



*Caramel*

**FRANKFURT**



**2014**



Dear Partners,

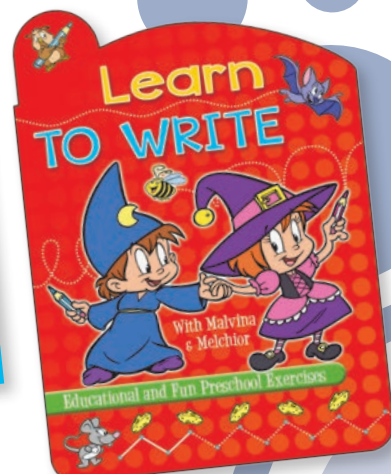
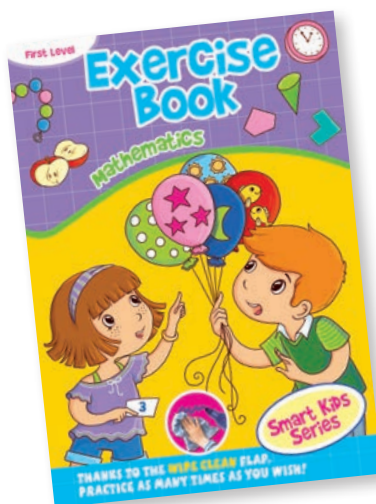
The traditional teaching methods that we still know today were mainly developed during the 1950's in the context of the industrial revolution. At the time, they were established with the aim of forging good civil servants and good workers. But the world continues to change and our future lies today in the capacities of future generations to build a different world. As the world evolves, the way we educate and teach our children must evolve too. Today, with one "click", all the necessary information is available to anyone anywhere. But we still have to teach our children how to use and manage all this information. So they need to learn... how to learn!

Scientific research has demonstrated that the traditional learning methods have tremendous flaws and can even be wrong at times. Indeed according to neuroscience studies, the best learning methods are the ones based on fun activities and strong participation of the child. Furthermore, teachers are strongly recommended to develop creative approaches and to personalise their assessments. It's important to avoid cultivating errors as a synonym of failure! Some countries have already implemented these new learning methods in their innovating teaching programs. And the first results have turned out to be very promising!

We, at Caramel Editions, have also understood this is a new teaching era. Although from the onset we have always put forward the fun dimension in our books, even in the most educational ones, we continue to reassess ourselves and to improve our books according to this specific research. With Caramel, learning becomes a real pleasure for children. In our books we always endeavour to develop their sense of creativity even in our activity and colouring series! "Educational", "interactivity", "pleasure" and "creativity" have always been our most important keywords! Thanks to Caramel, every child has the opportunity to learn at their own pace, with the most adapted methods!

The Caramel Management

Caramel remains fully committed to its core values with a constant pursuit of fulfilling and preserving its « environmental » and « ethical » code of conduct.

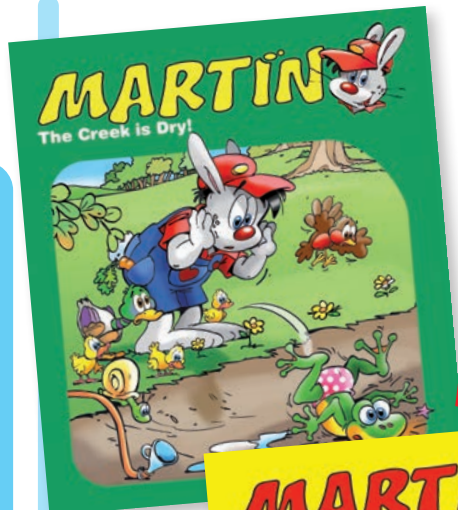




# Martin's New Adventures

Les nouvelles aventures de Martin [ref. P0123]

4 titles of 32 pages



After the success of our recent educational board book series, Martin the rabbit is back in 4 new original stories! Whether it is while creating a vegetable garden or facing a huge storm, Martin and his friends will have to learn to live together during the course of their adventures. Fun and compelling stories, always accompanied by educational concepts.

**Trimmed size:**  
195 x 220 mm.

**Extent:**  
32 pages + cover

**Inside pages:**  
4/4 on white coated paper 150 gsm.

**Cover:**  
4/0 + glossy lamination 1/0 on white coated paper 130 gsm.

**Binding:**  
casebound sewn – selfending – flat spine – 3 mm. grey board



**Foreseen publication date:** May 2015  
**Deadline for material:** 1<sup>st</sup> of December 2014



Recently Published:

# Martin's Adventures

Les aventures de Martin [ref. K0150]



4 titles of 7 spreads  
index shaped -  
270 x 200 mm



# Learn with Martin

Apprendre avec Martin [ref. K0146]

