

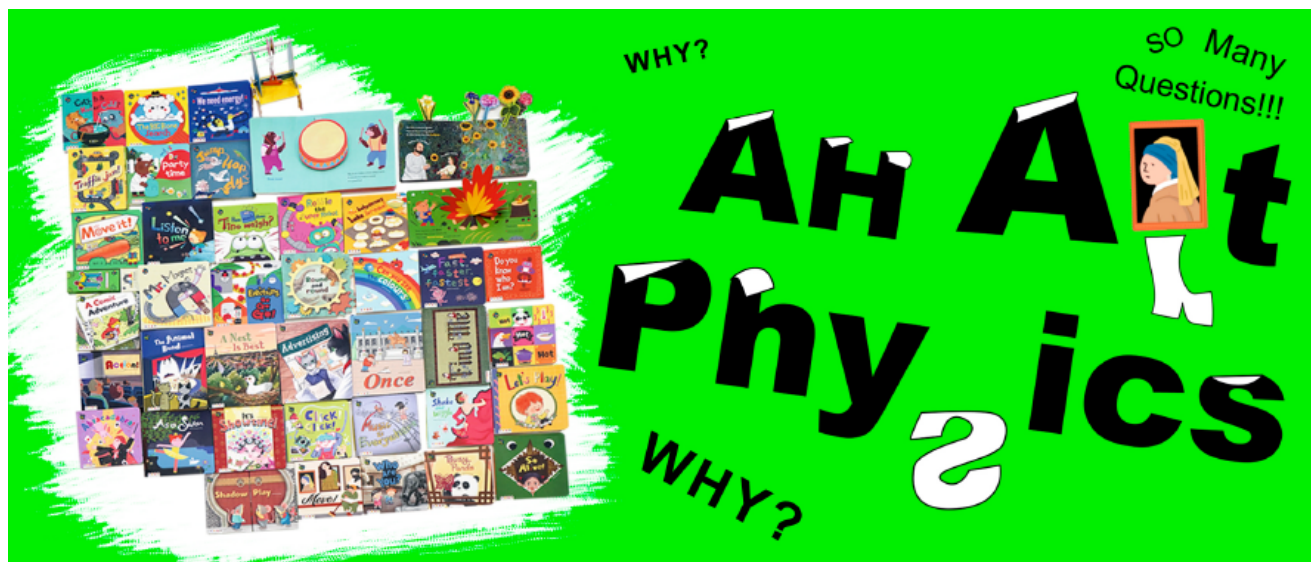
CATALOGUE



'2021

Ah! Art & Ah! Physics (40 titles)

<https://www.youtube.com/watch?v=-2NFFdcsC4w>



Encourage your child's inquisitive nature and love of learning with 2 new series focusing on the world around us: Art and Physics.

Both series feature lively illustrations and an inventive approach, with a crossover style using rhyme and drama.

All 40 books explore the real world with common themes, three-dimensional designs, delightful imagery and fun interactive elements. Short sentences will help early readers get to grips with everyday themes and concepts.

Text by Red Dot | Edited by Lisa Regan
18*18/18*20/20*20/20*24cm

11-16 pages

Hard cover

Languages : English

All rights reserved

ART (20 titles)

This new and contemporary collection aims to:

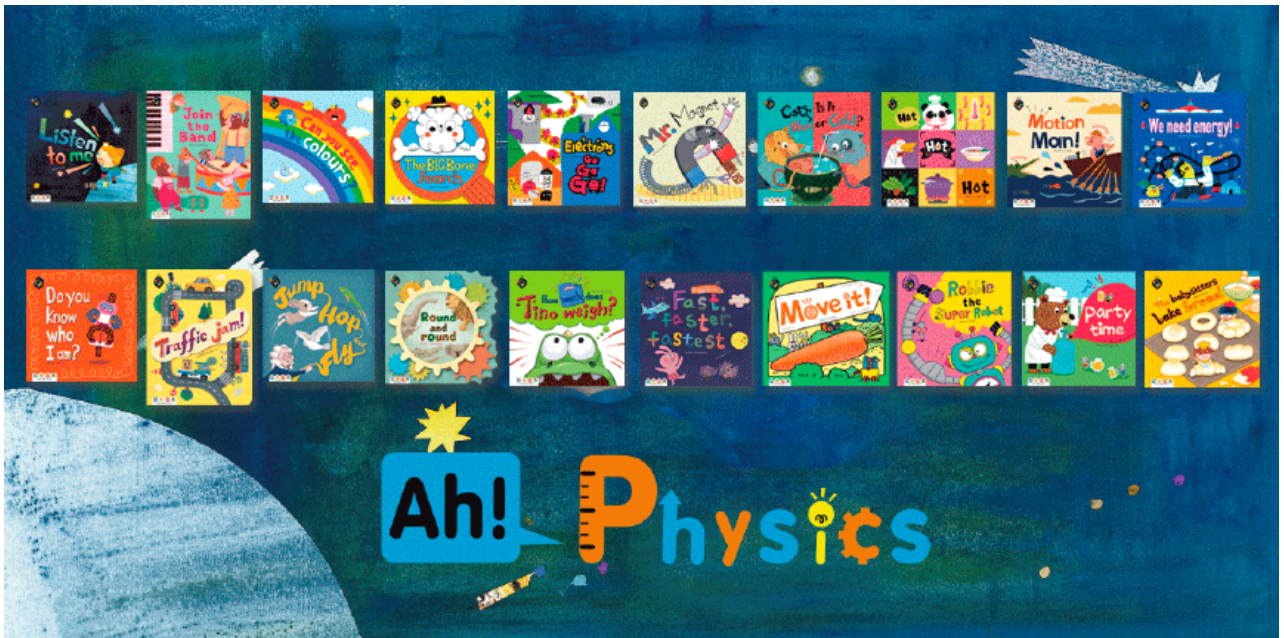
Learn to recognize **14** famous paintings, **10** classical sculptures, **8** legendary buildings, **8** traditional songs, **6** dance types, and **5** theater forms. The books also investigate design, advertising and comic books to show children a broad cross-section of the subject.



