



PRODUCT CATALOGUE 2026

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GALLERY



ABOUT KINDERLY

Kinderly is a Malaysian brand that began its journey in the Netherlands. Founded by me, Chloe, together with the support of my husband, Thomas, Kinderly was inspired by our daughter, Lily. We wanted to create a playful and creative space at home for her, and that vision became the foundation of our brand. That's why her name is part of Kinderly. Although Kinderly was built in the Netherlands and is now available in more than 10 European countries, our foundation has always been in Sabah, Malaysia. From the very beginning, we collaborated with Sabahan preschool teachers to develop educational concepts and worked with talented Sabahan graphic designers to bring every product to life from scratch.

Every Kinderly product is thoughtfully designed to encourage learning through play. From our magnetic wallpapers to our educational magnetic toys, each product is created to spark creativity, develop essential skills, and grow alongside children as they learn and explore.

Today, our mission remains the same: to create beautiful, educational products that make learning fun for children while supporting parents along the way. We are proud to bring Kinderly home to Malaysia, where it all began.

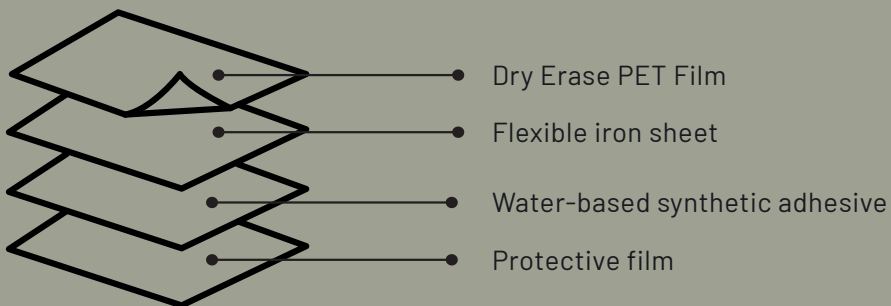
PRODUCT NAME: REMOVABLE MAGNETIC WALLPAPER

Kinderly Removable Magnetic Wallpaper is a fun and functional wall solution that lets kids draw, play, and learn vertically. It's compatible with chalk, magnetic toys, washable paint, and whiteboard markers, and its gentle, water-based adhesive makes it reusable and safe for most walls.



RETAIL PRICE: RM169.00

REMOVABLE MAGNETIC WALLPAPER MATERIAL:



PACKAGING:

- Paper Tube Cylinder
- Dimensions: Ø 10.1 cm × 78 cm (L)



MAGNETIC ACCESSORIES



MAGNETIC NUMBER PUZZLE (40 PCS)

Make learning numbers fun! Each number consists of 4 magnetic pieces – the number, matching dots, a fun image, and a hand showing the number – helping children count, recognize numbers, and develop fine motor skills.

Size: 7.5 × 7.5 cm per piece
Retail price: RM59.90

MAGNETIC TRANSPORTATION PUZZLE (40 PCS)

Kinderly magnetic transportation puzzles encourage hands-on learning. Each set includes 2 magnetic pieces, 7.5 × 7.5 cm each, that combine to form a complete vehicle. Encourages fine motor skills and imaginative play for little explorers.

Size: 7.5 × 7.5 cm per piece
Retail price: RM59.90



MAGNETIC COLOUR PLAY

A fun, hands-on way for kids to learn colours, practice sorting, and boost problem-solving skills.

Each set Includes:

- 8 colourful house frames (19 cm × 14.6 cm)
- 32 magnetic accessories (4 per colour)
- 1 cotton storage bag.

Retail Price: RM59.90



MAGNETIC ALPHABET (UPPERCASE) (40 PCS)