4 titles of 6 spreads +  
turning disk -  
210 x 230 mm



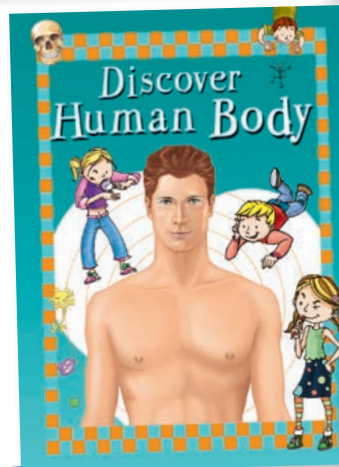
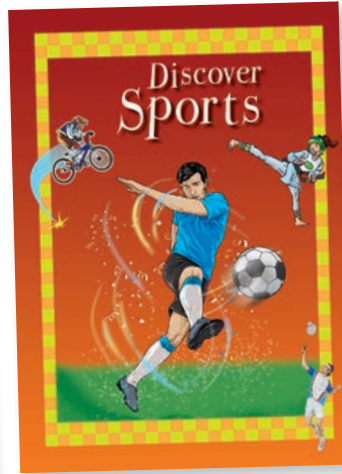
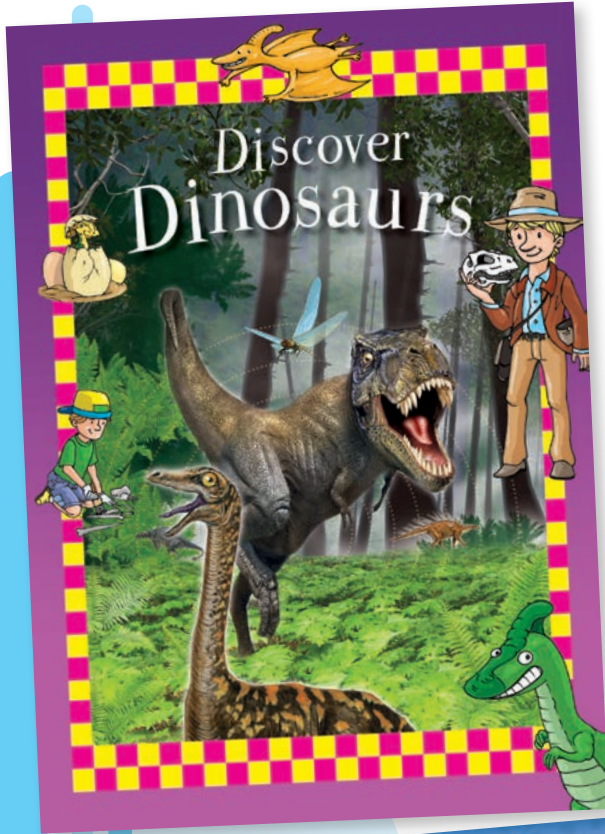
With a  
Turning Disk!



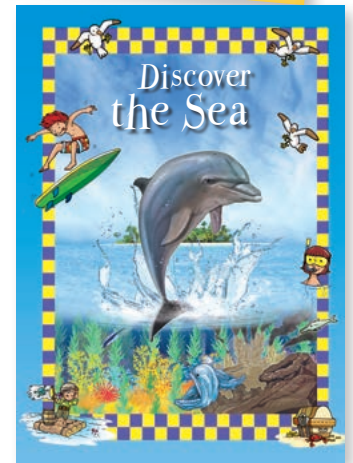
# Discover Dinosaurs

À la découverte des dinosaures [ref. P0102]

up to 6 titles of 64 pages



With a 4 View Lenticular on the Front Cover!



**Trimmed size:**  
210 x 297 mm.

**Extent:**  
64 pages + cover

**Inside pages:**  
4/4 on white coated paper 150 gsm.

**Cover:**  
4/0 + glossy lamination 1/0 + lenticular on white coated paper 130 gsm.

**Binding:**  
casebound sewn – selfending – flat spine – 3 mm. grey board

**Foreseen publication date:** March 2015

**Deadline for material:** 1<sup>st</sup> of November 2014

**Foreseen publication date:** September 2015

**Deadline for material:** 1<sup>st</sup> of April 2015

This unique title of our hit series “Discover” tells children all about the Tyrannosaurus, Triceratops, Brachiosaurus and the other extinct giants. The incredible information it holds, will help children explore the prehistoric jungle and mysteries surrounding these fascinating Jurassic creatures. An original concept that blends exciting texts, fun pictures, spectacular images and the impressive “4 view lenticular” on the front cover, the trade-mark of our “Discover” series! **A must have before the release next summer of the “Jurassic Park 4” movie!**

Notes .....



# Moving Eyes Dinosaurs

Dinosaures avec yeux mobiles [ref. C0153]

3 titles of 48 pages



Foreseen publication date: March 2015  
Deadline for material: 1<sup>st</sup> of November 2014



Dinosaurs, magicians and fantasy creatures will entertain children for hours with these three dynamic colouring books. Funny animated eyes to accompany the children in their masterpieces!

**Trimmed size:**  
207 x 297 mm.

**Extent:**  
48 pages + piece of grey board + cover

**Inside pages:**  
1/1 on white offset paper  
120 gsm.

**Covers:**  
4/0 + UV-varnish 1/0 on white cover board 250gsm.

**Grey board:**  
blank - 1.5 mm.

**Binding:**  
perfect bound + 2 moving eyes



# Dinocolor



Dinocolor [ref. C0196]

2 titles of 32 pages



Foreseen publication date: March 2015  
Deadline for material: 1<sup>st</sup> of November 2014

2 exciting colouring titles full of impressive Dinosaurs... the true giants of the Jurassic era! With the name of each species indicated under each drawing, the children will also learn to recognize all these dinosaurs while colouring them in. The pre-cut pages are easy to tear off, allowing the children to display their own art on their bedroom walls. And to complete this thrilling and fun experience, a die cut front cover to unveil the spread of exciting Dinosaurs stickers that comes with each title.

