

IMAGINE THAT™

# 2021

## CATALOGUE



READ • LEARN • PLAY • CREATE

Hello!



READ • LEARN • PLAY • CREATE

### Recent awards and accolades



IMAGINE THAT™

Novelty Books, Activity Books  
& Storybooks

3-60



Activity & Craft Book Kits

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Picture Books & Fiction

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## Safety First

At Imagine That the issue of safety is taken very seriously. It is our aim to be proactive by liaising with government bodies and trading standards, and we have excellent relationships with UK testing houses. We also have a dedicated full-time safety coordinator, who undertakes and documents full risk assessments on all components included with our titles. After evaluation and where appropriate, the components will be tested to the EN71 and GPS standards. We have an ethical sourcing policy.

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IMAGINE THAT™

Imagine That books will take children on a creative journey of reading and learning, focusing on interactive and stunning novelty and activity titles.

**Magic Water Colouring**  
Page 6



**Lift-the-Flap Let's Find**  
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**Boo!**  
Page 20







**Scratch & Draw**  
**Animals**  
**Construction Site**  
**Dinosaurs**  
**Farm Animals**  
**Mermaids**  
**Ocean Animals**  
**Princess**  
**Unicorns**

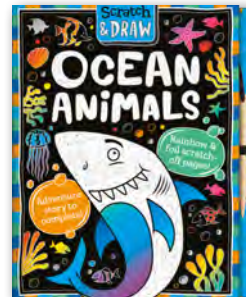
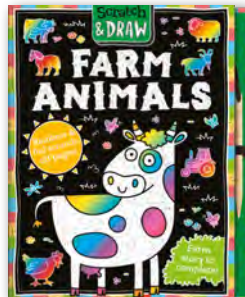
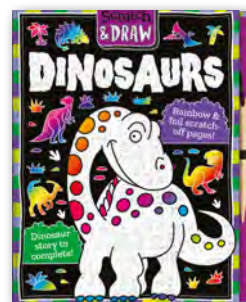
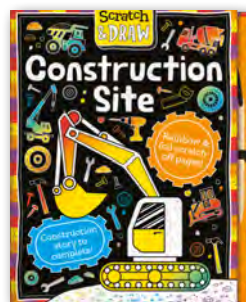
Illustrator: Barry Green | Authors: Joshua George / Nat Lambert /  
 Susie Linn / Arthur Over

Create amazing rainbow and foil pictures with the world's only scratch and draw activity series to feature a themed story for young readers to complete! Each art activity book includes 12 rainbow and foil scratch cards, 12 pictures to colour, and 18 how to draw activities (from the Amazon bestselling How to Draw 101 technique.) A wooden drawing stylus and practice art paper are also included to unlock creativity with over 40 art activities in each book.

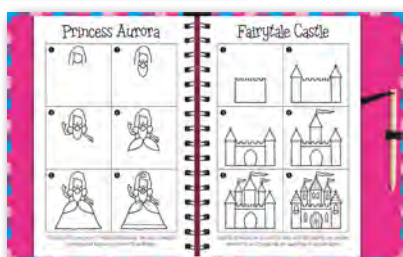
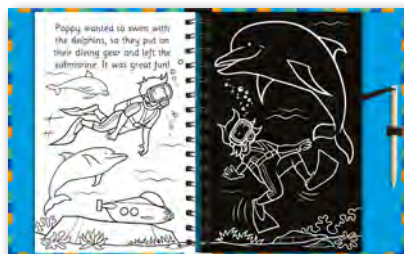
**Specification**

Book size: 215 x 165 mm, 56 pp including 12 leaves of scratch cards, full colour cover, hardback with foil treatment, wirebound, scratch stylus tool, age 5+.

**New  
Look!**

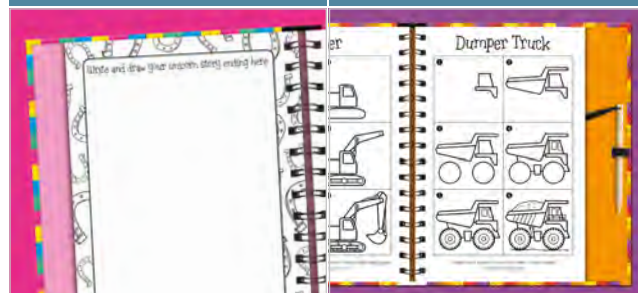


**Draw and write  
the conclusion  
to the exciting  
themed story in  
each book!**



The only scratch series to feature  
themed stories with an open ending  
to complete - ignites imagination!

Learn how to draw with the  
Amazon bestselling How to  
Draw 101 technique.







## Spray Pen Art

### Amazing Animals

### Gruesome Monsters

### Magical Unicorns

### Roarsome Dinosaurs

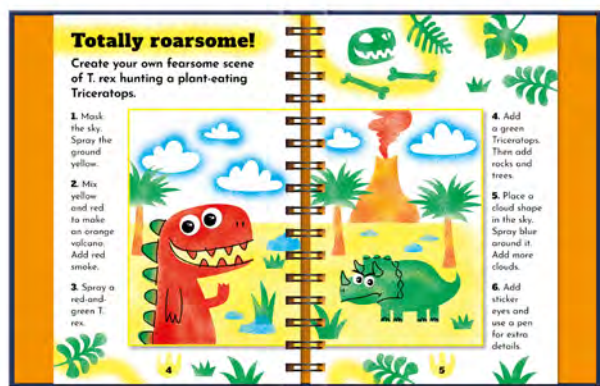
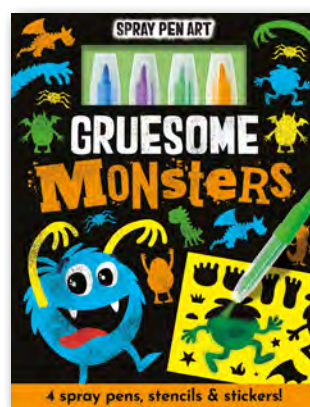
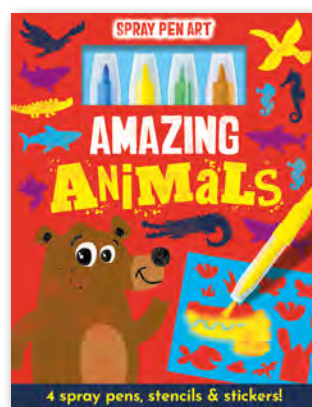
Illustrator: Benjamin Richards | Author: Cordelia Nash

Create colourful airbrush pictures with Spray Pen Art. It's easy and fun, simply use the included stencils and blow into the four special spray pens to create amazing works of art. Then use the stickers to finish your colourful creations! These brilliant books even contain illustrated themed practice paper, so you can get started straight away.

#### Specification

Book size: 215 x 165 mm, 60pp including 2 leaves of stickers and 8 stencil sheets, full colour, hardback, wirebound, four spray pens, age 5+.

**New!**



100% complete activity book



Complete easy-to-follow creative projects!







## Magic Water Colouring

Illustrator: Rachael McLean | Author: Jenny Copper / Kitty Taylor

Create amazing pictures with magic water colouring. Simply paint with water, leave to dry, then paint pictures again! Books include magic colouring pictures to paint with water, fun facts to discover and themed pictures to colour with pencils or crayons.

### Specification

Book size: 215x165 mm, 56pp (including 12 magic water cards), full colour when wet, wirebound, paintbrush, hardback, age 3+.

**Mash-up editions  
also available!**

**New  
Titles!**







## Let's Explore! City Construction Site Farm Ocean Zoo

Illustrator: Gungwiyat  
Author: Georgie Taylor

From noisy diggers and busy trains, to missing monkeys, noisy farm animals and snapping sharks, there are lots of things to spot as you explore the playscenes and find the reusable play pieces to complete each picture.

The chunky play pieces are child-friendly and 100% reusable, perfect for use again and again!

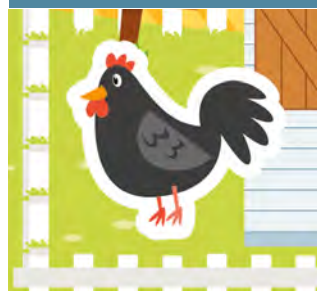
### Specification

Book size: 259x201x18 mm, 10pp, TPE electrostatic stickers, casebound board book, full colour, matt lamination on cover, age 3+.

New!



The chunky play pieces are child-friendly and 100% reusable.



Playscenes to complete with the play pieces encourages hands-on and creative play.







## Play and Learn Construction Site Farm Animals

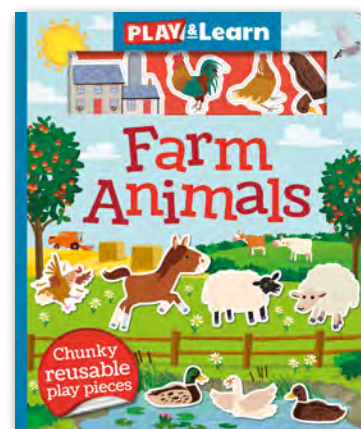
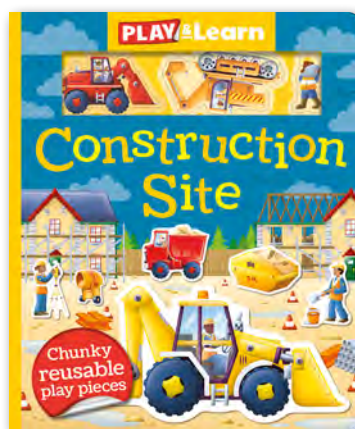
Illustrators: Dan Crisp / Paul Dronsfield  
Author: Oakley Graham

**New!**

Use the chunky, reusable play pieces to complete each colourful scene for interactive, reusable fun! Children will love to complete every scene as they match the play pieces to the simple story. The reusable play pieces cling securely to the pages and can be used time and time again. When play is over, place the play pieces back inside the secure compartment, ready for next time.

### Specification

Book size: 240 x 200 mm, 10pp, full colour, reusable play pieces that cling to the page, hardback, age 3+.



## No-mess creative play with reusable PVC play pieces!



Reusable play pieces can be used again and again.

Great for improving hand-eye coordination and dexterity.





## First 100 Lift-the-Flap Books

### First 100 Counting

### First 100 Words

Author: Kit Elliot Illustrator: Sam Meredith

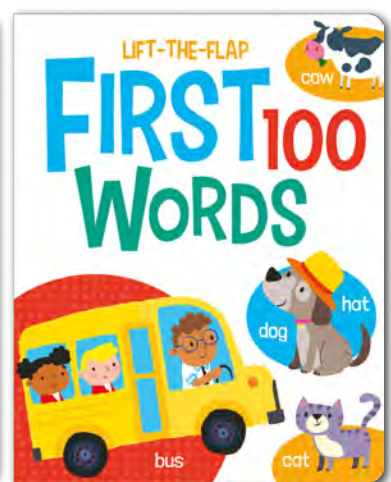
With flaps to lift, pictures to find, and simple first words and counting 1-10 to learn, toddlers will build their vocabulary and develop counting with confidence.

The 100 child-friendly card lift-the-flaps are perfect for little hands to lift and look underneath, before finding the matching pictures on the scene opposite. Words and numbers printed on top of the flaps help to reinforce word and picture association making learning fun!

#### Specification

Book size: 229x178 mm, 16pp, board book with lift-the-flaps, full colour, gloss cover, age 1+.

**New!**



## Board book with 100 card lift-the-flaps!







## I'm a Super Toddler Superheroes Wash Their Hands!

Illustrator: Kasia Dudziuk Author: Katie Button

New for  
2020!

Learn to be a handwashing hero and shrink germs down to zero with this fun die-cut board book. Follow the superheroes as they wash their hands and watch as the villainous virus character gets smaller on each page!

WHO and NHS guidelines are cleverly shown in six easy-to-follow steps to teach children how to wash their hands effectively to defeat germs. The die-cut virus villain adds a fun visual element, showing how, as each hand-washing step is completed, the virus gets smaller and smaller on each page before finally disappearing when hands are properly clean. Advice at the end of the book reinforces why hand washing is so important and encourages children to develop an effective hand washing routine with confidence.

### Specification

Book size: 210x170 mm, 14pp, full colour, die-cut concentric shape on cover and each right-hand page, board book, age 1+.



WHO and NHS hand washing guidelines shown in six easy-to-follow steps.

Hand hygiene is now a life-saving skill that is a top priority for all parents and their children, worldwide.



## I'm a Super Toddler!

### Superheroes Love Being Good! Superheroes Love Bedtime! Superheroes Love Starting Nursery! Superheroes Love Potty Time!

Illustrator: Kasia Dudziuk | Author: Amber Lily, Katie Button

Help the superheroes as they take their first big steps towards learning new experiences. By lifting the flaps to choose what happens next on each page, children help the superheroes learn about new experiences in a fun and interactive way.

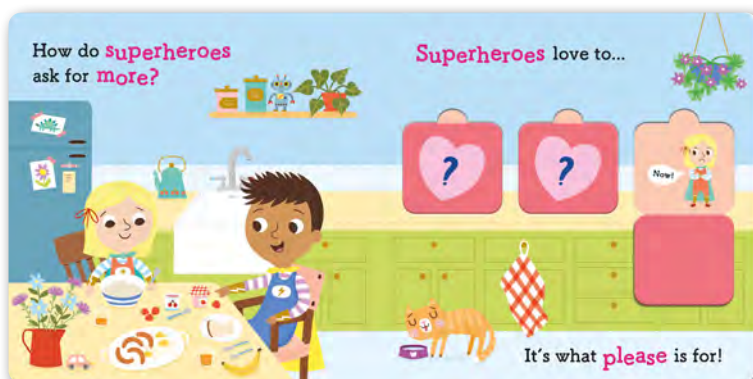
This series is perfect for parents to share with their child to reassure and encourage them as they take their first big steps with confidence.

'I'm a Super Toddler!' books are for children aged 12-36 months. These months are a time of great physical, emotional and social development as toddlers learn new skills and establish routines.

#### Specification

Book size: 178x178 mm, 10pp, full colour, casebound board book, 3 lift-the-flaps on each right-hand page, age 1+.

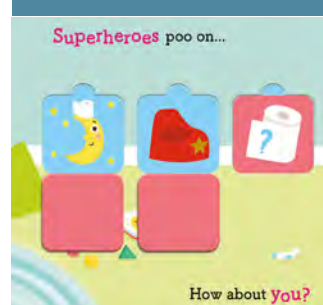
**New!**



Humorous picture options on each page makes learning important routines fun!



15 lift-the-flaps with fun and sensible options to choose from.



Illustrator: Kasia Dudziuk



Author: Katie Button



Kasia is a children's illustrator and designer based in London, England. She graduated with an Illustration degree from Falmouth University of Arts and also studied at the Sorbonne University in Paris.

Katie began working in publishing as an illustration agent, working with many talented children's book artists. After a few years, Katie started working as an editor for a children's picture book publisher and has been writing children's books ever since.



