

The background is a dark, textured surface. Scattered around the central text are various Hagoromo chalk products: boxes of 'Fulltouch', 'Luminous Color', and 'POLY' brand chalks in different colors; loose sticks of chalk in various colors; and several colorful drawings made with chalk, including spirals, hearts, stars, and abstract patterns. The text '하고로모' is in orange, 'HAGOROMO' is in large white letters, and 'Chalk' is in pink script.

# 하고로모 HAGOROMO Chalk

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

since 1932

# HAGOROMO

## 하고로모

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



SEJONGMALL CEO Shin Hyeongseok (left)  
HAGOROMO CEO Watanabe (middle)  
Sales Division Manager (right)

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.



# Trust, Confidence And Highest Quality!

These are our valuable assets!



01



## Economic advantages!

Do not just compare the price of chalk!  
While you lose 4-5 chalks 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.

02



## 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!

03



## 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.

## 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.







Head Office and the Factory

## Certification Status

1. Venture Business Company Certification (No. 20160105021)
2. ISO 9001:2008 Certification (QA016116)
3. Item by Item Place-of-Origin Certified Exporter Certification (010-16-200200)  
(Korea-ASEAN FTA, Korea-EU FTA, Korea-China FTA)
4. KC Quality and Safety Certification  
(KOLAS Safety Confirmation, CB11H046-6001, 6002)
5. INTELLECTUAL PROPERTY OFFICE 'HAGOROMO'  
Trademark Registered (No. 40-1082215)
6. Disability Firm Certification (No. 0015-2016-00047)
7. Member of Korean Trade Association
8. Member of Korea Stationary Corporation
9. Official Member of Korea Venture Business Association
10. Member of KCCI Distribution Standard Code



## Awards

1. 2016.10 Won "KBIZ Presidential Prize" at SISOFADOR (No. 2016-856)
2. 2016.11. Received "the Commendation of the President of the Small and Medium Business Administration" for Exemplary Businessman (No. 14306)



## Status in 2016

- 2016.02 Released a HAGOROMO chalk "Made in Korea"
- 2016.05 Began sales at Kyobo Bookstore "HOTTRACKS" and Youngpoong Bookstore
- 2016.06 Began sales at 1300K
- 2016.07 Exported to China and the U.S.
- 2016.09 Exported to Japan



# Domestic and Overseas Exhibitions

SISOFAIR 2016  
(seoul, coax)



China Kids  
EXPO  
Shanghai



Seoul  
Animation  
Festival



# 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.

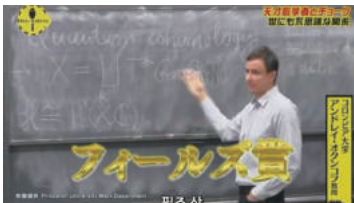


NHK filming SEJONGMALL plant in March 2015



CEO Shin Hyeong-seok on NHK

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



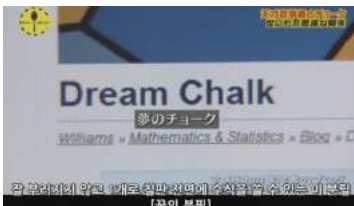
Professor Andrei Yuryevich Okounkov from Columbia University, who was awarded the Fields Metal, often described as the 'Nobel Prize of Mathematics'



A famous math teacher from Kawai Institute in Japan



Professor Brian Conrad from Stanford University, a math genius who has solved the problems which had been left unsolved for nearly a half century



