

house of education

*westermann publishing group**



vocational
training

secondary level

primary level

elementary level

basic level

edutoys • didactical materials
schoolbooks • atlases

***9 famous publishing houses under the same roof**

Learning by all senses



The Westermann Publishing Group offers a large range of very successful, practice-oriented educational games and didactic materials for early childhood, kindergarten age and the starting of school. Central to this are the fundamentals and the environment of learning: training the senses, learning to read, perception and concentration, psychomotor and fine motor skills, the first experiences of reading, writing and arithmetic.

Nikitin Materials, „the building games“, have been particularly successful learning and playing materials for children at the age of 3 to 10 in many countries for many years now.



Nikitin-Material educational games, which are precisely matched to each other and have great educational value for the development of personality and abilities. Materials that grow with the child.

Go Einstein, go is a patented system of exercises that children can check themselves. Six-colour wheels are used to set and check the solutions. Included is a series of hardy books of exercises and solutions, with plenty of possibilities

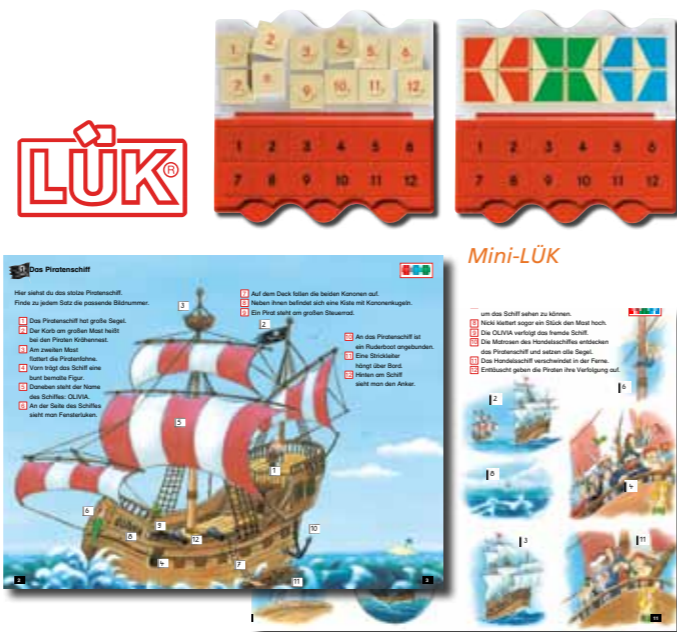
for perception and concentration training right up to initial arithmetic exercises. Nothing gets lost! Children learn in no time at all.



Go Einstein, go!

LÜK is a world-wide success. The educational game with it's own control function.

LÜK is used in over 40 countries and available in 19 different languages. The well designed system can be used with a large variety of work books in teaching disciplines. LÜK is offered in three variants: Bambino-LÜK for ages three and over, Mini-LÜK for ages 6 and above, and LÜK for ages 8 and above. The three sets contain 6, 12 and 24 answer blocks respectively. All three devices are accompanied by a large number of task booklets with increasing difficulty and many different task variations.



Klaro* – that's the idea with math concrete

Klaro is an economical and ecological solution: no photocopying or other use of disposable materials necessary. Children do the sums and write down their answers on a transparency laid over the question card using a wizard marker which can be wiped off with a dry cloth.

Each barge tray carries four wooden barges each with 5 round depressions, where you can place 20 reversible wooden pieces coloured red on one side and white on the other. By adding, removing or reversing the pieces (to change the colour) a whole range of arithmetical operations can be carried out.

The Spectra twenties chart can be used as an aid throughout the first school year. The ferric chart is magnetic and can be written on (with a magic marker). It shows all the ways you need of presenting operations with numbers up to twenty and many items follow up to grade 4.



Learning by doing

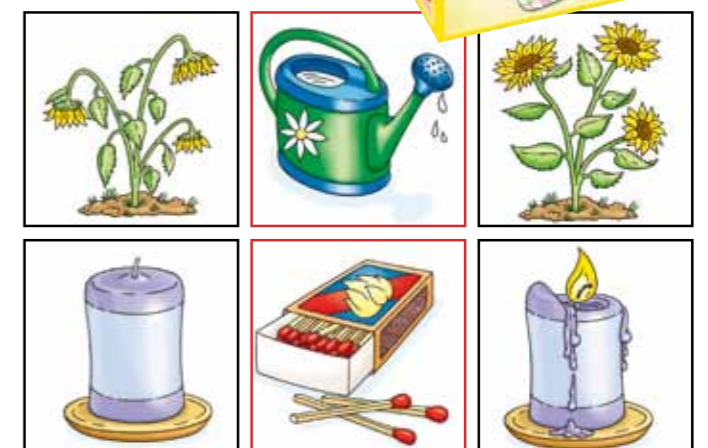
Helpful Picture Boxes for nursery-preschool and primary school with beautifully drawn, different picture sequences and 3 to 6 elements:

- Before, after and in between?
- At nursery school
- Tell me about!
- English puzzles
- Everyday life
- People, countries and cultures
- Funny tales and Logicals



Spectra's Paletti-boards are the ideal way to learn and practise and check your own answers. Paletti consists of a masterboard crafted in birchwood with 12 wooden counters painted in the colours of the spectrum as cog-cards. We can design the folders to your own language if you take out a concession!