# Touch, feel & Tickle!



**Touch, Feel & Tickle!**  
**Can you tickle a Monkey?**  
**Can you tickle a T. rex?**  
**Can you tickle a Tiger?**  
**Can you tickle a Unicorn?**

Illustrator: Carrie Hennon | Author: Jenny Copper

Friendly animals love to tickle; all the animals do!  
 Can you tickle them before they tickle you?

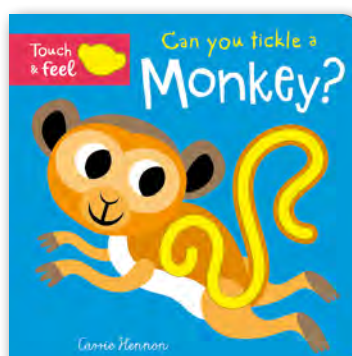
Touch, feel and tickle the friendly animals in these interactive books that are full of playful fun! In each book there are friendly animals for you to tickle as you follow the felt trails with your finger.

A bright and bold series of fun felt books. The felt pages make these books light and perfect for toddlers and children to pick up, read and play with!

## Specification

Book size: 178x178 mm, 8pp, die-cut card pages, touch & feel felt pages, full colour, casebound board book, age 0+.

**New!**

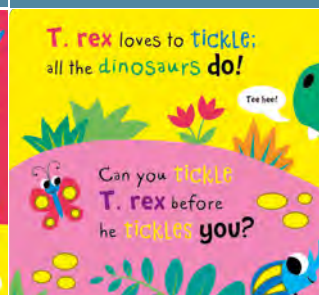


**Die-cuts reveal felt under cover and inside pages.**

**Innovative card and felt pages – books are super-light for children to pick up, read and play with!**

Bright and bold on-trend illustration style with colourful felt pages.

Rhyming text prompts the reader to interact with the touch and feel felt finger trails.



# Lift -the- flap



## Lift-the-Flap Let's Find Books

Let's find Little Cat

Let's find Little Dinosaur

Let's find Little Dog

Let's find Little Penguin

Let's find Little Owl

Illustrator: Orchard House | Author: Amber Lily

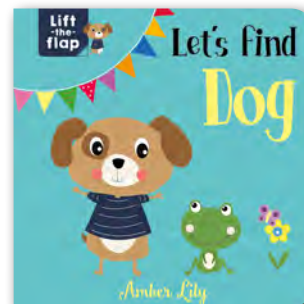
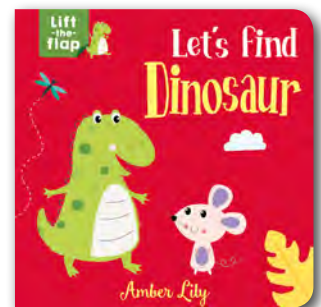
Lift-the-flap books full of hide-and-seek fun!

Little hands will love to lift and look under the card flaps in these baby's first lift-the-flap books. Find Little Dinosaur, Little Dog, Little Cat, Little Penguin, Little Owl and all their friends by lifting the card flaps to see who is hiding underneath.

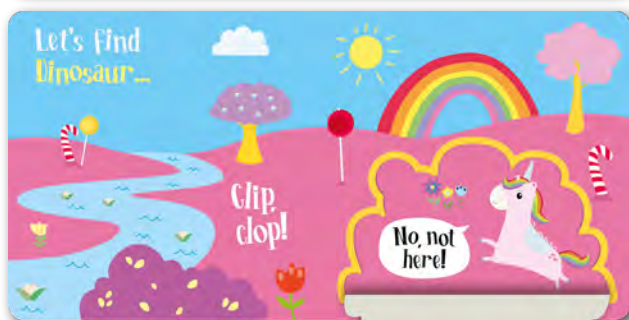
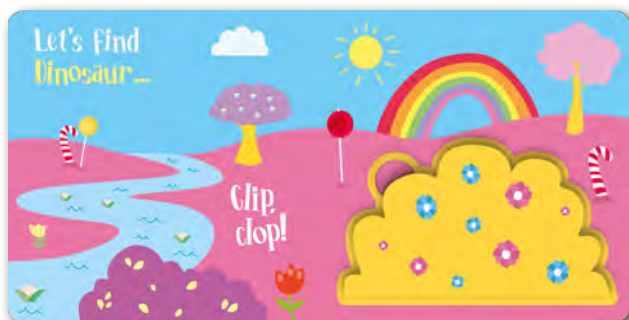
### Specification

Book size: 178x178 mm, 10pp, full colour, large card lift-the-flap on each spread, board book, age 0+.

**New!**

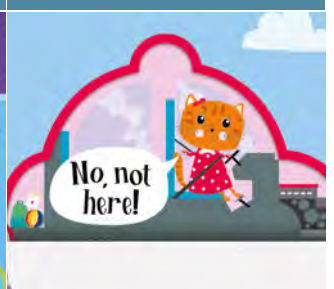


**Baby's first  
lift-the-flap books  
– suitable for 0+**



Lift-the-flap books with  
one shaped card lift-the-flap  
on each right hand page

Bright, bold illustration and friendly  
design makes these books fun and  
easy to play with!





# Multi-million-selling novelty book format!



## Shake, Roll & Giggle Books

**Hello Unicorn!**  
**Hello Dinosaur!**  
**Hello Narwhal**  
**Hello Cupcake!**  
**Hello Koala!**  
**Hello Hedgehog!**

Illustrator: Bethany Carr Author: Georgina Wren

There are friendly characters to meet in this fun novelty series! Each shaped board book features 3-D googly eyes at the back and die-cut holes throughout meaning there's a funny character with moving eyes on each page. Just shake and roll the book to make the googly eyes wobble and move, and giggle as each character is brought to life.

With a funny rhyming story to read and bright illustrations 'Shake, Roll & Giggle Books' are perfect for children aged 1+ as a first book for early reading and playtime fun!

### Specification

Book size: 165x128 mm, 12pp, full colour, shaped board book, full colour, 3-D goggle eyes, die-cut hole on cover and inside pages, foil on cover, 1+.

**New!**



**Square format also available.**





## Push Pull Stories

**A busy day for Little Cat**  
**A busy day for Little Cow**  
**A busy day for Little Dog**  
**A busy day for Little Lion**

Illustrator: Katie Saunders | Author: Holly Hall

Have fun with favourite animals and choose the story by pulling the tab and watching each acetate picture transform to change the colour or reveal hidden surprises on each page. Choose if the animals are asleep or awake, what toys they will play with, which friends they will meet and more.

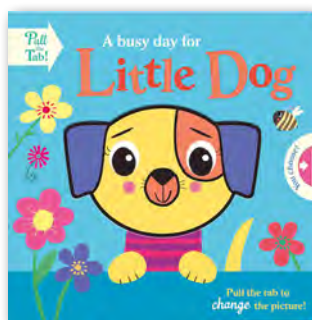
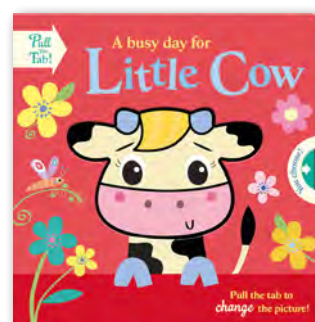
### Specification

Book size: 178x178 mm, 10pp with inset acetate pages, full colour, casebound board book, pull-out tab on each page and cover, age 0+.

**Sturdy card pull-the-tabs pull out to the right-hand side.**

**Pull-the-tabs reveal hidden detail that transforms each acetate window.**

**New!**



**Playful story and interactive prompts on each page makes first reading fun!**







## Peep-Through Books

### I Love My Mummy

### I Love My Daddy

### I Love my Grandma

### I Love My Family

Illustrator: Bethany Carr | Author: Robyn Gale

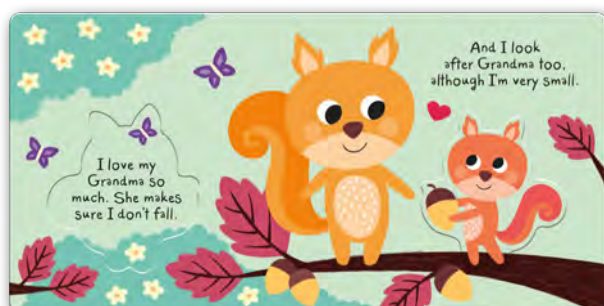
Little books that are full of love.

With cute animal illustrations, calming rhyming stories and cut-out and raised pictures to feel, these peep-through board books celebrate the special relationship between children and their loved ones.

#### Specification

Book size: 178x178mm, 10pp, full colour, die-cut shaped card pieces on each alternate spread, board book, age 1+.

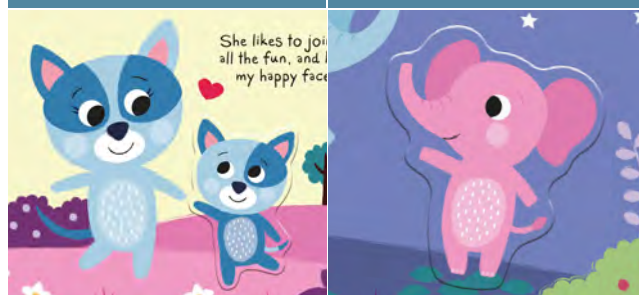
**New!**



**Children's mindset growth books that promote positive family relationships.**

Shaped cut-outs and raised card characters throughout allow children to interact with the story as they read.

Supports a child's development of fine-motor skills through the highly tactile nature of the cut-outs and shaped characters.







## Push Pull Slide Books

**Diggers**  
**Farm**  
**Rescue**  
**Ocean**

Illustrator: Villie Karabatzia | Author: Bobby Brooks

Learn and explore with these interactive books that are full of things to push, pull and slide!

The simple, easy to read stories accompany bright and friendly illustrations of busy scenes that feature lots of things to see and say as you read through the book.

### Specification

Book size: 178x178 mm, 8pp, board book with moving mechanisms on each page, full colour, age 3+.

**New!**



**Each book features four different push, pull, slide mechanisms with dual functions.**



Interactive board books with push, pull and slide mechanisms on each page.

Dual function mechanisms – twice the fun!







## Pop Out and Play Cook's Baking Set Builder's Tool Kit Doctor's Kit Shopping List

Illustrator: Barry Green

Author: Robyn Gale

Build confidence and creativity with these press out and play books, perfect for supporting role play in young children.

Pop out the integral play pieces and read the simple text. Children must then use problem-solving skills and logic to decide where the pieces belong.

### Specification

Book size: 178x178 mm, 10pp, full colour, pop-out card play pieces on every right-hand page, casebound board book, matt lamination and spot UV on cover, age 3+.



Barry Green, #1 Amazon bestselling illustrator. Over 10 million books sold worldwide!



5 felt  
flaps to  
lift!

# Baby's First Felt Flap Books



## Baby's First Felt Flap Books

**Dinosaurs**  
**Farm Animals**  
**Sea Animals**  
**Wild Animals**

Designer: Bethany Carr Author: Georgie Taylor

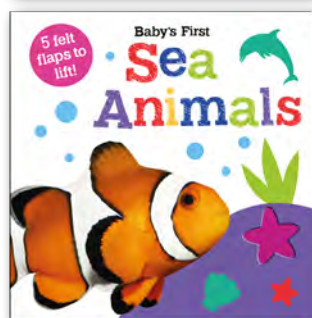
Lift and look under each felt lift-the-flap to learn about a different animal. From friendly farm animals and splashing ocean creatures to roaring dinosaurs and noisy wild animals, there's lots for babies and toddlers to discover and explore.

Each page features simple text to read, colourful photographs to look at, sound words to call out and fun first facts to learn. The sturdy card pages feature rounded corners, and the soft-to-touch felt flaps are child friendly for little ones to lift and look underneath.

### Specification

Book size: 178x178 mm, 10pp, full colour, shaped die-cut on cover reveals felt on first spread, one felt flap on each right-hand page, case bound, 0+

**New!**







## Hide-and-Go-Seek Magic Torch Book Boo!

Illustrator: Louise Anglicas Author: Bobbie Brooks

Play hide-and-ghost-seek with this magic torch book where hidden spooky characters are revealed on the clever window on each right-hand page!

There are five spooky scenes to 'go-see' and find the hidden characters. Just insert the included magic card 'torch' between the page under each clever window and be amazed as the hidden pictures are revealed.

### Specification

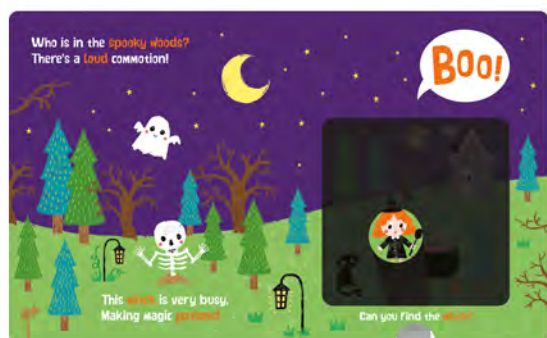
Book size: 210x170 mm, 12pp with inset acetate pages, full colour, card 'torch' attached with ribbon, casebound, 1+.

**New!**



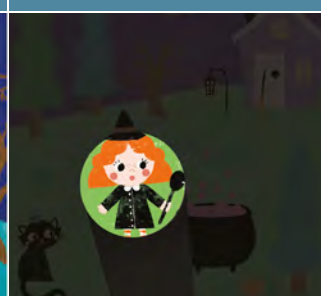
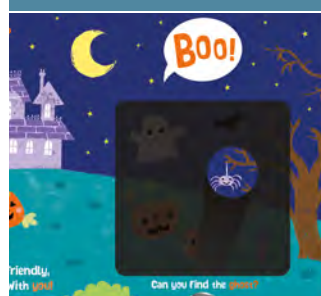
Find the hidden spooky characters in this "ingenious" novelty book format.  
(BookTrust)

Card 'torch' is secured with a ribbon and inserted into a die-cut pocket on the first spread.



Five clever windows to explore, each with hidden spooky characters to find.

Interactive call-outs prompt reader to find characters on each window.





Count  
to 10

# 3D Counting Books



## 3D Counting Books - Portrait Format Old MacDonald had a Spooky Farm Ten Little Hearts

Author: Holly Hall / Susie Linn | Illustrator: Louise Anglicas

The evergreen spooky and friendship themes make this series an indispensable addition to any year-round counting range.

### Specification

Book size: 236x178 mm, 20pp, full colour, 3D characters, casebound board book, age 3+.

**New!**



Illustrator: Louise Anglicas



Louise Anglicas is an illustrator and surface pattern designer living in the Potteries, Staffordshire. After gaining a BA(Hons) in ceramic design, she started her career as an in-house designer for a ceramic manufacturer. Since becoming a freelance designer, Louise has ventured into different areas of design, from greeting cards, to wall art, to stationery and children books.