PHYSICS (20 titles)

Get to grips with difficult concepts in a fun and varied way. A variety of principles of physics are explored, including subjects such as **energy, sound, electricity, heat and magnetism**.

The books are highly creative and use games, poems, detective stories, dramatic dialogue and sci-fi to make it easier to understand **abstract science concepts**.



Little Match: Classic Fables and Fairy tales (30 titles)

<https://www.youtube.com/watch?v=8r3GNP3c05A>



This remarkable collection of 30 titles combines traditional stories with amazing illustrations!

Take 22 cutting-edge illustrators and give them a selection of fables, folk tales and fairy stories to spark their imagination... and this is the fabulous result. Their work covers a wide variety of artwork styles, from oil pastels, watercolors and oil paints to print, ink and gouache, all intended to entice young readers, and hopefully encourage new and budding artists at the same time.

Written by Yael Valier
19.1cm*21cm
32-40 pages
Paper cover
Languages :English
All rights reserved

This new and contemporary collection aims to:

- improve English reading skills with **3 different language levels**
- revitalize chosen classic tales to ensure they fit with **modern, positive values**
- help children to learn **native expressions**, with a proverb, saying or allegorical comment at the end of every tale
- stimulate interest and expand thinking with 30 cartoons and **30 teachers' reading guide online videos**
- **preserve culture and tradition** by retaining the essence and original flavor of time-honored stories



The Freckles Family (8 Themes+1 dictionary)

<https://www.youtube.com/watch?v=S1g2r6ZMB4Y>



Play Games



Healthy Me



Celebrations



Things To Know



Fun Days Out



Play outdoors



I can do It!



My Day

The content is built around eight major themes that children should learn about as they grow: home, self-care, activities, travel, common events, holidays, physical health, and games and entertainment. Each book features short dialogues with everyday phrases used by native English speakers. The cartoons are the perfect combination of lively illustrations and easy to read text. With bright colors and cute characters, the comic strips show the daily life of a happy family of four. Join them as they have fun at home, at school, and on their travels!

THREE MAIN FEATURES:

1. **Finger Point- to -read Function** (with bilingual learning audios: English and Chinese)
2. **Four - Frame Comics** (showing lighthearted daily situations)
3. **Everyday conversations between parents and children** (8 major themes, 160 scenes, 1491 daily conversations.)

More FREE resources in this series:

1. Official **online courses**

<https://www.youtube.com/watch?v=LYfDrQETpWA>

(live-action **role play**, original **animation**, **chant** and **practice** time)

2. Specially-designed **Home Dictionary** (more than 800 English words and phrases commonly used in children's lives)

29*25CM

Hardcover

9 books (8 themes+1 dictionary)

Author: Lisa Reagan (English)

Painted by: Richard Watson (English)

All rights reserved in china



Miaow!



Woof!



A Stormy Day



A Sand Storm Is Coming



What Mood Am I In?



Let's Count



Opposite Shapes



Opposite Positions



Chameleon Card Auto-Reader

<https://www.youtube.com/watch?v=icIROfqm2ss>



Chameleon

Card Auto-Reader

It is not hard to learn nouns like “ apple ” but what about more abstract words that aren’t nouns? Solve the problem with this specially designed educational tool: the Chameleon card auto-reader, featuring 220 non-noun sight words divided into five grades: pre-primer, primer, 1st grade, 2nd grade, and 3rd grade. These five levels equate to the second and third grades of elementary school in foreign kindergarten. They have been carefully designed to make the language learning process a whole lot easier. And they are so much fun, young readers won’t even know that they’re learning! Wait and see! (a complete set of 220 sight-word cards)

Featuring two modes:

1. **Shadowing Mode** (Repeating function)
2. **Quiz Mode** (groups of questions with audio clues; there are 10 different questions per group with a total of 220 overall)

Main Features:

Easy to carry and use

Internet-free

220 specially-drawn illustrations (with familiar situations and scenes)



110*115mm
220 cards *1 USB cable*1 card reader
Published by BOOKIN ICM
All rights reserved in china



Where is your bed, Ned?