**Trimmed size:**  
330 x 245 mm.

**Extent:**  
32 pages + sticker sheet + piece of grey board + cover

**Inside pages:**  
1/1 on white offset paper  
120 gsm.

**Sticker:**  
4/0 + kiss-cut on reusable self-adhesive coated paper 80 gsm.

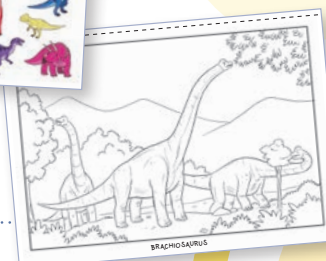
**Covers:**  
4/0 + UV-varnish 1/0 on cover board 250gsm.  
+ PEEK-A-BOO die-cut

**Grey board:**  
blank - 2.0 mm.

**Binding:**  
perfect bound



With Stickers!





# 10 Stories

10 histoires [ref. P0122]



3 titles of 72 pages



## The Fairies' Academy

From the age of five, all little girls in the Fairy Kingdom attend classes at the Golden Wand Academy, where they learn how to fly, make dewdrops, and use their magic wands; in short, everything they need know to become top-notch fairies.

One morning, the teacher announces:  
"Right, children, today we are going to practise casting spells! Melissa, please turn this crayon into an insect!"  
The little fairy racks her brain, trying to remember the spell.  
"Transform... transform... transform!"  
Oh, dear, she has cast the wrong spell! Poof!  
It is not the crayon but Miss Petronella that begins to shrink, growing smaller and smaller until she is almost invisible – and finally, is replaced by a tiny, jumping cricket! Terrified, the little fairies begin to sob.  
"Melissa, what have you done?" cries Sideella.  
"The next morning, Miss Petronella does not come to class. It will take a long time – and many magic potions – for her to reverse this particular spell..."



Princesses, Fairies, Witches and Pirates: these popular themes always capture the imagination of all children! This new collection features wonderful stories not quite like any other. Combining magic, adventure and humour, they are surprising and full of originality. Accompanied by beautiful illustrations, discover this 3 titles made of dreams and pleasures! The padded covers with matt and shiny treatment complete a unique reading experience!

**Trimmed size:**  
207 x 265 mm.

**Extent:**  
64 pages + 2 x 4 endpapers  
+ cover

**Inside pages:**  
4/4 on white glossy coated  
paper 150 gsm.

**Cover:**  
4/0 + matt lamination  
+ UV spot varnish 1/0  
on coated paper 128 gsm.

**Binding:**  
padded casebound – sewn –  
3 mm. grey board + 4 mm. padding  
– 2 x 4 endpapers – flat spine



## Tortoise Rock

Mary-Louise is over the moon: pirate school has finished for the summer, and her cousin Tommy is about to arrive. A bell rings out across the harbour, the mid-day ship has docked.  
"Mary-Louise, hurry up!"  
"Please, Mum, call me Gigi," protests the little girl, adjusting her nine-pointed pirate's hat.  
Down on the quay, Gigi shows her arms around Tommy, while her little dog Lookout jumps up and down, yapping excitedly.  
"Let's go and play on the beach!"  
By the water, Lookout runs about chasing crabs. Suddenly, as he is digging in the sand, he uncovers a scroll covered in drawings.  
"Wow, a treasure map!"  
cries Gigi.  
"Look, there is a cross by that rock, the one that looks like a crouching cat," says Tommy.  
"It looks more like a tortoise to me," says Gigi.  
"No, no, it's a cat..."  
Their squabbling catches Captain Gangplank's attention, and his eye falls on the map Gigi is holding.  
"Ho, ho, he chuckles. "I think my back has finally turned!"



## The Maharani of Jaipur

During the last century, in the Indian province of Rajasthan, Deva fell in love with the maharaja of Jaipur. However, she was not willing to give up her freedom to become a princess – and so she cut off her long hair the day before the wedding!  
"What have you done, Deva?" asked her prince.  
"Now you cannot wear flowers in your hair."  
Never mind the flowers,  
Deva preferred her hair short!



The next day, when the maharaja gave her a married woman's sari to wear, Deva threw it into a chest... and jumped into her trousers.  
"It'll like to go into town," she announced.  
"No problem, I will saddle an elephant for you."  
"But why not a tortoise? Oh – no, it would take too long!"  
In the end, the monk, neither an elephant nor a tortoise – instead, she learned to drive her husband's car.

**Foreseen publication date:** September 2015  
**Deadline for material:** 1<sup>st</sup> of April 2015



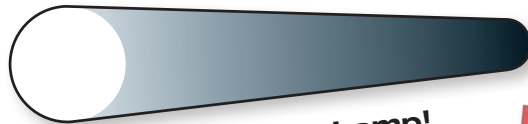
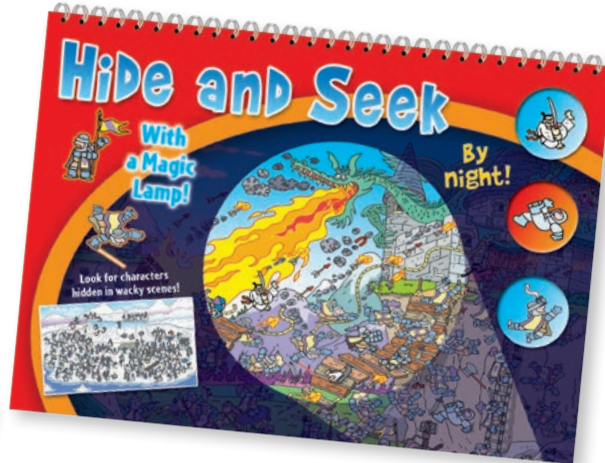
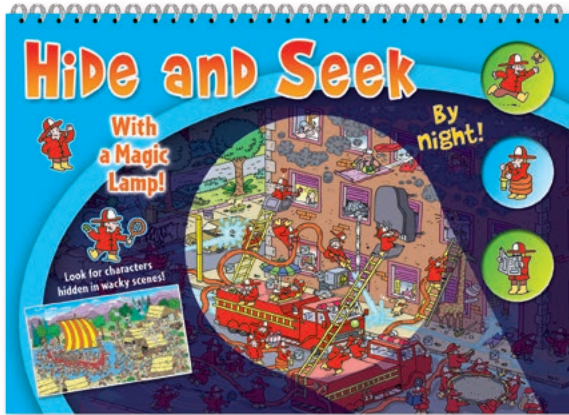
# Hide & Seek By Night!

