

Welcome to Kaplan Early Learning Company!



1-800-334-2014 • www.kaplanco.com



A Message from Hal Kaplan

As the President and CEO of Kaplan Early Learning Company, I want to thank you for allowing us to serve your early childhood educational needs for the past 40 years.

At the heart of our company is our team of dedicated and talented individuals. A family business, Kaplan creates space for employees to grow, offering them opportunities to try out different aspects of the company until a spot feels like home. With average employee tenure exceeding ten years, you'll always find warm and friendly faces and voices ready to serve you!

At our Company, we are passionate about two things: preparing children for life long success and providing our customers with all quality products and services that foster learning.

When it comes to the safety of your children, we believe the standards can never be set too high. We require all suppliers and business partners who manufacture products for us to meet rigorous standards for safety, quality and overall integrity. Our vendors take this matter very seriously. They understand that they must adhere to our strict requirements, which meet or exceed industry and federal safety standards – or we won't carry their products.

Everything we do is backed by our guarantee. If you are not satisfied with our products or service we will immediately replace your order, refund your money or do whatever it takes to make it right.

That is my promise. We welcome any comments or suggestions regarding our products, services or catalogs. Please email any comments to comments@kaplanco.com. We take your input seriously and greatly appreciate it when customers take time to share their feedback.

Sincerely,

A handwritten signature in black ink, appearing to read "Hal Kaplan".

Hal Kaplan
President/CEO



Aurora Rivas
Order Management
Analyst, 10 yrs.

Paula King
Senior Customer Service
Manager, 23 yrs.

Hal Kaplan
President & CEO,
37 yrs.

Patricia Revelle
Chief Multimedia
Editor, 32 yrs.

Willie Stancell
Warehouse
Manager, 28 yrs.



Renee & Leon Kaplan

Company History

The philosophy behind Kaplan Early Learning Company is simple: we care about children. Early education prepares children for lifelong learning and we provide products and services that help educators and caregivers lay the foundation for success.

Kaplan has always been a family-oriented business. It all started in 1951 when Leon and Renee Kaplan opened a toy store, Tiny Town, in downtown Greensboro, NC. As Tiny Town grew, so did Leon Kaplan's interest in educational books and toys. He formed the School Supply Division in 1968. Today, Leon and Renee's son Hal is the President and CEO of Kaplan Early Learning Company.

Kaplan is located in Lewisville, NC (10 miles outside of Winston Salem). The campus includes 2 office buildings, a 160,000 square foot warehouse, a 354,000 square foot state of the art distribution center, and a catalog showroom that is open to the public.

As the only full service early childhood provider, we are proud to offer all the products, services and training you need under one umbrella!



Our Mission: To provide products and services that enhance children's learning.

Educational Consultants

We have over 40 Educational Consultants ready to assist you with product selection, classroom design and set up, and workshop presentations.



Total Customer Care

We have a dedicated team of customer care professionals available to assist you from 8:00 am to 8:00 pm EST. They can help you place an order easily, coordinate special shipping requests, check order status, and arrange hassle free returns.



Professional Development

With over 50 trainers, the flexibility for half day, full day, or multi day trainings on a variety of topics, and customization capabilities we can meet all your Professional Development needs.



K-Truck Delivery

We have experienced delivery and installation teams who will unload and unpack boxes, assemble products, assist with classroom setup, and remove packaging. Contact your Educational Consultant for more information.



Playground

We can handle your project from start to finish

With our in-house sales, design and installation capabilities, we are a one stop resource for all your playground needs.

Quality Installers

We have quality installers, certified by NPSI that service almost all areas of the country.

Wide Range of Products

We have products that are age appropriate from infants to school age as well as a wide range of developmental skill areas. We also offer products from most of the leading manufacturers in the industry. And to make your playground as safe as possible, we offer many different surfacing options, such as Wood Mulch, Rubber Mulch, Rubber Tiles and Pour-N-Place Rubber Surfacing.