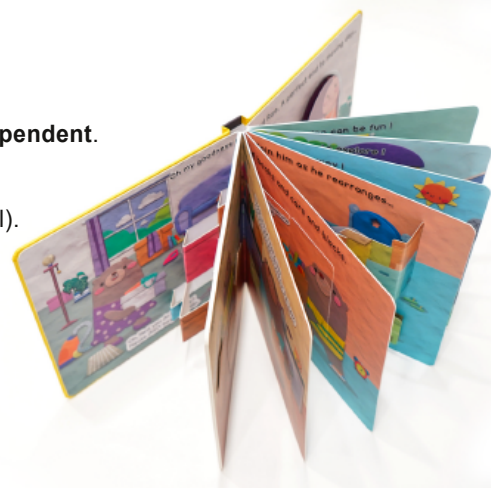
<https://www.youtube.com/watch?v=4uKM8j6SJ-g>



An interactive lift-the-flap fun book featuring our cute little bear, Ned. The story starts when his parents decide to move house... then what happens? Is Ned happy to have a new home? Can he be helpful? And how are things going to change?

Aims:

1. Cultivate a sense of **responsibility** and encourage children to be **more independent**.
2. Help children learn to **sort and organize**, developing **good habits**.
3. Assist children **to adapt to a new environment** (like moving house or school).
4. The **ingenious design** helps kids to be **more involved** in the story.



23.5*23.5CM

16 pages

Text by Yael Valier

Illustrations by Jane Mu

All rights reserved/printed in China

**new
title**



Happy birthday

A delightful interactive book for kids, to encourage loving and sharing.

The book is full of special elements making it almost like being at a birthday party, with music, cakes, and even light-up candles.

Blow gently on the special candles and they will extinguish, just like the real thing!



Special Elements:

A heart-warming audio story to play out loud

A simulated strawberry cream cake

5 wishing candles that can be blown infinite times

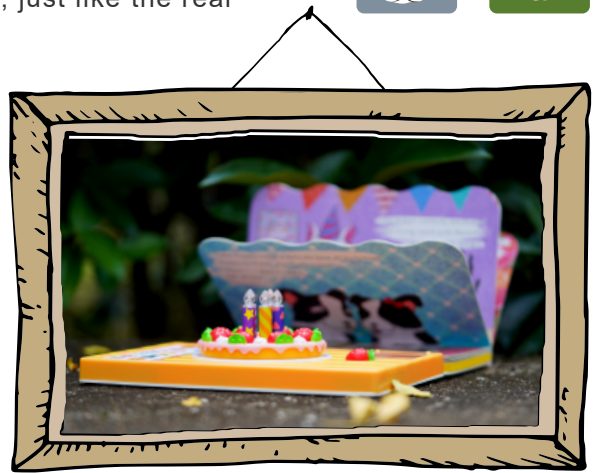
A beautiful story with special sand-filled paintings

10 catchy English **nursery rhymes**

8 common spoken English sentences

7 enjoyable bilingual dialogue scenes
(both Chinese and English)

Show your children that happiness can come from an experience as well as from a gift.



*Make a wish
and blow out the candles!*



Written by Zhong Tong Wei Lai
Illustrated by Jinxunqian (Korean)

275*220mm

7 pages

Hardcover

Ages 3+

Languages: English/Chinese

RIGHTS SOLD: Chinese



*Hurry
up!!!!*

What time is it, Ned?

Here is the story of a beautiful day for Little Bear and his friend Bunny. The **manual three-dimensional clock** vividly helps children recognize the clock face, understand the **concept of time**, and inspire them to **manage time efficiently**. Every time you move the hands, you can clearly hear the "**click**" of time passing!

Practice reading and telling the time in one story. There are **6 ways** to express time in the book. Each page contains a **scene** with **short, rhyming sentences**. And the creative **clay- texture painting style** is a joy to look at.

Let's learn to tell the time with this interactive book and lift the flaps to track the adventures of Ned's day!

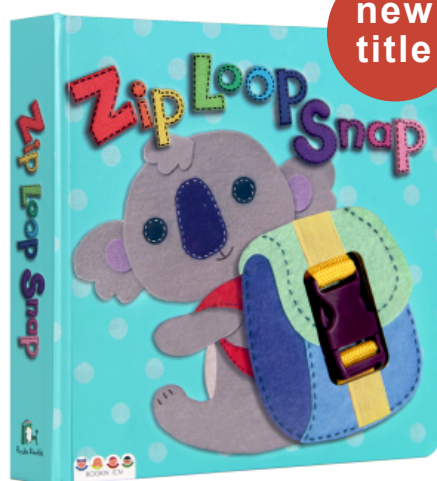


*What
time
is it?*



Written by Yael Valier
Illustrated by Jane Mu
230*230mm
7 pages
Hardcover
Ages 3+

All rights reserved.



Zip Loop Snap

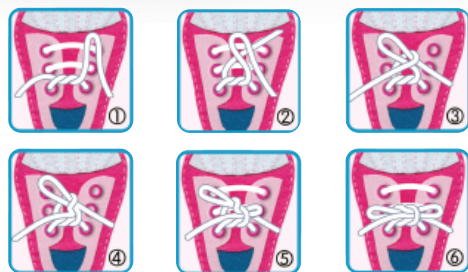
This is an ideal book for kids to learn **how to fasten things** by themselves.

