

# BOLOGNA 2020



**HOW  
IS YOUR  
BUSINESS?**





Each passing year, Caramel reinvents itself.  
As books are at the heart of our priorities,  
it is important to continuously redefine them.

We want you, our editors and customers  
from all over the world, to join us  
for this groundbreaking journey!

For you, we have developed various sorts  
of digital experiences to complement our books and  
join the children in their search for entertainment.



From sounds, animated videos,  
fun games and apps, we keep on developing  
and evolving with our time.

You will also benefit from these upgrades:  
they'll allow you to use Google Analytics  
to know more about your customers.



**We are here to help you  
create tomorrow's books.  
Tell us what you ideally need.**

Check out our **website**:  
[www.caramel.be](http://www.caramel.be)



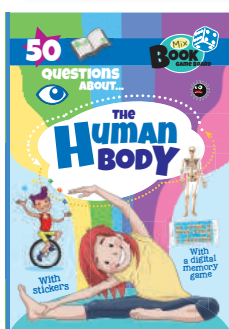


# Developing digital content

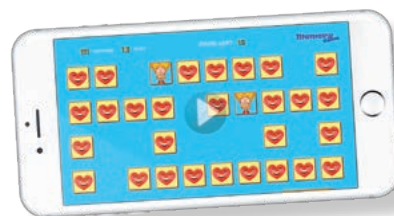
We want to offer a wide range of digital content. Of course, not every parent wants their child to stay glued to a smartphone. That's why our digital content is rather an added value to the diversified and quality books we offer in this catalogue.

Here, we introduce you to the various digital content we have already developed this last year.

- **What else?** We are open to your ideas and needs.



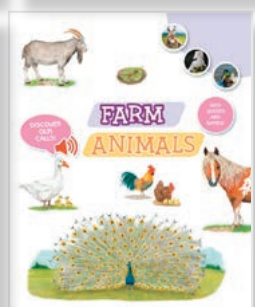
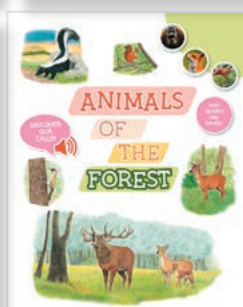
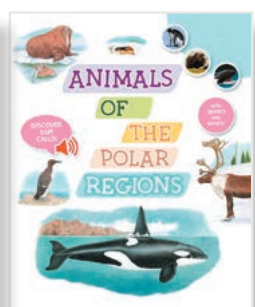
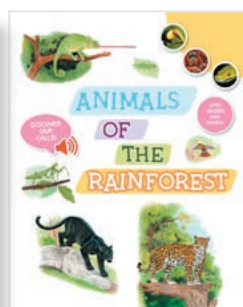
- We have developed cute and simple **memo games** and **mazes**. These allow you to track users data with **Google Analytics**!



- Our new series "Discover Animals" with **sounds** to complement the content of the books, easily accessible via QR codes



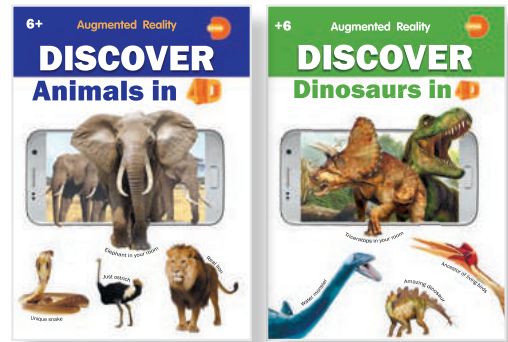
Scan the QR code with your phone to discover a preview of the animal calls!



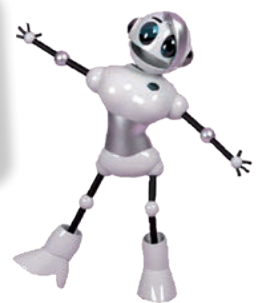
## ... What else?



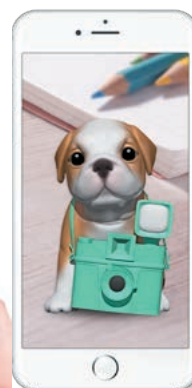
- **Augmented reality**, where illustrations come to life with DEVAR!



- Two new activity books with fun **videos** to discover, with no apps required!



- And last, but not least, thanks to Studio Pets, a cute **app** to customise your favorite pets!

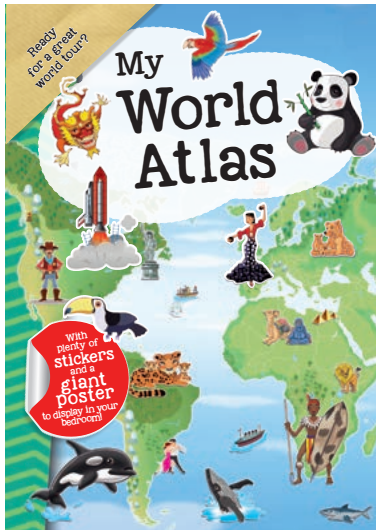




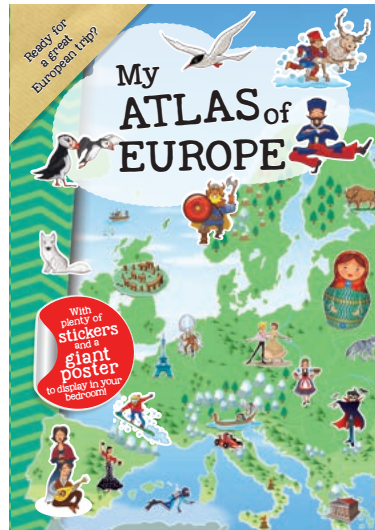
# My Atlas

- Bestselling format and concept
- Educational and interactive
- 2 spreads of stickers and a giant poster