Cache-cache By Night! [ref. J0321]

ACTIVITY BOOKS



2 titles of 32 pages



With a Magic Lamp!

Where is the golfing astronaut hiding and where is the penguin playing the guitar? Find all these funny characters and many others by day or by night! Indeed some pages have been plunged into darkness. The child must then use the included magic lamp and move it behind the laminated pages to find the characters and fun details!



**Trimmed size:**  
297 x 210 mm.

**Extent:**  
32 pages + 4 PET sheets + grey board + torch sheet + cover

**Inside pages:**  
4/4 on white coated paper 150 gsm.

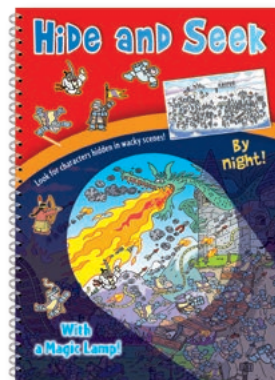
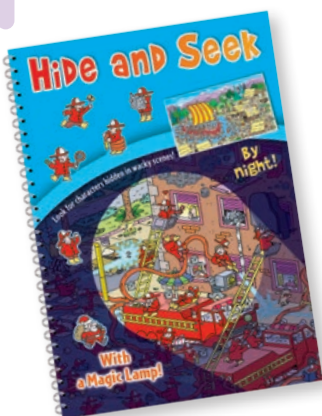
**Pet sheets:**  
4/0 on 0.3 mm. PET

**Grey board:**  
blank 1 mm.

**Torch sheet:**  
4/0 + UV-varnish 1/0 on cover board 250 gsm. (297 x 85)

**Cover:**  
4/0 + UV-varnish 1/0 on cover board 250 gsm.

**Binding:**  
wire-0



Depending on your shelf needs, both landscape and portrait covers are available.

Foreseen publication date: May 2015  
Deadline for material: 1<sup>st</sup> of January 2015

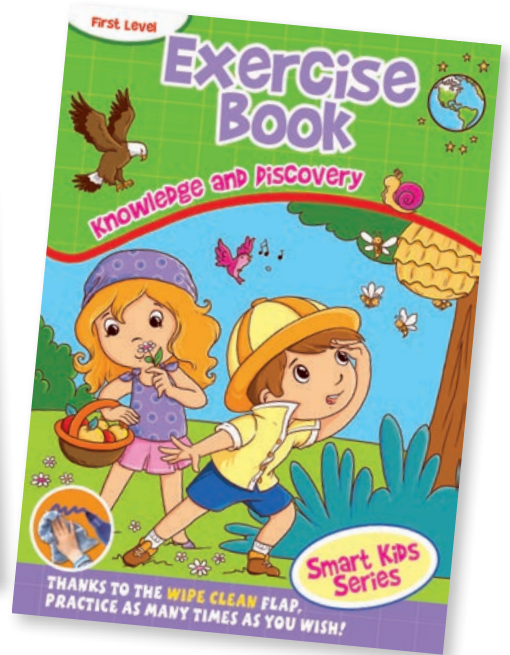
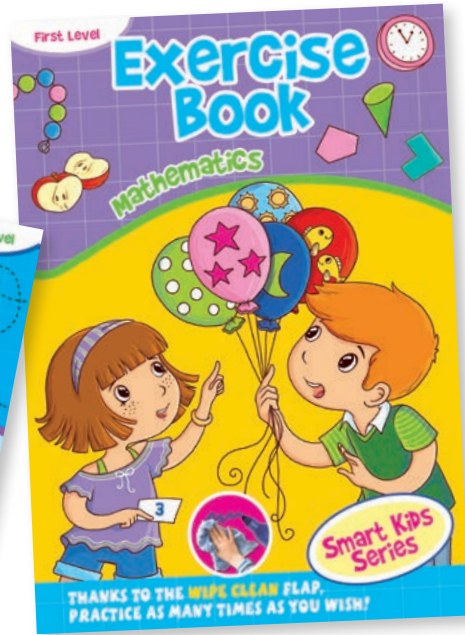




# Smart Kids Junior

Collection petits malins [ref. S0176]

3 titles of 24 pages



Our Smart Kids' collection returns but this time, for a younger age group: the 5 to 7 year olds! One title is dedicated to their initiation of handwriting. Another one will teach them the basic mathematical skills. The third one will familiarize our young geniuses with the world around them while developing their knowledge and sense of observation.

