

Kalimage®

Another way to draw

Catalog



www.kalimage.fr

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The Story

Where does the name Kalimage come from...

It comes from a butterfly named Kalima, which by mimicry phenomenon can take the leaf shape to disappear in the nature.

Who are we?

Jean-Jacques FIDALIS founded the company Fidelis Consulting in 1999, specialized in commercial and marketing development. Few years later, he had the idea of creating Kalimage by looking at his son drawing on walls. From the idea to the achievement of the project, two years of studies and tests in school and family environment were needed.

Strong moments

2008

January: Kalimage launched its range Kalimage and Kalimalette.
April: Kalimage was rewarded of the silver medal in the French contest for innovation Louis Lépine.

2009

March: Kalimage received the Golden «Smac» in the art craft and decoration category.

2010

January: Launching of the Height Chart Kalitoise.
May: Kalitoise was rewarded of the bronze medal in the French contest for innovation Louis Lépine.
June: Kalimalette is rewarded of «good concept» during the Universal Exhibition of Shanghai.

The Concept

The concept of our products is totally revolutionary. Our nomad briefcases are composed of a clever roll pre-cut magical color printed sheets. Why magic? Because electrostatic. These ones are erasable, removable and reusable on every smooth surfaces (wood, glass, metal, paper) without leaving any marks. Children from 3 years old will draw, color, write and trace. Kalimage will arouse many moments of hapiness in family.



Summary



Drawing becomes
Magical
with Kalimage's creative Kits!

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oh! great!
it's magic!

Sheets erasable
and removable!



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When drawing
becomes simply
magic!

Accessories



Concept

MAGIC The drawing sheets that hold everywhere



1

I unroll

2

I draw

4

I show

without any glue or tacks



I trace

3

I erase

Electrostatic

Erasable
Reusable
Removable

6



7



Range

"The revolutionary range of creative"



Values of Kalimage:

MAGIC

For the smaller-ones, those big sheets are magical. Electrostatic, they hold on any smooth surface (wall, wood, metal...) without any glue or tacks and without leaving any trace.

They are not only erasable but also removable and reusable endlessly.

EDUTAINMENT

Its big size (40x60xm) enables young children to draw sitting or standing, to become familiar with space, to discover the drawing and to let their imagination and creativity develop themselves. It also learns them limits and boundaries as all of our sheets have key lines.

SHARING

Those big magical sheets encourage children not only to draw but also to exhibit and share all their masterpieces. Kalimage will bring joyful moments in family.

Discover all the range of Kalimage.



Creative drawing kit
and its **Magical** sheets

CIRCUS world



Contents:

- + 1 magic roll dispenser of 6 large pre-cut electrostatic sheets printed in colors (60x40cm)
- + 5 erasable color felts
- + 36 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21332
Gencod: 3760153530218



Creative drawing kit
and its **Magical** sheets

Animals' ALPHABET



Contents:

- + 1 magic roll dispenser of 6 large pre-cut electrostatic sheets printed in colors (60x40cm)
- + 5 erasable color felts
- + 36 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21315
Gencod: 3760153530140



Creative drawing kit
and its **Magical** sheets

Fairy's world



Contents:

- + 1 magic roll dispenser of 6 large pre-cut electrostatic sheets printed in colors (60x40cm)
- + 5 erasable color felt
- + 36 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21334
Gencod: 3760153530232



Creative drawing kit
and its **Magical** sheets

Princesses' kingdom



Contents:

- + 1 magic roll dispenser of 6 large pre-cut electrostatic sheets printed in colors (60x40cm)
- + 5 erasable color felt
- + 36 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21317
Gencod: 3760153530164



Creative drawing kit
and its **Magical** sheets

DINOSAURS times



Contents:

- + 1 magic roll dispenser of 6 large pre-cut electrostatic sheets printed in colors (60x40cm)
- + 5 erasable color felts
- + 36 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21327
Gencod: 3760153530096



Creative drawing kit
and its **Magical** sheets

SAVANNAH's world



Contents:

- + 1 magic roll dispenser of 6 large pre-cut electrostatic sheets printed in colors (60x40cm)
- + 5 erasable color felts
- + 36 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21330
Gencod: 3760153530195

Concept

MAGIC The drawing sheets that hold everywhere



1 I unroll

2 I draw

3 I trace

I erase

4 I show



without any glue or pins



hold on any smooth surface



"Take it everywhere!"