It uses **8 interactive fasteners** that might be encountered in real life, to help children begin to **look after themselves**.

With specially invited **cartoon voice actor Nikki** to record the audio.

Each page has a **visual explanation** of what to do.

The book encourages fine motor skills, and will help the reader to grow in **confidence** by practicing the movements for themselves.



Written by Yael Valier
Illustrated by Jane Mu
230*230mm
7 pages
Hardcover
Ages 3+

All rights reserved



High Flyers (60 titles)

All these books feature **handicrafts** and **interactive games** as well as exciting, **beautiful stories and fun audio**.

Any child will be happy to read the lively stories with colorful characters.

Readers are introduced to new words and expressions, to **expand their vocabulary** and **improve their reading and writing skills**.

The series is divided into 6 groups:

1. The first group aims to develop language and creativity.



Illustrated by Kim Yunjo



Illustrated by Kim Seungah



Illustrated by Lee Paran



Illustrated by Yung Minsuk



Illustrated by Sim sugeun



Illustrated by Choe yeongnan



Illustrated by Hwang Jiyoung



Illustrated by Chae Suyeon



Illustrated by Jang Eunju



Illustrated by An Junseok

Written by Yuwoobyul
Retold by Lisa Regan
190*190mm
28 pages
Paper cover
Ages 5+

Languages :English

Rights sold: Mainland China(Simplified Chinese, English)
Korea (Korean)

Kids are invited to think about different sounds from the world around them: raindrops , animals, and even the noises that people make, such as chewing and snoring.



"Pitter, patter, raindrop"

The rain patters on the flowers and leaves.
They glisten under the raindrops.

'Look, Doodles! A worm!
We gaze at the worm as it crawls along.

What if... ?

These books encourage kids to question the things that happen and think in different ways. "What would happen if the moon and stars could play hide and seek with us?"
"Is it possible that a bat could see in the daytime?"

*"The bat that could see
in the daytime"*

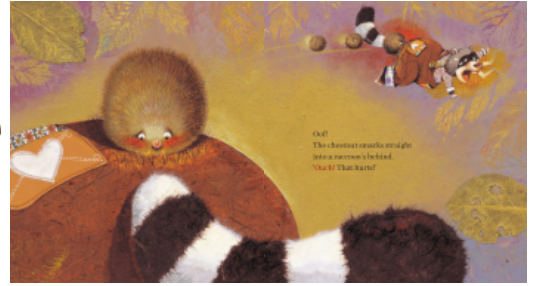


Magical Moon and Super Star enjoy on hiding
But they can't cover up their twinkling lights.

*"Hide
and
seek"*

These books celebrate being curious about this world, when readers start to use their imagination or create new things.

"What's this?"



Look at Santa! He is riding an amazing sleigh – but with no reindeer.
Those are all birds!!
Can you believe it?!

"Santa's new sleigh"

"A gift for grandma"

What a brilliant idea she had!
Let's encourage our children to create on their own.



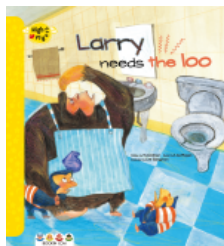
2.The second group aims to encourage healthy habits.



Illustrated by Jung Hyunjoo



Illustrated by Gwang Yeongmuk



Illustrated by Lee Sangyoon



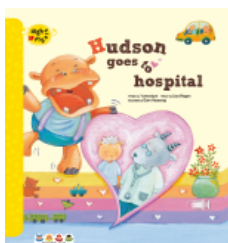
Illustrated by Hwang Seonghye



Illustrated by Kim Minjung



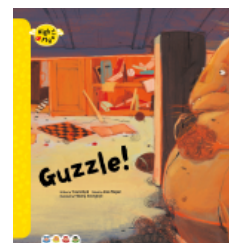
Illustrated by Sim Seongyeop



Illustrated by Eom Hyoyong



Illustrated by Kim Heejung



Illustrated by Hwang Seonghye



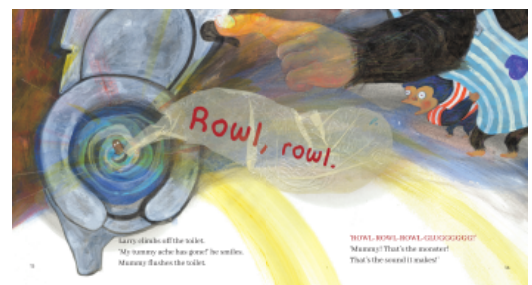
Illustrated by Choi Suyeon

Here are 10 stories of how to start good habits early on in life. Story-telling is a great way to lead little ones to do the proper thing. Readers can begin to learn about the importance of good habits at a very young age.



Even “monsters” can help
our kids to realize the importance
of having good habits.
(Don't worry, they are very
cute monsters.)

“The tooth monster”



“Larry needs the loo”



“The king of Dirtland!”

It seems that most of our main characters have problems!
Luckily all of them are solved in the end.