Tactile counting fun with 10 disappearing card characters for children aged 3+.

Ten cute card characters or hearts disappear from 10 to 1 as the pages are turned in this first counting book series.





# 3D COUNTING BOOKS

*Maths learning fun  
for little ones!*

## Five Little Counting Books Five Swishy Fish Five Noisy Animals Five Roaring Dinosaurs Five Magic Unicorns

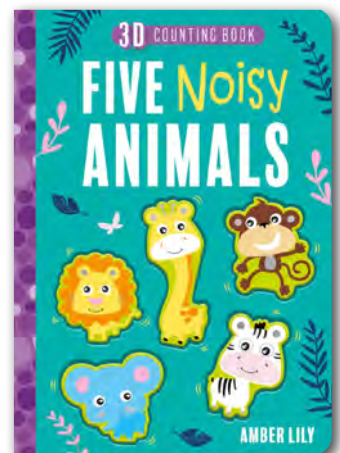
Designer: Pepper Joy | Author: Amber Lily

Rhyming counting stories with cute card characters that disappear one by one. Perfect for encouraging early learning maths skills!

### Specification

Book size: 216x150 mm, 10pp, full colour, casebound board book, die-cut holes on cover and inside pages, 5 x 3D card characters with foil detailing, age 1+.

**New!**



## Cute foiled card characters!



Teaches early learning maths skills – count down from five to one.

Cute 3D card characters on every spread.





# TRACE THE TRAILS BOOKS

WITH  
FINGER  
HOLES TO  
TRACE!

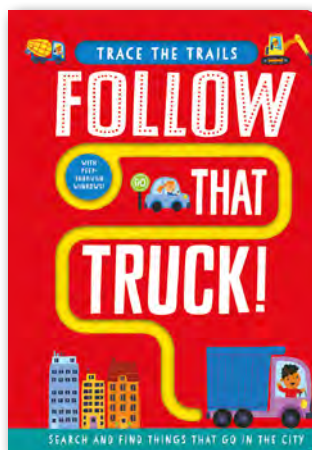
## Trace the Trails Books Follow That Dinosaur! Follow That Tractor! Follow That Truck! Follow That Unicorn!

Illustrator: Sam Meredith | Author: Georgie Taylor

Little fingers will love to follow textured trails and cut-outs to discover where a truck, dinosaur, tractor and unicorn are heading in this fun new series that helps to develop fine motor skills. Peephole windows and seek-and-find questions add to the preschool learning fun.

### Specification

Book size: 216x150 mm, 10pp, full colour, casebound board book, die-cut holes and inset trails on cover and inside pages, age 1+.



Lots of items to seek and find on each page.

Tracing inset trails develops fine motor skills.







## Water Painting Seek and Find

**Animals**  
**Dinosaurs**  
**Under the Sea**  
**Unicorns**

Illustrator: Maaïke Boot | Author: Georgie Taylor

Create amazing animal pictures with these paint with water books, then seek and find the things that are hiding on each page. Simply apply water with the special pen, leave to dry, then paint your pictures and seek and find again.

### Specification

Book size: 240x200x10 mm, 10pp, full colour, 5 paint with water scenes, refillable water pen, casebound board book, matt lamination on cover, full colour, age 3+.



Illustrator: Maaïke Boot

Based in the coastal city of The Hague, Netherlands, Maaïke Boot started drawing as soon as she could hold a pencil. Most of Maaïke's drawings begin with a Sharpie or brushes and India ink, with the black and white renderings transformed through Adobe Illustrator. Today her work is mainly seen on handmade products from laptop sleeves to baby shoes to swimwear, not to mention in children's books!





**Lift  
-the-  
flap**

# sparkle-Go-Seek

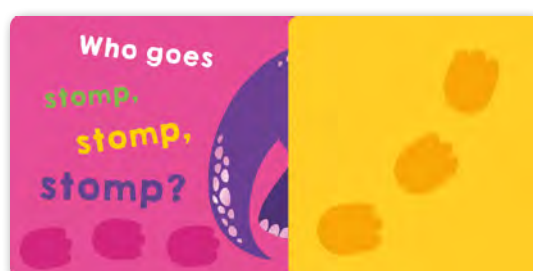
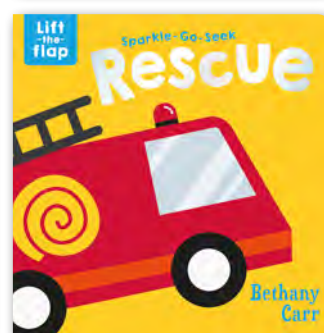
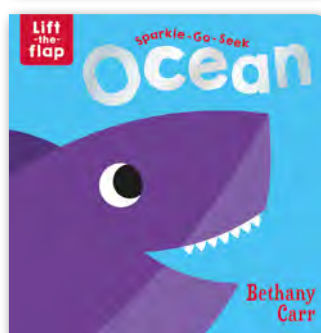
## Sparkle-Go-Seek Lift-The-Flap Books Dinosaurs Farm Ocean Rescue

Illustrator: Bethany Carr | Author: Katie Button

With shiny foil under each lift-the-flap, the simple words encourage the reader to 'sparkle go seek' under each flap to discover the bright and sparkly animal, dinosaur and rescue vehicle pictures.

### Specification

Book size: 178x178 mm, 10pp, one large lift-the-flap on each right-hand page, sparkly foil on cover and under each lift-the-flap, full colour, casebound board book, age 1+.



Encourages imaginative and interactive reading play.

Each sturdy lift-the-flap reveals a sparkly foil picture.







## Finger Puppet Books

**Five Little Ghosts**

**Old MacDonald Had a Farm**

**Five Little Monkeys**

**Twinkle, Twinkle, Little Star**

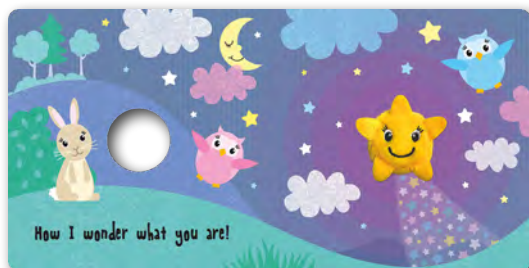
**Incy Wincy Spider**

Illustrator: Carrie Hennon | Author: Jenny Copper

Funny, tactile storybooks with integral high-quality finger puppets.  
Interactive singalong storytime fun.

### Specification

Book size: 152x152 mm, 14pp, full colour, integral finger puppet, casebound board book, age 1+.



Illustrator: Carrie Hennon

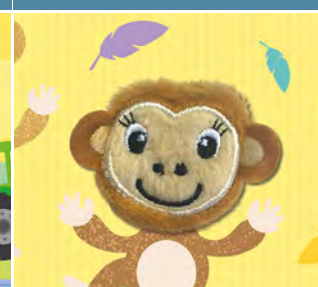


Since graduating from art school, Carrie has worked as a graphic designer, illustrator and art editor for the past 18 years. Carrie is passionate about children's book illustration and is continually inspired by her daily contact with the artists whom she commissions. She has also written her own books for the very young.



Rhyming text for read-along fun!

Cute fabric finger puppets bring the rhymes to life!





# Shake, Shimmer & Sparkle!



## Shake, Shimmer & Sparkle Books

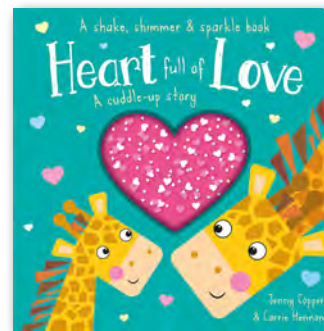
**Over the Rainbow**  
**Reach for the Moon**  
**Heart full of Love**  
**My Little Star**

Illustrator: Carrie Hennon | Author: Jenny Copper / Georgina Wren

Shake the book to create a colourful cascade of glitter and foil shapes. Heart-felt rhyming stories and cutesy vector illustrations will calm and reassure little ones at bedtime.

### Specification

Book size: 178x178 mm, 10pp, full colour, shaped gel pouch with glitter and foil shapes, casebound board book, age 0+.





# Squishy Squashy Books



## Squishy Squashy Books

Illustrator: Carrie Hennon | Author: Jenny Copper / Georgina Wren

Squish and squash each character as you read the simple rhyming stories. Perfect for interactive play, for shared reading or for reading alone, these tactile board books are full of squishy squashy fun!

### Specification

Book size: 178x178 mm, 10pp, full colour, casebound board book, 1 squishy squashy character glued to the inside back cover, age 3+.

**Large silicone character editions with an integral squeaker also available.**

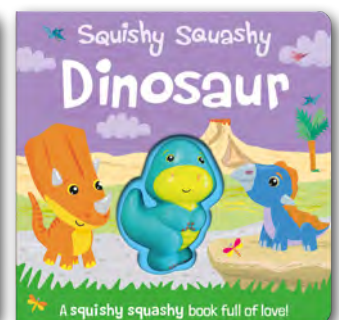
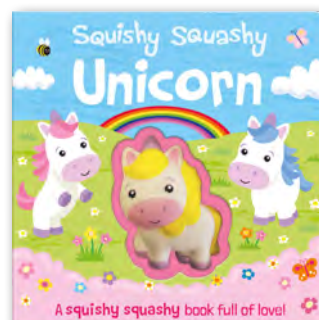
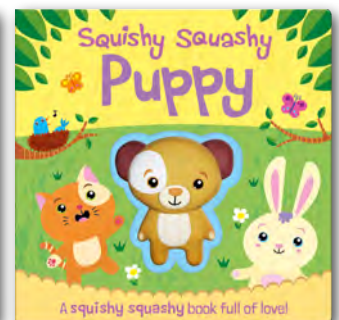
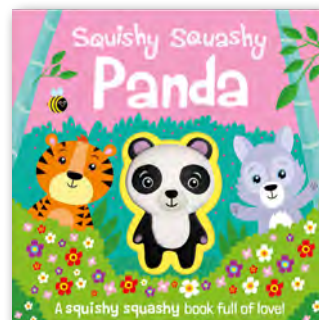
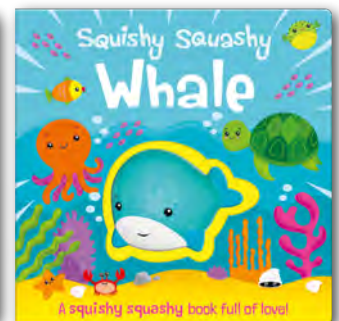
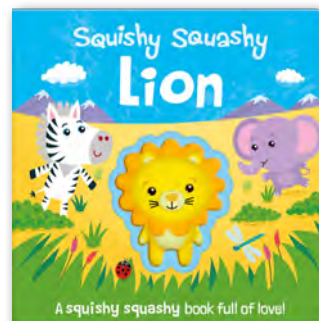
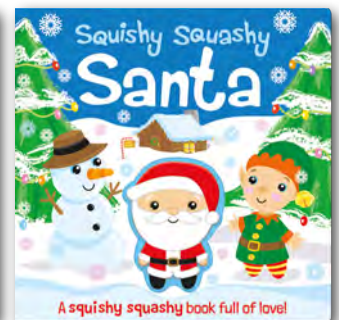


*Tactile squishy characters help to develop motor and sensory skills.*

*The fun, interactive story encourages lots of play with each squishy squashy animal.*



Panda loves her naptime,  
Panda loves to rest and sleep.  
Squish and squash Panda's ears,  
Shh now, don't make a peep!





# There's a 'squishy in my book!



## Squishy in my Book

There's a dinosaur in my book!

There's a bear in my book!

There's a dragon in my book!

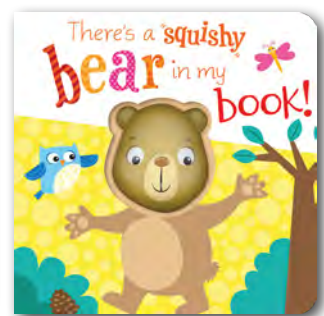
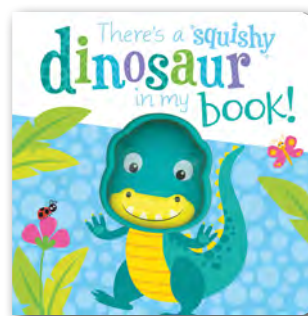
There's a yeti in my book!

Illustrator: Trudi Webb | Author: Cece Graham

There are funny rhymes to read and colourful illustrations to look at, as well as the innovative squishy squashy texture to feel and explore throughout. These interactive board books are perfect for encouraging imaginative play, developing sensory skills and promoting an early love of reading. With simple words that are easy for children 3+ to remember, they will soon be 'reading' this squishy book by themselves!

### Specification

Book size: 178x178 mm, 10pp, full colour, casebound board book, 1 squishy character & die-cut hole on cover and inside pages, age 3+.



The simple, interactive story encourages lots of play with each squishy squashy character.

Simple words are easy for children age 3+ to remember as they read aloud.





# Storymaker!

Match, muddle and make  
your own story with  
lift-the-flaps!



## Lift-the-Flap Storymaker

**Unicorns Love Rainbow Pants!**  
**Dinosaurs Love Stinky Socks!**  
**Baby Sharks Love Pop Music!**  
**Dragons Love Ice Cream!**

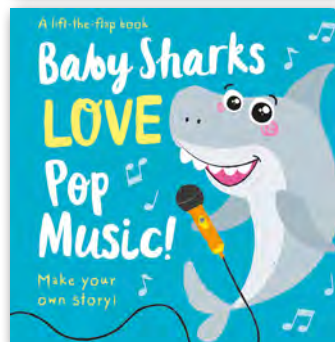
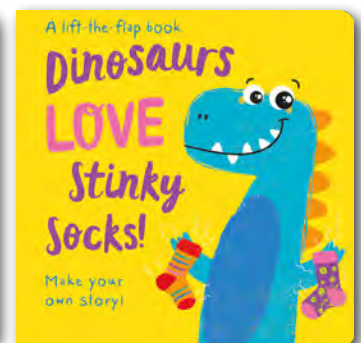
Designer: Carrie Hennon

Author: Jenny Copper / Georgina Wren / Amber Lily

Match, muddle and make your own story with 'Storymaker', a fun board book series where the reader can choose what happens next! The Storymaker series encourages imaginative play as children lift-the-flaps to create their own stories, again and again.

### Specification

Book size: 178x178 mm, 10pp, full colour, casebound board book, 3 lift-the-flaps on each right-hand page, matt lamination and spot UV on cover, age 1+.