Furniture

Kaplan has furniture to meet your need and décor. Choose from Ash, Carolina or K System®.



Premium Ash

Carolina Line

Three Color Options!



Nature Color



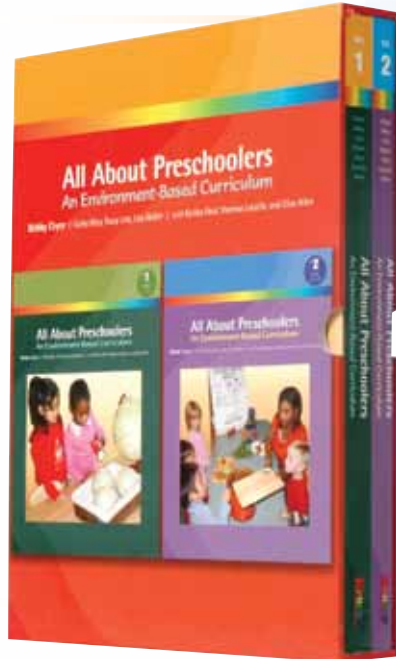
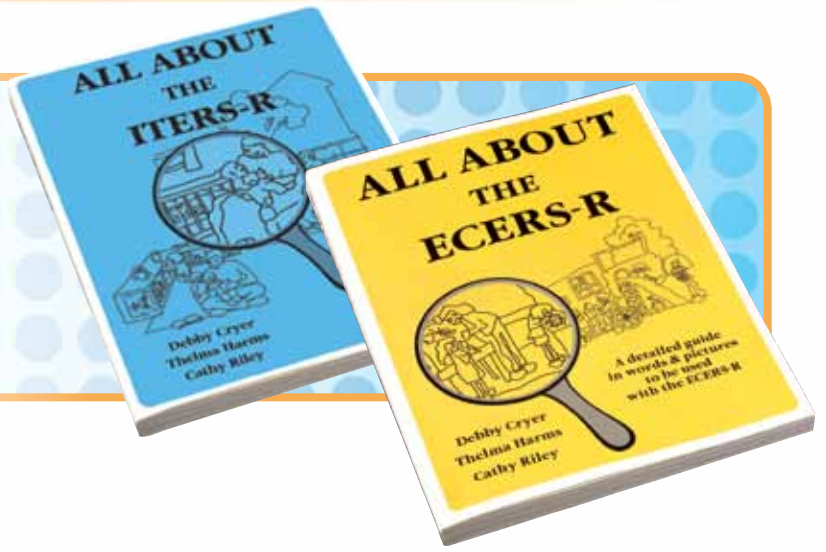
K System®

Three Color Options!



All About the ITERS-R & ECERS-R

The established reliability and validity of these scales make them particularly useful for research and program evaluation. These books contain color photographs taken in child care settings. Used by program directors, supervision, and program improvement, by teaching staff for self-assessment, by agency staff for monitoring, and in teacher training programs.



All About Preschoolers

A comprehensive environment-based curriculum designed for all preschoolers. Based on 20 years of research, All About Preschoolers meets the standards of ECERS-R. More than 650 pages, in two volumes, with curriculum and illustrative photographs.

The Creative Curriculum

The Creative Curriculum® is a comprehensive system that includes curriculum, assessment, implementation and evaluation, and professional development. The Creative Curriculum® help programs put the pieces together to motivate teachers, create high-quality learning environments, and promote successful curriculum implementation that supports positive outcomes for children. Creative Curriculum® products and services meet the needs of programs serving infants, toddlers, and twos and preschoolers (ages 3-5).



