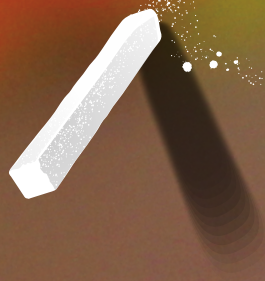


# HAGOROMO

*Chalk*



It is just a chalk!  
However, we have our proud  
brand name 'HAGOROMO'  
engraved on each chalk  
with sincerity!





The Best Teacher needs The Best Chalk!


Since 1932

# HAGOROMO

*Chalk*

Premium Japanese HAGOROMO chalk  
with tradition!  
Technology transferred 100%  
(machine, technology, raw materials  
and personnel)  
Exported to all over the world!





I had built and maintained a solid and reliable relationship with the president of Hagoromo for a long period of time. Because of some critical reasons such as illness and absence of a successor, he decided to shut down his business. He handed over all machine and manufacturing knowhow of Hagoromo Chalk which has been run by his family for three generations (approximately 8 decades) to me.

As a result, SEJONGMALL has been able to manufacture and provide premium chalk made in 'KOREA' at far lower prices. We now target to penetrate into overseas markets. As a chalk manufacturer with the world's best technology, we are evolving to one of the nation's leading exporters.

At present, more schools, private institutes and colleges use Hagoromo Chalk because of high quality and economic advantages. Almost all famous lecturers in Korea now choose Hagoromo Chalk only. In particular, thanks to 'great visibility (clear and vivid enough to make out the color),' it is very popular for online lectures on the Internet.

Under the motto of 'the best quality is our own asset,' we keep making our best efforts to respond to our clients with the best and most convenient products.





# HAGOROMO



## Economic advantages!

Do not just compare the price of chalk! While you lose 4-5 chinks because of breaking, Hagoromo Chalk is still intact. It is 3-4 times more advantageous from an economic point of view. More schools and private institutes now choose Hagoromo Chalk.



## A key piece for your best lecture

Do you want to deliver the best lecture? With great color visibility and smoothness, Hagoromo Chalk makes students more concentrated. A key tool for lecturers! Be ready to give the best lecture with Hagoromo Chalk!



## Little chalk dust

Hagoromo Chalk is made of the best carbonated material. With special compression molding and drying system, its particles are heavy and rarely fly so that they mostly fall down on the supporting slot on a blackboard.

# 1

# 2

# 3



# TRUST, CONFIDENCE AND HIGHEST QUALITY!

These are our valuable assets!



Wise and rational choice!  
It is **HAGOROMO** Made in Korea

※ You can use it without anxiety as we use raw materials harmless to the human body and our products “passed” all safety certifications.





(주) 세종몰  
SEJONGMALL

**HAGOROMO**  
*Chalk*

## CERTIFICATION STATUS

01. Recognition as a venture corporation (No.20180105136)
02. ISO 9001:2015 certified(Q167017)
03. Item by Item Place-of-Origin Certified Exporter Certification (010-16-200200)  
(Korea-ASEAN FTA, Korea-EU FTA, Korea-China FTA)
04. KC Quality and Safety Certification (KOLAS Safety Confirmation, CB111H046-6001, 6002)
05. INTELLECTUAL PROPERTY OFFICE  
'HAGOROMO' Trademark Registered (No.40-1082215)
06. Confirmation of Disabled Persons (No.0015-2018-00496)
07. Certification of excellent enterprise of origin management (No. KOR2016CHEM22)
08. Member of Korean Trade Association
09. Member of Korea Stationary Corporation
10. Official Member of Korea Venture Business Association
11. Member of KCCI Distribution Standard Code
12. CE Marking(an EU safety certification, SGS).
13. A design patent for "Microfiber magnet eraser" (No.41-0324624, Korean Intellectual Property Office).