Electrostatic
Erasable
Reusable
Removable



NEW



Range

"The Nomad drawing Kit of Kalimage"



Values of Kalimalette:

MAGIC

For children, those sheets are magical. Electrostatic, they hold on any smooth surface (wall, wood, metal...) without any glue or tacks and without leaving any trace. They are not only erasable but also removable and reusable endlessly.

NOMAD



Our budding artistes can take their Kalimalette everywhere (holidays, week end, Family,...).

The freedom of Kalimalette is to enable children to explore their creativity on any surface, horizontal or vertical, to erase and do again!

SHARING

Those big magical sheets encourage children not only to draw but also to exhibit and share all their masterpieces. Kalimalette will bring joyful moments in family.

Discover all the range of Kalimalette.



Creative drawing kit
and its **Magical** sheets

Horses' world



Contents:

- + 1 magic roll dispenser of 5 large pre-cut electrostatic sheets printed in colors (30x30cm)
- + 3 erasable color felts
- + 12 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21342
Gencod: 3760153530324



Creative drawing kit
and its **Magical** sheets

Princesses' kingdom



Contents:

- + 1 magic roll dispenser of 5 large pre-cut electrostatic sheets printed in colors (30x30cm)
- + 3 erasable color felts
- + 12 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21322
Gencod: 3760153530058



Creative drawing kit
and its **Magical** sheets

PIRATES' land



Contents:

- + 1 magic roll dispenser of 5 large pre-cut electrostatic sheets printed in colors (30x30cm)
- + 3 erasable color felts
- + 12 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21323
Gencod: 3760153530027



Creative drawing kit
and its **Magical** sheets

KNIGHT & DRAGONS' world



Contents:

- + 1 magic roll dispenser of 5 large pre-cut electrostatic sheets printed in colors (30x30cm)
- + 3 erasable color felts
- + 12 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21341
Gencod: 3760153530317



Creative drawing kit
and its **Magical** sheets

PANDAS' worlds



Contents:

- + 1 magic roll dispenser of 5 large pre-cut electrostatic sheets printed in colors (30x30cm)
- + 3 erasable color felts
- + 12 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21337
Gencod: 3760153530263



Creative drawing kit
and its **Magical** sheets

FARM's world



Contents:

- + 1 magic roll dispenser of 5 large pre-cut electrostatic sheets printed in colors (30x30cm)
- + 3 erasable color felts
- + 12 learning guides (to draw, to trace...)
- + 1 mini brush

Product ref: 21325
Gencod: 3760153530072

Kalimémo®

zaminos's
my precious friends

"The smaller Kit of Kalimage"

Values of Kalimémo:

MAGIC

For children, those sheets are magical. Electrostatic, they hold on any smooth surface (wall, wood, metal...) without any glue or tacks and without leaving any trace.

They are not only erasable but also removable and reusable endlessly.

SHARING

Unbelievably handy to keep our little one busy. They can express themselves as they want and exhibit their masterpieces on the glass of the train, car or plane.

NOMAD

Thanks to its small size (20x15cm) it will be easily taken on any pocket, coat or briefcase for any small or longer trip. To be taken everywhere:



Kalimémo®



Creative drawing kit
and its **Magical** sheets

zaminos's
my precious friends



Contents:

- + 1 magic roll dispenser of 5 pre-cut electrostatic sheets printed in colors (15x20cm)
- + 1 erasable black felt
- + 1 mini brush

Product ref: 21378
Gencod: 3760153530683

Magical Height Chart

Concept



2 I slide my pictures



3 I measure myself

4 I draw and color





Range

"The "Magic Picture" Height Chart of Kalimage"



Values of Kalitoise:

MAGIC

Electrostatic, the Height Chart holds on any smooth surface (wall, wood, metal...) without any glue or pins. It is not removable but erasable and reusable.

DECORATIVE

Kalitoise can decorate any children or playing room. Kalitoise can be considered as a real object of decoration. Indeed, children can slide pictures of their own, draw, color and personalized their Chart: to be unique!

SHARING

It enables the smaller to compare themselves to the taller and share lots of joyful moments.