Hagoromo Chalk praised by mathematicians



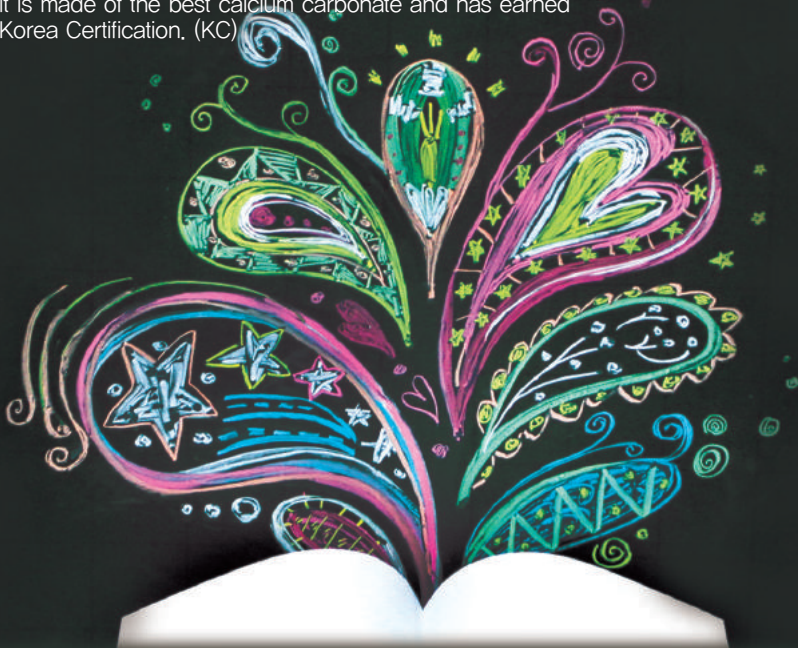


# Fulltouch

*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)



- Made of the **finest calcium carbonate**, it is light and draws very smoothly. With **clear color** and great visibility, it makes students more concentrated, 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 also easy to hold and **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)** 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**

# Fulltouch

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


## 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) are available.



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

### Carbonated Colored Chalk Fulltouch

		Price (USD)	
Type	72pcs per Box	Type	72pcs per Box
 White (FC720L)	\$ 9	Violet (FC726L)	\$ 16
Red (FC721L)	\$ 16	Orange (FC727L)	\$ 16
Yellow (FC722L)	\$ 16	Scarlet (FC728L)	\$ 16
Blue (FC723L)	\$ 16	Yellow Green (FC724LY)	\$ 16
Green (FC724L)	\$ 16	5color Mix (FC729L)	\$ 16
Brown (FC725L)	\$ 16	3color Mix (FC729-3L)	\$ 16

18 Box / 1 Large Box (Carton)





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

## Carbonated Chalk Small Package

			Price (USD)		
Type	1 Box	Large Box (20 Box)	Type	1 Box	Large Box (10 Box)
White 5pcs (FC50)	\$ 1.5	\$ 30	White 12pcs (FC120)	\$ 3	\$ 30
3Color Mix 5pcs (FC59)	\$ 2	\$ 40	10Color Mix 12pcs (FC129)	\$ 5	\$ 50
White 3pcs, Yellow 1pcs, Red 1pcs			White 3pcs, 9color 1pcs		



# Fulltouch

Premium luminous colored chalk with unparalleled visibility!

## 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 six types: 5color mix (72pcs), Pink, Yellow, Blue, Yellow Green and Orange. In terms of small package, a 5color mix (5pcs) 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)** 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.



“  
**SISOFAIR 2016**  
 Selected as an  
 excellent product  
 (Won the KBIZ Korea Federation  
 of Small and Medium Business  
 Chairman Prize)  
 ”



## Carbonated Luminous Chalk

Price (USD)

Type	72pcs per Box	Type	72pcs per Box
Pink (FK721L)	\$ 32	Orange (FK727L)	\$ 32
Yellow (FK722L)	\$ 32	5color Mix (FK729L)	\$ 32
Blue (FK723L)	\$ 32	5Color Mix 5pcs (FK59L)	\$ 3.3
Yellow Green (FK724LY)	\$ 32	20 Box / Large Box	

18 Box / 1 Large Box (Carton)



# Fulltouch

Fulltouch chalk in big size!

## Fulltouch *Chalk* LARGE

- Length 11.3cm Section Diameter 1.8 cm  
Conventional Fulltouch Carbonated Chalk: length 7.4 cm, section diameter 1.1 cm)
- The following types are available: White, Yellow, Red, Blue, Orange, Green and 5-color Mix.



- The **same conventional popular Fulltouch Carbonated Chalk** is provided in a bigger size for a better grip even without a chalk holder.
- With compression molding, it is hard and economical.
- It is recommended to use it at **construction sites such as factory, road repair site and shipbuilding site.**
- It is packaged in an easy-to-carry pack, and 1 Box consists of 15pcs (chalks).