## AWARDS

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01. 2016.10 Won “KBIZ Presidential Prize” at SISOFAR (No. 2016-856)
02. 2016.11 Received “the Commendation of the President of the Small and Medium Business Administration” for Exemplary Businessman (No. 14306)
03. 2017.05 Letter of commendation for an excellent stationary business from the chairman of KBIZ Korean Federation of Small and Medium Businesses (No.2017-663)
04. 2017.10 SISOFAR 2017 Competition of Brilliant New Products, KBIZ President’s Award (#2017-749)
05. 2017.10 New York Excellent Products Awards (Gold Prize, KHFC)
06. 2017.12 Leading SME Product of the Month  
(A set of assorted chalk and chalkboard paper, Ministry of SMEs and Startups of Korea, etc.)
07. 2017.12 2017 Hi Seoul Excellent Products Brands Award (SBC)

## LATEST UPDATES

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### 2016

- 2016. 02 Launched “Made in Korea” Hagoromo Chalk.
- 2016. 05 Placed our products at leading stationary stores including HOTTRACKS of Kyobo Books and 1300K.
- 2016. 07 Exported our products to China and the US.
- 2016. 09 Exported our products to Japan.

### 2017

- 2017. 10 Placed our products at leading stationary stores including Alpha, Dream Depot, Dream Office and Babosarang.
- 2017. 11 Participated in International Baby and Kids Fair, Ho Chi Minh, Vietnam.

### 2018

- 2018. 01 Participated in the International Stationery Fair, Hong Kong.
- 2018. 01 Participated in Paperworld 2018, Frankfurt, Germany.
- 2018. 02 Exported our products to Germany.
- 2018. 03 Exported our products to European countries including France, UK, Spain, and Italy.
- 2018. 05 2018 Participated in G-FAIR 2018, Mumbai, India
- 2018. 09 2018 Designated as a member of the UAE trade delegation 2018 (the stationery sector).





## Domestic and Overseas Exhibitions



SISO FAIR



Vietnam Baby & Kids FAIR



Germany Paperworld

## NHK covers the succession of Hagoromo heritage in the Republic of Korea! Earned Korea Certification!! (KC)



On April 30, 2015, NHK's special nationwide coverage on the succession of Japan's premium chalk 'Hagoromo' by SEJONGMALL was aired for about 30 minutes.

A lot of people besides about 200 professors from the Mathematical Association of America (MAA) sincerely praise and use Hagoromo Chalk.