**These books also come with a practical and didactic "wipe-clean flap" for endless training!**

- Trimmed size:**  
210 x 297 mm.
- Extent:**  
24 pages + 6 pages cover
- Inside pages:**  
4/4 on white WF offset paper 120 gsm.
- Cover:**  
4/4 + glossy lamination 1/1 on art board 260 gsm.
- Binding:**  
wire-stitched



**Foreseen publication date:** May 2015  
**Deadline for material:** 1<sup>st</sup> of December 2014

**With a Wipe-Clean Flap!**



# Learn with Malvina & Melchior

Apprends avec Malvina & Melchior [ref. S0178]

4 titles of 24 pages



Following the success of the previous series with the oblique wire-o binding, meet again our heroes, Malvina the witch and Melchior the wizard, in a new educational series! Immersed in the enchanted, magical and humorous world of our famous characters, the children will learn to write, count, recognize shapes and opposites while having a lot of fun.



**Trimmed size:**  
210 x 297 mm.

**Extent:**  
24 pages + cover

**Inside pages:**  
4/4 on white WF offset paper 120 gsm.

**Cover:**  
4/0 + UV-varnish 1/0 on cover board 250 gsm.

**Binding:**  
wire-stitched + shaped

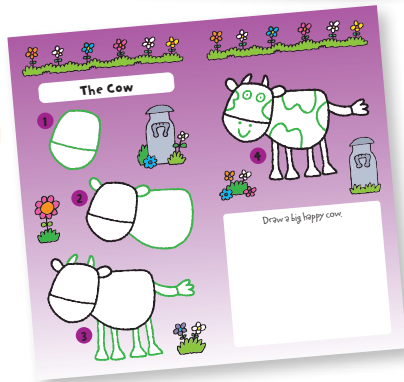
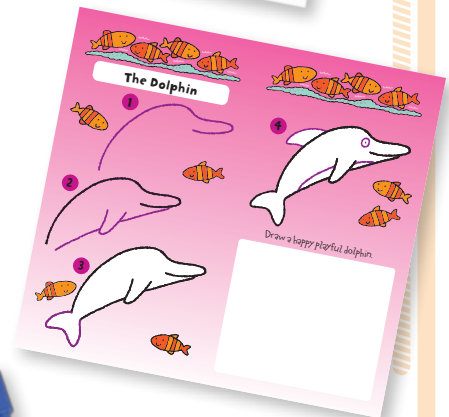
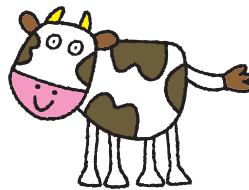
**Foreseen publication date:** September 2015  
**Deadline for material:** 1<sup>st</sup> of April 2015



# Learn to Draw

Apprends à dessiner [ref. S0180]

3 titles of 32 pages



**Trimmed size:**  
160 x 297 mm.  
wipe-clean sized : 210 x 297 mm.

**Extent:**  
32 pages + wipe clean board  
+ front cover

**Inside pages:**  
4/4 on white WF offset  
paper 120 gsm.

**Wipe clean board:**  
4/4 + glossy lamination 1/1  
on white board 750 gsm.  
- 2 rounded corners

**Cover:**  
4/0 + UV-varnish 1/0  
on cover board 250 gsm.

**Binding:**  
wire-o (option + felt pen)

## With a Wipe-Clean Board and a Felt Pen!

A new collection of 3 books, each with a wipe-clean board and a felt pen! This unique package will allow children to learn to easily draw animals of the sea, the farm and the garden! The drawings are explained clearly and are underlined step by step! Most importantly, children will also have the opportunity to train as much as they want on the wipe-clean board using the felt pen that comes with each title!

**Foreseen publication date:** April 2015  
**Deadline for material:** 1<sup>st</sup> of December 2014



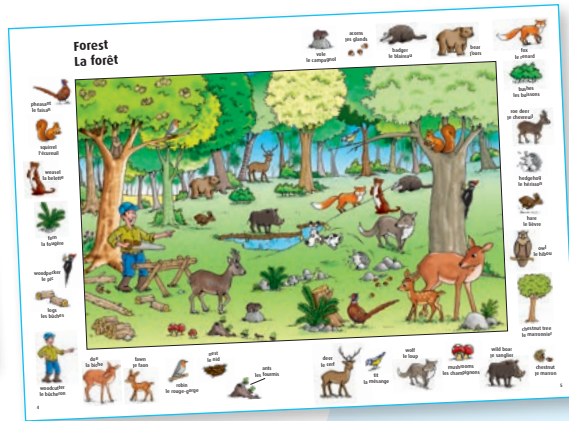
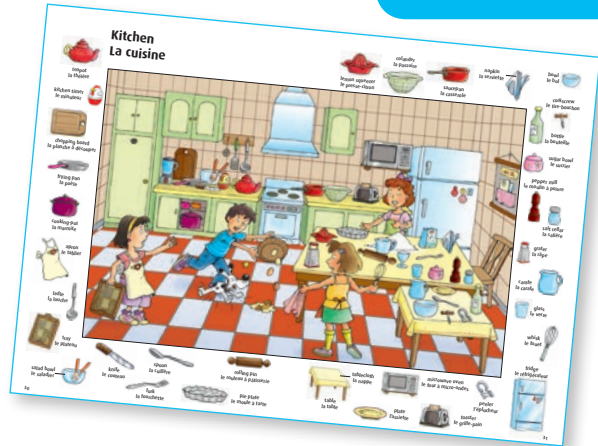
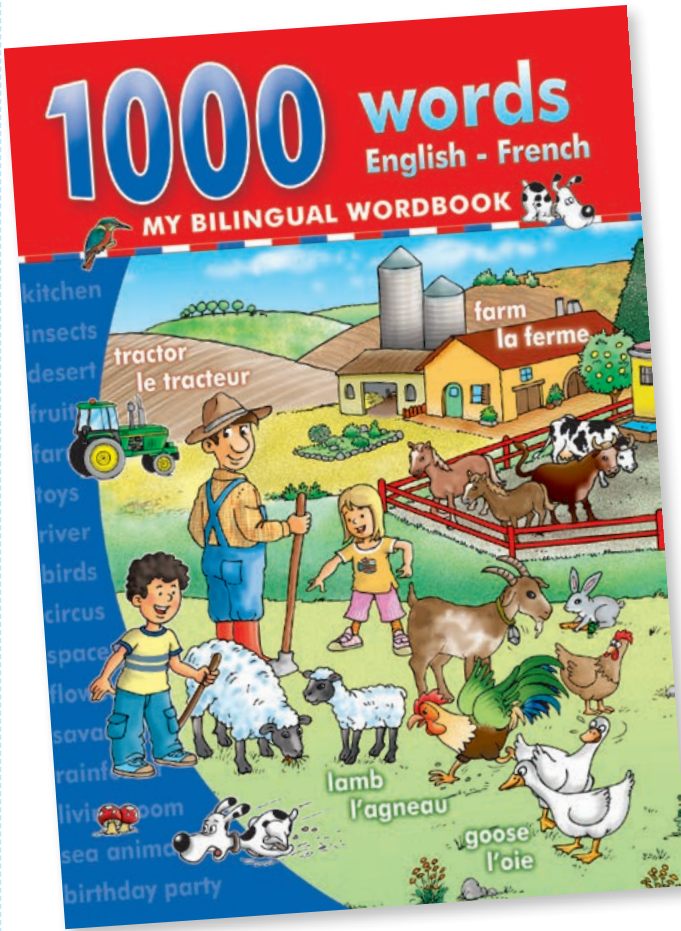