### Carbonated Large Chalk

			Price (USD)
Type	15pcs per Box	Type	15pcs per Box
White (FL150)	\$ 11	Green (FL154)	\$ 18
Red (FL151)	\$ 18	Orange (FL157)	\$ 18
Yellow (FL152)	\$ 18	5color Mix (FL159)	\$ 18
Blue (FL153)	\$ 18	(Red, Blue, Yellow, Yellow Green and Orange)	

20 Box / 1 Large Box (Carton)

# new POLY

Chalk

## New POLY Chalk (Gypsum)

Light and draws very smoothly with clear color

Causes no harm to human health

Earned Korea Product Safety (KC) Certification!



- It is **light** and draws **very smoothly** with an unparalleled feeling of handwriting. It can write bold letters as well.
- It is **well coated**, causing **no chalk dust on your hand**.  
(The yellow part is coated; use the white part first.)
- Calcium sulfate is a key ingredient. This chalk had already been produced under **Japanese Industrial Standards (JIS)**. Even so, we earned Korea Certification (KC) which confirms that our product has **no harm to human health** from Korea Conformity Laboratories. **New POLY Chalk is safe and the best in terms of quality.**



HAGOROMO

# new POLY

Premium luminous colored chalk with unparalleled visibility!

## new POLY Chalk

- In terms of package, 1 Box consists of 100pcs (chalks), and 1 Large Box (carton) contains 24 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) is offered.
- A small package includes a 4color mix (10pcs : 7white, 1red, 1yellow, 1blue).



### Gypsum Colored Chalk NewPoly

		Price (USD)	
Type	100pcs per Box	Type	100pcs per Box
White (PC100N)	\$ 9	Violet (PC106N)	\$ 16
Red (PC101N)	\$ 16	Orange (PC107N)	\$ 16
Yellow (PC102N)	\$ 16	Scarlet (PC108N)	\$ 16
Blue (PC103N)	\$ 16	Yellow Green (PC104NY)	\$ 16
Green (PC104N)	\$ 16	5color Mix (PC109N)	\$ 16
Brown (PC105N)	\$ 16		

24 Box / 1 Large Box (Carton)

### Gypsum Chalk Small Package

Type	Price (USD)
4color Mix 10pcs : White(7), Red(1), Yellow(1), Blue(1)	\$ 2.5





# Luminous Color

*Chalk*

## ■ Revolution in Colored Chalk!!!!

- Made of the finest gypsum material, it is very light and draws well in bold.
- 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)** 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**
- If too much force is applied to a chalk, an afterimage could slightly occur on a blackboard.
- In terms of package, 1 Box consists of 100pcs (chalks), and 1 Large Box (carton) contains 24 Box.
- It is available in six types: 5color mix (100pcs), Pink, Yellow, Blue, Yellow Green and Orange. In terms of **small package**, a 5color mix (5pcs) is offered.



## Gypsum Luminous Chalk Luminous

Price (USD)

Type	100pcs per Box	Type	100pcs per Box
Pink (PK101N)	\$ 32	Orange (PK107N)	\$ 32
Yellow (PK102N)	\$ 32	5color Mix (PK109N)	\$ 32
Blue (PK103N)	\$ 32	5color Mix <b>5pcs</b>	\$ 3.3
Yellow Greena (PK104N)	\$ 32	(PK59N) 10 Box / Large Box	

24 Box / 1 Large Box (Carton)

# Accessory

Accessories making Hagoromo Chalk more stand out!

**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

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

## Chalk Case

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



Price (USD)

Type	1 EA	10 EA per Box
Chalk Case (CC06)	\$4	\$40

## 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** and **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)

· In terms of size, it is available in three types: **Small** (size: 40X53X120), **Medium** (size: 50X72X165) and **Large** (size: 55X72X303).

Price (USD)

Type	1 EA	1 Box (12EA)	 小
Blackboard Eraser (S)(R100)	\$3.5	\$42	
Blackboard Eraser (M)(R500)	\$5	\$60	
Type	1 EA	1 Box (6EA)	 中
Blackboard Eraser (L)(R600)	\$9	\$54	
			 大

## 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.

(Unit/mm)

· There are two types, 6EA type (136X151X38) that 6 holders can be kept and 5EA type (115X151X38) that 5 holders can be kept.

		Price (USD)	
Type	1 EA	Type	1 EA
Holder Case (6EA) (HC-6)	\$26	Holder Case (5EA) (HC-5)	\$24

## 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.



Price (USD)		
Type	1 EA	1 Box (12EA)
Pink (CH12P)	\$7	\$84
Yellow (CH12Y)	\$7	\$84
Blue (CH12B)	\$7	\$84
Green (CH12G)	\$7	\$84
White (CH12W)	\$7	\$84
Blue Cap (CH12BC)	\$7	\$84



## Water Blackboard Eraser



- It erases not only general chalks but also water chalks very well.
- 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.