**Pull-tab Wipe-clean Activity Books**  
**Shark Scramble Spot the Difference**  
**Panda Puzzles Dot-to-Dot**  
**There's a Dinosaur in my Maze!**  
**There's a Unicorn in my Maze!**

Illustrator: Carrie Hennon | Author: Connie Isaacs

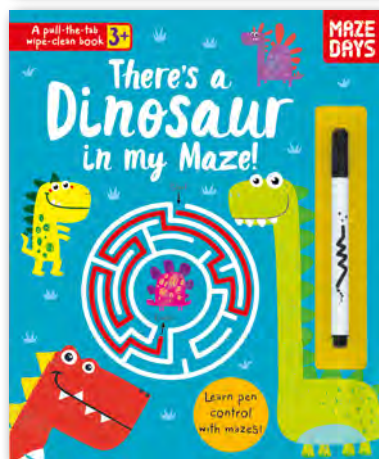
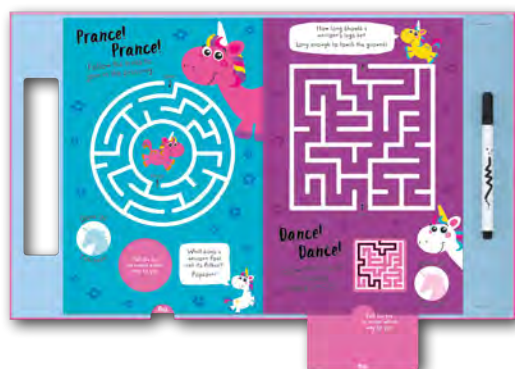
Learn important pen control skills that will help with writing in this riotous range of wipe-clean, pull-the-tab activity books.

**Specification**

Book size: 260x216 mm, 12pp, pull-out tabs, full colour, wipe-clean pages, casebound board book, wipe-clean pen, age 3+.



**New Titles!**







## Wobbly-Eye Zipper Books

### Shh Shh Shark!

### La La Llamas!

### Snackasaurus!

### Croc Rocks!

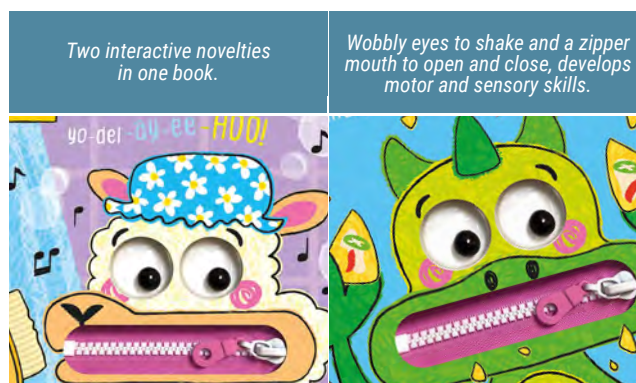
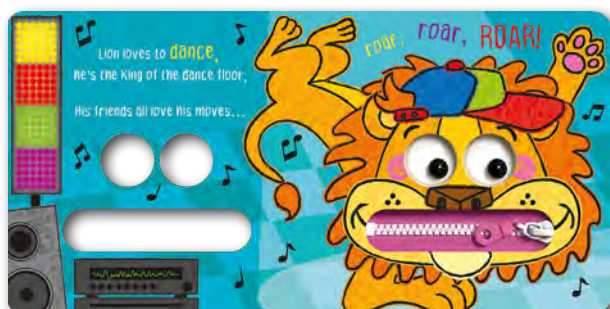
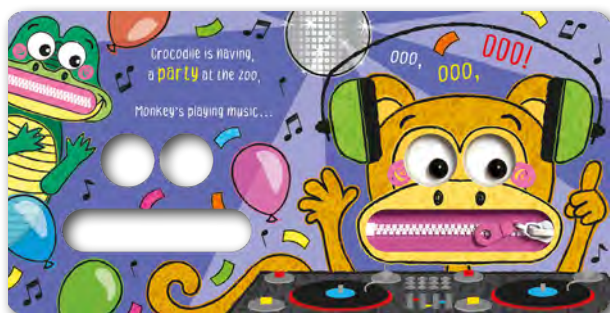
Designer: Carrie Hennon

Author: Jenny Copper / Georgina Wren

Die-cuts on each page reveal the wobbly eyes and zipper mouths, and the fun stories feature lots of noisy words to shout out as you read and play with the noisy animals, loud sharks, singing llamas and the munching, crunching dinosaurs.

#### Specification

Book size: 178x178 mm, 10pp, full colour, casebound board book, zip + 2 googly eyes, die-cut hole on cover and inside pages, foil cover finish, age 1+.



Two interactive novelties in one book.

Wobbly eyes to shake and a zipper mouth to open and close, develops motor and sensory skills.



Push and play through gateway scenes!

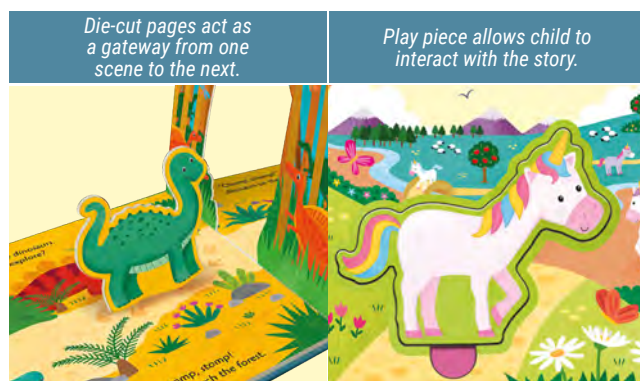
**Push and Play**  
**Fire Rescue!**  
**Unicorn Dance!**  
**Dinosaur Stomp!**  
**Farm Scramble!**  
**Jungle Rumble!**

Illustrator: [Lindsey Sagar](#) | Author: [Jenny Copper](#)

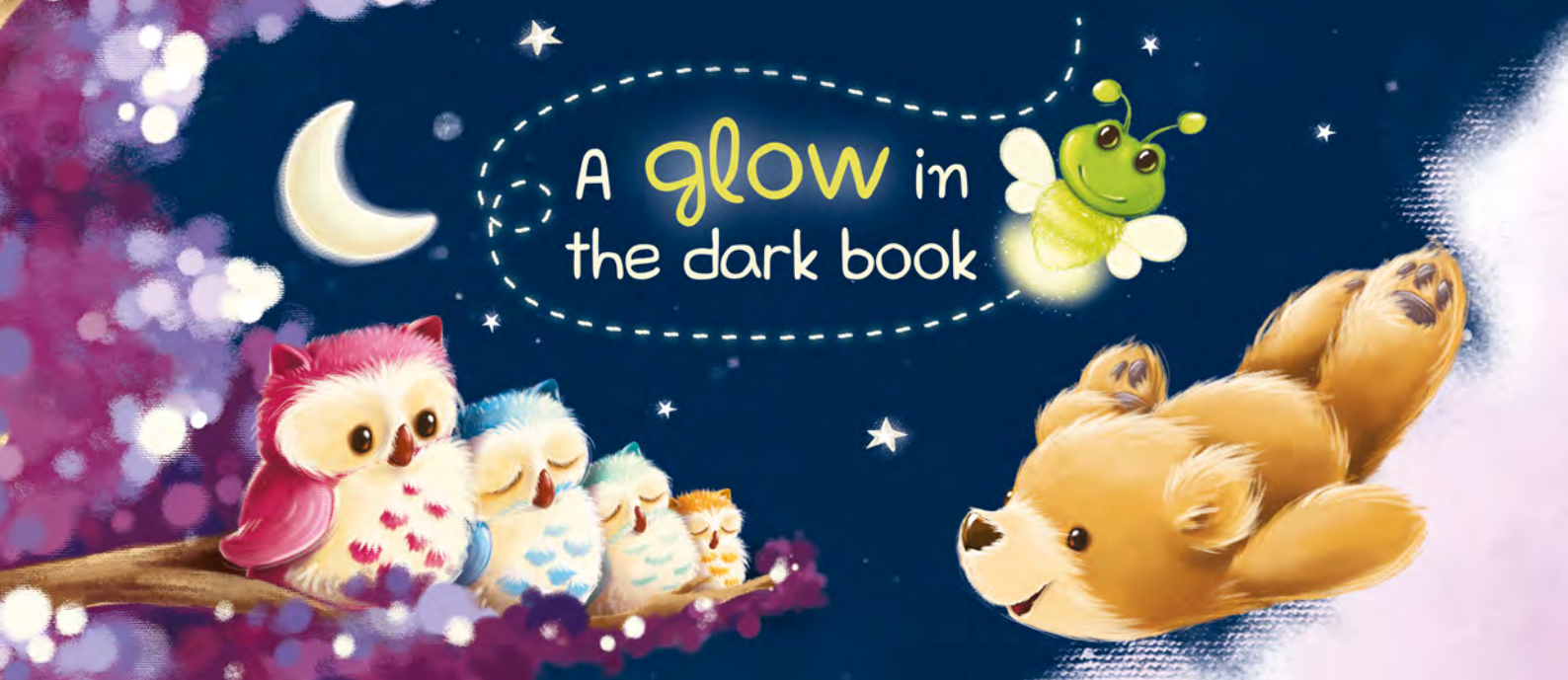
Push & Play is an innovative board book series that allows children to interact with the play piece characters and to use their imagination to take a journey through the simple, immersive story on each page.

## Specification

Book size: 178x178 mm, 16pp with 4 die-cut 'gateway' scenes, full colour, casebound board book, matt lamination and spot UV on the cover, 1 large wafer seal to secure play piece, age 3+.







## Glow-in-the-Dark Books

**Can You Count the Stars?**  
**Can You Count the Love?**  
**Can You Count the Rainbows?**

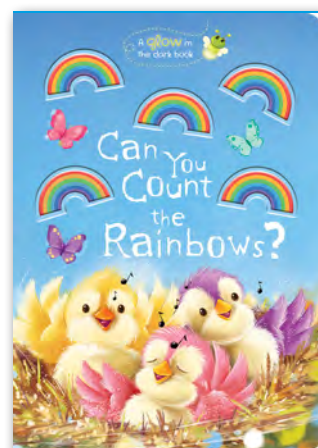
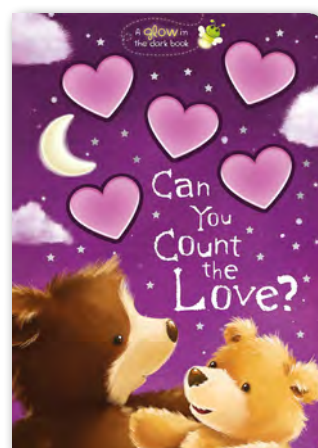
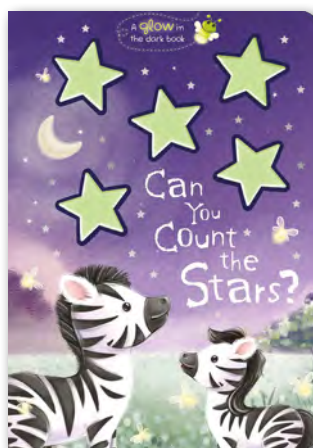
**New!**

Illustrator: Gareth Llewellyn | Author: Georgina Wren

Power up the glow-in-the-dark stars, rainbows or hearts by placing the books on a windowsill, then dim the lights to watch them glow in neon green. The soothing bedtime stories will help young children feel comforted and reassured – perfect books for bedtime sharing.

### Specification

Book size: 216x150 mm, 10pp, full colour, casebound board book, glow-in-the-dark hearts or stars, foil cover finish, age 1+.





# Magic Torch Books

Learn, play and discover with  
adorable animal friends ...



## Magic Torch Books Goodnight Monkey Goodnight Bear Goodnight Lion

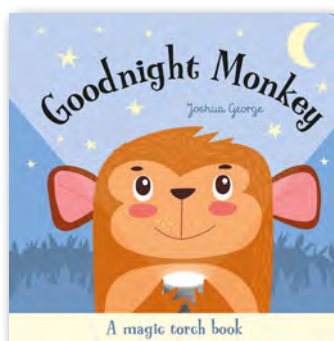
Designer: Zhanna Ovocheva

Author: Joshua George

Young children will love to help Monkey, Bear and Lion find their animal friends in these interactive novelty board books. Insert the included 'magic torch' between the pages to find the animals in each night-time scene and watch children glow with delight.

### Specification

Book size: 203x203 mm, 12pp with inset acetate pages, full colour, matt lamination and spot UV on cover, casebound, card 'torch' attached with ribbon, age 3+.



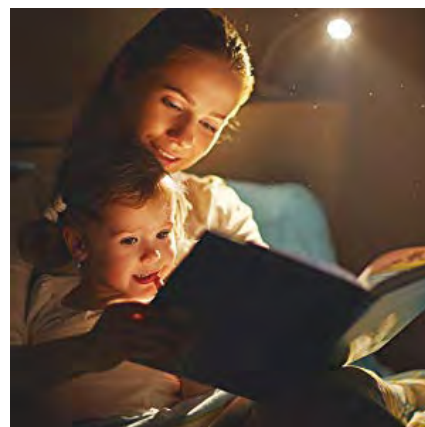
### Magic torch

Simply insert the magic card torch between pages to cleverly reveal the hidden animal friends!



### Safe for little hands

Adults can be confident knowing that these titles can be enjoyed time and time again with the addition of a handy ribbon to keep the torch attached to the book.



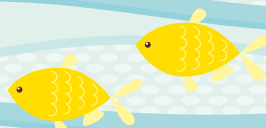
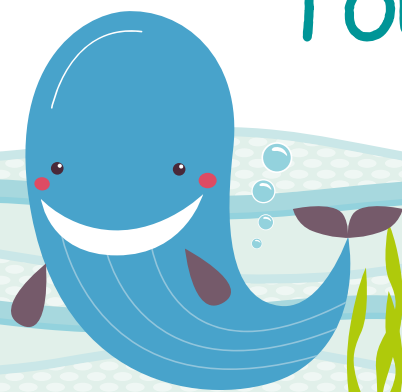
### Perfect for bedtime

Interactive night-time themed titles to snuggle up with together!





# Touch, Feel, Explore!



## Let's Learn! Red & Blue Big & Little One & Two Circle & Square

Illustrator: Alena Razumova | Author: Jenny Copper

Touch, feel and explore the pictures in this first concepts series. Each book has raised and indented pictures, making a fun, tactile and interactive experience for little ones.

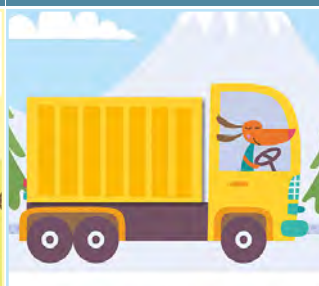
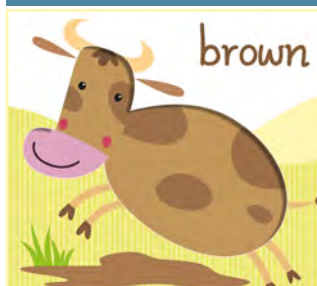
### Specification

Book size: 178x178mm, 10pp with raised and indented pictures, full colour, casebound board book, soft touch matt lamination and spot UV on cover, age 1+.