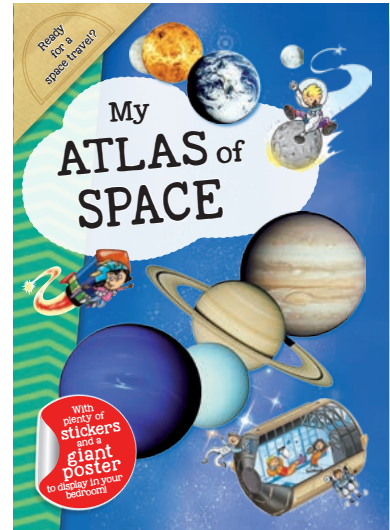
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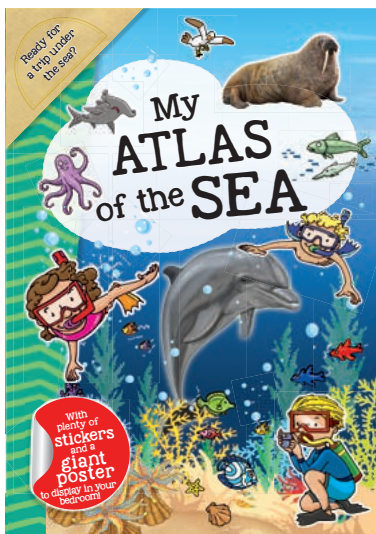
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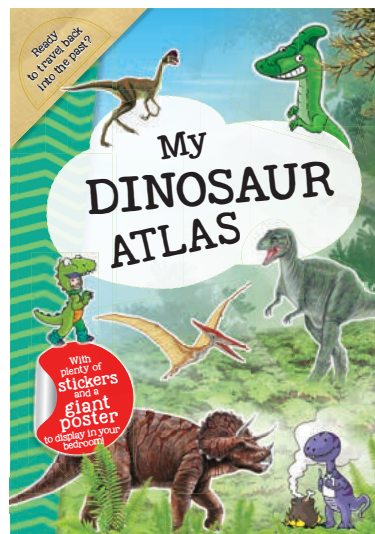
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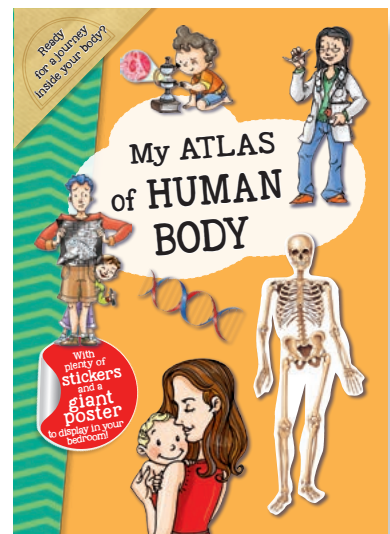
S0198



S0198



S0196



• Reprint: **September 2020**

• **New co-production**

Foreseen publication:  
**February 2021**

Deadline for material:  
**1<sup>st</sup> September 2020**

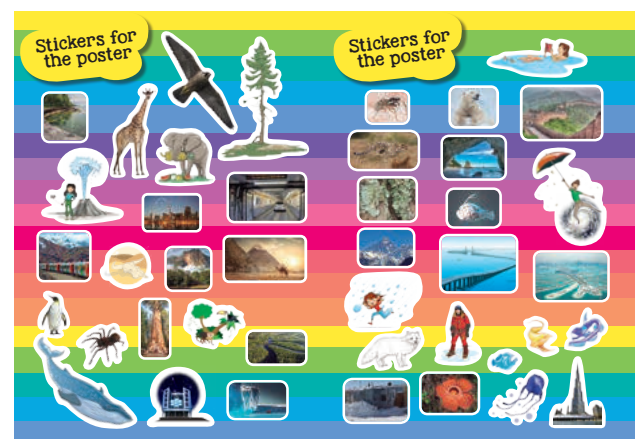
• **9 titles**

• **24 pages + 2 sticker spreads + poster + cover**

• **Size: 210 x 297 mm**

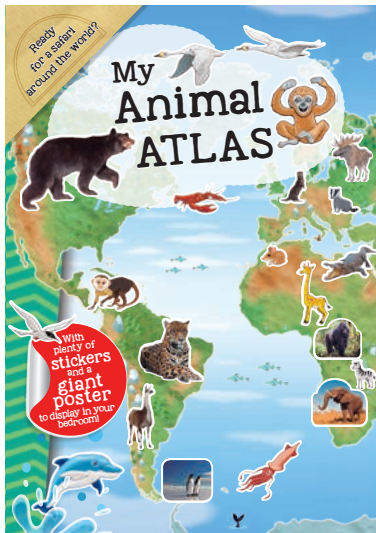


+ STICKERS

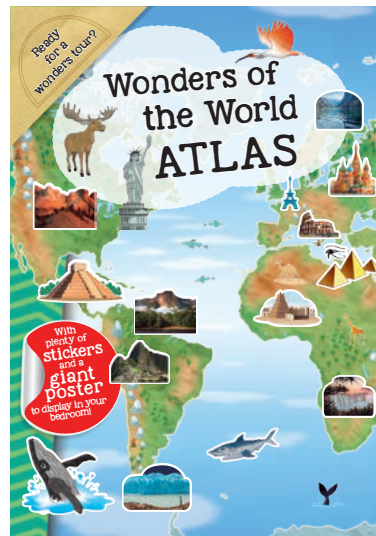




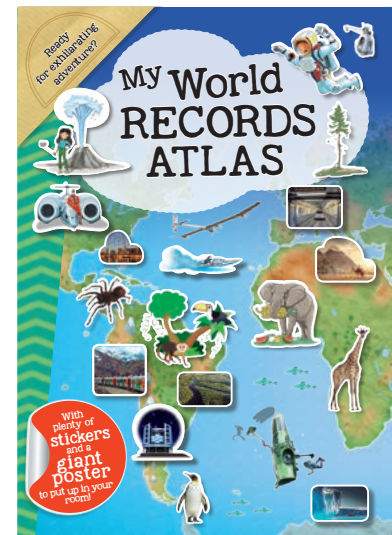
So192



So192



So211



COMING SOON:  
MY ATLAS  
OF CLIMATE



+ POSTER

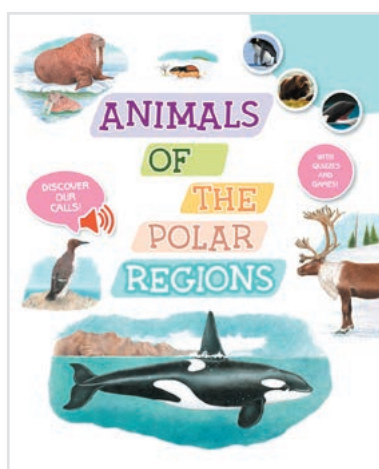
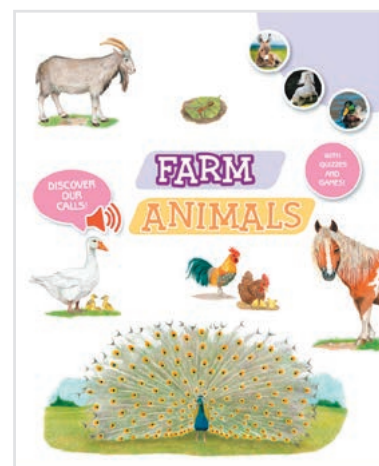
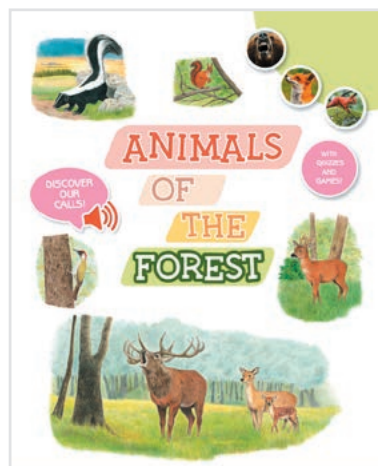
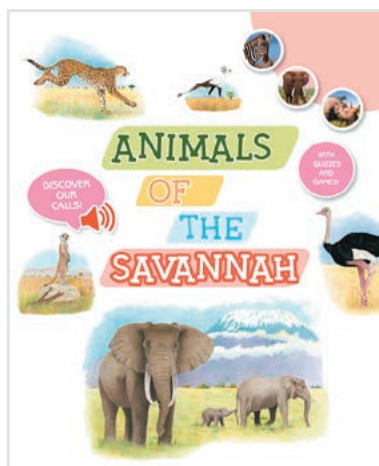


Our bestselling Atlas series is back! With their two spreads of stickers and giant poster, these interactive books continue to amaze young readers, taking them on incredible adventures, teaching them surprising facts and helping them to acquire a better understanding of the world.



# Discover Animals with Sounds

- Interactive
- Animal sounds easily accessible via QR codes
- Quizzes and observation games
- A great tool for learning all about the most popular animals

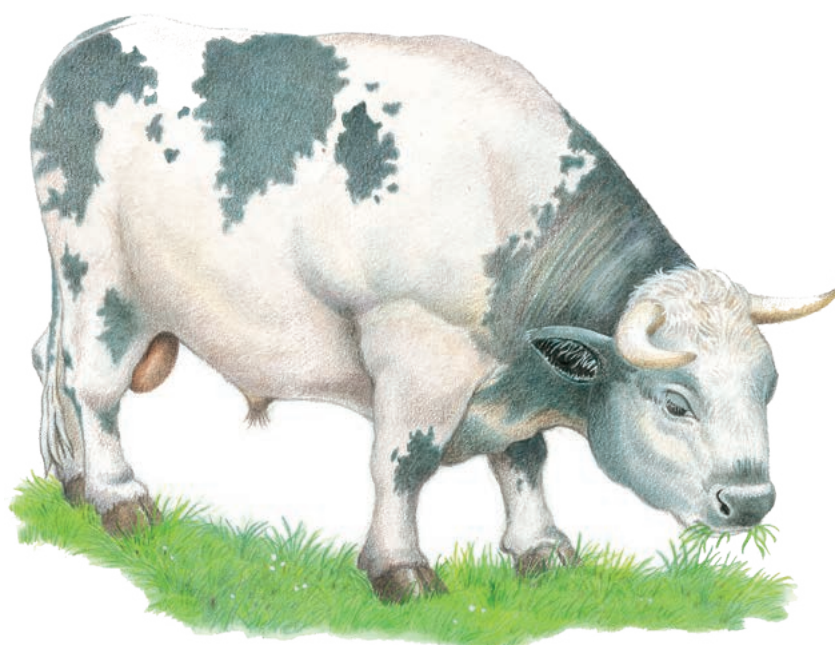


Ref.: **P0152**

Foreseen publication:  
**January 2021**

Deadline for material:  
**3<sup>rd</sup> August 2020**

- 6 titles
- 24 pages  
+ hard cover (self-ending)
- Size: 195 x 242 mm



## The rhinoceros

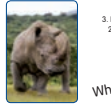


It is easily recognisable with the horn on the end of its nose! After the elephant, it is the largest animal on land. Its skin is so hard that even the thickest spines cannot pierce it. It has quite poor eyesight, but its sense of smell is one of the best in the world. Rhinoceroses are quite peaceful, but a mother does not like anyone approaching her young! She keeps it near her for 2 years.



1. The rhinoceros is vegetarian. We have observed that it...  
a. only eats fresh grass.  
b. sometimes chews spines 10 cm long.  
c. also likes insects.

2. Birds often come to perch on the back of the rhinoceros.  
a. to peck at the small insects they find on its back.  
b. to rest there safe from the lions.  
c. to look for a place to build their nest.



Who do these meals belong to?



Look at these photos and find out which animals these meals belong to.  
hippopotamus – giraffe – cheetah – rhinoceros

## The cockerel and the hen



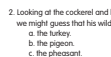
Who is in the photo?



Look at these 4 photos and find out which animals these details belong to!  
sheep – duck – cow – cockerel



1. In 1 year, the hens breed for laying eggs lay...  
a. between 50 and 100 eggs.  
b. between 250 and 300 eggs.  
c. about 365 eggs.



2. Looking at the cockerel and his beautiful feathers, we might guess that his wild cousin is...  
a. the turkey.  
b. the pigeon.  
c. the pheasant.



3. The Araucana breed of hen is very original.  
a. it lays blue eggs.  
b. it sleeps lying on its back.  
c. The cockerel lays the eggs.



## The tiger



Who do these tails belong to?



Look at these 4 photos to find out which animals these tails belong to.  
python – panther – chameleon – tiger

It is the largest of the hunters. It only eats animals that it has killed. Its striped coat enables it to approach its prey without being seen. Then, it leaps suddenly, drawing out its claws and its enormous teeth. Although it prefers large animals, it also hunts wild boar and hares. However, when a male encounters a female, it purrs like a big pussycat.



1. The Maharajahs, the great kings of India, hunted the tiger:  
a. hiding high up in a tree.  
b. sitting on large elephants.  
c. hiding in a hole.



2. In Asia, many tigers have been killed:  
a. to eat their meat.  
b. to make medicine from their bones.  
c. to collect their teeth.



3. Cats don't like water and tigers:  
a. are very scared of water.  
b. only go into the water to take short baths.  
c. are excellent swimmers and are even good at fishing.

## The brown bear



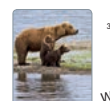
The bear is an animal that runs, climbs, jumps, swims and digs. It often stands up on its hind legs, but it only moves about on all fours. It is extremely strong and its legs end in 5 cm long claws. In some regions, it is more of a hunter and does not hesitate to attack large animals such as elk. Other bears mostly eat leaves and berries, etc. However, they all love honey!



1. In Alaska, the bear never hesitates to get its feet wet. This is to:  
a. catch salmon.  
b. clean its dirty feet.  
c. refresh itself when it is too hot.

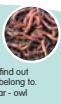
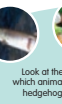


2. The bear hibernates. Throughout the winter, it barely moves and sleeps lightly. If it is disturbed during its sleep:  
a. it tries to go unnoticed.  
b. it leaves and never returns to its den.  
c. it leaves its den and comes back as soon as it can.



3. The bear cubs that refuse to obey their mother:  
a. must remain punished for 1 hour at the foot of a tree.  
b. are smacked and have their bottoms spanked.  
c. are growled at.

Who do these meals belong to?



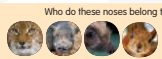
Look at these photos and find out which animals these meals belong to.  
hedgehog – squirrel – bear – owl

## Solutions

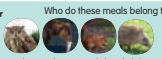
The deer  
The 3 answers:  
1. a  
2. a  
3. b



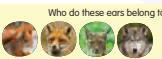
The wild boar  
The 3 answers:  
1. c  
2. a  
3. a



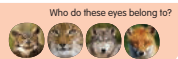
The brown bear  
The 3 answers:  
1. a  
2. b  
3. b



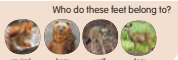
The squirrel  
The 3 answers:  
1. c  
2. a  
3. c



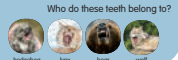
The fox  
The 3 answers:  
1. a  
2. c  
3. b



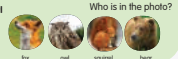
The wolf  
The 3 answers:  
1. c  
2. b  
3. a



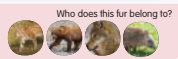
The hedgehog  
The 3 answers:  
1. c  
2. a  
3. b



The horned owl  
The 3 answers:  
1. b  
2. b  
3. a



The lynx  
The 3 answers:  
1. a  
2. a  
3. c



Scan the QR code with your phone to discover a preview of the animal calls!

This series offers 6 books about popular animals! Each book contains realistic illustrations/pictures and also a quiz, so that children learn fun facts about their favourite animals. Through observation games and QR codes, readers can listen to the sounds of all of the animals!

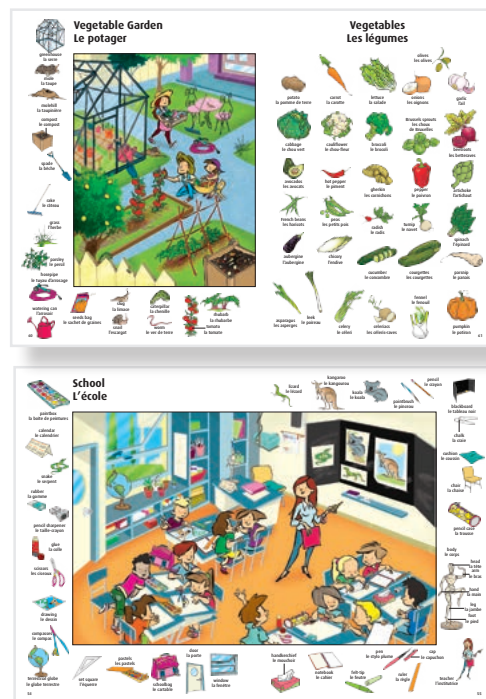
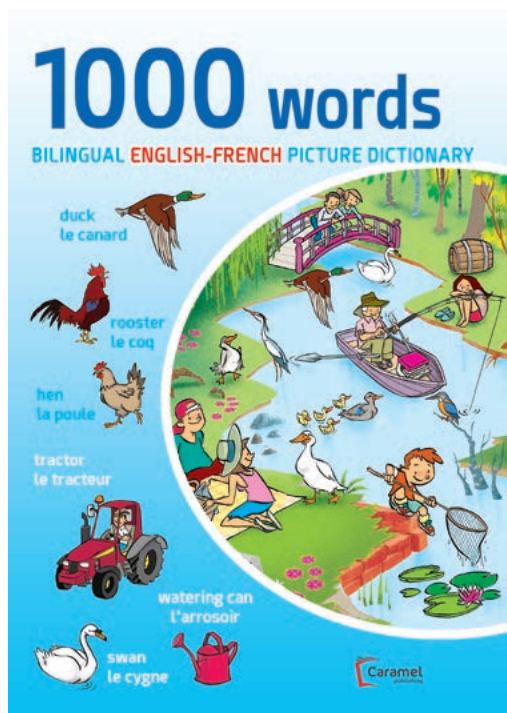




# 1000 Words



- 1000 illustrations
- Learn vocabulary in another language
- Develop observation skills
- Soft-cover version for an affordable price



1000 Words is the most effortless way to learn new vocabulary! With new and modern illustrations and everyday words, learning a language has never been so easy. Each word is illustrated and children will enjoy trying to find the words in the big picture.

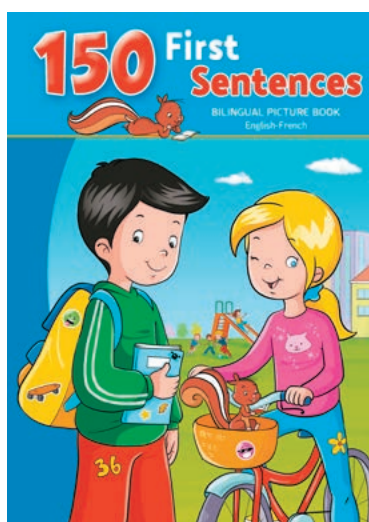


Ref.: **P0151**

Foreseen publication:  
**March 2021**

Deadline for material:  
**1<sup>st</sup> October 2020**

- 2 titles
- 72 pages  
+ soft cover (perfect bound sewn)
- Size: 210 x 297 mm



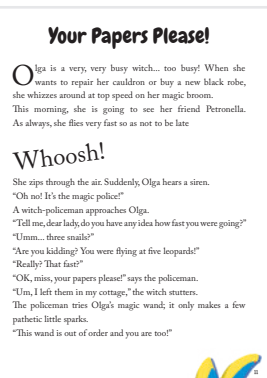
Ref.: **P0148**  
**150 First Sentences**



Also available with soft cover

# Stories (Witches, Princesses, Pirates & Horses)

- Unique stories... with a twist!
- Beautiful stickers
- Quizzes to help readers identify with the heroes!



+ QUIZ



Ref.: P0147

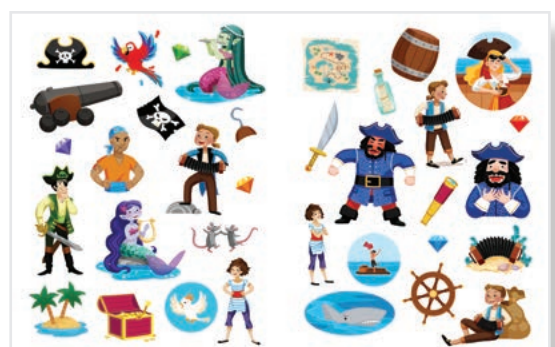
Foreseen publication:  
**February 2021**

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

- 4 titles
- 24 pages + sticker spread
- + soft cover
- Size: 207 x 265 mm

Children will just love reading these fun stories of slightly unusual princesses, pirates, witches and horses! Each book comes with a short quiz to discover what kind of princess/pirate/witch/rider the reader is, so that children can identify with these unique heroes.

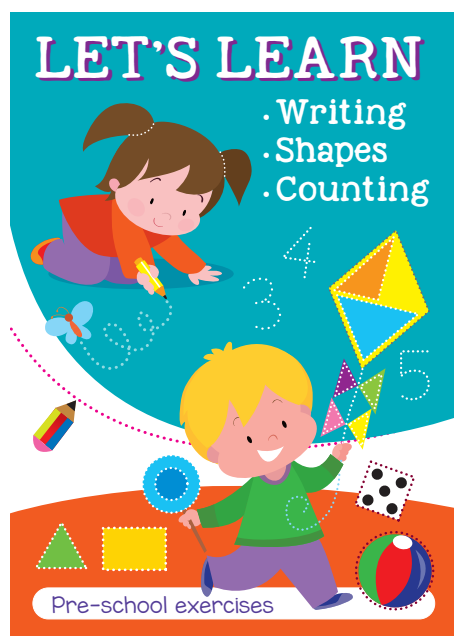
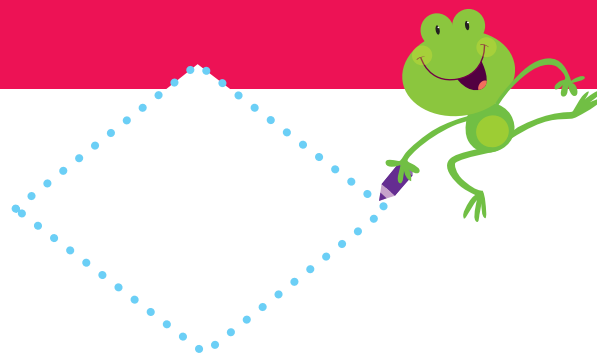
+ STICKERS



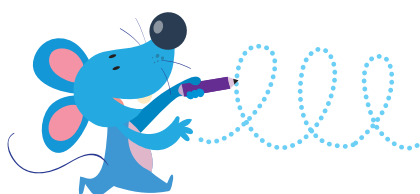


# Let's Learn

- Wipe-clean board for practise
- Educational and highly interactive
- 3 themes in one book



Wipe-clean  
board for practise



Learning has never been so much fun! In this book, children will learn about shapes, writing and counting through a collection of pre-school exercises. With the wipe-clean back cover, they will be able to practise to their hearts' content!



Ref.: **S0220**

Foreseen publication:  
**February 2021**

Deadline for material:  
**1<sup>st</sup> September 2020**

- 1 title
- 48 pages + 6 pages cover
- Size: 210 x 297 mm

**S0185**

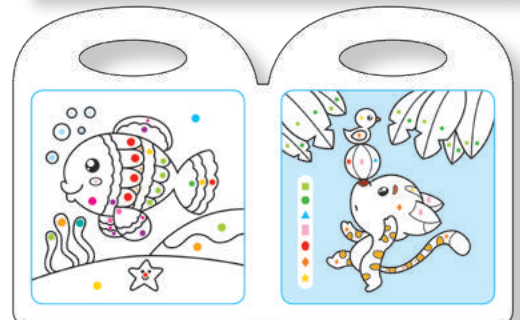
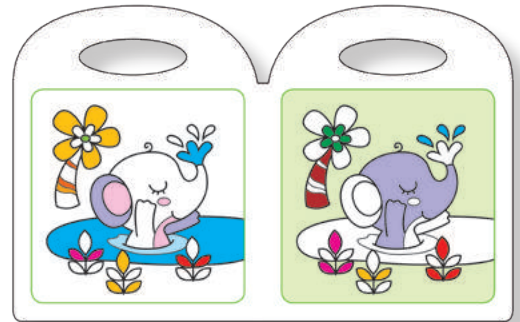


Also available as  
3 titles with 16 Wipe-clean pages  
and an erasable felt-pen



# Smart Colouring

- Exercise your brain while having fun
- Learn shapes, colours and numbers, with two levels of activities
- Colour-by-code and copy-to-colour
- Handle-shaped



Ref.: **So219**

Foreseen publication:  
**December 2020**

Deadline for material:  
**1<sup>st</sup> July 2020**

- 4 titles
- 24 pages + cover
- Handle-shaped
- Size: 210 x 265 mm

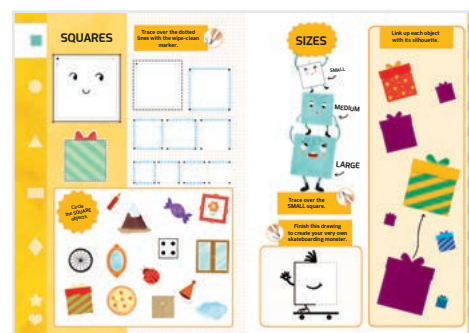


Smart colouring is the best way to learn while colouring and relaxing. It provides a fun introduction to basic notions such as numbers, shapes and colours. With two levels, every child will enjoy using the codes. Each code is clearly explained and intuitive.

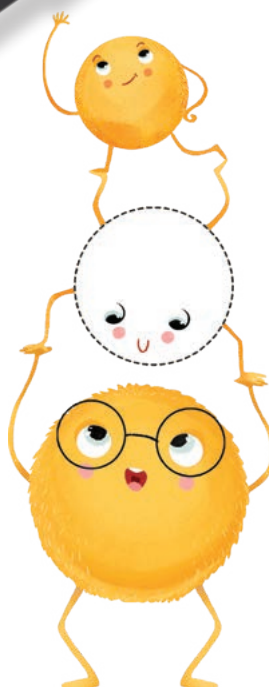


# My First Workbook

- Wipe-clean with erasable marker
- Educational and highly interactive
- Colourful illustrations



With felt-pen



Ref.: **S0218**

Foreseen publication:  
**March 2021**

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

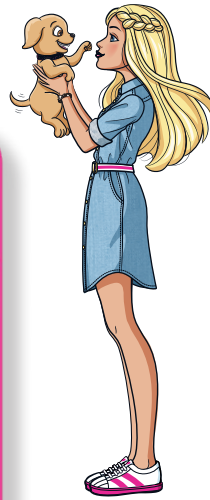
- 2 titles
- 16 pages including cover + erasable marker in blister glued on the cover
- Wipe-clean
- Size: 210 x 297 mm

These two educational books will help children to discover both "shapes and sizes" and "colours and numbers". Taking an interactive approach to learning, with the erasable marker and wipe-clean pages, children can practise again and again. The diverse exercises and bright colours will attract every child!



# I'm Growing (Fireman Sam & Barbie)

- Well-known licences: Fireman Sam and Barbie
- Handle shaped pocket
- Growth chart with stickers



## + STICKERS



## + GROWTH CHART



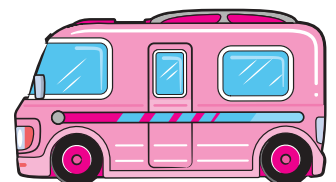
Ref.: **So221** Fireman Sam  
**So222** Barbie

Foreseen publication:  
**January 2021**

Deadline for material:  
**3<sup>rd</sup> August 2020**

- 2 titles
- Pocket size: 330 x 245 mm
- Growth chart size:  
open 185 x 1000 mm
- Instruction sheet: 185 x 250 mm
- Sticker sheet: 185 x 250 mm

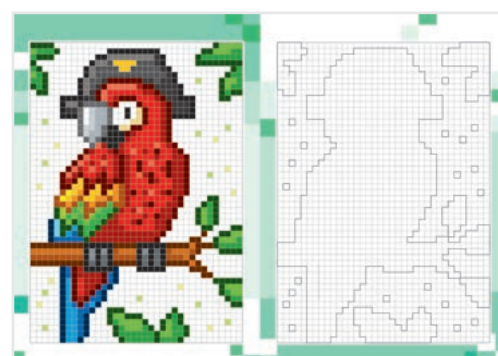
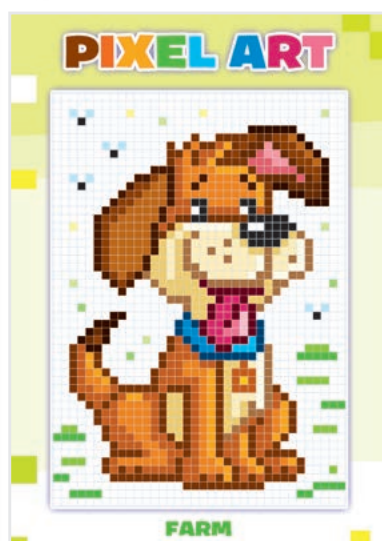
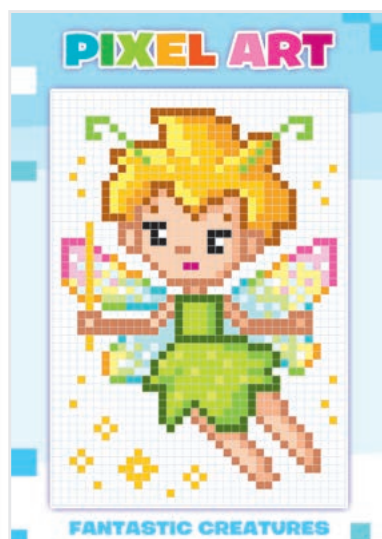
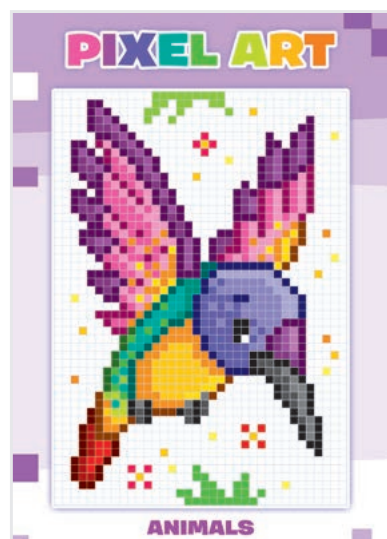
With the help of their favourite characters, children will discover how to use a growth chart. They will learn about relative size and can also colour in the characters. Each book contains a blank space for children to write down their height and track their development.





# Pixel Art

- Create unique drawings
- Simplified and accessible pixel art for every child
- Copy-to-colour



Ref.: J0367

Foreseen publication:  
**December 2020**

Deadline for material:  
**1<sup>st</sup> July 2020**

- 4 titles
- 32 pages + cover
- Size: 210 x 297 mm



Pixel art is an easy way to draw and colour complex and beautiful shapes! Simply follow the instructions and a wonderful illustration will appear. With four popular themes, every child will enjoy producing these drawings.



# Furry Friends

- Various activities about popular pets
- Stencils to complete scenes
- Stickers
- Masks



Ref.: Jo368

Foreseen publication:  
February 2021

Deadline for material:  
1<sup>st</sup> September 2020

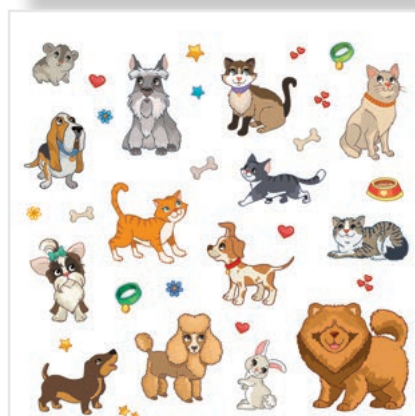
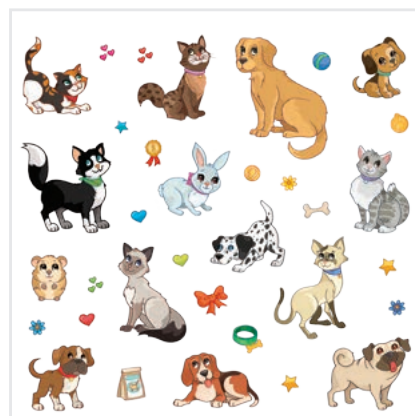
- 2 titles
- 36 pages + 2 stencils pages + 4 masks + 1 sticker sheet + greyboard + cover
- Matt & shiny effect on cover
- Wire-o
- Size: 220 x 220 mm



With plenty of varied and entertaining exercises about our favourite pets, Furry Friends is the ideal book for young children who are keen to have some fun. The book comes with stencils, stickers and colourful masks that children can wear right away or colour in as they choose on the reverse.



## + STICKERS





# Superheroes & Knights

- More than 80 reusable vinyl stickers
- Popular themes
- Bestselling concept



Fun videos to discover  
(no apps required)



Ref.: J0364

Foreseen publication:  
January 2021

Deadline for material:  
3<sup>rd</sup> August 2020

- 2 titles
- 16 pages + 2 vinyl sticker spreads + 6 pages cover
- Size: 170 x 297 mm



Everyone loves a good superhero or knight, so what could be better than creating your own? Style these characters as you wish by choosing their clothes and accessories. Then watch a funny video by scanning the QR codes.

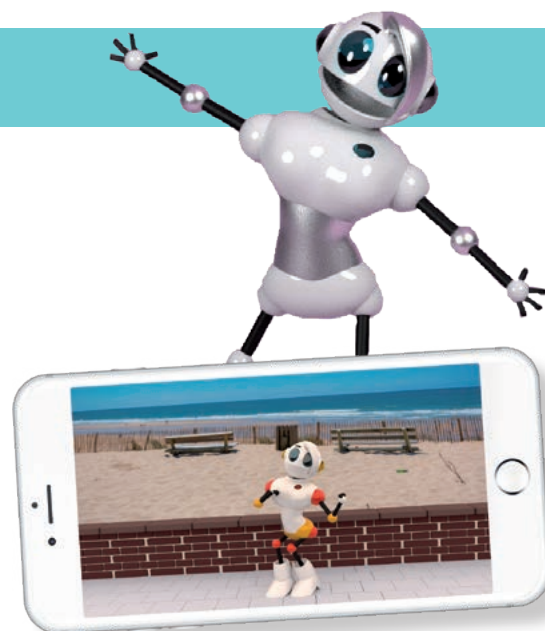
+ 2 SPREADS VINYL STICKERS





# My Makeover

- With more than 80 reusable vinyl stickers
- Trendy clothes
- Bestselling concept



Cute videos to discover



## + 2 SPREADS VINYL STICKERS



Ref.: J0365

Foreseen publication:  
**January 2021**

Deadline for material:  
**3<sup>rd</sup> August 2020**

- 2 titles
- 16 pages + 2 vinyl sticker spreads + 6 pages cover
- Size: 170 x 297 mm



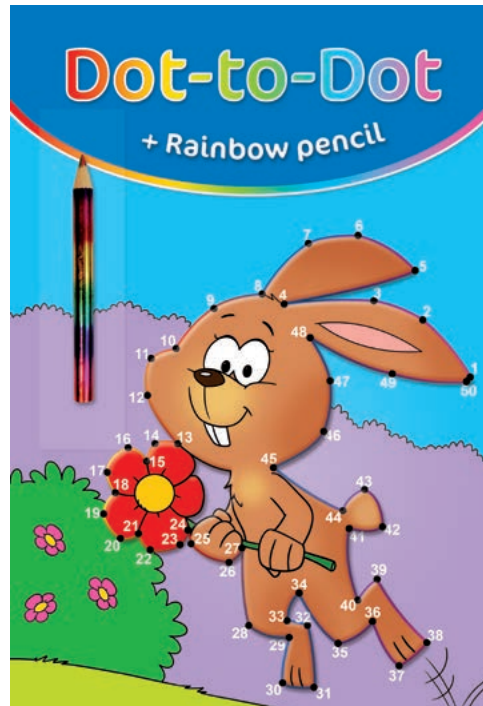
Become a fashion designer thanks to this bestselling format! Dress these models in nature-inspired or romantic clothes and check out some charming videos by scanning the QR codes.



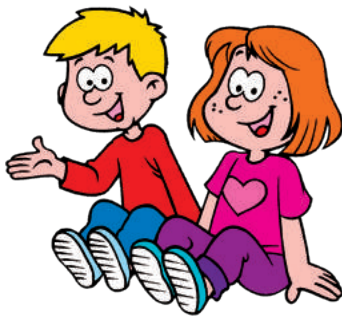
# Dot-to-dot



- Classic, popular and proven concept
- Handy size
- Rainbow pencil inside blister



+ RAINBOW PENCIL

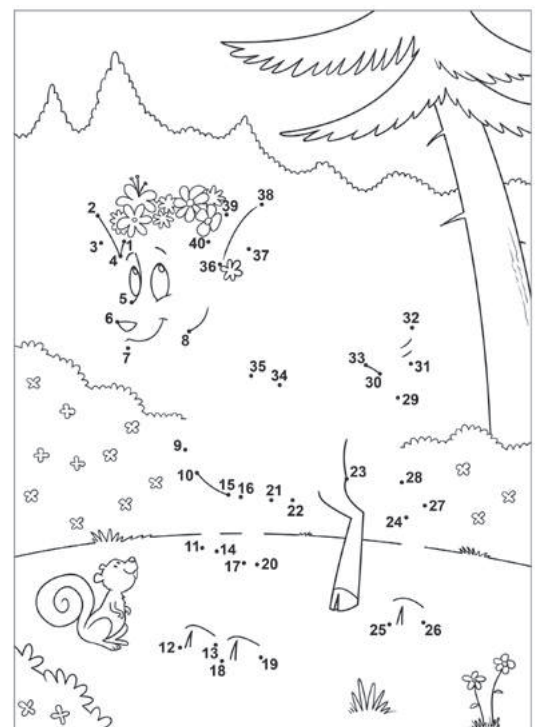
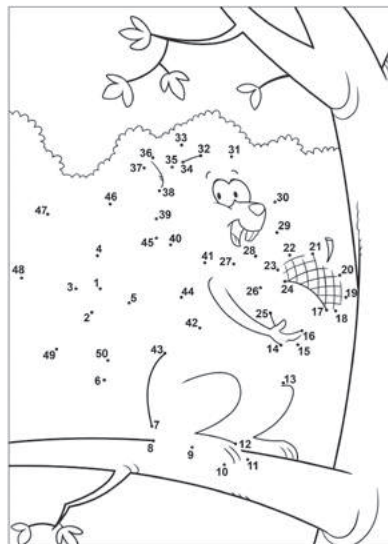


Ref.: **Jo366**

Foreseen publication:  
**January 2021**

Deadline for material:  
**3<sup>rd</sup> August 2020**

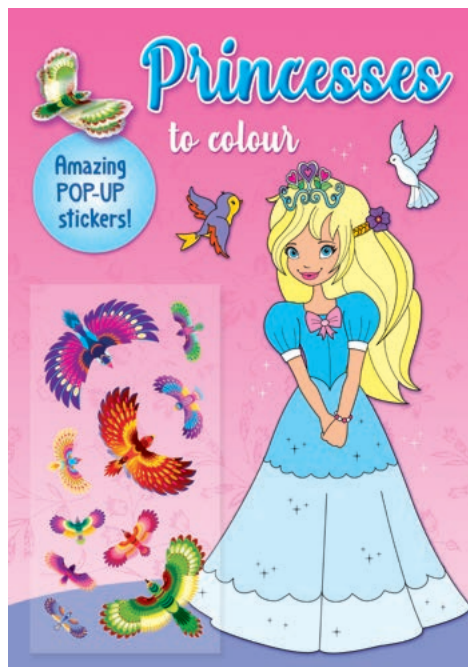
- 2 titles
- 64 pages + cover + rainbow pencil in blister glued on the cover
- Tear out perforation
- Size: 165 x 240 mm



Create cute animals and nature pictures by joining the dots. Children will learn to count effortlessly and may also like to colour in their creations. A simple and classic concept that has never failed to entertain.



- Princesses**  
to colour
- Amazing  
POP-UP  
stickers!
- 
- A collection of colorful butterflies and a princess. The butterflies are in various colors including purple, yellow, orange, blue, and green, with some having intricate patterns. The princess is a blonde girl with a pink dress and a crown, holding a yellow butterfly. The background is a light blue sky with stars.



## A cartoon illustration of a fairy with long, wavy yellow hair. She has large, light blue wings with darker blue outlines. She is wearing a pink short-sleeved top and a pink skirt with a purple belt and three red hearts. She is holding a green four-petaled flower with red hearts in the center of each petal. She is standing on two legs, wearing purple shoes.



## Ref.: C0252

Deadline for material:  
**1<sup>st</sup> September 2020**


- 2 titles
- 16 pages + sticker spread + cover + pop-up stickers inside polybag glued on the cover
- Size: 210 x 297 mm

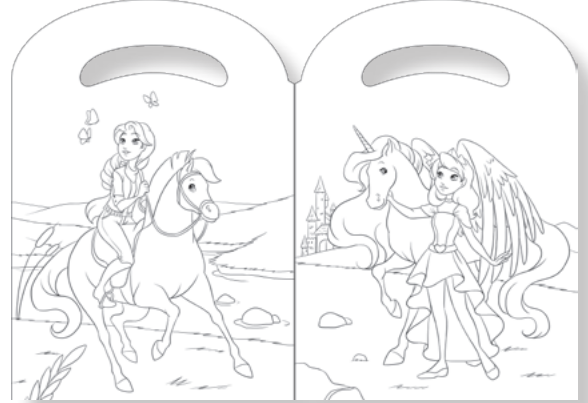


Everyone will enjoy colouring in the beautiful princesses in this classic and bestselling book full of wonderful illustrations. Packed with stickers, including pop-up stickers, which children will have fun placing in the scenes they have just coloured!



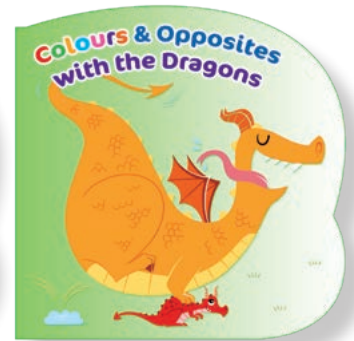


- 

[illegible]

# Numbers, Opposites & Colours

- Lovely illustrations
- Snappy sentences
- Easy learning of basic notions
- Shaped



Ref.: **K0171**

Foreseen publication:  
**March 2021**

Deadline for material:  
**1<sup>st</sup> October 2020**

- 4 titles
- 5 spreads + cover
- Board book
- Size: 145 x 145 mm



Learning is child's play when there are fairies, dragons, knights or unicorns on hand to help! Young children will have plenty of fun discovering basic notions such as numbers, colours and opposites through a series of funny illustrations.





# Reprint



Ref.: **P0149 -Discover in 4D**

Reprint:  
November-December 2020

• 5 titles



Ref.: **J0290 - Trendy Models Summer**

Reprint:  
September 2020

• 2 titles



Ref.: **J0318 - Trendy Models Necklace**

Reprint:  
September 2020

• 2 titles

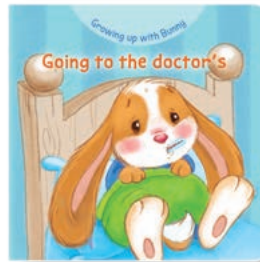


# Reprint Board Books

## Ref.: K0161 - Growing up with Bunny

Reprint:  
September 2020

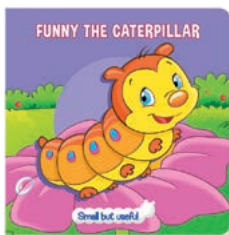
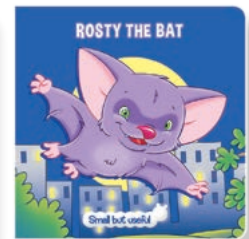
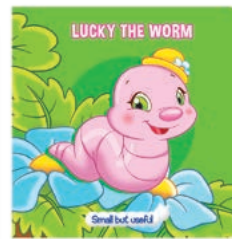
• 6 titles



## Ref.: K0162 - Small but Useful

Reprint:  
September 2020

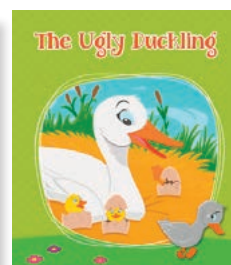
• 8 titles



## Ref.: K0163 - Fairy Tales

Reprint:  
August 2020

• 6 titles





# Christmas - Halloween - Easter Papercraft

- Safe with pre-cut pages
- Easy DIY exercises to develop creativity
- Favourite holidays as themes!



J0339 - Christmas Papercraft



J0363 - Easter Papercraft



J0351 - Halloween Papercraft



Pre-cut pages



+ STICKERS



Ref.: **J0339** - Christmas  
**J0351** - Halloween

Foreseen publication:  
**September 2020**

Deadline for material:  
**1<sup>st</sup> May 2020**

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

Ref.: **J0363** - Easter

Foreseen publication:  
**February 2021**

Deadline for material:  
**1<sup>st</sup> September 2020**

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

With the easy-to-assemble, pre-cut shapes, children will be able to create their own decorations for different festive seasons! These three DIY books will help to stimulate creativity and hone practical skills!