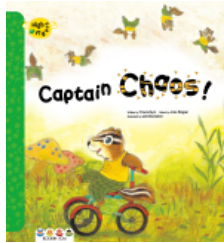
3.The third group is about feelings and family, and aims to develop children's emotional recognition and relationship with their loved ones.



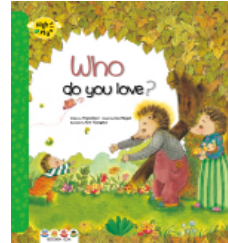
Illustrated by Jiang Hyeonjun



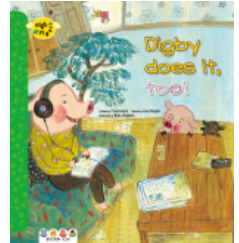
Illustrated by Kim Isol



Illustrated by Lee Eunseon



Illustrated by Kim Youngeun



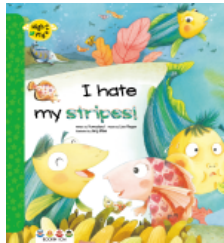
Illustrated by Bae Jongsuk



Illustrated by Pak Cholmin



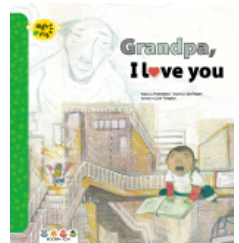
Illustrated by Gwon Yeongmuk



Illustrated by Jang Miae



Illustrated by Lee Unggi



Illustrated by Lee Yongkyu

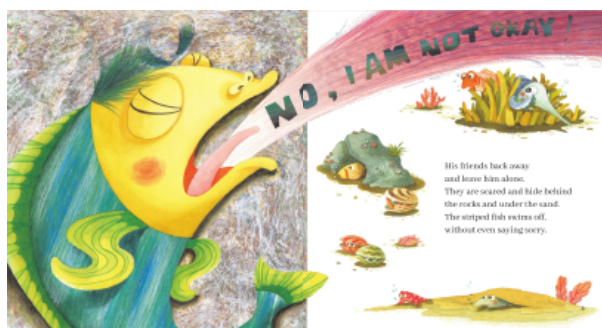
Little ones also have complex and sensitive feelings, just as adults do.

Each of these 10 stories can help them be aware of the types of feelings and emotions they have when they come across certain things, especially spending time at home and with their family.



Readers find out how to be brave like Leo , how to accept the truth that their dear grandpa will leave them in the future, and how to understand and accept the behavior of older people.

"The lion that roared"



"I hate my stripes!"



"What's wrong, Grandma?"

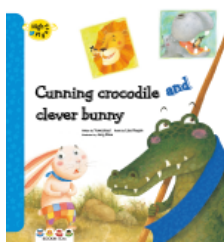
4.The fourth group deals with relationships with friends and neighbors. The books aim to develop children's ability to get along well with the people around them.



Illustrated by Jo Sinae



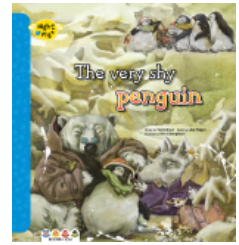
Illustrated by Jeong Juhyeon



Illustrated by Jang Miae



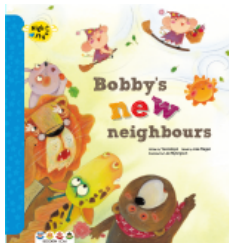
Illustrated by Lee Unggi



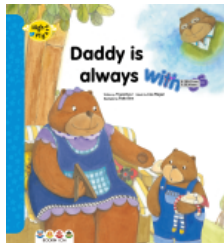
Illustrated by Kim Changhoon



Illustrated by Choe Jungyu



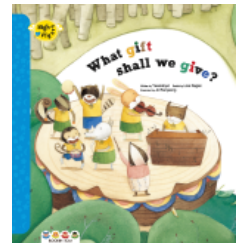
Illustrated by Lee Myungsun



Illustrated by Park Arim



Illustrated by Ha Hyuni



Illustrated by Jo Ranyeong

Everybody needs friends. Having good friends makes us happy and helps us to develop as people. Read about spending time together and learning to share ideas and treats – even sharing a “secret hideaway” can be fun, as Bella Bunny finally realizes.

Discover just how rich a life with friends can be.

These books will help children to understand that close friendships work even when two people are not exactly alike. Sometimes the most unlikely pairs get together and become the best of friends. And neighbors can do the exactly same.



“A secret hideaway”

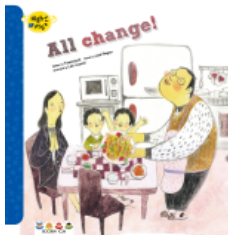


“What gift shall we give?”

5.The fifth group is about sex education and personal safety.