Indented pictures encourage tactile exploration.

Raised pictures leap off the pages!



Illustrator: Alena Razumova



Alena has been a designer and illustrator since 2005, creating designs in different styles for brands and companies around the world. Recently, Alena has started to illustrate for children, using bright colours and her distinctive style to create fun, playful art.





# I Can Do It!

## Multiplication

## Division

## Adding Up!

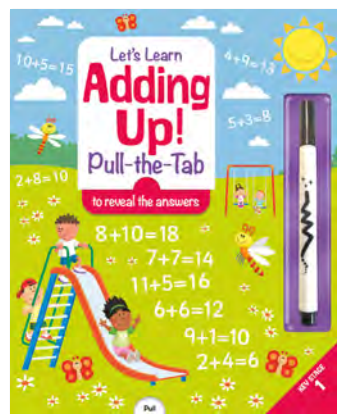
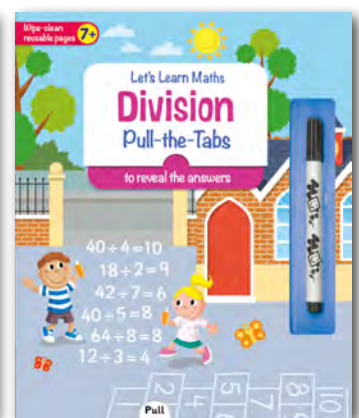
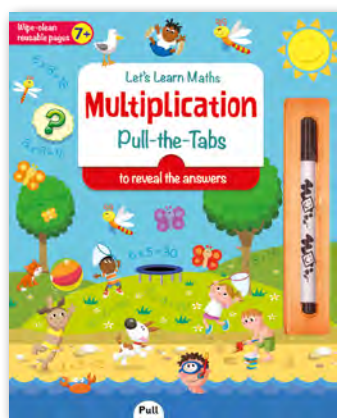
## Times Tables!

Illustrator: Barry Green | Author: Nat Lambert

Learn important maths and numeracy skills in these wipe-clean and pull-the-tab novelty board books that support school learning in the home.

### Specification

Book size: 260x216 mm, 12pp, full colour, hardback board book with pull-out tabs, wipe-clean pen and pages, age 5+.





# LIFT-THE-FLAP HISTORY



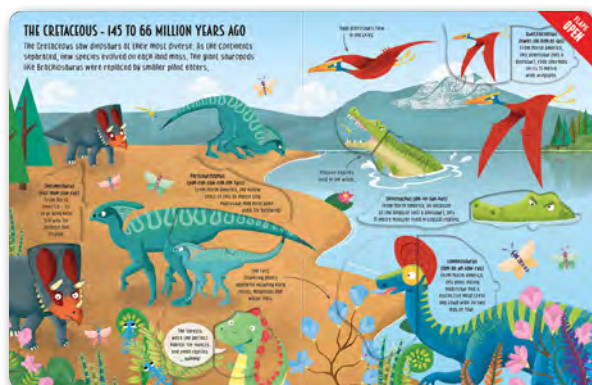
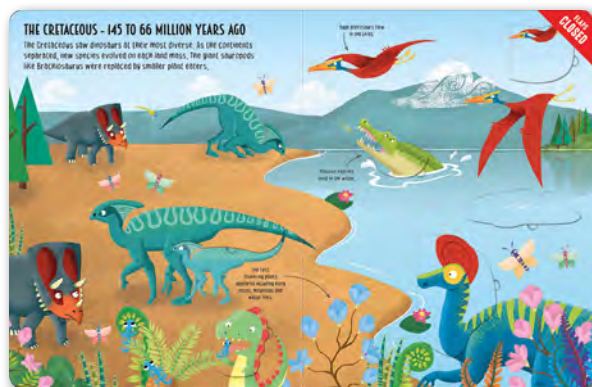
## Lift-the-Flap History Dangerous Dinosaurs Ancient Egyptians Ancient Romans Famous Explorers

Illustrator: Ed Myer | Author: Joshua George

Travel back in time with these fascinating and funny lift-the-flap books! From Dinosaurs to Ancient Egyptians, each humorous scene is packed with facts and interactive flaps that bring history to life.

### Specification

Book size: 259x201x18 mm, 16pp, casebound board book with lift-the-flaps, full colour, matt lamination and spot UV on cover, age 7+.







# ELEVATE

VIEW OF THE NATURAL WORLD

Elevate

**Big Bigger Biggest  
Deadly Deadlier Deadliest  
Fierce Fiercer Fiercest  
Weird Weirder Weirdest**

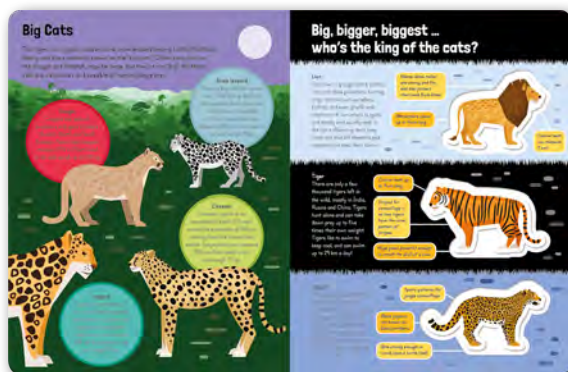
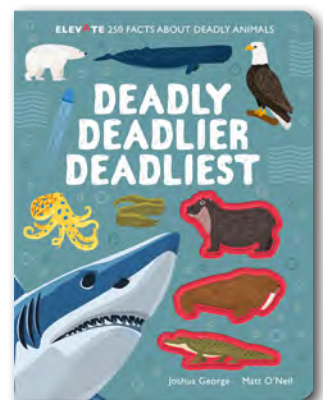
Illustrators: Iana Kauri/Matt O'Neil | Author: Joshua George

From the deadliest predators to giants of the animal kingdom our unique Elevate books feature raised pictures and informative ranking reveals to encourage curiosity and exploration of exciting topics.

Specification

Book size: 259x201x18 mm, 20pp, casebound board book with die-cut holes and raised card pieces, full colour, matt lamination and die-cut card shapes on cover, 7+.

**New!**







## Play Felt Books

Illustrators: Barry Green / Lauren Ellis / Claudine Gevry / Brad Hunt

Authors: Erin Ranson / Oakley Graham / Georgina Wren / Joshua George

Discover familiar animals, machines and more with these interactive play books that include five felt scenes and over 20 fun play pieces.

### Specification

Overall size: 240x200x12 mm,  
10pp, full colour, play felt  
pieces, 5 felt-covered pages,  
casebound board book,  
age 3+.



### Mess-free creative play

Ideal for educational fun on-the-go, Play Felt books offer an opportunity for tactile, creative play without any mess!



### Safe and secure

Just like magic! The play pieces cling to the felt pages with ease, enabling children to read and play easily.



### Store away easily

No lost pieces! Every book comes with a sealed compartment to safely store away the felt pieces between use.





## Busy Play Sticker Activity

### Construction Site

### Farm

### Ocean

### Things That Go

Author: Connie Isaacs Illustrator: Tokokoo

Have fun under the sea, on the farm, in the city and on the construction site with these activity books that are packed with activities, 150 stickers, and play scenes to create with the reusable chunky play pieces!

The 20 chunky child-friendly play pieces are easy to use and 100% reusable, so they can be positioned again and again for hours of fun!

#### Specification

Book size: 280x216 mm, 30pp including 1 page of reusable static play pieces and 2 pages of colourful stickers, die-cut front cover, full colour, paperback, 3+.

**New!**



**100% reusable play pieces  
for hours of fun!**







## Face Mask and Activity Books

### Dinosaurs Unicorns

Author: Connie Isaacs Illustrator: Bethany Carr

**New!**

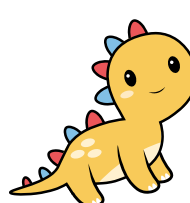
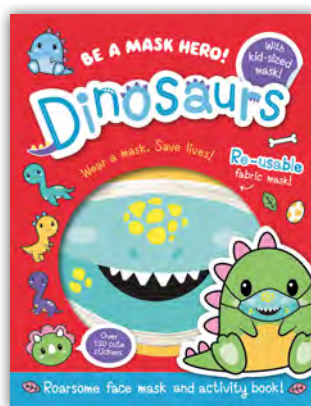
Be a mask hero with these awesome dinosaur and unicorn face mask and sticker activity books!

With 150 stickers to find and position, spot the difference, word searches, mazes and more, there's lots to do and puzzles to solve in each book.

The unicorn mask is decorated with a cute unicorn print with lots of rainbows for a magical touch, and the dinosaur mask with its dino teeth and scales will make you feel roar-some each time it is worn!

#### Specification

Book size: 280x216 mm, 28pp including 2 page of stickers, die-cut front cover, child-sized reusable face mask, full colour, paperback, 5+.



**Reusable and washable fabric  
kid-sized mask!**

**Innovative activity book format  
with reusable face mask.**



Masks should not be worn by babies or children under age 3 or anyone who has trouble breathing, is unconscious, incapacitated, or otherwise unable to remove the mask without assistance.





## Wobbly-Eye Puffy Sticker Activity Animals Dinosaurs Unicorns LOL Cute

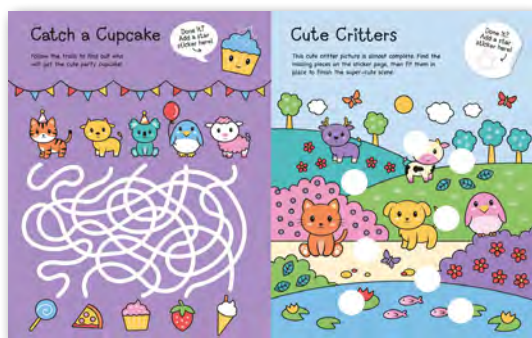
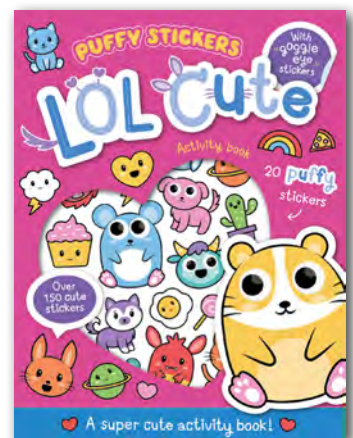
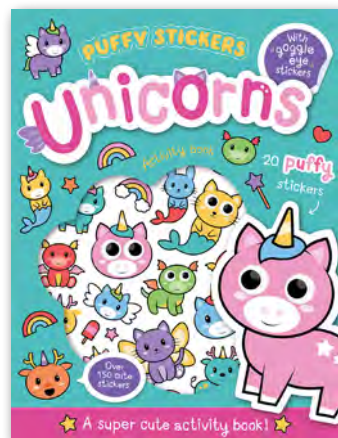
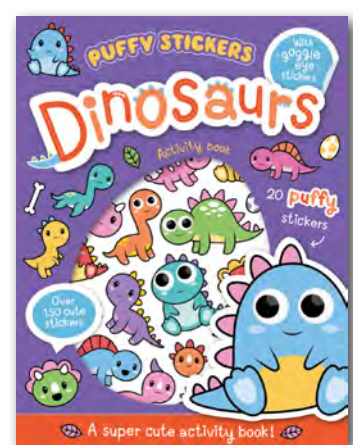
Illustrator: Bethany Carr | Author: Connie Isaacs

These super-cute puffy sticker activity books are packed with puzzles and activities, 150 colourful stickers, plus 20 puffy stickers to decorate your stuff! From adorable animals and magical unicorns, to awesome dinosaurs and LOL cute characters, there's hours of cute puffy sticker activity fun for everyone!

### Specification

Book size: 280x216 mm, 30pp including 1 page of 3D puffy stickers and 2 pages of colourful stickers, die-cut front cover, 3 puffy stickers feature wobbly eyes, full colour, paperback, age 3+.

**New!**



## Super Cute

Illustrator: Bethany Carr | Author: Connie Isaacs

Have lots of super-cute fun with this sticker activity book that is packed with 600 stickers, cute puzzles and 20 puffy stickers.

### Specification

Book size: 280x216 mm, 114pp (including 96pp activities, 1 page of 3D puffy stickers and 8 pages of colourful stickers) die-cut front cover, 3 puffy stickers feature wobbly eyes, full colour, paperback, age 3+.





# Sparkly Balloon Stickers

## OVER 150 STICKERS AND ACTIVITIES!



### Sparkly Balloon Sticker Activity Books

**Dinosaurs  
Gross!  
Super Cute  
Unicorns**

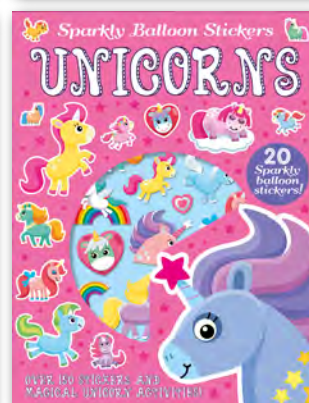
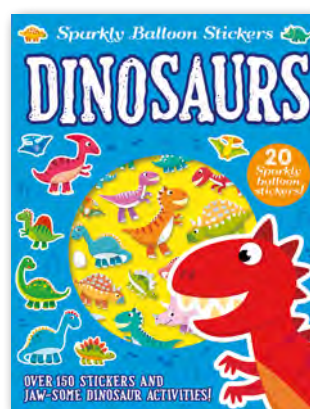
Illustrator: Barry Green | Author: Arthur Over

These sparkly balloon sticker activity books are packed with puzzles and activities, jokes and over 100 stickers, plus 20 3D sparkly balloon stickers to decorate your stuff! From roar-some dinosaurs and magical unicorns, to cuter-than-cute or totally gross puzzles, there's hours of sticker activity fun!

#### Specification

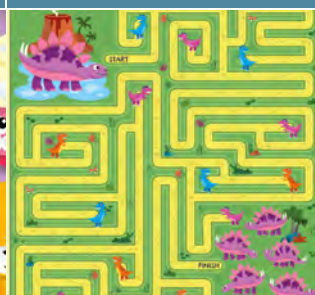
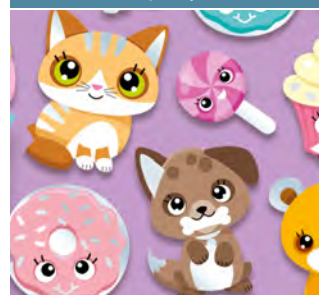
Book size: 280x216 mm, 30pp (including 1 page of 3D sparkly balloon stickers and 2 pages of colourful stickers), die-cut front cover, full colour, paperback, age 5+.

**New!**



Includes 20 novelty  
balloon stickers – each one  
with sparkly foil.

Over 100 activities and jokes  
in each book!