LAP

The Learning Accomplishment Profile (LAP) System is a comprehensive approach for facilitating and measuring the development of children from birth through 72 months. The LAP assessment and supportive materials can be used to address requirements for any early childhood program, such as Head Start and state pre-k programs. These supportive materials are grounded in early childhood research that recognizes young children as active partners in learning by:

- Emphasizing the value of child choice and responsive teaching
- Promoting individualization and respect for each child's unique qualities
- Including activities to help children understand and respect diversity (culture, gender, abilities)
- Highlighting the importance of family and community
- Supporting the inclusion of children with disabilities

DECA

Meet your screening and assessment performance standards with Devereux Early Childhood Assessment (DECA), a strength-based, user friendly approach to reducing challenging behaviors. A premier tool for assessing and promoting children's social and emotional health, the DECA encourages and supports collaboration among parents, teachers and mental health professionals.



DECA KIT

The DECA Program is based on resilience research. Resilience is the ability to bounce back from difficulty, misfortune, or change. The DECA resources strengthen protective factors-inner strengths-that help children cope and succeed in life.

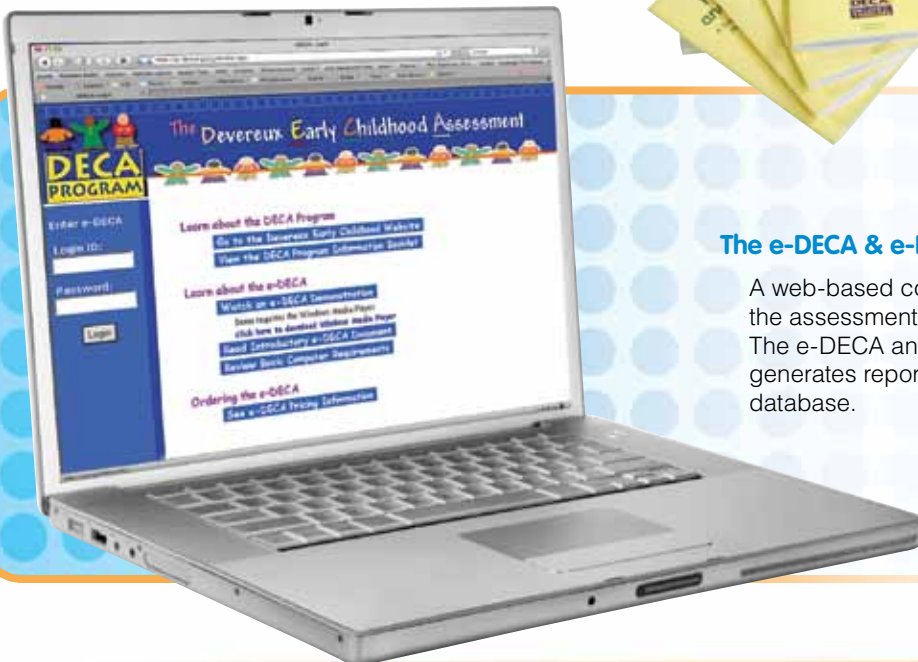
DECA I/T

Devereux Early Childhood Assessment for Infants and Toddlers (DECA I/T) is a premier tool for assessing protective factors and screening for potential risks in the social and emotional development of very young children



The e-DECA & e-DECA 2.0

A web-based computer application that administers the assessment online in either English or Spanish. The e-DECA and e-DECA 2.0 completes all scoring, generates reports, and stores the data in a secure database.



Buses

The Minotour® Multi-Function School Activity Bus from Thomas Built Buses provides a safe transportation solution for your children. Available with passenger capacities from 14-30. The exterior is perfect for applying decals to advertise your center. Finance programs are available from DC truck Financial with monthly payments or lease options. Contact your Kaplan Representative for more information.



Kid Safe Computers

Our energy-efficient Kid-Safe computers come packaged with everything you need to create a child-friendly workstation and allow children a fun, easy way to learn without accidentally accessing important system files.

Become a My Kaplan Member!