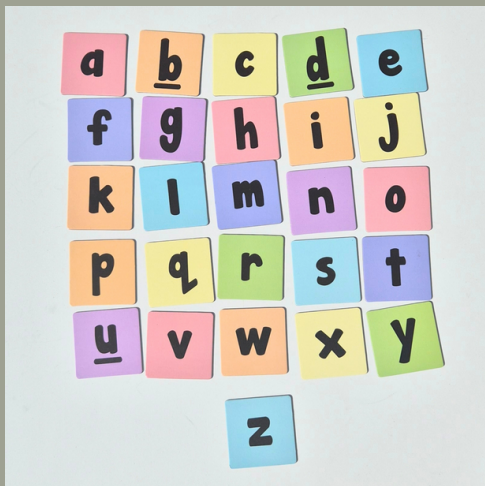
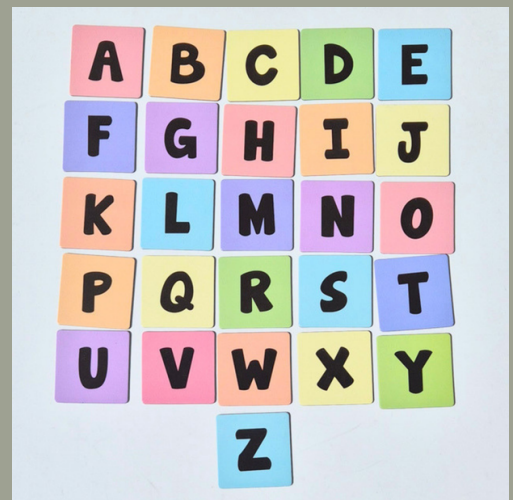
Make learning letters fun and interactive! These colourful magnetic alphabet tiles encourage early literacy, letter recognition, and hands-on learning through play.

Each set includes:

- 26 uppercase alphabet tiles (A-Z)
- 2 extra vowels (A, E, I, O, U)
- 1 extra of the most commonly used consonants (S, T, N, R)
- 1 cotton storage bag

Size: 7.5cm x 7.5cm per piece

Retail price: RM59.90



MAGNETIC ALPHABET (LOWERCASE) (40 PCS)

Make learning letters fun and interactive! These colourful magnetic alphabet tiles encourage early literacy, letter recognition, and hands-on learning through play.

Each set includes:

- 26 lowercase alphabet tiles (a-z)
- 2 extra vowels (a,e,i,o,u)
- 1 extra of the most commonly used consonants (s,t,n,r)
- 1 cotton storage bag

Size: 7.5cm x 7.5cm per piece

Retail price: RM59.90

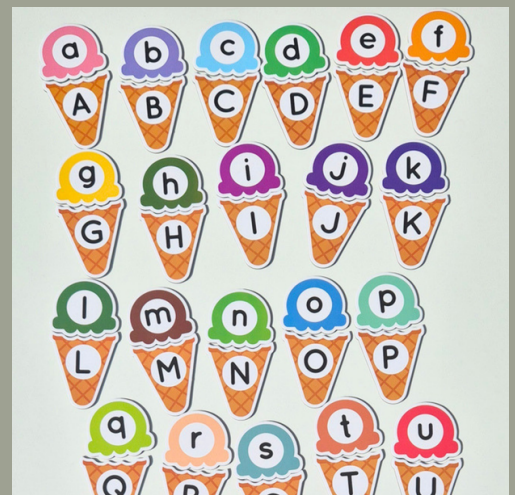
MAGNETIC ICECREAM ALPHABET

Children match each uppercase cone with its corresponding lowercase ice cream scoop, making alphabet recognition engaging and hands-on while strengthening fine motor skills.

Each set includes:

- 26 lowercase letter scoops (a-z)
- 26 uppercase letter cones (A-Z)
- 1 cotton storage bag

Retail Price: RM59.90



Price list

Product Name	Retail Price
Removable Magnetic Wallpaper Sand	RM169.00
Removable Magnetic Wallpaper Mocha	RM169.00
Magnetic Transportation Puzzle	RM59.90
Magnetic Number Puzzle	RM59.90
Magnetic Alphabet (Uppercase)	RM59.90
Magnetic Alphabet (Lowercase)	RM59.90
Magnetic Colour Play	RM59.90
Magnetic Icecream Alphabets	RM59.90

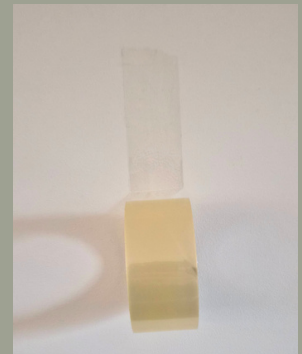
KINDERLY REMOVABLE MAGNETIC WALLPAPER – FAQs

1. What surfaces can Kinderly Removable Magnetic Wallpaper be used on?

- It works best on smooth, clean indoor surfaces like painted walls, glass, doors, fridge doors, and painted wood.

2. How can I check if my wall is suitable for Kinderly Magnetic Wallpaper?

- Perform the "Tape Stick" Test: To check if your wall is suitable, attach a piece of ordinary packing tape and let it hang on the wall (see photo). If the tape stays firmly in place, the wall is compatible. If it slowly peels off, the wall is not suitable.