## Play Scene Books

### Felt Stickers Animals Diggers Dinosaurs Farm

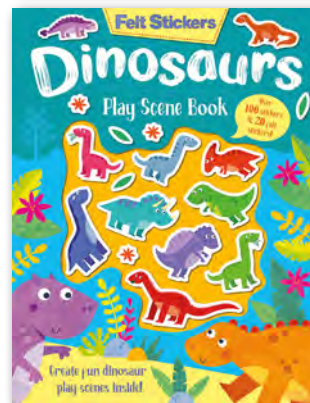
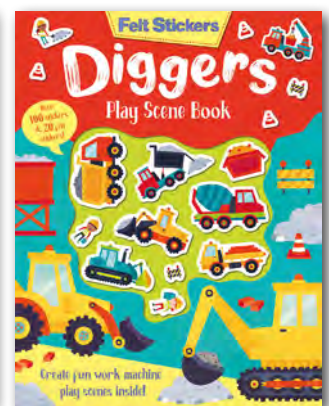
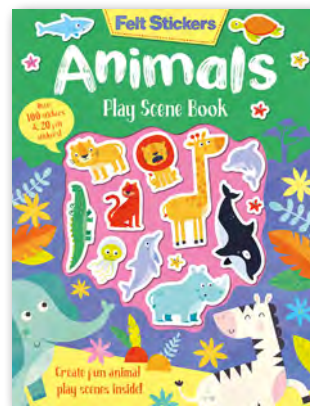
Illustrator: Gareth Williams | Author: Kit Elliot

Create fun dinosaur, digger, farm and wild animal pictures with over 100 stickers and have fun with the 20 felt stickers that you can use anywhere you like!

#### Specification

Book size: 280x216 mm, 30pp (including 1 page of felt stickers and 2 pages of colourful stickers), die-cut front cover, full colour, paperback, age 3+.

**New!**



Novelty sticker activity series  
with felt stickers, colour stickers  
and play scenes.

Includes 20 innovative  
novelty felt stickers!







## 555 Sticker Fun

Illustrators: Dan Crisp / Lauren Ellis / Brad Hunt

Authors: Susan Mayes / Joshua George / Oakley Graham / Arthur Over

Complete exciting themed scenes with over 500 stickers and look out for a hidden character on every spread. Engaging sticker play on best-selling title topic themes.

### Specification

Book size: 280x216 mm, 56pp including 4 leaves of stickers, full colour, paperback, matt lamination and spot UV on cover, age 5+.



### On-trend, favourite themes

With 20 different titles to choose from, there's a sticker 555 title for every interest!

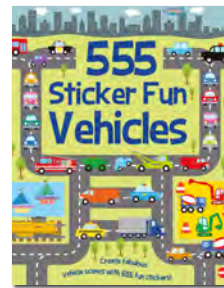
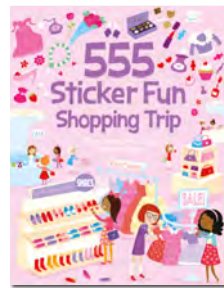
### Hundreds of stickers to choose from

Over 500 high-quality stickers and 24 action-packed, colourful scenes in every book!

### On-the-go activity fun

At the beach, in the car or on the plane, 555 Sticker Fun titles are perfect for keeping children busy, active and creative.





## Sticker Fun

### Specification

Book size: 280x216 mm, 168pp including 12 leaves of stickers, full colour, paperback, matt lamination and spot UV on cover, age 5+.





# Sticker Play

Get lost in a world of activity fun.



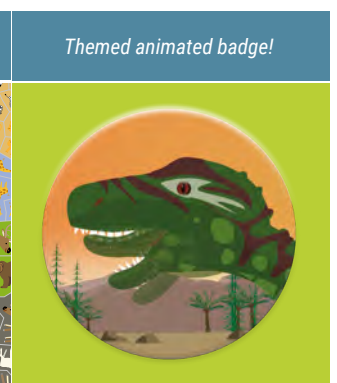
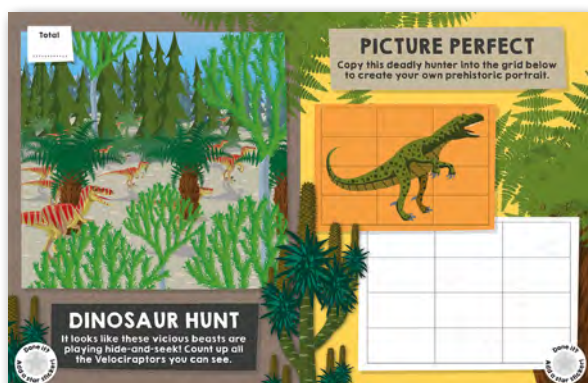
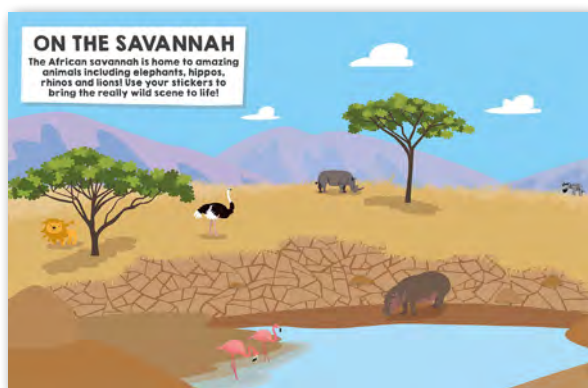
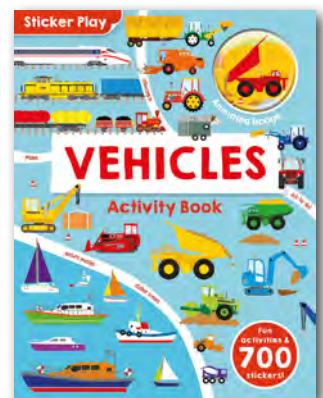
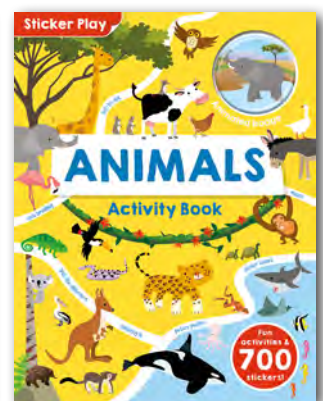
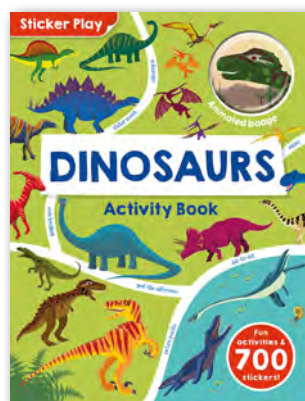
## Sticker Play Dinosaurs Animals Fairies Vehicles

Illustrators: Dan Crisp / Lauren Ellis | Author: Connie Isaacs

With over 700 stickers and a cool animated badge to wear, each book includes hours of sticker play activity fun!

### Specification

Book size: 280x216 mm, 60pp including 6 leaves of stickers, matt lamination and spot UV on cover, lenticular badge with 4 stage animation, age 5+.







## My First Sticker Books

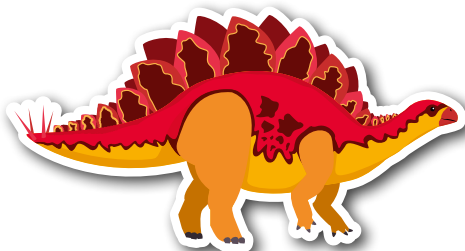
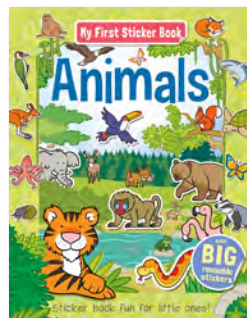
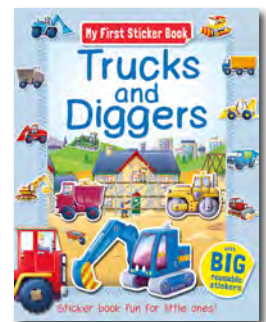
Illustrators: Dan Crisp / Lauren Ellis / Barry Green

Authors: Joshua George / Oakley Graham / Susie Linn

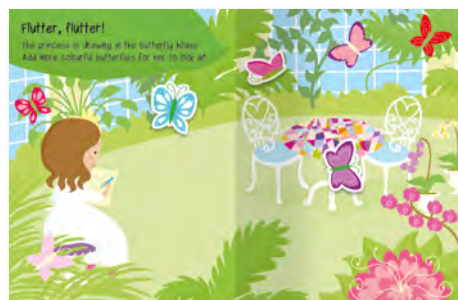
With big stickers designed for little hands, My First Sticker Books are full of imaginative sticker fun for preschoolers.

### Specification

Book size: 305x238 mm, 36pp including 6 leaves of stickers, full colour, paperback, matt lamination and spot UV on cover, age 3+.



Big stickers – for little hands!





# 101 PUZZLE BOOKS



## 101 Puzzles

101 Brainbender Puzzles  
101 Crossword Search Puzzles  
101 Picture Puzzles  
101 Wordsearch Puzzles

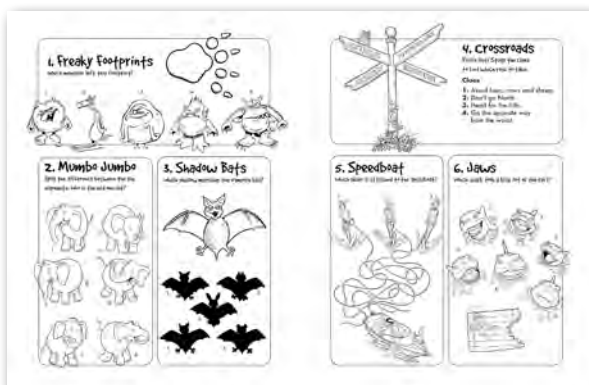
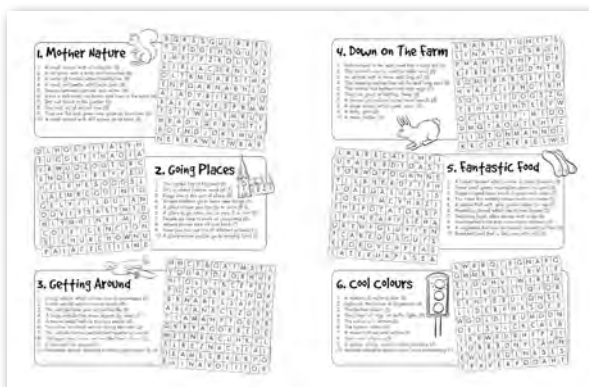
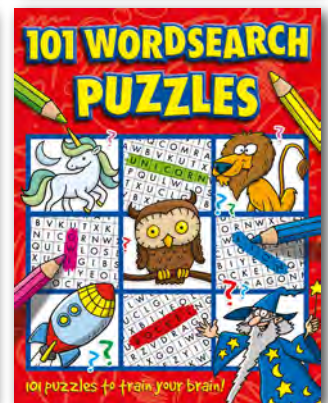
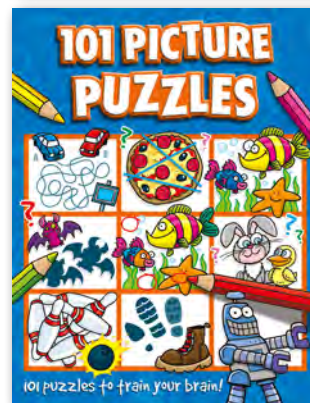
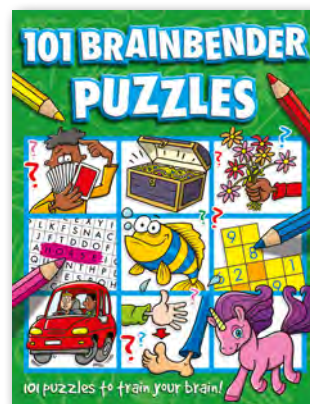
Illustrator: Barry Green | Author: Nat Lambert

From the creators of the multi-million selling 'How to Draw 101' series comes these mind-boggling puzzle books that are packed with perplexing problems including word, logic, number and picture puzzles. Banish boredom and challenge your brain!

### Specification

Book size: 280 x 216mm, 48pp text, black & white, paperback, age 7+.

**New!**



From the creators of the multi-million selling 101 How to Draw series.



# How to Draw 101



## Easy Step-by-Step Drawing

### How to Draw 101

Illustrator: Barry Green

Brilliant books to help young children learn how to draw! The books include simple step-by-step black and white illustrations to follow to make the learning process easy and fun.

#### Specification

Book size: 280x216 mm, 48pp, black and white step-by-step sketches to follow, paperback, age 5+.

**New Titles!**



Top 3 ranking drawing series in the US!

101 Animals Top 10 bestseller on Amazon.com

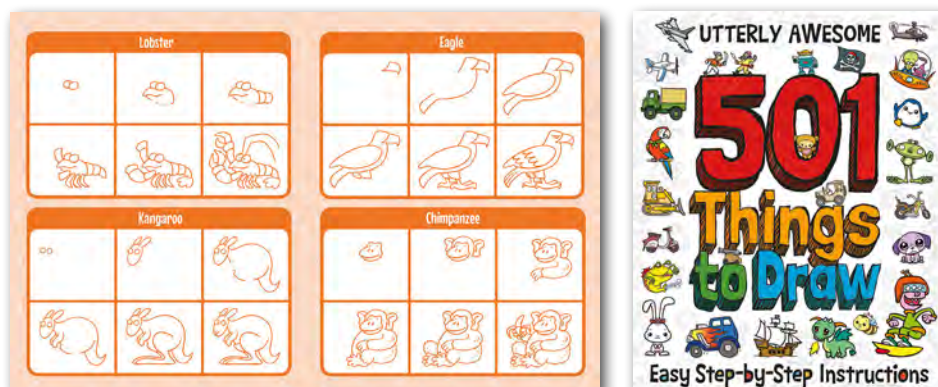
### 501 Things to Draw

Illustrator: Barry Green

Learn how to be an utterly awesome artist with step-by-step instructions for drawing over 500 animals, funny people, pirates, things that go, horses and ponies, space aliens, manga and super cute creatures in this boredom-busting activity book.

#### Specification

Book size: 256 pp, one colour insides, age 5+.







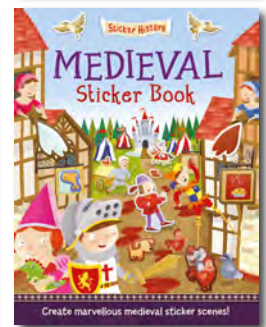
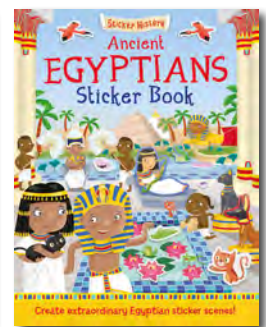
## Sticker History

illustrator: Ed Myer | Author: Joshua George

Journey back in time to all the best bits of history in these fascinating and funny sticker books – ideal for learning at home.