Enjoy the benefits of being a My Kaplan Member. By registering, you will be able to use many great features including:

Holding Orders

Hold Orders so that you may shop for products and come back at a later time to complete your order

Updating Your My Kaplan Account

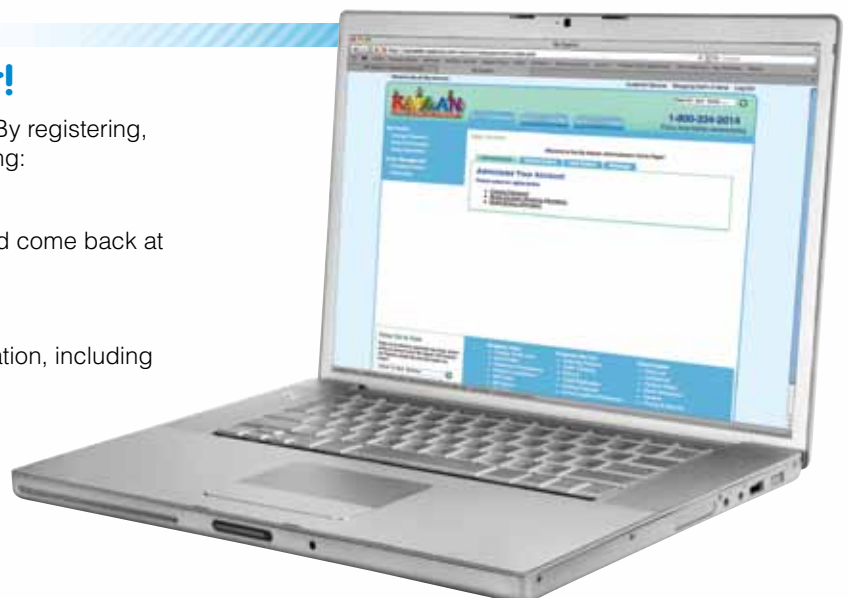
Store and update your MY Kaplan Account information, including your Billing and Shipping information

Faster Checkout

Key information will populate data fields for faster checkout

Shipment Tracking

Status on recent shipments



Online Resources

floor planner



Free, interactive online tool!

Drag and drop your choice of Kaplan products and fit them to the exact measurements of your classroom.

Rearrange and try different styles until you're satisfied with the result, just like a designer!

View your virtual classroom in 3-D and print or email it.

Review the estimated cost for your room and print a list of all the Kaplan products you have selected.

www.kaplanco.com/floorplanner

Classroom Lists

Available lists include:

- Early Head Start Infant and Toddler
- Head Start Early Childhood
- General Classroom Lists Infants, Toddlers, 3 year, 4 year, Kindergarten, and School Age
- State Classroom Lists AL, GA, CT, IL, LA, MA, NY, NJ, NC More at Four, TN, VA, and WV
- ITERS, ECERS, and ELLCO
- Open Court
- OWL
- High Scope
- Head Start Child Outcomes Framework Domains

All lists can be filled out online and added to your shopping cart or downloaded to a PDF to fill out later



Suggested classroom lists are available online at:

www.kaplanco.com

click on Resources, Product Correlations



1-800-334-2014 • www.kaplanco.com



Our Family of Catalogs

Kaplan offers 4 catalogs and 4 online sites to meet the needs of educators and child care providers of children birth to Grade 5.

Early Childhood Edition

This catalog has been an industry standard for over 40 years and offers a complete line of products for children ages 3-5 years.

First Three Years

Focuses on the importance of a child's development with products that encourage infants and toddlers to explore learning and foster independence.

K-5 Kaplan

The K-5 division is dedicated to providing standard-aligned, hands-on resources that improve learning outcomes of children grades K-5.

Playground

This catalog provides everything, from equipment to ground cover, to supply your Outdoor Classroom.

Kaplan offers 4 online shopping sites!

- kaplanco.com** all Kaplan products can be found here
- k5kaplan.com** focuses on products for children grades K-5
- kaplantoy.com** our online toy store offering toys to promote learning
- 2by2toys.com** offers products for faith based learning and inspiration