# 1000 Words

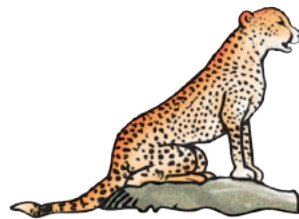
## Bilingual Wordbook

1000 mots [ref. P0118]

1 title of 80 pages



This beautiful wordbook illustrates 1000 vocabulary words in one or two languages! Children will be able to learn them easily as they are regrouped by themes: the forest, jobs, the attic, etc. With playful and instructive illustrations, learning vocabulary or a second language has never been easier!



**Trimmed size:**  
210 x 297 mm.

**Extent:**  
80 pages + cover

**Inside pages:**  
4/4 on white glossy coated paper  
150 gsm.

**Covers:**  
4/0 + glossy lamination 1/0  
on coated paper 128 gsm.

**Binding:**  
case bound – sewn – flat spine –  
grey board 3 mm. – selfending



**Foreseen publication date:** September 2015  
**Deadline for material:** 1<sup>st</sup> of April 2015





# Trendy Models

Modèles très tendance [ref. J0318]

2 titles of 48 pages



With an  
Ultra-Trendy  
"Tattoo"  
Necklace!



With Stickers!



**Trimmed size:**  
220 x 220 mm.

**Extent:**  
48 pages + cover  
+ 2 sticker sheets

**Sticker sheets:**  
4/0 + kiss-cut on reusable self-  
adhesive coated paper 80 gsm.

**Inside pages:**  
1/1 on white WF offset  
paper 120 gsm.

**Cover:**  
4/0 + UV-varnish 1/0  
on cover board 250 gsm.

**Binding:**  
wire-o + polybag with necklace



Our best selling and iconic collection "Trendy models" is back with 2 brand new titles unveiling an "ultra-rock" style! With the help of their funky stickers, girls will be able to design plenty of super fashionable outfits. They will also get a super "Tattoo" necklace to show off a trendy look!



**Foreseen publication date:** April 2015  
**Deadline for material:** 1<sup>st</sup> of December 2014

Notes .....

In the same Collection:

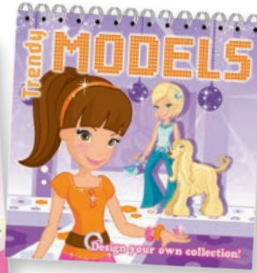
[ref. J0296]

Stencils & paper fabrics



[ref. J0311]

Hairstyle



[ref. J0264]  
Original



[ref. J0291]  
Stickers



[ref. J0292]  
Winter



[ref. J0290]  
Summer





# Train your Brains with the Zombinoz

Creuse-toi la cervelle avec les Zombinoz [ref. J0319]

4 titles of 24 pages



With Glow-in-the-Dark Stickers & Paper Finger Puppets



This activity series will dip children into the strange world of cute zombies! They will have fun with various out of the ordinary activities and games: watering carnivorous plants, colouring bats or feeding Zombinoz with ... rotten cheese! In addition, they will have on the cover a set of amazing stickers that glow in the dark! They will also find in each book a full spread of paper finger puppets for even more interactive entertainment with their new Zombinoz friends!

**Trimmed size:**  
210 x 297 mm.

**Extent:**  
24 pages + pre-cut spread + cover

**Inside pages:**  
4/4 on white WF offset paper 120 gsm.

**Pre-cut spread:**  
4/1 + die-cut on white WF offset paper 240 gsm.

**Cover:**  
4/0 + UV-varnish 1/0 on cover board 250 gsm.

**Binding:**  
wire-stitched + polybag with glow-in-the-dark stickers



**Foreseen publication date:** June 2015  
**Deadline for material:** 1<sup>st</sup> of February 2015

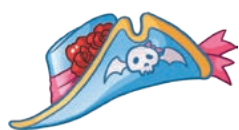
Notes



# Stylish Witches

Sorcières stylées [ref. J0320]

2 titles of 40 pages



Who says that princesses should always wear old fashioned dresses and that witches have horrible hooked noses? In this 2 title series, we are offering a brand new modern and stylish vision. Using the models, the girls will be able to provide the princesses and witches with a super cool and trendy style!