### Specification

Book size: 280x216 mm, 38pp including 3 leaves of stickers, paperback, matt lamination and spot UV on cover, age 7+.







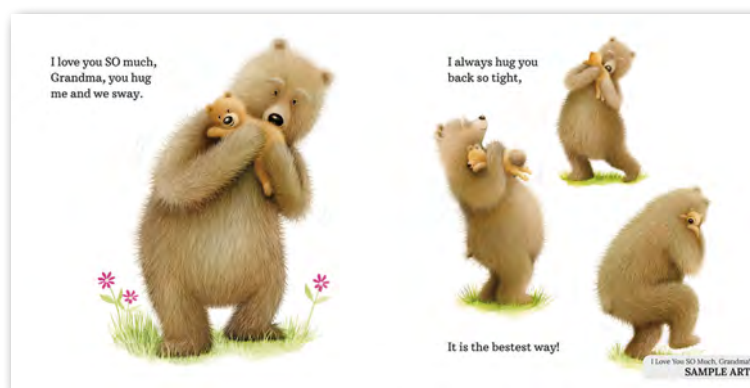
## 5-minute Tales Treasuries Animal Stories Bedtime Stories

Illustrator: Assorted | Author: Assorted

Cuddle up and share six adorable 5-minute stories in these gorgeous treasuries. Join cute rabbits, happy bears, cuddly bears, and many more lovable characters, to help create feelings of calm, confidence and security long after storytime is over.

### Specification

Book size: 235mm x 235mm, 160 pp, full colour, casebound book with padded cover, matt lamination with foil and spot UV, age 3+.







## Picture Storybooks

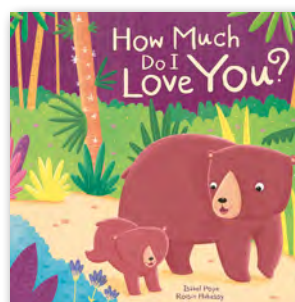
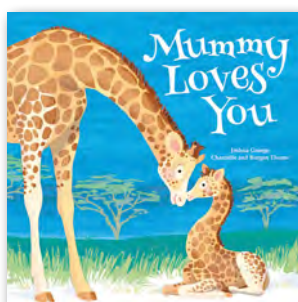
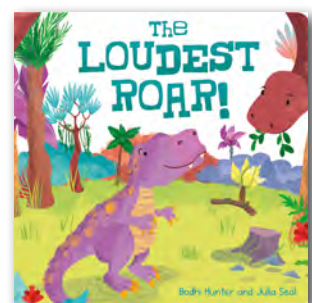
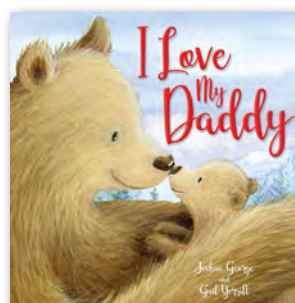
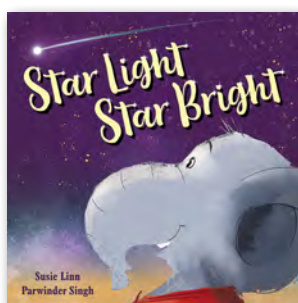
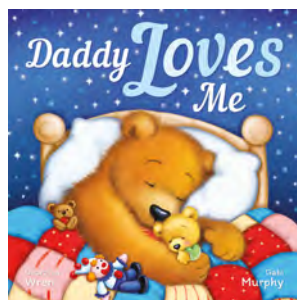
Great stories combined with fabulous illustrations are the two key ingredients for our fun-filled picture storybooks.

### Specification

Book size: 254x254 mm, 24 or 32pp, full colour, paperback, matt lamination and spot UV on cover, age 3+.

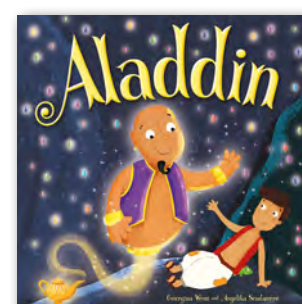
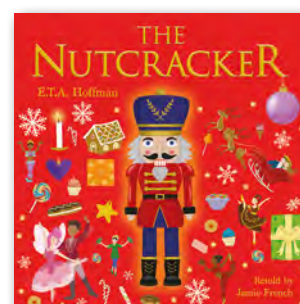
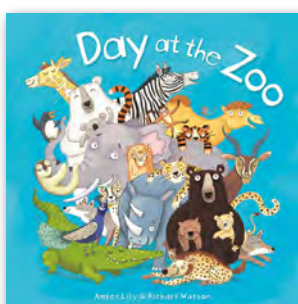
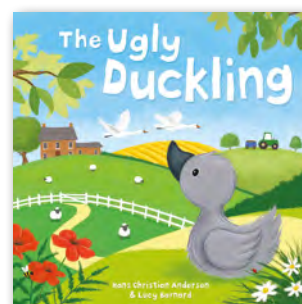
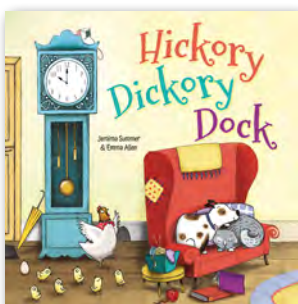
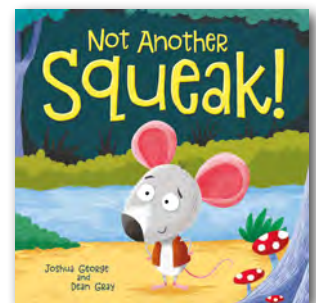
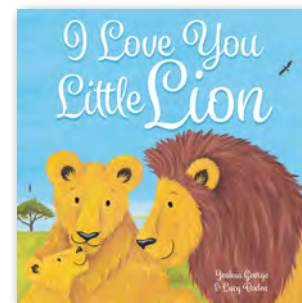
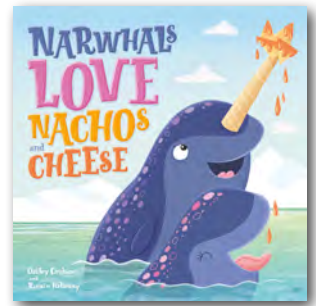
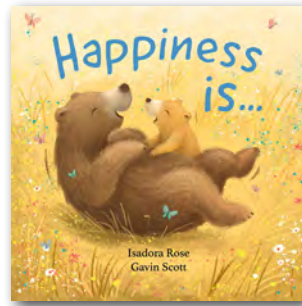
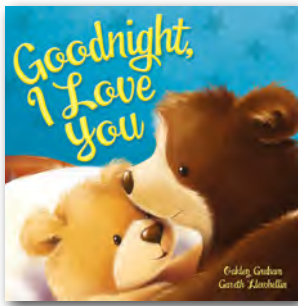
**Board book editions  
also available!**

**New  
Titles!**



**Over 200 titles available. Ask for our new picture book catalogue.**







# 5-minute Stories

Padded board books with eye-catching foil highlights!

## 5-minute Stories

Illustrator: Alex Patrick / Gabi Murphy / Gavin Scott  
Authors: Susie Linn / Georgina Wren

Each story in this brand-new series of padded board books will promote reassuring feelings of security, calm and happiness at storytime and beyond.

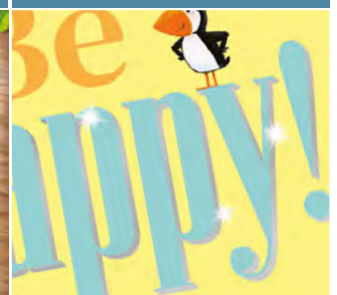
### Specification

Book size: 216x152 mm, 22pp (11 spreads), full colour, padded board book, matt lamination with foil, age 1+.

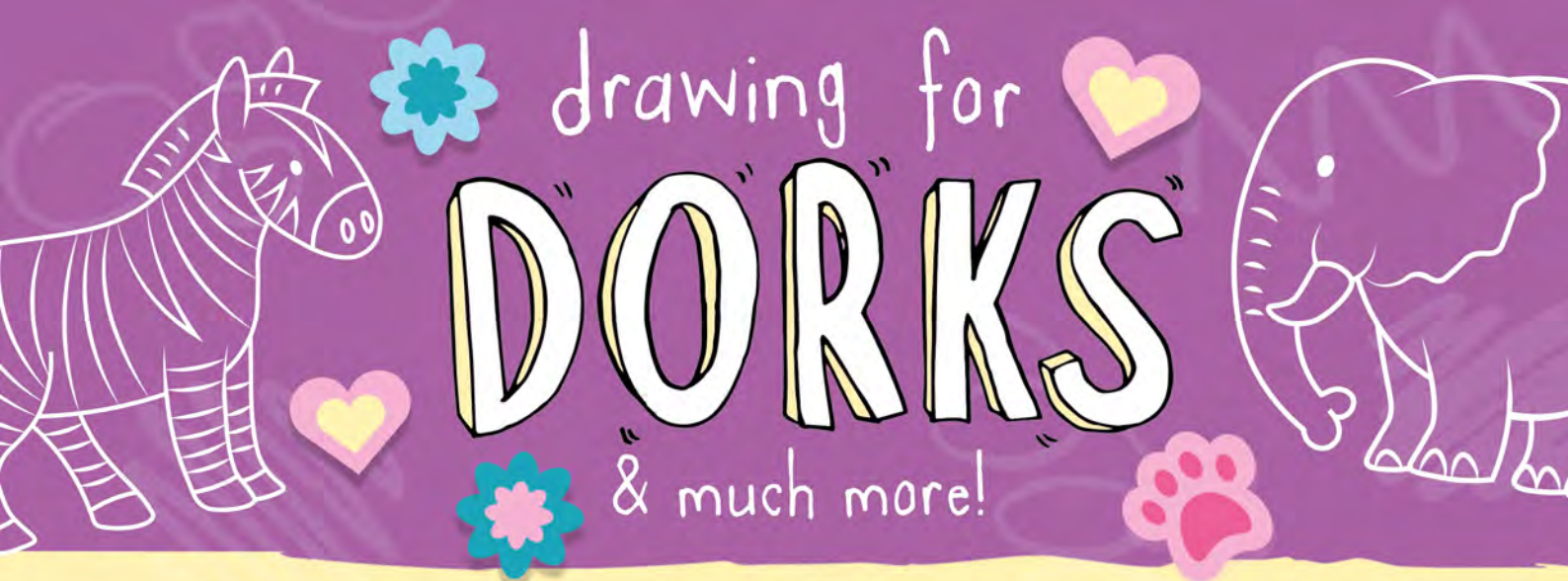


Reassuring reads on themes of family, caring, love and more.

Covers have sparkly foil highlights for eye-catching appeal.







Drawing, fill-ins, facts and super-fun colouring!

## Drawing for Dorks Animals Cuter-than-Cute

Illustrator: Barry Green | Author: Noah James

Dear Dork,

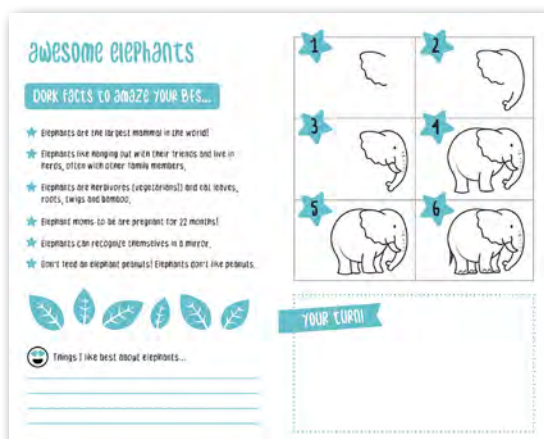
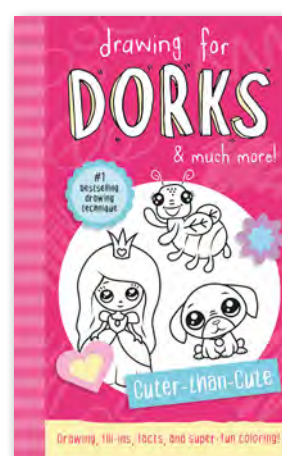
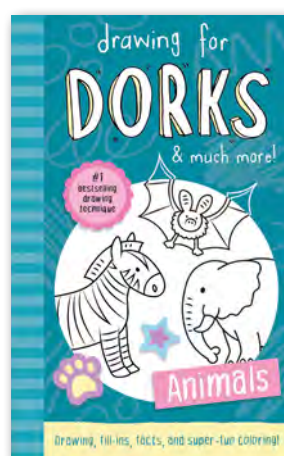
Do YOU draw like a baby with a blunt crayon? Then help is at hand!  
Go from LOL to OMG!!! in six super-simple steps.

Oodles of animals and characters to draw inside, plus dork doodle  
sketch pages, themed facts, fill-ins and fun!

Specification

Book size: 216x135 mm, 128pp, two colour, foil on cover, paperback,  
age 9+.

**New!**



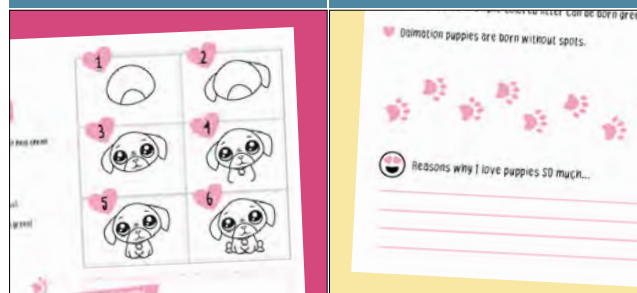
Illustrator: Barry Green



Barry Green has illustrated children's books for over 30 years and has been published in more than 60 countries around the world. UK-based Barry is best-known for his 101 How to Draw series which has sold over 3,000,000 copies worldwide.

Top 3 ranking drawing technique on Amazon!

Mental and artistic creativity with drawing and fill-in challenges







## Find Your Sparkle

### Dream Big! Things I Love! You're a Star! Follow Your Rainbow!

Illustrator: Bethany Carr | Author: Cassie Parker

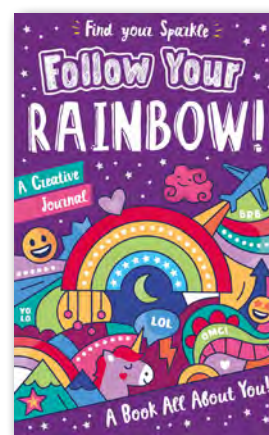
Unlock tween and teen potential with these fun journals of fill-ins, inspirational quotes, mindful colouring, life hacks, and more!

Books designed to help readers find their voice, confidence, awesomeness and sparkle!