# Fulltouch

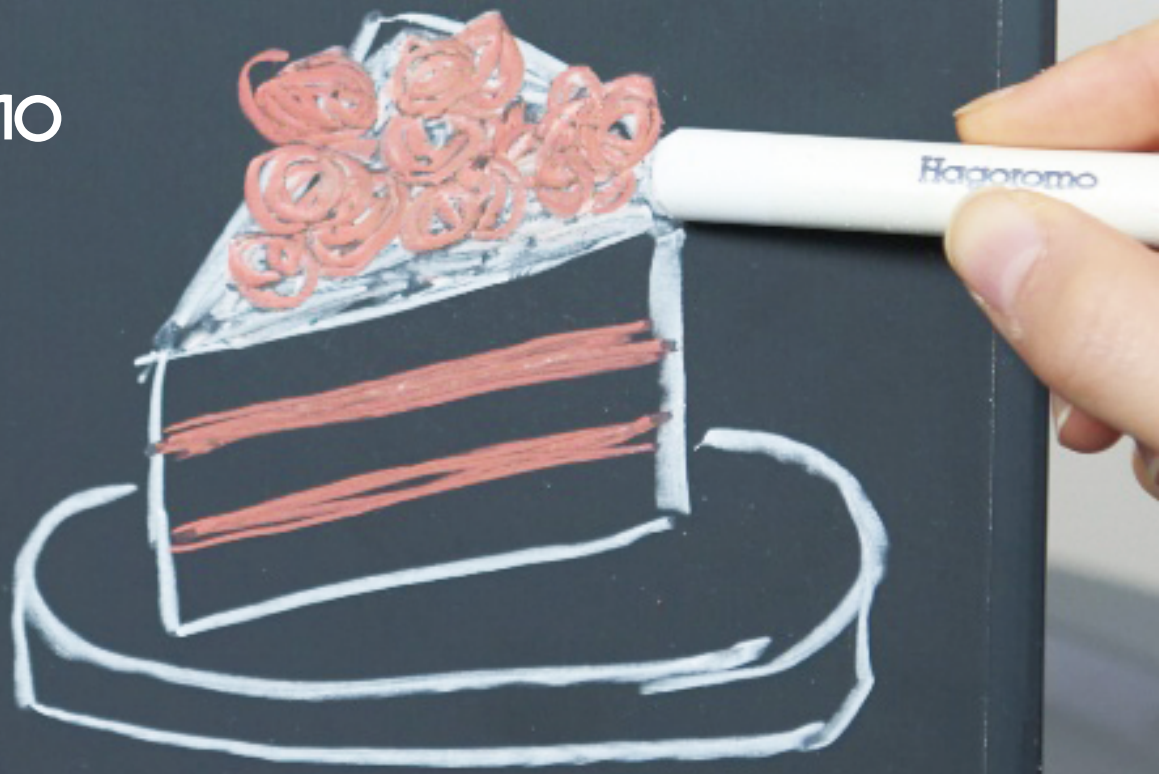
*Chalk*

## Fulltouch Chalk (Carbonated)

No harm to human health, no chalk dust on your hand. It is made of the best calcium carbonate and has earned Korea Certification. (KC) & CE.

- Made of the finest calcium carbonate, it is light and draws very smoothly. With clear color and great visibility, it makes students more concentrated. It is erased very well and generates little chalk dust.
- Thin chalks easily break and are dumped often. However, Hagoromo Chalk is thick and long so it is very efficient from an economic standpoint. It is easy to hold and also well coated, causing no chalk dust on your hand.
- Due to compression molding and special thermal treatment, Hagoromo Chalk is highly dense and consumed very slowly. It is thick and hard, so it is very economical.
- Chalks are inserted into Styrofoam slots one by one to avoid breakage.
- Hagoromo Chalk had already been produced under Japanese Industrial Standards (JIS). Even so, we earned Korea Certification (KC) & CE which confirms that our product has no harm to human health from Korea Conformity Laboratories. Hagoromo Chalk is safe and the best in terms of quality.

HAGOROMO





The Best Teacher needs The Best Chalk!



# Fulltouch

The highest quality of Hagoromo Chalk is brought to the Republic of Korea



New York  
Excellent  
Products Awards



2017 Hi Seoul Award:  
Innovative Brands,  
stationery

## Fulltouch *Chalk*

In terms of package, 1 Box consists of 72pcs (chalks), and 1 Large Box (carton) contains 18 Box.

White chalk and 9 colored ones (red, yellow, blue, yellow green, scarlet, orange, violet, green and brown) are available. In addition, a 5color mix (red, yellow, blue, yellow green and orange) and a 3color mix (red, yellow and blue) are offered.

In terms of small package, a white pack (5pcs), a 3color mix (white, yellow and red) (5pcs) and a 10color mix (white and all colored chalks) (12pcs a) are available.



## Carbonated Colo red Chalk Fulltouch

Chalks are inserted into Styrofoam slots one by one to avoid breakage.



Type	Type
White (FC720L)	Violet (FC726L)
Red (FC721L)	Orange (FC727L)
Yellow (FC722L)	Scarlet (FC728L)
Blue (FC723L)	Yellow Green (FC724LY)
Green (FC724L)	5color Mix (FC729L)
Brown (FC725L)	3color Mix (FC729-3L)

18 Box / 1 Large Box (Carton)

## Carbonated Chalk - Small Package

Fulltouch Chalk is well coated, causing no chalk dust on your hand.



Type	Type
White 5pcs (FC50)	White 12pcs (FC120)
3Color Mix 5pcs (FC59) White 3pcs, Yellow 1pcs, Red 1pcs	10Color Mix 12pcs (FC129) White 3pcs, 9color 1pcs



The Best Teacher needs The Best Chalk!



# Fulltouch

Premium luminous colored chalk with unparalleled visibility!



New York  
Excellent  
Products Awards



2017 Hi Seoul Award:  
Innovative Brands,  
stationery

## Luminous Color *Chalk*

In terms of package, 1 Box consists of 72pcs (chalks), and 1 Large Box (carton) contains 18 Box.