Now available for English too! Each cog-card folder contains a CD with listening comprehension exercises. The child uses the cog-cards while listening and reading.



learning by experiences

The primary school sector of Westermann Publishing group GmbH has established itself as the market leader at German schools (grade 1 to 4). Included in the portfolio are textbooks for the subjects mathematics, native language, introduction to science, English (as first foreign language), French (as first foreign language), music as well as courses to learn reading and writing.



The Westermann publishing Group GmbH offers a variety of teaching material apart from the textbooks on which pupils can work independently – either in class or alternatively at home in the afternoon.



The system „Zahlenwerkstatt“ – comprises teaching material destined for grade 1 to 4 relating to the topics of „Remedial Teaching“, „Demanding“, „Writing Maths Problems and Weights and Measures“ as well as „Geometry“. Each teaching material consists of file cards (lines for free text) and related material, games as well as a workbook.

„Tables up to ten“

All 1 x 1 series; times and division, mixed times table training; written maths problems ...

The flash cards are designed for individual learning, differentiation, independent work, weekly learning according to schedules, learning using stations and guided workshops. They allow different forms of working in class. The exercises are self-explanatory and include the areas arithmetic, weights and measures, written maths problems as well as geometry.

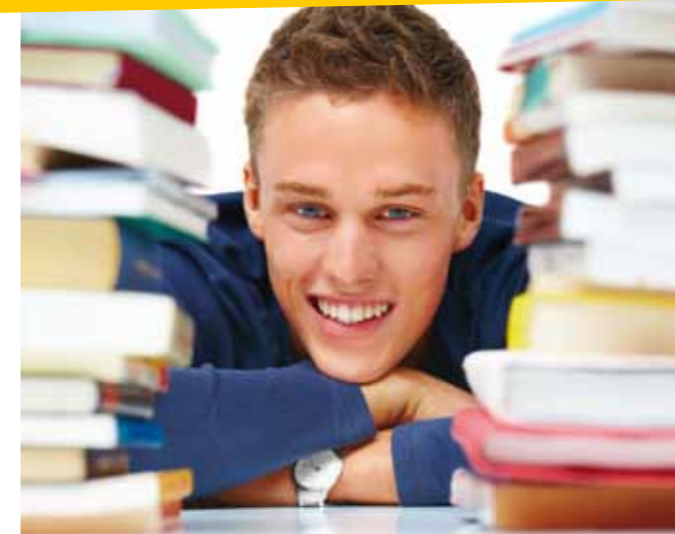
KiNT-Boxes — Kids learn Natural Sciences and Technique Class-boxes for social and science lessons

Children have many questions – now they look for the answers by doing their own experiments. The offer: Package 1: Floating and Sinking – Package 2: Air and Atmospheric pressure – Package 3: Sound – What is it? – Package 5: Bridges and what keeps them up?



Each class-box contains everything for the experiments of 32 kids and a file with 240 pages with lesson plans, worksheets and picture cards.

KiNT-Boxes



grade 5 to 12

Westermann Publishing Group GmbH has made an offer for all kind of schools that follow up primary school (grade 1 to 4). Both, grammar school, which ends in eight years (grade 5 to 12) in final secondary-school examinations, and schools offering a school leaving certificate (grade 5 to 10) for secondary school, are served teaching material for all class levels.

The publishing house is market leader in maths and natural scientific subjects. Usually, for one subject and one kind of school, several different collections are offered to the teachers. The product line comprises teaching material that is strictly orientated according to training courses, but also books which are destined for exploratory learning.

The teaching material has been created by teachers of the particular kind of school and by experts. In this way, we guarantee the optimal combination between expert knowledge and experience in class.

All the books of the publishing house are illustrated, including charts and figures in every detail. The whole teaching material is available in digital form and can easily be transferred to books of other languages.

To our books, that are handed out to pupils, work books for practising are added. Furthermore, many of our

work books are provided with multimedia products which assist pupils in learning phases at home.

Besides, the teaching material includes comprehensive teachers' editions which are precisely modulated on the pupils' editions. The teacher will find additional master copies, solutions to the exercises in the pupils' editions, drafts for lessons, etc. At present the teachers' editions are accompanied by a CD, containing printable work sheets, collections of illustrated material.



professional qualification



Within Westermann Publishing Group GmbH, the publishing houses Westermann and Winklers dispose of a broad product line in terms of vocational schools. The focus is on the technological and commercial professions.