3. Is Kinderly Removable Magnetic Wallpaper reusable?

- Yes. For best results, we recommend removing and reapplying no more than 3 times. This product is not designed for frequent removal and reapplication, such as weekly or monthly use. To maintain good adhesion, always keep both the wall surface and adhesive side clean & dry.

4. How do I prepare the wall before installation?

- Wipe the surface with a dry towel or tissue to remove dust and grease.
- Make sure the wall is completely dry before applying the wallpaper.

5. Do I need tools to install it?

- Yes, please use the provided plastic scraper during installation. Press firmly over the surface from left to right and top to bottom to help it stick well, especially on slightly textured walls. If the edges peel off slightly, simply press them back using the scraper, they will stick again.

6. Can I use it on freshly painted walls?

- Paint must be fully cured before use. Please follow the paint manufacturer's instructions for drying time. As a general guideline, we recommend waiting at least 2-3 weeks after painting. Always perform the "Tape Stick" Test first.

7. Can I place it on a wallpapered wall?

- Yes, Kinderly Removable Magnetic Wallpaper can be used on certain types of wallpaper. Wax-coated, silk-coated, or other wallpapers with special surface treatments may prevent proper adhesion. We recommend performing the "Tape Stick" Test first.

8. Will my wall be damaged during removal?

- Kinderly Removable Magnetic Wallpaper is designed to be reusable and uses a gentle, water-based adhesive that's safe for most walls. However, on older walls, walls with powdery paint, or latex paint that is already flaking, some paint may come off when removing the wallpaper. In general, any wall with weak or easily removable paint may be affected.
- Disclaimer: While Kinderly Removable Magnetic Wallpaper is designed to be gentle, we cannot guarantee that all painted walls will remain damage-free upon removal. Kinderly is not responsible for any damage that may occur.

9. Can I use it on glass windows?

- Yes, as long as the glass is not exposed to direct sunlight.

10. Can it be used outdoors or in cold climates?

- No. Kinderly Removable Magnetic Wallpaper is for indoor use only. Recommended working temperature: -20°C to 70°C.

11. Is it safe for young children?

- Yes. Kinderly Removable Magnetic Wallpaper is REACH, CE, and SGS certified, free from harmful chemicals, and made with a water-based adhesive.

12. How do I remove it?

- Simply peel it off gently from the wall.

13. What can I write or draw on the wallpaper?

- You can use materials that can be easily wiped off with wet wipes or damp cloth, such as whiteboard markers, chalk, or washable paints.

14. How do I store it after removal?

- Reapply the original protective glossy film to the adhesive side, then roll up the wallpaper and store it in the original box.

15. Can Kinderly Removable Magnetic Wallpaper be washed?

- No. We do not recommend washing the product, as this will reduce adhesion.

Wall Compatibility

Kinderly's Removable Magnetic Wallpaper is not suitable for:

- **Chalky walls** - If the wall releases powder when touched, the adhesive cannot grip properly and the magnetic wallpaper may not stick. We recommend performing the "Tape Stick" Test first.
- **Paint Types** - Resistant or washable paints, such as glossy or shiny finishes, are generally not compatible with any type of adhesive and may prevent Kinderly Removable Magnetic Wallpaper from sticking properly.
- **Dirty walls** - Clean the area with a damp cloth to remove dust and dirt. Avoid strong cleaners as they can damage the adhesive.
- **Wet Walls** - Make sure the area is completely dry and clean before applying Kinderly Removable Magnetic Wallpaper
- **Newly painted walls** - Paint needs to cure. We recommend waiting 2-3 weeks depending on what type of paint used before applying Kinderly Removable Magnetic Wallpaper.
- **Highly textured walls & wallpaper** - Uneven surface makes it difficult for Kinderly Removable Magnetic Wallpaper to stick effectively. We also don't recommend applying on wallpapered walls as it may not stick to all wallpapered surfaces.
- **Old/cracked paint** - Applying Kinderly Removable Magnetic Wallpaper to deteriorating surface can further damage them. The pressure from the magnetic wallpaper might cause the paint to peel and chip away.

Important to know:

Cosmetic Damages - Damages can happen when applying or removing Kinderly's Removable Magnetic Wallpaper.

Damage Control - While wall damage may occur when applying and/or removing Kinderly Removable Magnetic Wallpaper, Kinderly is not responsible for any damages incurred.

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