**Trimmed size:**  
160 x 240 mm.

**Extent:**  
40 pages + 3 sticker sheets + cover

**Inside pages:**  
32 pages: 1/1 on white WF offset paper 120 gsm.

8 pages: 4/4 on white WF offset paper 120 gsm.

**Sticker sheet 1:**  
4/0 + kiss-cut on reusable self-adhesive transparent PET 50 micron

**Sticker sheet 2/3 :**  
4/0 + glitter varnish + kiss-cut on reusable self-adhesive coated paper 80 gsm.

**Cover:**  
4/0 + matt lamination + UV- spotvarnish 1/0 on cover board 250 gsm.

**Binding:**  
wire-0

**Foreseen publication date:** May 2015  
**Deadline for material:** 1<sup>st</sup> of January 2015







# Have Fun with Misti, Hector, Garbo, Molly

Amuse-toi avec Misti, Hector, Garbo, Molly  
[ref. K0152]

4 titles of 6 spreads



Misti covers his ears, but still can't sleep a wink!

With a finger puppet!



Our now famous characters Molly the Mouse, Hector the dog, Misti the cat and Garbo the frog are back in a whole new 4-title series for toddlers. Great new feature for this series: these short stories are accompanied by a small finger fabric doll. This way, children themselves or their parents become actors in the story by giving life to their favourite animals!

**Trimmed size:**  
128 x 164 mm.

**Extent:**  
6 spreads + 2 chipboards of 2 mm. + cover spread

**Inside pages:**  
4/0 + UV-varnish 1/0 on grey backed board 450 gsm. + peek-a-boo die-cut

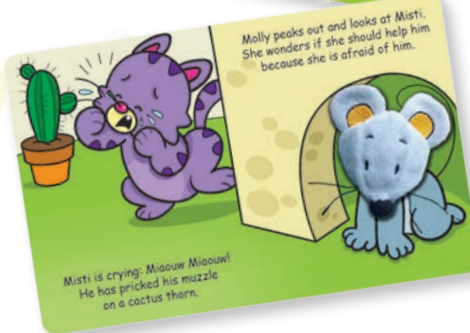
**Cover:**  
4/0 + UV-varnish 1/0 on grey backed board 450 gsm.

**Binding:**  
board book binding

**Puppet:**  
polyester (PET)



He is gathering the sheep so that they won't get lost. - Woof Woof!



Molly peeks out and looks at Misti. She wonders if she should help him because she is afraid of him.



**Foreseen publication date:** September 2015  
**Deadline for material:** 1<sup>st</sup> of April 2015

# Where is my Mummy



Où est ma maman ? [ref. K0153]

3 titles of 5 spreads



Adorable illustrations for this new board book series of 3 titles full of tenderness! They will also help young children to recognize animals through a highly interactive method. Indeed, children must turn the 2 small wheels in order to match the Mummies of all these cute baby animals. Besides this concept has been successfully proven by our previous version with pictures!



With 2 Turning Disks!



Previously Published:  
[ref. K0140]



Trimmed size:  
160 x 250 mm.

Extent:  
5 spreads + 2 turning disks  
+ 2 spacers + cover

Inside pages:  
4/0 + UV-varnish 1/0 on grey  
backed board 400 gsm.

Cover:  
4/0 + UV-varnish 1/0 on  
grey backed board 400 gsm.

Binding:  
shaped boardbook binding  
+ 2 turning disks

Foreseen publication date: September 2015  
Deadline for material: 1<sup>st</sup> of April 2015



# Fashion Show

Défilé de mode [ref. C0194]



4 titles of 16 pages



The show business and fashion world continues to attract girls even the very young! With this 4-title series, our budding fashion designers will have fun dressing up and colouring in our catwalk princesses, the Pixies! Glitter on the covers and 2 pages of dazzling stickers to stimulate even more creativity!

**Trimmed size:**  
210 x 297 mm.

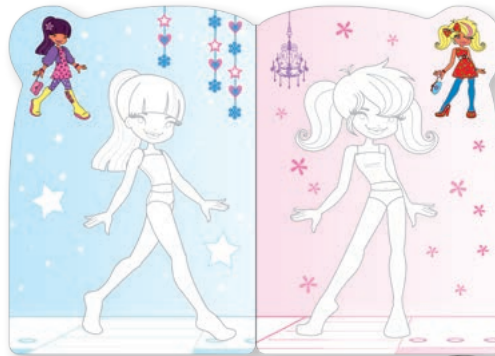
**Extent:**  
16 pages + sticker spread  
+ cover

**Inside pages:**  
4/4 on white WF offset  
paper 120 gsm.

**Sticker sheet:**  
4/0 + kiss-cut on reusable self-  
adhesive coated paper 80 gsm.

**Cover:**  
4/0 + UV-varnish 1/0 + glitter  
varnish on cover board 250 gsm.

**Binding:**  
wire-stitched + shaped



**With Stickers!**

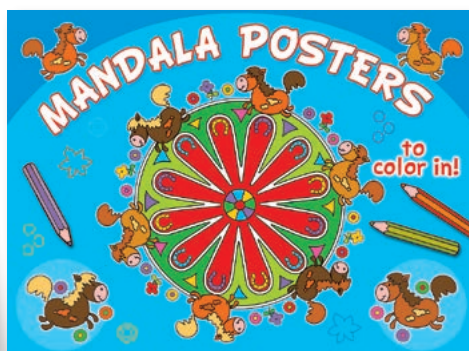


**Foreseen publication date:** April 2015  
**Deadline for material:** 1<sup>st</sup> of December 2014



# Mandala Posters

Posters mandalas [ref. C0188]



2 titles of 32 pages



After the success of our original and mini-Mandala collection, we are offering a much larger format for these 2 new titles! Two wonderful Mandala books based on animal themes to colour in! The pre-cut pages enable the children to transform their best colourings into real posters. An original way to convert their bedroom into an art gallery!