Illustrated by Kim Yeongeun



Illustrated by Lee Juyeon



Illustrated by Pak Cholmin



Illustrated by Gu Sol



Illustrated by Lee Juyeon



Illustrated by Min Jeongnim



Illustrated by Han Jangsu



Illustrated by Han Jangsu

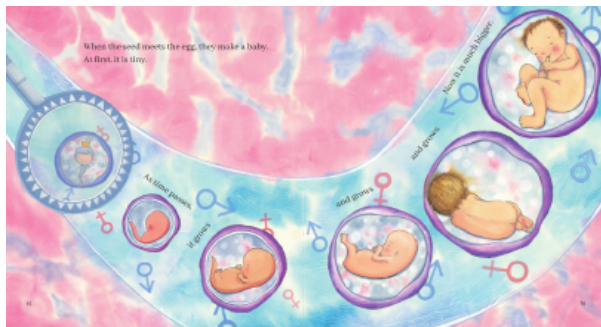


Illustrated by Han Jangsu



Illustrated by Go Wonju

This group of stories will help kids to get to know and celebrate the differences between females and males. They will also read more about where they come from.



Children need to learn the importance of saying no to strangers. They can also read about obeying the rules, as well as knowing the dangers they might find both outdoors and indoors.

"How was I born?"



"Curious curtis"



"Five more minutes!"

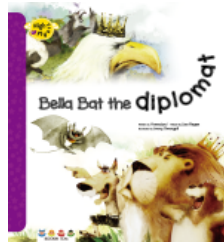
6.The sixth group aims to shape good values.



Illustrated by Jo Sinae



Illustrated by Jeong Juhyeon



Illustrated by Jang Miae



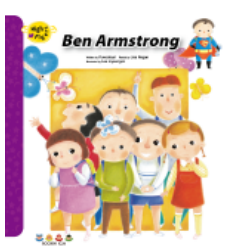
Illustrated by Lee Unggi



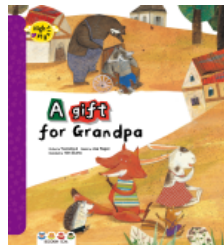
Illustrated by Kim Changhoon



Illustrated by Choe Jungyu



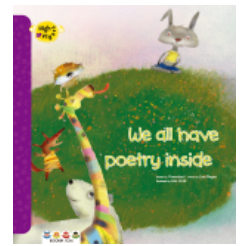
Illustrated by Lee Myungsun



Illustrated by Park Arim



Illustrated by Ha Hyuni



Illustrated by Jo Ranyeong

All of these values are found in the stories: self-respect, keeping a promise, sharing your love, respecting the world and caring about others, keeping an open heart, and being grateful...

Nobody should live without love inside.

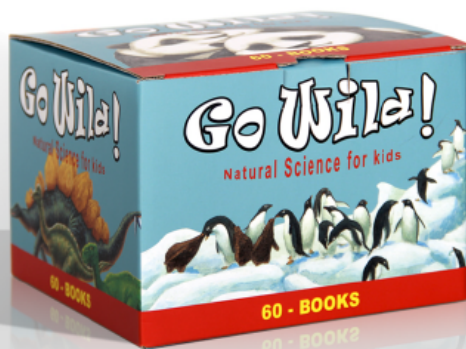
Everyone is able to create beauty by planting the seeds deep in their heart and watering them with kindness; the shoots of love will appear one day for sure.



"I am Me"



"We are all have poetry inside"



Go Wild! Natural Science for Kids

This is an amazing collection of 60 titles about the world around us: from the creatures in the sky to the water in our rivers; from the ground in which we grow things to the underground activities that we cannot even see.

Each book has three key features represented inside:

Many pages feature a TIP, giving the reader even more information about the subject, in addition to the main story. On the FIND OUT MORE pages, superb photographs help to give insight into the topic.

Every book contains a FACTS spread.

These open up our eyes and minds to think more about the things we have discovered.

Nature is amazing. We are so lucky to live on this wonderful planet, surrounded by creatures and landscapes that take our breath away. These books help to open our eyes to the wonders of the world..

The books are divided into 6 groups:

Animals

Birds

Insects

Plants

Animal lifestyles

Science



Written by Nopineopi

Retold by Lisa Regan

Copyright © Korea Schweitzer Co., Ltd.

190*190mm

28 pages

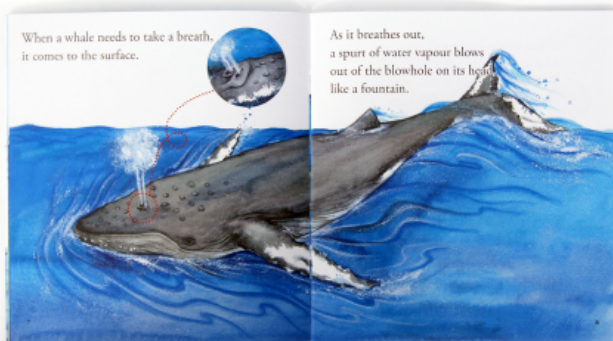
Paper cover

Ages 5+

Languages :English

Rights sold: Taiwan(Traditional Chinese)

Mainland China(Simplified Chinese, English), Korea (Korean)

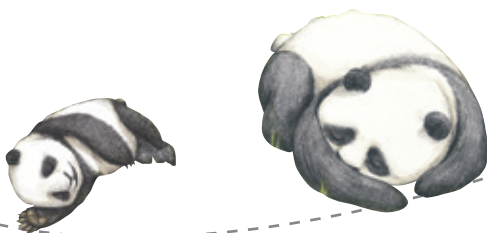




The first group

Animals

Why do they all look so sleepy?
Everyone knows what pandas
look like, but how do they behave,
and what do they do all day?
Aren't they charming?!





