rivet
- Size: 240 x 160 mm

Four short stories where each character is faced with a new vehicle. These cute and fun characters appear in each other's stories and will help boost a child's memory by recognising their favourite bunny or panda.

If the parents buy several books, the child can race them together!

# Easter Papercraft

- Easy to build and assemble
- Pre-cut objects
- Improve craftsman skills & dexterity
- +100 stickers



Reference: J0363

Foreseen publication: February 2020

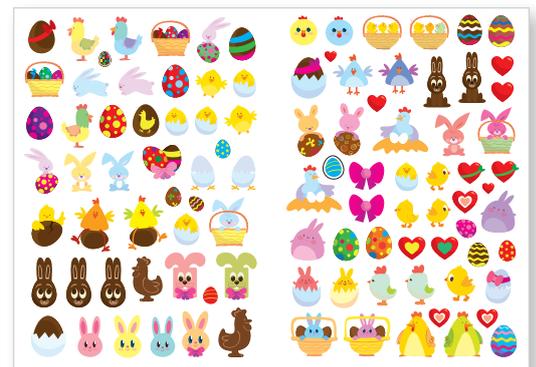
Deadline for material: 28<sup>th</sup> October 2019

- 2 titles
- 16 pages + sticker spread + cover
- Size: 210 x 297 mm

These Easter themed crafts can be fun for the whole family! Each shape is pre-cut so parents don't have to worry about scary scissors. All you need is glue, string and patience. The "step-by-step" instructions are clear and easy to follow so children feel proud that they've built something themselves. A must have to illuminate your Easter holiday season!

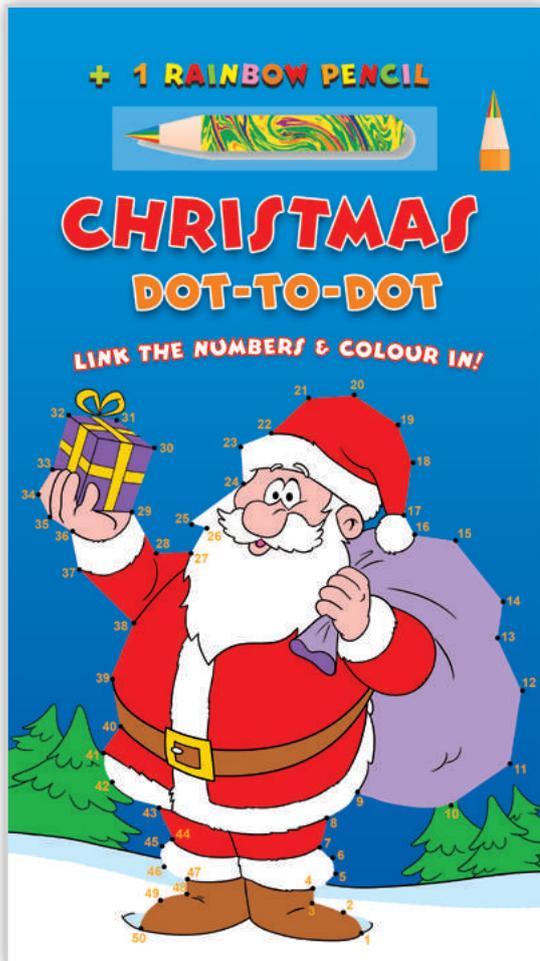


+ STICKERS



# Dot-to-Dot Christmas

- Christmas themed activity colouring book
- Free rainbow pencil to colour in
- Super fun illustrations to discover
- Bestselling format



Reference: [J0362](#)

Foreseen publication:  
**September 2020**

Deadline for material:  
**4<sup>th</sup> May 2020**

- 1 title
- 96 pages + greyboard  
+ cover + pencil in blister
- Size: 165 x 297 mm

This cute Christmas themed book is the perfect gift to keep children busy while parents cook the Christmas meal. It has adorable illustrations that children need to reveal by connecting the dots. Once revealed the children can use their magic rainbow pencil to colour in the drawings.

Also available:

