

INTRODUCING AT FRANKFURT BOOK FAIR 2017



© Mattel

Enchantimals



[THE CARMEL UNIVERSE]



© Pey



Enchantimals



Barbie



Barbie DREAMTOPIA

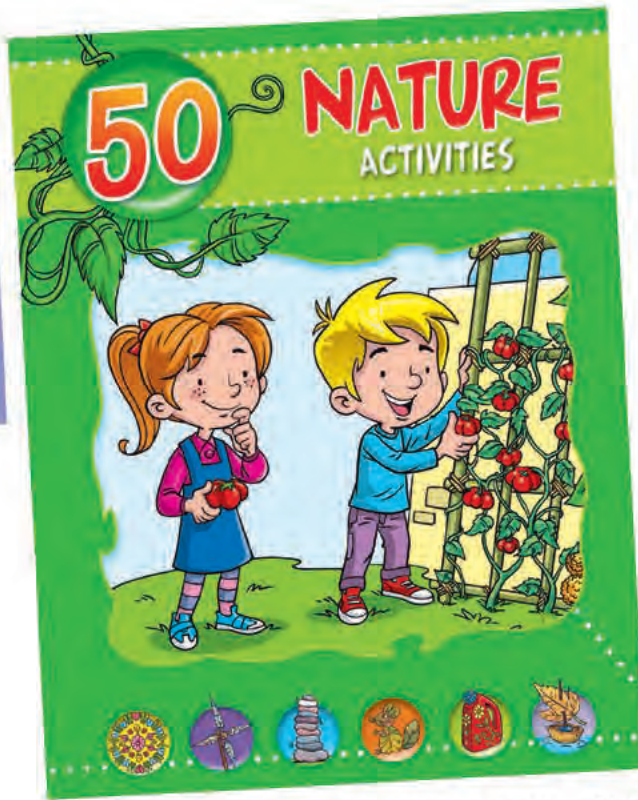


Hot Wheels

[50 NATURE ACTIVITIES]

Foreseen publication:
September 2018

Deadline for material:
1st April 2018



- Creative and "easy to do" activities
- Clear step-by-step explanations
- Beautiful illustrations



MINI-ALLOTMENT

WHAT YOU'LL NEED

- A plastic sheet (about 1m long and 50cm wide)
- A metal bracket
- Wood saw
- Electric screwdriver
- Compost (about 100 litres)
- Worms or gutting soil (about 20 litres)
- Garden rake

DO YOU KNOW?

If you have a balcony or terrace, you could use for some pots that are 15 to 20cm deep. If possible, fill them with about double the amount of soil for potting soil and compost.

RENEW PART

An original way of remembering what you've planted is to post the back of the seed packet with some sticks and write to the name of your plants or vegetables.

1. Digging them on their sides, arrange the 4 plants to form a square.
2. Put a pencil in each corner to ensure that they are perfect right angles.
3. Ask an adult to stretch the brackets using some wood screws and a screwdriver.
4. Find a sunny or semi-shaded location for your raised bed.
5. Finally, add some soil and lots of compost and mix well with a rake.
6. You are now ready to get sowing!

PHOTO MOBILE

WHAT YOU'LL NEED

- Branches
- Wood in a range of colours
- String
- 1 roll
- Staple
- Photos or drawings

1. Wash some wood around each of the branches and use the sander for a really smooth effect.
2. Lay the branches out flat, to one another, leaving plenty of space for photos in between. Then take some samples of string between the different branches.
3. Select your favourite photos and/or drawings. It is best to make one beforehand!
4. Dig them in the vertical strings.
5. Hang your photo mobile on a wall using a piece of string and a nail.

REMEMBER!

You could hang some pine cones from a branch, for a natural effect.



THEMED NATURE WALKS

WHAT YOU'LL NEED

- Camera or camera phone
- Photo album (optional)

On Monday, for inspiration, choose a colour-theme picture of flowers, plants, or anything else that you may come across – but only those in the colour.

On Tuesday, choose a material or a texture (smooth, rough, hairy, etc.) and take lots of pictures of things with this surface.

On Wednesday, choose a shape (round, oval, straight, etc.) and specifically seek out objects with this shape.

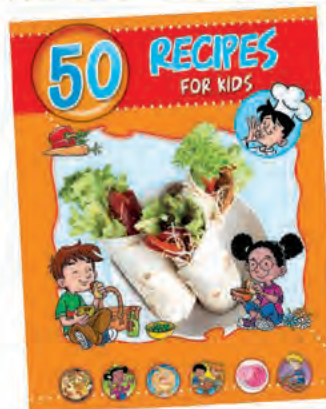
Carry on like this, choosing a different theme every day for a week.

At the end of the week, you will have a superb collection of photos!

Finally, it's up to you if you want to put your pictures in a photo album, share them on the internet or keep them in a journal!



Previous titles in this series:



- 1 title
- 207 x 265 mm
- 68 pages + soft cover

Our tomorrow challenge!

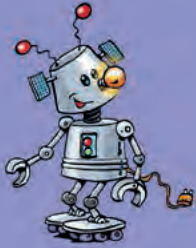
There is no doubt that understanding and respecting Nature is becoming the number one priority of our civilization! Getting our children involved from an early age will provide many benefits not only for them but for planet Earth.

In this book, the children will find 50 fun and creative activities inspired by Mother Nature. Each activity is beautifully illustrated and clearly explained through step-by-step instructions.

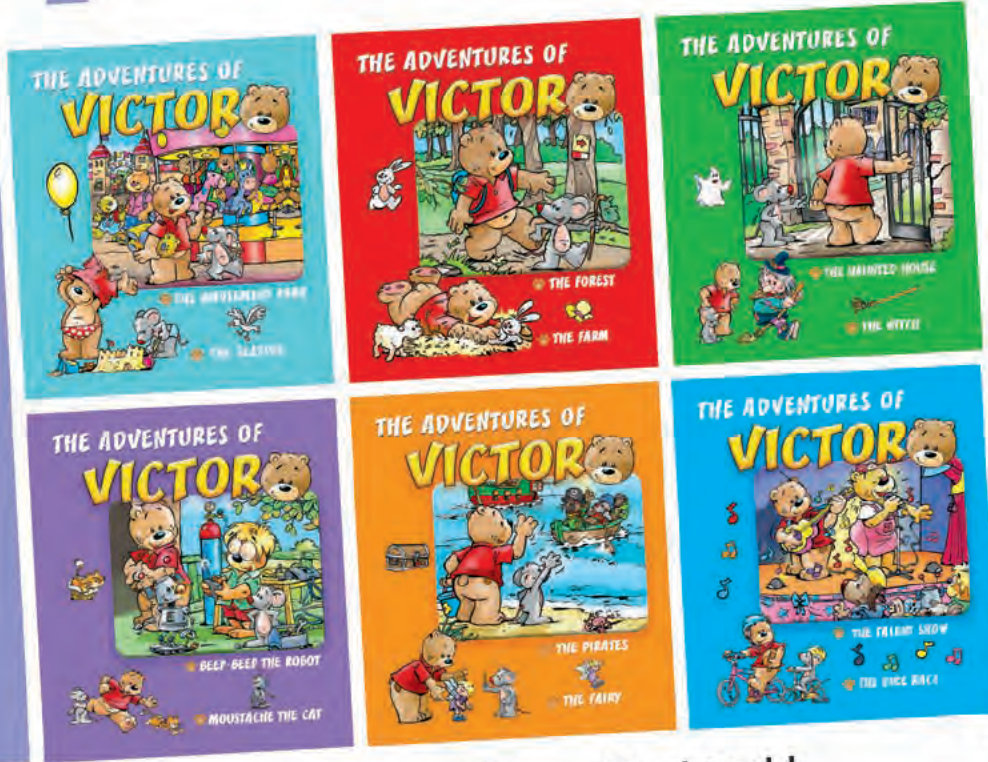
Whether children live in the countryside or the city – and whether it is raining, windy or gloriously sunny – this book will get them itching to explore and start understanding nature!

REF P0139
PICTURE BOOKS

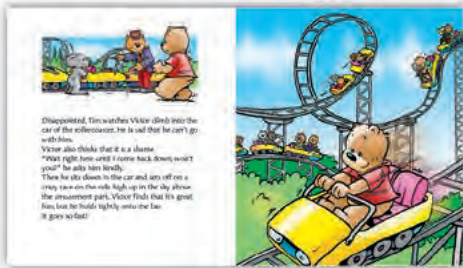
VICTOR'S ADVENTURES



Foreseen publication:
June 2018
Deadline for material:
1st February 2018



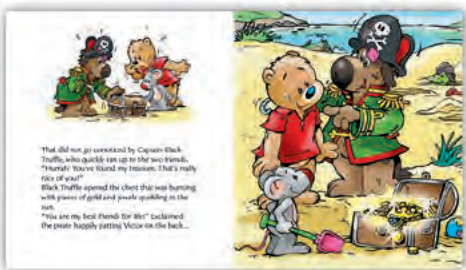
- Millions of books sold
- Easy texts
- Colourful illustrations



- BIND-UP – 6 titles
- 195 x 220 mm
- 48 pages + soft cover

VICTOR UNIVERSE also available as:

- Board books
- Seasonal books
- Puzzle books
- Colouring books
- Educational & activity books



FRIENDS
Our 12 bestselling **Victor adventures** are now available as 6 paperback titles containing 2 series each! Another way to rediscover our famous Victor and his inseparable friend, Tim the Mouse.
These entertaining stories are also a wonderful way to teach children, friendship, honesty and respect, values that characterise our well-known bear!

REF S0199
LICENSES

LEARN WITH THE LITTLE PRINCE



Foreseen publication:
May 2018

Deadline for material:
1st January 2018



- Authentic and original illustrations
- Glow-in-the-dark stickers
- Beautiful decorative stickers



- 2 titles
- 210 x 297 mm
- 24 pages + 1 sticker spread + soft cover + Glow-in-dark stickers glued on the cover

With Stickers



"Only the children know what they are looking for!"

© Antoine de Saint-Exupéry

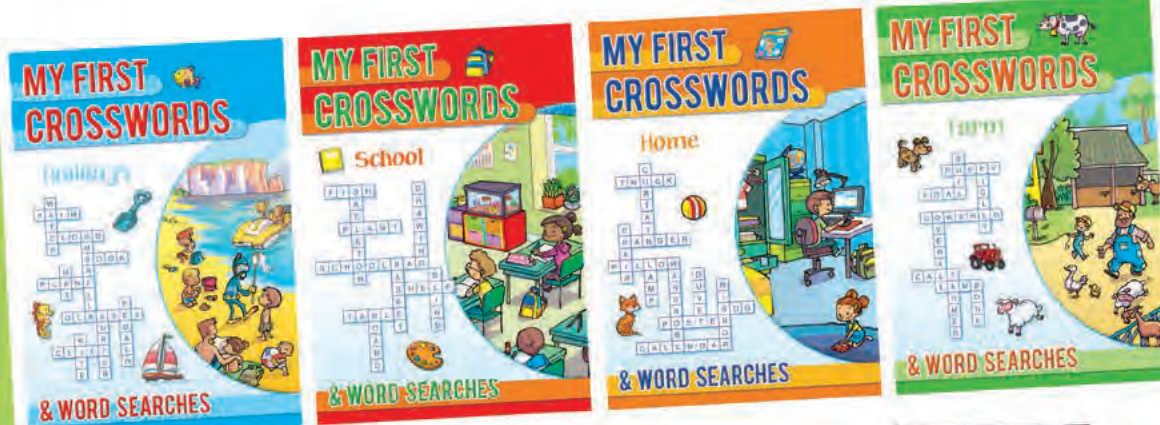
Filled with the original and beautiful illustrations of the Little Prince masterpiece, the 2 titles offer varied educational pre-school activities: observation, counting, recognising shapes and colours...

Children will also discover the poetry of Saint Exupéry through the famous quotes of his iconic and universal best-seller. An original and fun way to revisit this everlasting classic story!

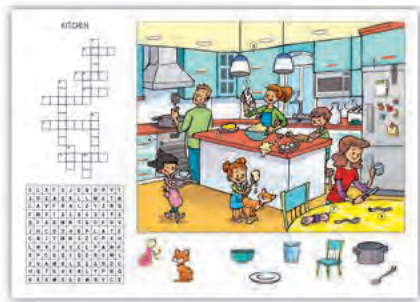
MY FIRST CROSSWORDS



Foreign
publication
**June
2018**
Deadline
for material:
**1st February
2018**



- Words from favourite environments
- **We'll design the grids for you!**
- Solutions at the end of each title
- Can also be a tool to learn foreign languages!



- 4 titles
- 210 x 297 mm
- 16 pages + soft cover

BRAIN TEASERS!
A bright and colourful series offering
crosswords and word search grids. A
brilliant and interactive tool to learn how
to spell words correctly while having fun!

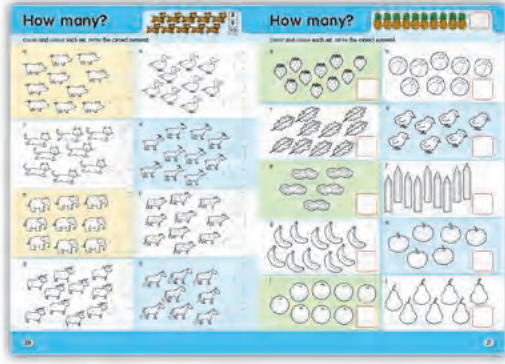
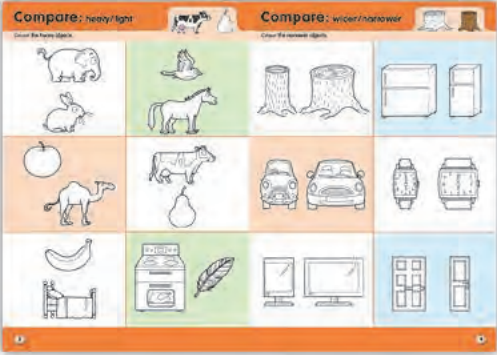
[BUSY AT MATHS]



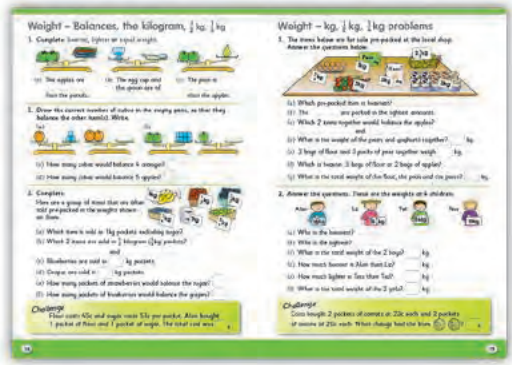
Foreseen publication:
May 2018
Deadline for material:
1st January 2018



- Developed by teachers
- Inspired by official curriculum
- Solution page in level 3 & 4 book



- 4 titles
- 210 x 297 mm
- 24 pages + 6 pages cover + glossy lamination (wipe clean)



Become a maths genius!
A more scholastic educational series inspired by well tested curriculum material. The Math method presented in these 4 books has been developed and refined over the years by teachers. Four levels adapted to different age groups starting from pre-school (4-5 years old) up to second grade (7-8 years old). The exercises are based on varied themes and topics to grab the attention of the children. A winning combination that makes sure that children learn mathematics in a very efficient way while still having some fun!

REF J0348
ACTIVITY

EMOJI STICKERS GAME BOOK

Foreseen
publication:

April
2018

Deadline
for material:

1st December
2017

Emoji Stickers
Game Book



Emoji Stickers
Game Book



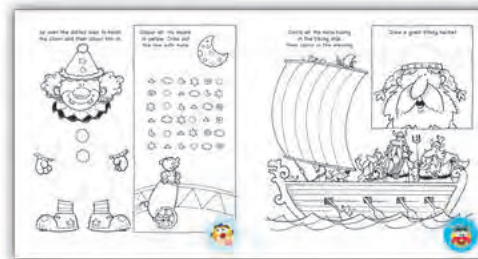
Emoji Stickers
Game Book



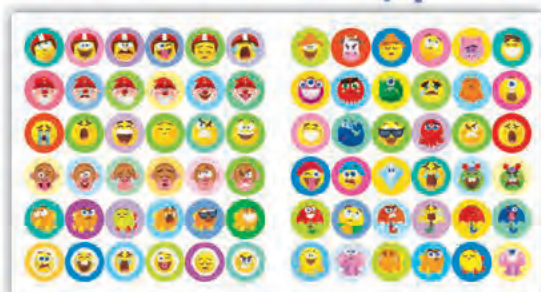
Emoji Stickers
Game Book



- More than 150 Emoji stickers per book
- Creative and entertaining



With Stickers



- 4 titles
- 200 x 210 mm
- 24 pages + 2 sticker spreads
- Soft cover

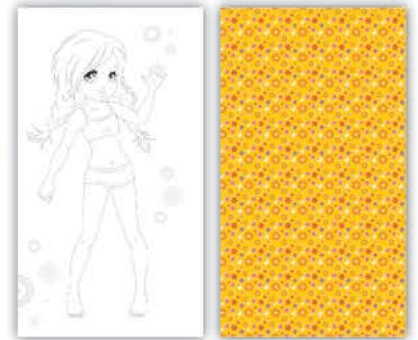
True Emoji craze!

Tons of Emoji stickers to please all ages! They can be used inside the books to express the emotions experienced while going through the various games and activities. Plenty of exciting expressive characters are available giving the children the opportunity to stick their favourite Emojis while decorating their bedroom or highlighting their books.

[PARTY GIRL]

Foreseen publication:
June 2018

Deadline for material:
1st January 2018



- ● Stencils & Fabrics
- Cool stickers
- "Disco" laser lamination on covers



- 2 titles
- 167 x 297 mm
- 36 pages + 12 pages + 2 PP sheets + 1 sticker sheet + greyboard
- Cover with laser lamination treatment

Let's go Party!

Modern and glamorous illustrations combined with eye-catching covers are the trademark of this new models series. We are offering 2 titles containing stencils, fabrics and stickers to dress up the models into trendy partygoers! Fun and excitement guaranteed to the soon-to-be fashion designers!

REF J0349
ACTIVITY

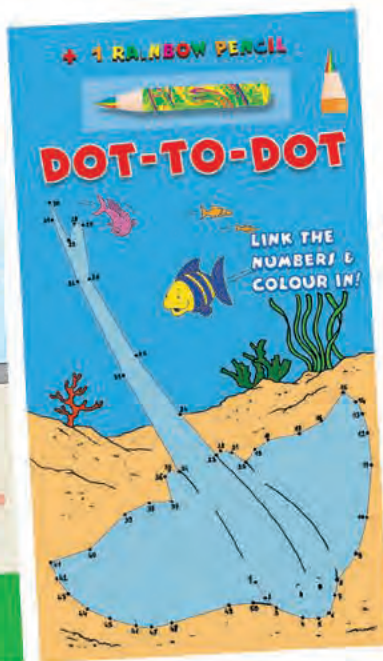
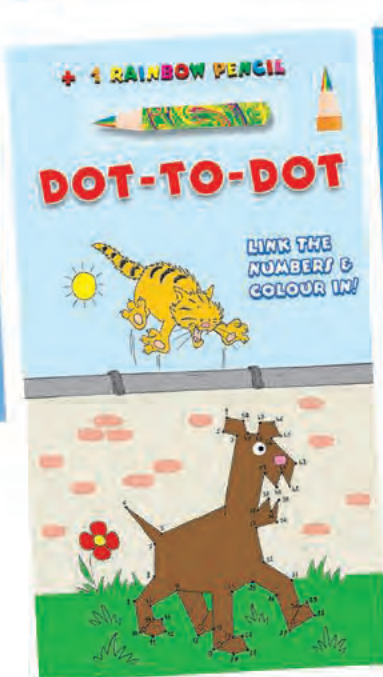
[DOT-TO-DOT]



Foreseen publication:

April
2018

Deadline
for material:
1st December
2017



- Learning numbers
- Rainbow pencil
- Handy format

Pre-cut pages



- 2 titles
- 165 x 297 mm
- 96 pages (die-cut & pre-cut pages)
- + greyboard
- + die-cut cover
- + Rainbow pencil inside crystal-clear blister

Touch the Rainbow!

A classic and always successful concept which in these 2 titles combines learning the numbers (1 to 50) while having fun drawing and colouring great illustrations. The pages are pre-cut and the handy format comes along with a **4 colour rainbow pencil** sealed inside a blister for additional safety on the shelves.

REF C0231
COLOR

JAPANESE & RUSSIAN DOLLS TO COLOUR

Foreseen publication:
April 2018
Deadline for material:
1st December 2017

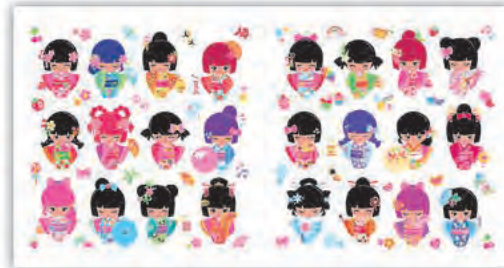
Japanese
Dolls
to Colour



Russian
Dolls
to Colour



- Cute illustrations
- Reusable stickers
- Peek-a-boo die-cut cover
- Tear-out perforation



With Stickers



- 2 titles
- 220 x 220 mm
- 36 pages + 1 sticker spread + peek-a-boo die-cut soft cover

When Russia meets Japan!

Two colouring titles based on the iconic Russian **Matryoshka** and the Japanese **Kokeshi** dolls. These titles are designed to help budding artists to gradually develop their talents. They'll start colouring the dolls taking inspiration from a model, up to the point where they'll decorate their very own personalised dolls. The numerous reusable stickers will help them in that process. The peek-a-boo die-cut covers unveiling the stickers will add great value on the shelves.

REF C0190

COLOR

COLOR MOVING EYES

Foreseen publication
May 2018

Deadline for material
1st January 2018



- Handy size format for smaller hands
- Funny moving eyes
- Lively illustrations



- 4 titles
- 163 x 231 mm
- 48 pages + grayboard
- + soft cover
- + die-cut circles & moving eyes

Wobbly crazy eyes!

Fantasy animal creatures will entertain children for hours while going through these 4 new lively and dynamic colouring books. Funny animated moving eyes to add to the exciting and creative colouring experience. They will go along with the children in their masterpieces!

REF C0232
COLOR

FOOTBALL COLOURS



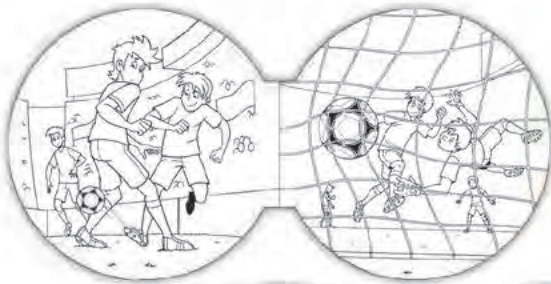
Foreseen publication:
April 2018
Deadline for material:
1st December 2017



With Stickers



- Thrilling football shape title
- Embossed cover + GOLD foil treatment
- Reusable Emoji-style football stickers
- Cover adaptable to your national team colours



- 1 title
- 220 x 220 mm
- Ball or half ball shaped
- 48 pages + 4 sticker sheets + cover
- Cover + gold foil + embossing

See you in Russia next summer!

In this exciting football colouring title the young football fans will find 32 illustrations of typical game situations: goals, assists, free-kicks and even great scenes from the supporters in the stadium! This unique title comes with a range of extra stickers representing funny **Emoji**-style footballs! This title is an ideal gift for all the young football aficionados ahead of 2018 FIFA World Cup™ taking place in Russia next summer.

REF C0229
COLOR

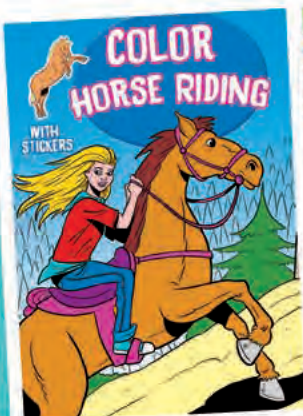
[COLOR HORSE RIDING]



REF C0230

[COLOR RACING CARS]

Foreseen publication
June 2018
Deadline for material
1st February 2018



Previous titles in this series:

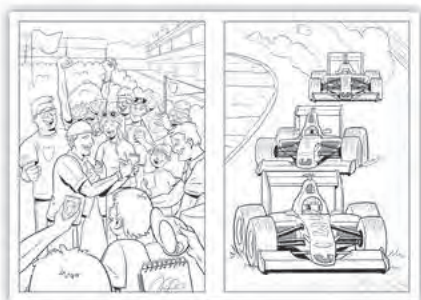


- Bigger-than-life sport scenes
- Entertaining and fun
- Reusable cool stickers



- 2 titles
- 210 x 297 mm
- 32 pages + sticker spread + cover

With Stickers



Nothing better than Sport!

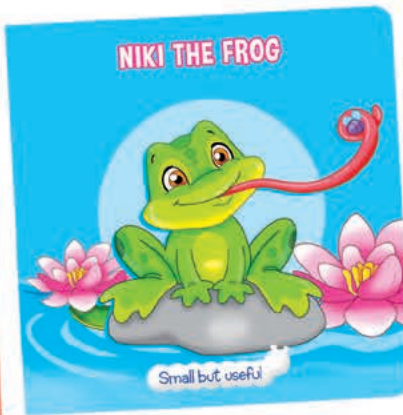
These new 2 classic colouring books to extend our "Colour Sports" collection already containing a football and a cycling title. The trademark of this collection is to illustrate actual scenes of the respective sport adding plenty of humour and other fun! To complete the experience, each book comes along with a full spread of dynamic stickers.

[SMALL BUT USEFUL]



Foreseen publication:
September 2018

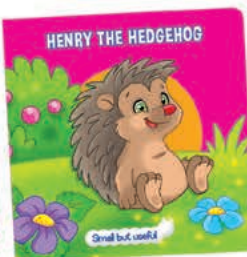
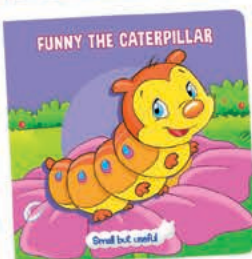
Deadline for material:
1st April 2018



- Colourful illustrations
- Short stories
- Informative and educational
- Format adapted to little hands



Previous titles in this series:



- 2 new titles
- 160 x 160 mm
- 8 spreads + cover
- White board

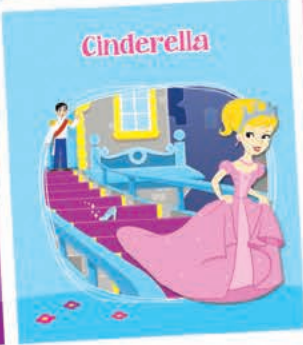
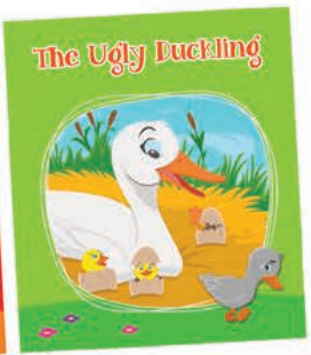
Small is beautiful!

Upon request from our customers we have added 2 new titles to our famous collection! These captivating stories narrate the adventures of small but useful animals in their day-to-day life. Wonderfully illustrated, these lively stories are not only cute but also educational. Indeed, they reveal the usefulness of small creatures in nature.

FAIRY TALES



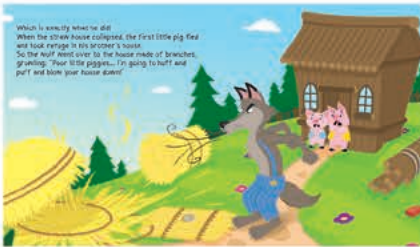
Foreseen publication:
September 2018
Deadline for material:
1st April 2018



- Bestselling fairy tales
- Adapted format for small hands
- Cute illustrations

- 6 titles
- 160 x 185 mm
- 8 spreads + cover
- White board

Where the tales live on!
With our well designed board book format, we bring classic fairy tales accessible to the little ones. Short texts and cute illustrations with bright colours to captivate the young audience. We have started this new collection with the 6 most well-known tales that parents will joyfully read again and again to their children.



NEW

REF D0010
STATIONERY

[ENCHANTIMALS - PENCILS]

Foreseen publication:
May 2018

Deadline for material:
1st January 2018



- New licenses
- Original illustrations and stickers
- Set of 6 coloured pencils
- Sealed crystal-clear polybag

Enchantimals



PENCILS

- Pocket + 8 pages to colour + 2 sticker sheets + 6 pencils set

- 210 x 297 mm
- Paper sheets: 207 x 265 mm
- Sticker sheets: 210 x 148 mm
- Pencils: 6 coloured pencils packed inside crystal-clear polybag
- Packed inside crystal clear polybag + euro-hole



With Stickers



Enchantimals®

This new product line offers the opportunity to combine well known licensed characters with great colouring activities and brilliant stickers together with a gift! In this particular case, the gift is a **set of coloured pencils** safely secured and positioned for maximum visibility. All these exciting items are packed inside a crystal clear polybag.

NEW

REF D0011
STATIONERY

[ENCHANTIMALS - MAGNET]

Foreseen publication
May
2018

Deadline for material
1st January
2018



- New licenses
- Original illustrations and stickers
- Pre-cut magnet puzzle to colour
- Sealed crystal-clear polybag

Enchantimals

With Magnet



MAGNET

- Pocket + 8 pages to colour + 1 sticker sheet + magnetic puzzle to colour

- Pocket: 210 x 297 mm
- Paper sheets: 207 x 265 mm
- Sticker sheet: 210 x 265 mm
- Magnet: 210 x 148 mm & pre-cut
- Packed inside crystal clear polybag + euro-hole



With Stickers



Enchantimals®

This new product line offers the opportunity to combine well known licensed characters with great colouring activities and brilliant stickers together with a gift! In this particular case, the gift is a **magnet puzzle to colour**. The magnet is pre-cut to allow easy manipulation and lots of fun trying to rebuild the beautiful illustration on any other metallic surface such as the fridge!

[BARBIE - PENCILS]

Foreseen publication:

May
2018

Deadline for material:

1st January
2018



- Well-known licenses
- Original illustrations and stickers
- Set of 6 coloured pencils
- Sealed crystal-clear polybag

With Stickers



Barbie®

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[BARBIE - MAGNET]



- Well-known licenses
- Original illustrations and stickers
- Pre-cut magnet puzzle to colour
- Sealed crystal-clear polybag



With Magnet



Barbie®

This new product line offers the opportunity to combine well known licensed characters with great colouring activities and brilliant stickers together with a gift! In this particular case, the gift is a **magnet puzzle to colour**. The magnet is pre-cut to allow easy manipulation and lots of fun trying to rebuild the beautiful illustration on any other metallic surface such as the fridge!

MAGNET

• Pocket + 8 pages to colour + 1 sticker sheet + magnetic puzzle to colour

- Pocket: 210 x 297 mm
- Paper sheets: 207 x 245 mm
- Sticker sheet: 210 x 245 mm
- Magnet: 210 x 148 mm & pre-cut
- Packed inside crystal clear polybag + euro-hole



[DREAMTOPIA - PENCILS] [DREAMTOPIA - MAGNET]

Foreseen publication:
May 2018
Deadline for material:
1st January 2018



- Well-known licenses
- Original illustrations and stickers
- Set of 6 coloured pencils
- Sealed crystal-clear polybag



With Stickers



Dreamtopia®

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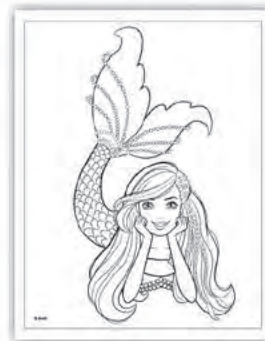
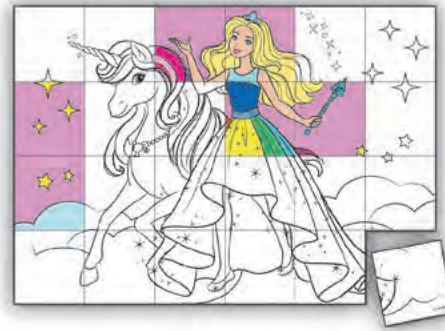
PENCILS

- Pocket + 8 pages to colour + 2 sticker sheets + 6 pencils set
- 210 x 297 mm
- Paper sheets: 207 x 265 mm
- Sticker sheet: 210 x 148 mm
- Pencils: 6 coloured pencils packed inside crystal-clear polybag
- Packed inside crystal clear polybag + euro-hole



- Well-known licenses
- Original illustrations and stickers
- Pre-cut magnet puzzle to colour
- Sealed crystal-clear polybag

With Magnet



Dreamtopia®

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NEW

REF D0004
STATIONERY

[FIREMAN SAM - PENCILS]

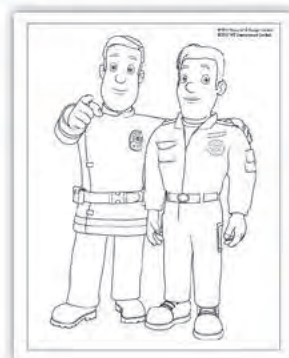


Foreseen publication:
May 2018

Deadline for material:
1st January 2018



- Well-known licenses
- Original illustrations and stickers
- Set of 6 coloured pencils
- Sealed crystal-clear polybag



PENCILS

- Pocket + 8 pages to colour + 2 sticker sheets + 6 pencils set

With Stickers

Fireman Sam®

This new product line offers the opportunity to combine well known licensed characters with great colouring activities and brilliant stickers together with a gift! In this particular case, the gift is a **set of coloured pencils** safely secured and positioned for maximum visibility. All these exciting items are packed inside a crystal clear polybag.

- 210 x 297 mm
- Paper sheets: 207 x 265 mm
- Sticker sheets: 210 x 148 mm
- Pencils: 6 coloured pencils packed inside crystal-clear polybag
- Packed inside crystal clear polybag + euro-hole

NEW

REF D0007
STATIONERY

[FIREMAN SAM - MAGNET]

Foreseen publication:
May 2018

Deadline for material:
1st January 2018



- Well-known licenses
- Original illustrations and stickers
- Pre-cut magnet puzzle to colour
- Sealed crystal-clear polybag

With Magnet



With Stickers



MAGNET

- Pocket + 8 pages to colour
- + 1 sticker sheet
- + magnetic puzzle to colour

- Pocket: 210 x 297 mm
- Paper sheets: 207 x 265 mm
- Sticker sheet: 210 x 265 mm
- Magnet: 210 x 148 mm & pre-cut
- Packed inside crystal clear polybag + euro-hole



Fireman Sam®

This new product line offers the opportunity to combine well known licensed characters with great colouring activities and brilliant stickers together with a gift! In this particular case, the gift is a **magnet puzzle to colour**. The magnet is pre-cut to allow easy manipulation and lots of fun trying to rebuild the beautiful illustration on any other metallic surface such as the fridge!

NEW

[SMURFS - PENCILS]

Foreseen publication:
May 2018

Deadline for material:
1st January 2018



- Well-known licenses
- Original illustrations and stickers
- Set of 6 coloured pencils
- Sealed crystal-clear polybag

With Stickers



Smurfs®

This new product line offers the opportunity to combine well known licensed characters with great colouring activities and brilliant stickers together with a gift! In this particular case, the gift is a **set of coloured pencils** safely secured and positioned for maximum visibility. All these exciting items are packed inside a crystal clear polybag.



[SMURFS - MAGNET]



- Well-known licenses
- Original illustrations and stickers
- Pre-cut magnet puzzle to colour
- Sealed crystal-clear polybag

With Magnet



Smurfs®

This new product line offers the opportunity to combine well known licensed characters with great colouring activities and brilliant stickers together with a gift! In this particular case, the gift is a **magnet puzzle to colour**. The magnet is pre-cut to allow easy manipulation and lots of fun trying to rebuild the beautiful illustration on any other metallic surface such as the fridge!

MAGNET

• Pocket + 8 pages to colour + 1 sticker sheet + magnetic puzzle to colour

- Pocket: 210 x 297 mm
- Paper sheets: 207 x 265 mm
- Sticker sheet: 210 x 265 mm
- Magnet: 210 x 148 mm & pre-cut
- Packed inside crystal clear polybag + euro-hole



[SEASONAL]

REF J0339

[CHRISTMAS PAPERCRAFT]



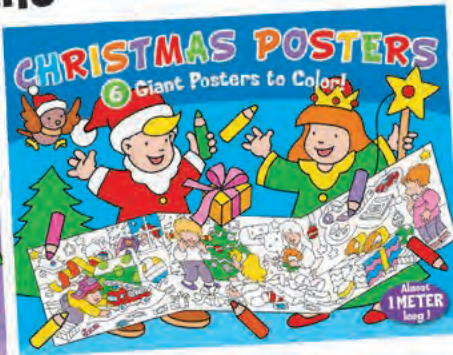
REF P0095

[VICTOR'S CHRISTMAS]



REF C0187

[HALLOWEEN & CHRISTMAS POSTERS]



REF C0238

[EASTER MOVING EYES]

REF C0146

[EASTER POSTERS]

