

# Kalimage

When drawing becomes simply magic



[www.kalimage.fr](http://www.kalimage.fr)

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# SUMMARY



## THE STORY

The Story of kalimage	1
Concept of Kalimage	

## KALIMAGE

Kalimage Classic	2
Kalimage range	3

## KALIMALETTE

Kalimalette Range	4
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## KALIMEMO

Kalimémo «Zanimoo's»	5
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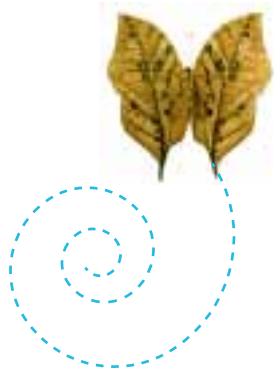
## KALITOISE

Kalitoise Range	6
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## THE STORY OF KALIMAGE ...

### Where does the name Kalimage come from...

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



### Strong moments :

- **January 2008** : Launch of Kalimage and kalimalette range.
- **April 2008** : Kalimage received the silver medal at the "Louis Lépine" competition
- **March 2009** : Kalimage received the « gold SMAC » for innovation in the category « Arts and crafts »
- **January 2010** : Launch of new ranges : Kalitoise and Kalimemo

### 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 realization of the project, two years of studies and tests in school and family environment were needed.



## KALIMAGE CONCEPT

**"KALIMAGE: THE REVOLUTIONARY INNOVATION OF DRAWING KIT FOR CHILDREN"**

Kalimage is composed of a nomad briefcase with its accessories, a "cleaver" roll of pre-cut magical color printed sheets.

These magic electrostatic Kalimage sheets are erasable, removable, and reusable and hold on every smooth surface wall (wood, glass, metal, paper...) without leaving any marks.

Children from 3 years old will create, draw, color, write and trace.

Kalimage will arouse many moments of happiness in family.



**"FOR CHILDREN'S HAPPINESS..."**





The nomad briefcase with its clever roll



Classic

### Reload your Kalimage ...

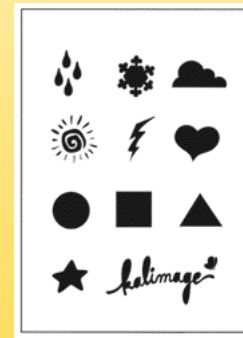
Reload roller:  
10 large pre-cut electrostatic sheets printed in colors (60\*40), **erasable, removable, reusable** to reload your suitcase Kalimage as many as you wants



Pack of felts Kalimage:  
Pack of 8 Erasable felts of lively colors



6 erasable felts  
and 1 tiny brush



1 stencil





The animals alphabet



I learn figures and colors



Princesses Kingdom



The pirates land



The farm



Prehistoric times



Erasable & Removable



The nomad briefcase with its clever roll



The animals alphabet



6 large pre-cut electrostatic sheets printed in colors (60 x 40 cm) (printed in colors)



2 pages of learning guide (to learn, draw, trace...)



4 erasable felts and 1 tiny brush



KALIMAGE RANGE



**Erasable & Removable**



The animals alphabet



I learn figures and colors



Princesses Kingdom



The pirates land



The farm



Préhistoric times



The nomad briefcase with its clever roll

**Princesses Kingdom**



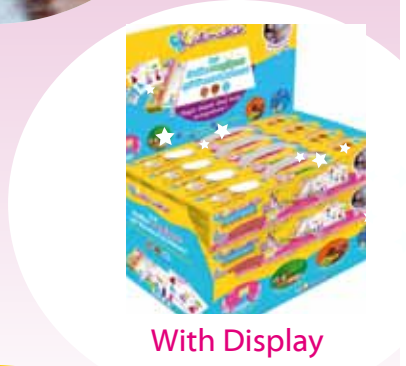
6 pre-cut electrostatic sheets printed in colors (30X40 cm)



1 learning guide (to learn, draw, trace...)

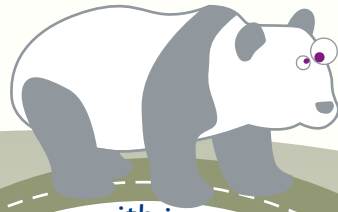


4 erasable felts and 1 tiny brush



With Display



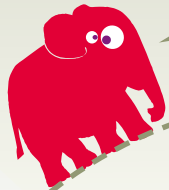


The small kit with its clever roll



Zanimoo's

Erasable  
&  
Removable



5 small pre-cut electrostatic  
sheets printed in colors  
(15X20cm)



1 erasable felt with its tiny brush

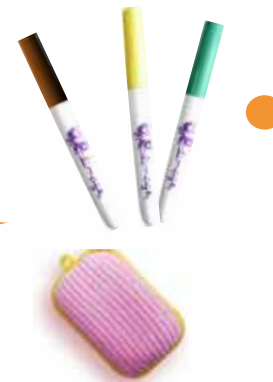


With display

Erasable  
&  
Removable



Kalitoise « Dinosaurs »



3 erasable felts and  
a tiny brush



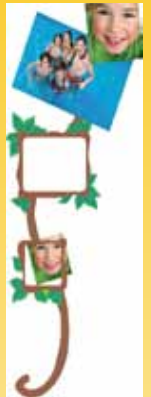
Kalitoise « Savanna »



An electrostatic height  
gauge in order to measuring



Elements to be coloured  
and spaces texts to be  
filled



frames to slide your  
photos there.