**Trimmed size:**  
330 x 245 mm.

**Extent:**  
32 pages + grey board 2 mm.  
+ cover

**Inside pages:**  
1/1 on white WF offset  
paper 120 gsm.

**Cover:**  
4/0 + UV-varnish 1/0 on white  
cover board 250 gsm.

**Grey board:**  
blank

**Binding:**  
perfect bound + tear-out  
perforation

**Foreseen publication date:** April 2015  
**Deadline for material:** 1<sup>st</sup> of December 2014

## Several Formats Available!



Counter Display Unit  
Size of the books:  
110 x 110 mm



[ref. C0181]



[ref. C0118]



Size:  
220 x 220 mm



[ref. C0152]



[ref. C0157]

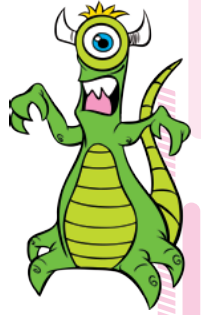




# Superstars & Co to Color in

Superstars & C<sup>ie</sup> à colorier [ref. C0179]

4 titles of 48 pages



Four colouring books with 4 classic bestselling themes: Monsters, Pirates, Princesses and Superstars. This series doesn't offer only great illustrations to colour in but also provides the opportunity for the children to draw and doodle by themselves! Nothing can be more important for developing creativity and artistic talent!



**Trimmed size:**

207 x 297 mm.

**Extent:**

48 pages + cover

**Inside pages:**

1/1 on white WF offset paper  
120 gsm.

**Cover:**

4/0 + UV-varnish 1/0  
on cover board 250 gsm.

**Binding:**

perfect bound

**Foreseen publication date:** June 2015

**Deadline for material:** 1<sup>st</sup> of February 2015

Notes .....



# Mega Posters

Méga Posters [ref. C0193]

SEASONAL  
BOOKS



2 titles of 24 pages



2 new titles in our successful "Giant Posters" collection to brighten the upcoming Christmas holiday season! Each title contains 24 seasonal illustrations on easy detachable pre-cut pages to allow budding artists to display their works of art!



**Trimmed size:**  
420 x 297 mm..

**Extent:**  
24 pages + cover

**Inside pages:**  
1/1 on WF offset paper 120 gsm.  
+ tear-off perforation

**Cover:**  
4/0 + UV-varnish 1/0 on cover  
board 250 gsm.

**Binding:**  
wire-stitched

**Foreseen publication date:** September 2015  
**Deadline for material:** 1<sup>st</sup> of April 2015

# I Can Draw Playmobil

Je dessine des Playmobil [ref. C0195]

3 titles of 32 pages



playmobil®

**Trimmed size:**  
220 x 220 mm.

**Extent:**  
32 pages + 4 pp stencils sheets  
+ grey board + cover

**Inside pages:**  
1/1 on WF offset paper 120 gsm.

**Cover:**  
4/0 + UV-varnish 1/0 on cover  
board 250 gsm.

**Grey board:**  
blank – 1.5 mm.

**PP stencils:**  
coloured PP + shaped + 0.5 mm.

**Binding:**  
wire-o



**With  
4 Stencils  
Sheets!**



**Foreseen publication date:** May 2015  
**Deadline for material:** 1<sup>st</sup> of January 2015

Notes .....

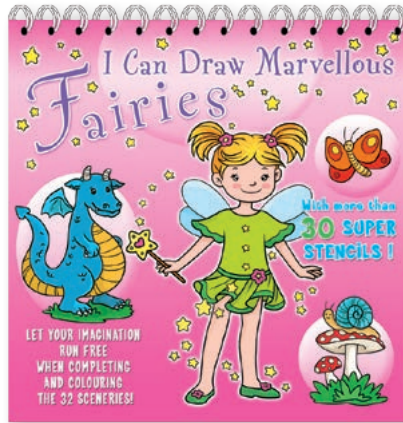
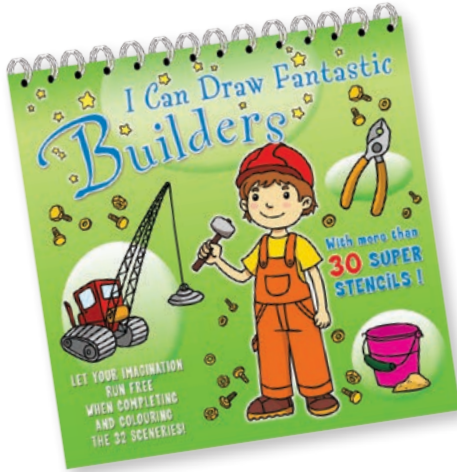


[ref. C0182]  
I Can Draw the Smurfs



[ref. C0147]

I Can Draw - 7 titles - original series





# Our Heroes!