Price (USD)	
Type	1 EA
Water Blackboard Eraser (WR100)	\$12
Water Blackboard Eraser Pad (WRP)	\$1.4
Size: 135X60X190 (Unit/mm)	



## Hagoromo Chalk Gift Set



### Compositions of Sejong No. 1 Set

- 1 Box of Fulltouch White Chalk 72pcs
- 1 Box of Fulltouch Luminous 5color Mix Chalk 72pcs
- 1 Box of Fulltouch 10color Mix Chalk 12pcs
- 2 chalk holders (with magnetic)
- 1 chalk case  
(including 5Color Luminous 5pcs, White 1pcs)



### Compositions of Sejong No.2 Set

- 1 Box of Fulltouch White Chalk 12pcs
- 1 Box of Fulltouch 10color Mix Chalk 12pcs
- 2 Boxes of Fulltouch Luminous 5color Mix Chalk 5pcs
- 2 chalk holders (with magnetic)
- 1 chalk case  
(including 5Color Luminous 5pcs, White 1pcs)

Price (USD)			
Type	1 Set	Type	1 Set
Sejong No. 1 (SJ1)	\$64	Sejong No.2 (SJ2)	\$32

※ They are carbonated chalks for general blackboard.  
They cannot be used on a whiteboard or a board for water chalk.

HOT new product!!

Patent application underway!

## Hagoromo Microfiber Magnetic All-Board Eraser

It **perfectly sticks** to blackboard!! It can be used for **all types of blackboards**.

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

- A top-quality EVA handle with **ergonomically designed cushion** easy for grip and **durability**
- An excellent microfiber pad which erases so well and **doesn't change in quality after water washing**
- Perfect Velcro which doesn't allow the eraser pad to be easily detached
- Very comfortable to use since the eraser **sticks tight to the blackboard thanks to embedded magnetic**
- An original product which prevents shoes or clothes from being smeared by chalk from a eraser fallen off the blackboard
- **Economic benefits** of being able to continue to use for a long time just by replacing an old eraser pad with a new purchase
- Usable for all types of blackboards such as plaster, carbon chalk blackboard, water chalk blackboard, aqua chalk blackboard and white board
- No harm to a human body, obtained KC mark



Price (USD)

Item name	Size(cm)	1 EA	Product photo
HAGOROMO microfiber magnetic all-board eraser (medium)	19X10X4	\$ 7	
Eraser pad (medium)	19X10X1	\$1.5	
HAGOROMO microfiber magnetic all-board eraser (small) [choose 1 from pink, Yellow green and yellow]	10X7X2	\$ 4	
Eraser pad (small)	10X7X1	\$ 1	

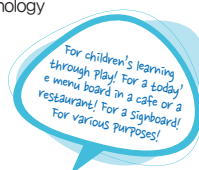
HOT new product!!

## Hagoromo Chalk & Paper Blackboard Set

(blackboard, chalk and eraser all included)

A set for conversation and study through play with a new concept for enhancing creativity

- A paper blackboard with the same feel of a blackboard made with patented technology
- Able to write and erase repeatedly!! much more economical than a sketchbook
- No harm to a human body by using top-quality natural calcium carbonate material, obtained KC Mark
- Easily portable both indoors and outdoors
- No chalk powder on the hand when coated part of the chalk held by hand
- New microfiber magnetic eraser included!!



Price (USD)

item name	size(cm)	1 SET
Chalk & Paper Blackboard Set (Medium)	41X28 (A3 size)	\$ 14
Chalk & Paper Blackboard Set (Small)	28X21 (A4 size)	\$ 10



Set (medium, A3)



Set (small, A4)

- Medium size : Hagoromo Carbonated Chalk 10color Mix 12pcs
- Small size : hagoromo Carbonated Luminous Chalk 5color Mix 5pcs



(주) 세종몰  
SEJONGMALL

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

“최고의 선생님에게는 최고의 분필이 필요합니다!”  
“The Best Teacher needs The Best Chalk!”

[www.sejongmall.co.kr](http://www.sejongmall.co.kr)

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