It has to be stressed that a qualified professional formation can be reached in two different ways in Germany. In the so-called dual system the apprentices spend four days a week in the company that takes on trainees. One day of the week they go to vocational school to get familiar with the contents of their occupation requiring formal training. The formation in the dual system lasts two and a half or three years.

To go to a full-time vocational school to acquire a vocational education is also possible in Germany. In this case, apprentices are taught five days a week at a school of the particular profession.

The latter type of vocational education is often chosen in the field of social and commercial profession.

For both types of vocational education the publishing houses of Westermann and Winklers offer an adequate program for all main profession groups. Of special interest is the teaching material written by experts for metal-professions, electrical engineering as well as various commercial professions (industrial clerk, banker, wholesale and export clerk, clerk).



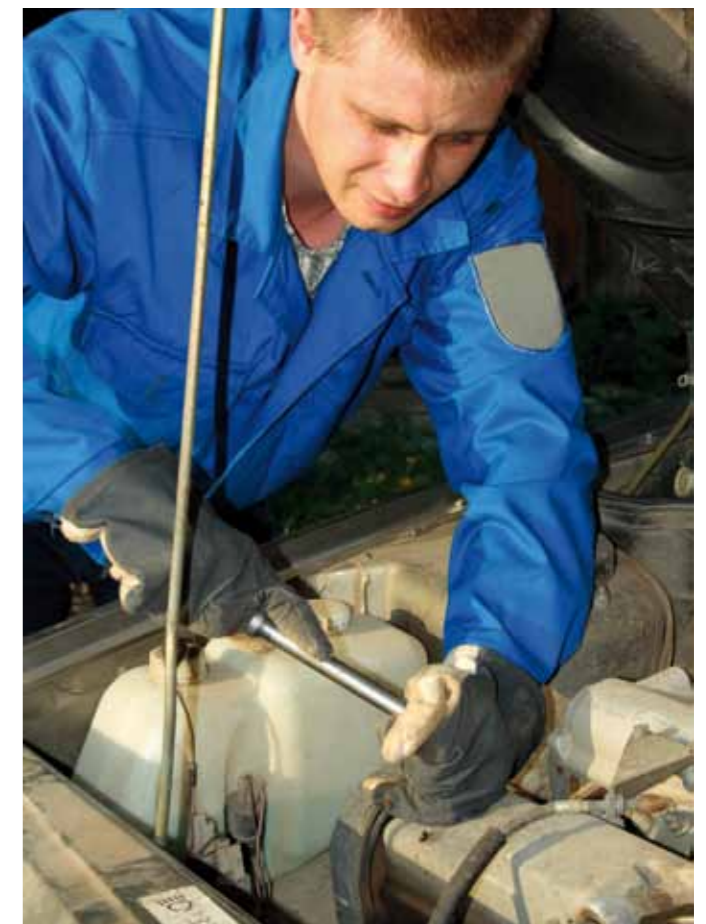
learning in workshops



As far as vocational education is concerned, two methodic approaches regarding the transfer of profession-related knowledge have established in Germany. There is on the one side teaching material, which impart experts knowledge to pupils in terms of already known contexts. This form of knowledge transfer intends apprentices to have less difficulties to learn something, because the subject matter is shown with already known topics.

On the other side, both publishing houses offer teaching material for the same profession groups which is structured systematically according to the subject. These books stress more the consistency in knowledge transfer, while the presentation of subject matter suitable for pupils is included to a lesser extent.

Vocational teaching material is constantly four-colour. A variety of charts, which have been made up especially for these books, make this teaching material an optimal aid for successful education.



Westermann cartography – tradition and quality since 1883



types of German schools. Also used in many homes, its quality and precision are legendary and have been awarded several prizes, most recently the “Worlddidac Award” in 2008.

The “Diercke World Atlas” is delivered to schools in many European countries, e.g. Switzerland, Austria, Hungary and Slovenia. It can be produced in any required language.

Embracing the Digital World, Westermann now offers a wide range of Diercke-based multimedia products. Covering the entire globe, these digital and interactive maps have been developed for white boards, projectors and online-platforms. Finally, the

Westermann’s “Diercke World Atlas” is known throughout Germany and elsewhere in Europe as the definitive atlas. First published 125 years ago, the “Diercke” was the first German atlas made specially for pupils. Since then “Diercke” has been the market leader at all

“Diercke” has begun to explore the world in 3D.

Westermann’s choice of products also includes wall maps of brilliant quality and high precision. All “Diercke” maps are available as stunning wall maps.

Westermann Publishing Group GmbH
Georg-Westermann-Allee 66
38104 Braunschweig
Germany

General Agent:
Franz-Josef Kuhn
www.westermann.de
Tel. 0049 (0)173 8713898