It is available in 8 types: 5color mix (72pcs), 6color mix (72pcs), Pink, Yellow, Blue, Yellow Green, Orange and Violet. In terms of small package, a 5color mix (5pcs) and 5color mix (20pcs) is offered.



## • Revolution in Colored Chalk!!!!

- Made of a carbonated material, it produces less chalk dust than gypsum luminous chalk.
- With clear and vivid color, it is effective in highlighting. It makes students more concentrated.
- It is very convenient to emphasize with diverse colors for online lectures on the Internet. With great color distinction, it makes a lecture more effective.
- It is easily visible in a bright and vivid manner even in the distance. It is especially good for students with weak color sensation (sense of color identification) and the short-sighted as well.
- It would be easier and more durable if a chalk holder is used.
- Hagoromo Chalk had already been produced under Japanese Industrial Standards (JIS). Even so, we earned Korea Certification (KC) & CE which confirms that our product has no harm to human health from Korea Conformity Laboratories. Hagoromo Chalk is safe and the best in terms of quality.
- It is good in writing work instructions or drawing a safety sign in a dark place such as a construction site or factory.
- Chalks are inserted into Styrofoam slots one by one to avoid breakage.



## Carbonated Luminous Chalk

Type	Type
Pink (FK721L)	5color Mix (FK729L)
Yellow (FK722L)	6color Mix (FK729-6L)
Blue (FK723L)	5color Mix 5pcs (FK59L)
Yellow Green (FK724LY)	
Orange (FK727L)	5color Mix 20pcs (FK209L)
Violet (FK726L)	

18 Box / 1 Large Box (Carton)

# Accessory

Accessories making Hagoromo Chalk more stand out!



## Chalk Case

- A capacity of 6pcs/5pcs/10pcs (chalks).
- A sponge mat and timetable; easy to pick out a chalk.

Type	Type
Chalk Case [6EA] (CC06)	Chalk Case [10EA] (CC10)
Chalk Case [5EA] (CC05)	

## Chalk Holder Case

- A chalk holder case is a case keeping a chalk holder. Because it is hard to carry several holders when moving from one class to another, we requested a design company for design and a lumber specialized manufacturing company in Korea to make by hand after cutting using a machine.
- It is resistant to water as its surface is UV-coated and to shock as sponge is inserted inside.
- It has an extra space so that a holder with a chalk still inserted can be put into a case.
- A cover has a gap so it is opened smoothly and it is not pulled out as the rear end is fixed so that a cover is not slipped out. But there is a gap when it is pushed about 10cm so a cover can be pulled out and completely separated.

Type	Type
Holder Case (6EA) (HC-6)	Holder Case (5EA) (HC-5)



Chalk holder : Mechanical pencil-type; able to hold various types of chalk Chalk holder case

- Handmade with the premium white birch
- Resistant to water with UV coating

Chalk case : Sponge mat, timetable attachable



## Chalk Holder

- It is the knocking-type that a chalk comes out when you pushed the button on the back (sharp pencil type) (If the button is pressed in the air, the chalk come jump out. Put the chalk holder right before a blackboard of your palm before pressing the button.)
- It has a cover so it is easy to carry and a pocket does not get messy.
- You can stick it on a blackboard as it has a magnetic on a cover so a chalk holder is not smeared with chalk powder.
- You can use a chalk until it becomes smaller. It is economical as it protects a chalk from getting broken.
- It is good for chalks with section diameter of 1.1cm ~ 1.2cm (good for all products such as Hogoromo, Fulltouch, and Newpoly). However, we do not have a holder for large-size carbonated chalks.
- It is not good for chalks with section diameter less than 1.1cm.

Type	Type
Pink (CH12P)	Blue Cap (CH12BC)
Yellow (CH12Y)	Pink Cap (CH12PC)
Blue (CH12B)	Yellow Cap (CH12YC)
Green (CH12G)	Orange Cap (CH12OC)
White (CH12W)	Green Cap (CH12GC)

# Eraser

Hagoromo's patented product. Magnetic blackboard eraser and various blackboard eraser!