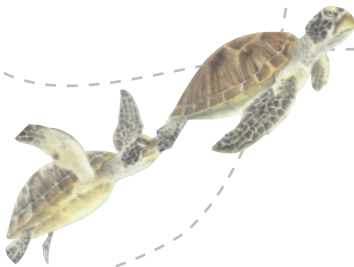
As the cubs grow bigger, the lionesses teach them how to catch their prey.

TIP Young cubs are not usually successful in a hunt. They are only practicing.

Lions begin life as tiny cubs. How do they grow into mighty hunters? Watch out!!!

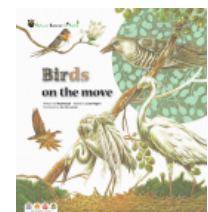


Turtles live in the ocean or in fresh water. Tortoises move slowly around on land. What is it like to carry your home everywhere you go?

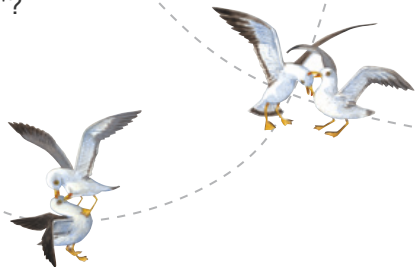


Sea turtles are excellent swimmers. They spend most of their life in the ocean.

The second group *Birds*



These black-tailed gulls live on cliffs or near the harbour, depending on the time of year. But why are they known as 'cat gulls'?



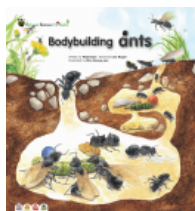
The chicks are hungry, so the parents have to go fishing.



A group of wild geese flies across the autumn sky. They fly in a V shape to save energy. When the leader grows tired, a goose from the back will move up and take the leader's place to allow it to rest.



Some birds are seen only in the summer, and some are winter visitors. Why do they travel from place to place?



The third group

Insects

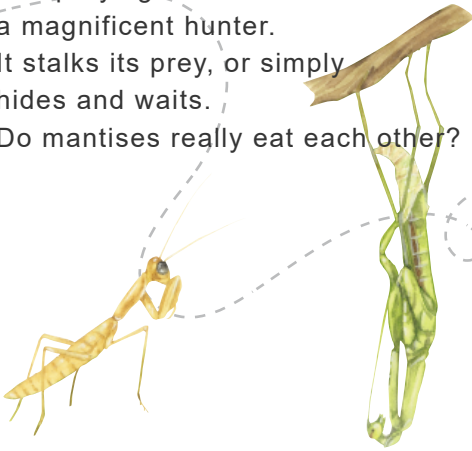


Beetle battle!

The horned beetle loves to eat tree sap.
So does the stag beetle!
What happens when they bump into
each other on the same tree?

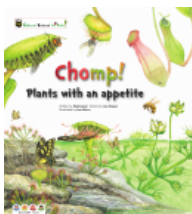


The praying mantis is
a magnificent hunter.
It stalks its prey, or simply
hides and waits.
Do mantises really eat each other?



The fourth group

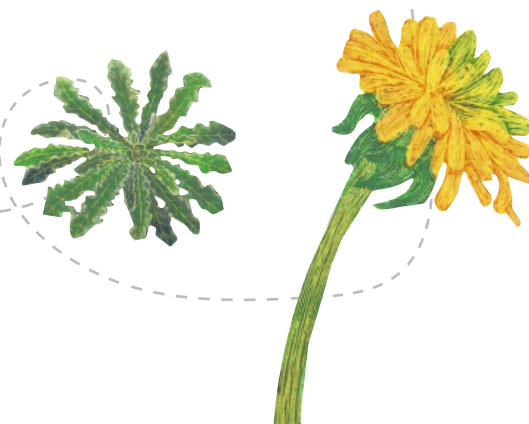
Plants



It is the biggest compliment of all:
sunflowers love the Sun so much
they even look like it!
How do sunflowers grow?



Why do dandelion seeds have
tiny parachutes to travel
on the wind?
Let's find out!



The fifth group

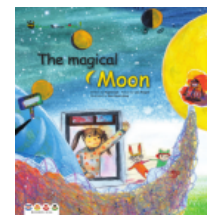
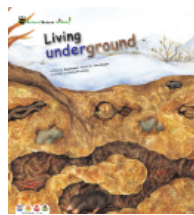
Animal lifestyles



A beak is a brilliant tool for a bird.
It isn't just for eating and singing.
What else are beaks used for?