Discover all the range of Kalitoise.



Magical height chart
to grow like an artist!

Fairy's world



Contents:

- + 1 magic roll dispenser of 2 large pre-cut electrostatic sheets printed in colors (80x40cm)
- + 3 erasable color felts
- + 1 mini brush



Product ref: 21361
Gencod: 3760153530515



Magical height chart
to grow like an artist!

Princesses' kingdom



Contents:

- + 1 magic roll dispenser of 2 large pre-cut electrostatic sheets printed in colors (80x40cm)
- + 3 erasable color felts
- + 1 mini brush



Product ref: 21359
Gencod: 3760153530492



Magical height chart
to grow like an artist!

DINOSAURS times



Contents:

- + 1 magic roll dispenser of 2 large pre-cut electrostatic sheets printed in colors (80x40cm)
- + 3 erasable color felts
- + 1 mini brush



Product ref: 21355
Gencod: 3760153530454



Magical height chart
to grow like an artist!

SAVANNAH's world



Contents:

- + 1 magic roll dispenser of 2 large pre-cut electrostatic sheets printed in colors (80x40cm)
- + 3 erasable color felts
- + 1 mini brush



Product ref: 21356
Gencod: 3760153530461



Magical height chart
to grow like an artist!

AIRGUS world



Contents:

- + 1 magic roll dispenser of 3 large pre-cut electrostatic sheets printed in colors (80x40cm)
- + 3 erasable color felts
- + 1 mini brush



Product ref: 21358
Gencod: 3760153530485



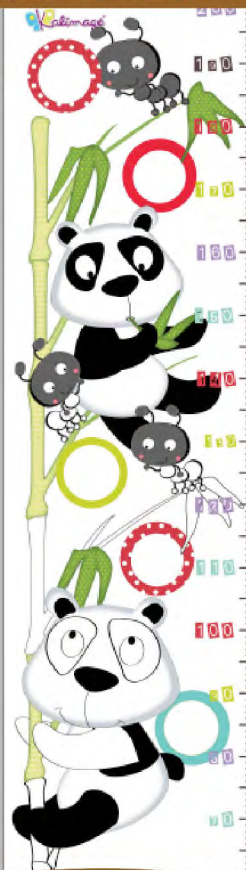
Magical height chart
to grow like an artist!

PANDAS's world



Contents:

- + 1 magic roll dispenser of 3 large pre-cut electrostatic sheets printed in colors (80x40cm)
- + 3 erasable color felts
- + 1 mini brush



Product ref: 21357
Gencod: 3760153530478

Accessories

Felts Pack



Contents:

+ 8 felts



+ 1 mini brush

Product ref: 21319
Gencod: 3760153530119

Net weight	Units	Size of box	Net box weight
100g	10	310x105x190mm	1.0kg

Display Kalimalette 12 products by display



Kalimalette	Reference	Gencod
	21315	3760153530140
	21317	3760153530164
	21327	3760153530096
	21330	3760153530195
	21332	3760153530218
	21334	3760153530232

Net weight	Units	Size of box	Net box weight
195g	12	425x415x120mm	2.6kg

	Reference	Gencod
Princesses Kingdom 	21322	3760153530058
Pirates' Land 	21323	3760153530027
Farm's World 	21325	3760153530072
Panda's World 	21337	3760153530263
Knights & Dragon'World 	21341	3760153530317
Horses World 	21342	3760153530324

Net weight	Units	Size of box	Net box weight
195g	12	330x220x255mm	2.6kg

	Reference	Gencod
Dinosaurs' Time 	21355	3760153530454
Savannah's World 	21356	3760153530461
Panda's World 	21357	3760153530478
Circus' World 	21358	3760153530485
Princesses Kingdom 	21359	3760153530492

Net weight	Units	Size of box	Net box weight
163g	12	480x250x180mm	2.5kg

	Reference	Gencod
ZAMINOO'S 	21378	3760153530683

Net weight	Units	Size of box	Net box weight
38g	2 displays of 20 units each	385x310x180mm	4.1kg

Net weight	Units	Size of box	Net box weight
38g	4 displays of 20 units each	310x195x180mm	2.3kg



Find all our range on
www.kalimage.fr

Fidelis Consulting

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