## Water Blackboard Eraser

- It is made of high quality wood and looks sophisticated.
- As a spray and a handle are manufactured as all-in-one type, when you cannot erase a blackboard easily, if you spray water by pushing a spray button slightly, you can erase a blackboard very cleanly without blowing dust.
- When you use a water chalk, you don't need to erase a blackboard onerously with a spray on one hand and an eraser on the other hand.
- As it uses a superfine fiber pad, it does not cause blowing dust a lot and erases a blackboard very smoothly and cleanly.
- It is better if you wash and dry a pad after use.
- As you can additionally purchase a pad only, you can use it economically for a long time.
- There is a strong magnetic on a holder that you can put in a water blackboard eraser, you can stick it anywhere on a blackboard. And it has two more places on both sides that you can put in a chalk holder.
- You can put water after turning a round cover on the bottom of a handle clockwise. When it is full, you can lock it by turning counter-clockwise.

size : 135X60X190 (Unit/mm)

Type	Type
Water Blackboard Eraser (WR100)	Water Blackboard Eraser Pad (WRP)



**Water Blackboard Eraser** : It erases not only general chalks but also water chalks very well

**Blackboard eraser** : Light and easily erasable made of the best material

**Microfiber Magnetic All-Board Eraser**

- It perfectly sticks to blackboard. - It can be used for all types of blackboards.
- Use of excellent microfiber pad for water washing



## BlackBoard Eraser

- It is made of a light and easily erasable premium material. It is designed to discharge compressed air from the back of the grip so it erases very well almost without chalk dust.
- It consists of clean and unbreakable polyethylene support a soft sponge cushion.
- Stylish and easy-to-grip design.
- Screw-assembled for easy separation at disposal.
- It is far more durable than other conventional blackboards and lasts 2-3 times longer.  
It is also good for students' health because it produces little chalk dust.



(Unit/mm)

Type	Size(cm)
Blackboard Eraser (S) (R100)	40X53X120
Blackboard Eraser (M) (R500)	50X72X165
Blackboard Eraser (L) (R600)	55X72X303

## Hagoromo Microfiber Magnetic All-Board Eraser

The best all-board eraser made by SEJONGMALL making up for weaknesses of other blackboard erasers.

- Usable for all types of blackboards such as plaster, carbon chalk blackboard, water chalk blackboard, aqua chalk blackboard and white board.

The Best Teacher needs The Best Chalk!

# Blackboard

Sejong Mall BB double-sided blackboard and high quality Wooden display easel!



HAGOROMO



## Sejong Mall : Wooden display easel (for a blackboard)

- It is made of high quality wood and looks sophisticated.
- Stable H-shaped legs.
- The larger model has drawer at the center.
- The larger model requires customer assembly(an assembly diagram enclosed).
- Max length of the placement(e.g. a blackboard or a drawing book): 30cm for the small model, 50cm for the medium-sized model, and 80cm for the large model.
- Ideal for placing a menu of a cafe or a restaurant.
- Ideal for placing our double-sided blackboard and letting kids practice writing and drawing on it.

\*Blackboard sold separately

Type	Size(cm)
Wooden display easel (Large) (WE500)	45X45X130
Wooden display easel (Medium) (WE300)	30X35X80
Wooden display easel (Small) (WE100)	15X15X45

## BB double-sided blackboard

- An extra-high-quality steel blackboard where you can write on the both sides with carbon-based or plaster-based blackboard chalk.
- One side is green and the other side is black.
- The green side is the extra-high-quality porcelain chalkboard made in Belgium(the black side is made in Korea).
- The frame is made of plastic and comes in green or pink.
- You can clean it with an ordinary felt chalkboard eraser or a wet cloth.
- Ideal for using with our wooden easel, microfiber magnet chalkboard eraser, and chalk holder to maximize convenience.
- The small and medium-sized models come with a plastic holder (green, pink) to display the chalkboard.



Type	Size(cm)
Large [Green holder/Pink holder] (BB500G/BB500P)	58X42
Medium [Green holder/Pink holder] (BB300G/BB300P)	42X30
Small [Green holder/Pink holder] (BB100G/BB100P)	30X21

# HAGOROMO

*Chalk*

“The Best Teacher needs The Best Chalk!”

One percent of your purchase is collected and donated to disadvantaged children every month. Thank you.



(주) 세종몰  
SEJONGMALL

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