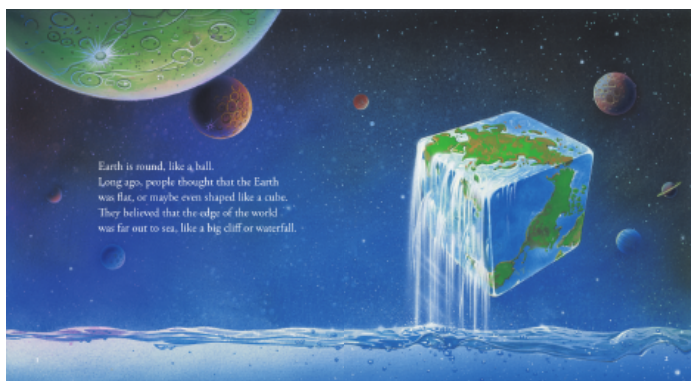
During the stories, readers are introduced to nature's fascinating aspects, such as similar species, life cycles, the mating process, habitats ,and many more. It is a great way to inspire an interest in nature.



The sixth group Science

There is something happening in the kitchen. The fruit and vegetables are talking to each other. What are they saying?

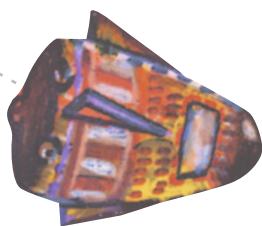




Earth is round, like a ball.
Long ago, people thought that the Earth
was flat, or maybe even shaped like a cube.
They believed that the edge of the world
was far out to sea, like a big cliff or waterfall.

Why do we have day and night,
and seasons?

Is Earth the only planet in space?
why do we celebrate it on Earth Day
Let's explore it!



Why does the Moon look different
each night?
Is it because of magic?



Changing faces

The Moon is magical.*
It changes all the time.

Sometimes,
it is a neat,
slim curve like
Mummy's eyebrow.
Sometimes,
it is more like
a slice of apple.
When the Moon is full,
it shines bright and round,
like a dinner plate in the sky.

We all know that life on this planet has a darker side. It is important to face the challenges of pollution and climate change. These books are a gentle introduction to help parents raise awareness with their children, and teach them how to work towards a brighter future.



S-SWAP (Super – Summer – Winter – Autumn – Spring)

S-SWAP is an interactive educational board game.

During the game, kids can get familiar with the different **seasonal scenes**, understand basic time concepts like the **year**, the **month**, and the **quarter**, as well as the basic **mathematical calculation**.

It includes:

Chinese Zodiac coins*12

Season cards*48

Moon cards*13

Function cards : choose-free/ 3 cards-per-time
/ exchange-card / stop- card (*16)



Rules:

4 season cards = 1 Chinese Zodiac coin,
meaning **“getting one year older”**.

3 moon cards = 1 season card,
meaning **“getting 3 months older”**.

*The one who
“is older”
who is the winner!*





Card themes::

Alphabet and **dinosaur** themes are included, each with multiple difficulty levels.

The Squaradox

The Squaradox was designed based on Jean Piaget's theory of four development stages in **developmental psychology**, which allows kids to recognize concepts like **shape**, **direction** and **space** gradually. During the game, kids would practice their **observation**, **concentration** and **memorization skills**, which is good for brain development.

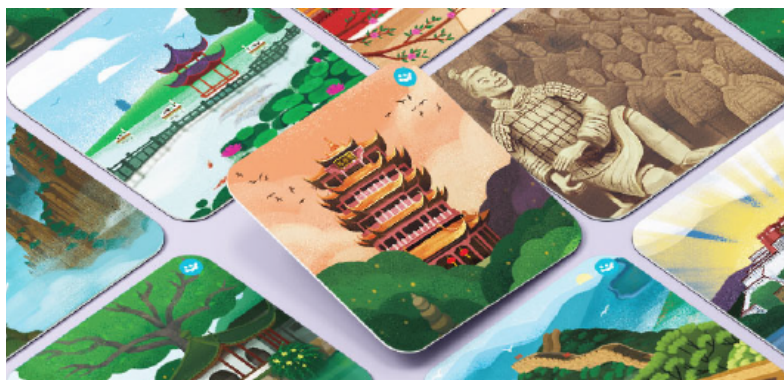


The Squaradox (Advanced version)



Plus, the difficulty level improves in this version.

All rights reserved to Family Mentor co. Ltd



Introduction:



Add-Tic-Tion is designed under the basic logic of 'Sudoku' and 'Tic-tac-toe'.

We aim to practice kids' calculation skills during the game.

The Forest Kingdom is full of challenges every day. The cutie cows and pride unicorns are get lost in the forest.

The only way to get out is to finish the challenge in the Sudoku - Link a straight line on the 9 square game board.

Let's brainstorming and help them to get out!



Components:

Cow theme cards x 24
9 square game board x 1
Instruction pamphlet x 1

Ages: 5+

Players: 2

Duration: 5-15 mins

Introduction:



The Awesome Alphabet is an edutainment game that aims to develop kids concentration and memorization skills. The illustrations are done by an American designer, to fit kids habit of good at graphic memories, hence then help them to understand and memorize English letters, words and phrases. Remember as much as possible details are shown on the front side of the game card in a limited time. Correctly answering the questions on the back to win as many game cards as possible.



Components:

- Game cards x 26
- Glossary cards x 2
- Chinese instruction card x 1
- English instruction card x 1
- Dice x 1
- Prize stickers x 3
- Ages: 3+
- Players: 1-2
- Duration: 5-10 mins