#### Specification

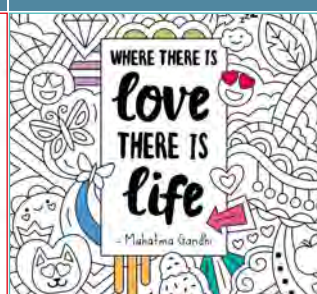
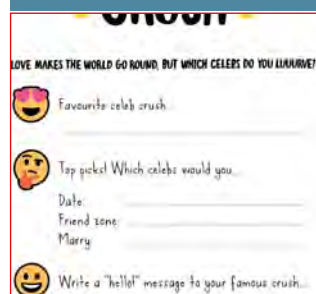
Book size: 216x135 mm, 128pp, four colour, foil on cover, paperback, age 9+.

**New!**



Life-affirming journal fill-ins.

Therapeutic,  
confidence-boosting routes.







## Gratitude and Mindfulness Journals

**The Happiness Book**  
**Be Awesome!**  
**Be Unicorn!**  
**All You Need is Love!**  
**Be Kind**  
**Thank You God!**

**New!**

Illustrator: Bethany Carr Author: Kit Elliott

Find a gratitude attitude with these inspirational five-minute journals for children aged 7+.

Each journal is full of themed interactive pages to write, colour and doodle your way to positivity with inspirational fill-ins, mindful colouring and thoughtful top tens to inspire creativity, confidence and gratitude!

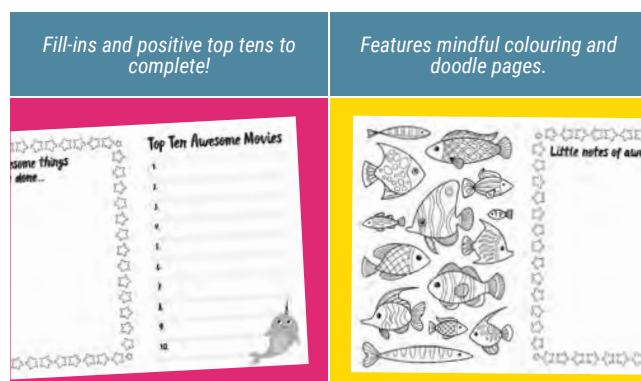
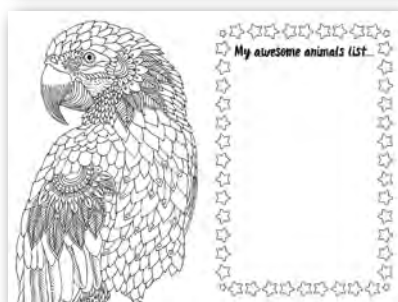
Then create a year of mindfulness with the 52 week-to-view diary pages for you to journal 365 days of gratitude. The diary pages are undated, so they can be started at any time of year.

### Specification

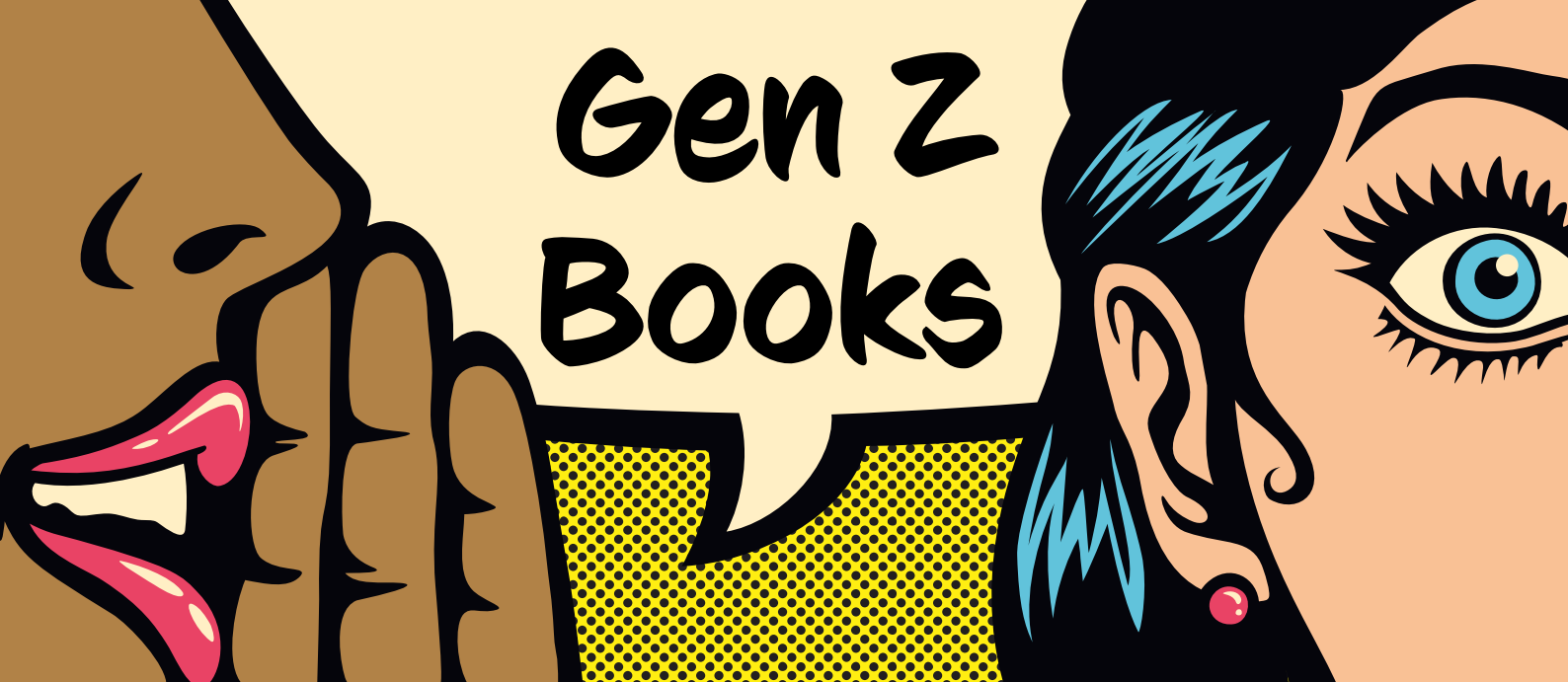
Book size: 229x152 mm, 96pp, one colour, paperback, 7+.



**Includes 52 undated week-to-view diary pages – start at any time of year!**







# Gen Z Books

## Gen Z Books

Illustrator: Peppa Joy | Author: Cassie Parker

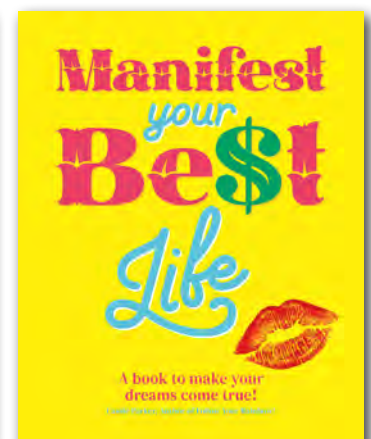
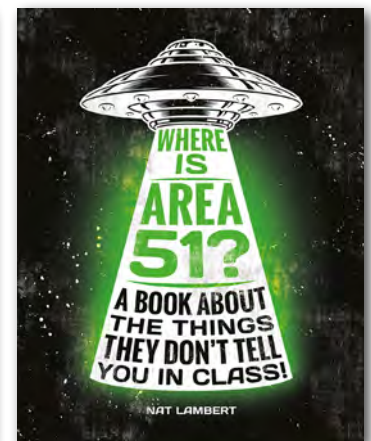
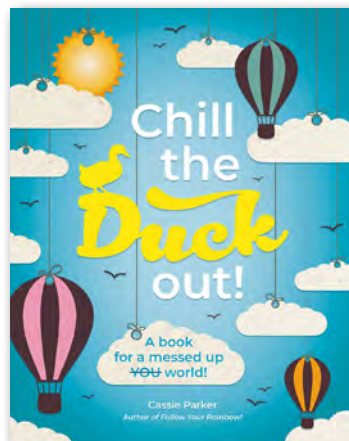
The most popular trends on Snap Chat, TikTok, and YouTube are the focus of this brand-new series for Gen Z readers!

From the VSCO girl phenomenon and out-of-this world alien trivia to saving the planet and manifesting, each life-affirming title is packed with bullet fill-ins, life hacks, and aspiration quotes or mind-expanding facts.

Specification

Book size: 232 x 186mm, 144pp, one colour, paperback, age 15+.

**New!**







TM

The established Top That brand name is dedicated to the company's world-leading activity and craft books with components kits.

**Find your Sparkle**  
Page 63



**Make This!**  
Page 66



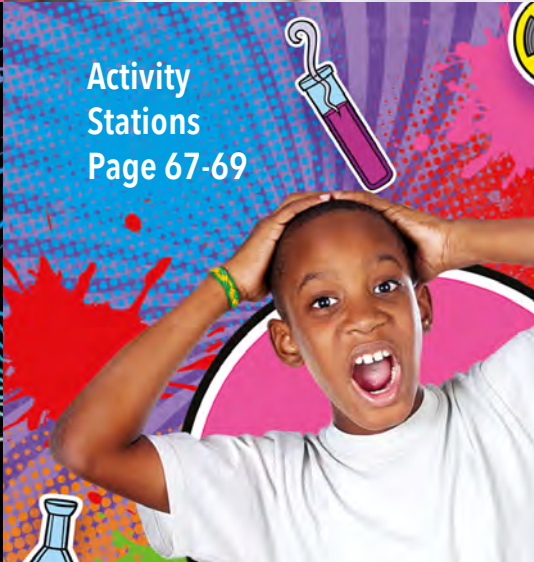
**GLAMstyle**  
Page 65



**Scratch Art**  
Page 64



**Activity Stations**  
Page 67-69



**Paint Your Own Colour Changing**  
Page 62







# PAINT YOUR OWN COLOUR CHANGING



Bring four unpainted models to life in these amazing painting kits that include special colour-changing paints!

## Paint Your Own Colour Changing Dinosaurs Mermaids Unicorns

Illustrator: Diego Vaisberg  
Author: Cordelia Nash

Children age 7 and up will find everything they need to transform four unpainted models using the paints and paintbrush included. Simply warm the painted models and the two special paints change colour! These kits even include two 24-page books: one that's packed with painting tips and puzzles, and a second book with step-by-step instructions for drawing your own themed pictures! Hours of creative fun!

**New!**



### Specification

Box size: 235x190x60 mm, activity book size 182x140 mm, how to draw book size: 210x148 mm, one book full colour and one book line art, paperback, four themed models, six acrylic paints, two colour-changing paints, paintbrush, age 5+

### Unique Selling Points

- Magical paint changes colour when warm!
- Model painting is creative fun and great for hand-eye coordination.
- Includes TWO books!







Unlock your potential with these creative kits that include a sparkly gel-filled bag charm, cute pens and a fill-in journal!

### Find Your Sparkle Folders

Dream BIG!

Follow Your Rainbow!

Things I Love!

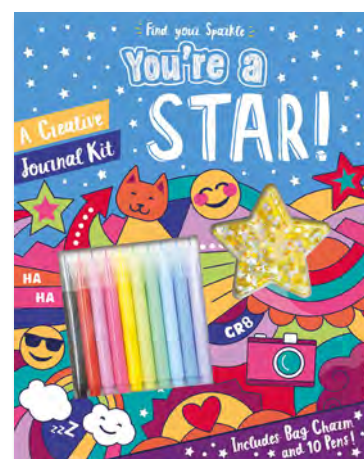
You're a Star!

Illustrator: Bethany Carr

Author: Cassie Parker

Find your voice, find your confidence, find your awesomeness! Immersive tween activities in each inspirational journal with the super-cute pens, and a sparkly, gel-filled bag charm!

New!



### Specification

290x230x28 mm, book size: 264x204 mm portrait, 32pp, full colour, paperback book, sparkly gel-filled bag charm, 10 super-cute pens, age 9+.

### Unique Selling Points

- Inspirational quotes, mindful colouring, life hacks and more!
- Titles include bag charm plus super-cute pens!







Scratch and draw amazing rainbow and foil scratch art pictures in these colourful and creative gift boxes.

**New!**

### Scratch Art

Dinosaurs

Mermaids

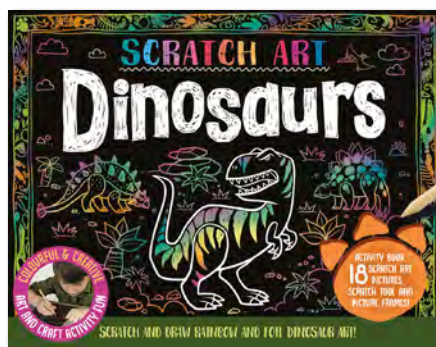
Under the Sea

Unicorns

Illustrator: Barry Green

Author: Assorted

Each scratch art title includes an easy-to-follow book, 18 scratch art cards, and cool picture frames to display the magical art. Simply scratch and draw to create amazing rainbow and foil effects!



### Specification

Box size: 295x228x45 mm, book size: 182x140 mm, 24pp, full colour, paperback book, hardback case with hinged lid, 18 scratch art pictures, stylus, picture frames, age 8+.

### Unique Selling Points

- Scratch and draw amazing rainbow and foil effects!
- Each title includes step-by-step drawing instructions for creating your own creatures!





# **GLAM** style



Be original, be individual, be uniquely you! Get ready for creative fun in our brand-new range of GLAMstyle kits.

**New!**

## GLAMstyle

**Bead Studio Jewellery**  
**Berry Blast Soap Star**  
**Berry Fizz Bath Bombs**  
**Glitter Stencil Body Art**

Illustrator: Assorted

Author: Assorted

GLAMstyle kits include inspirational instruction books plus everything needed to complete creative projects or awesome makeovers. Give yourself a glitter body art makeover, create brilliant beaded jewellery, and make and use gorgeous bath bombs and cute soaps! Ideal for tweens age 8 and up ... get into GLAMstyle!



## Specification

Box size: 190x235x60 mm, book size: 182x140 mm, 24pp, full colour, paperback book, themed components, age 8+

## Unique Selling Points

- On-trend tween themes.
- Quality components.
- Creativity and beauty themes combined!

## TWEEN FOCUS ...

Weekly expenditure by children nearly doubles between 8 and 12.

At age 8 girls spend twice as much as boys on toiletries and cosmetics, but at age 12 they spend 850% percent more!

GLAMstyle is an on-trend range for this readership.







Make This! kits encourage creative play and quality family time. Each kit includes everything needed so children can open the box and get stuck in!

New!

### Make This!

Cute Clay Creatures

Sun Catchers

Super-Cute Fridge Magnets

Rock Painting Unicorns

Illustrator: Assorted

Author: Assorted

Make This! kits have been specially developed by our craft-crazy experts. From cute clay creatures to unicorn rock painting, each title includes an easy-to-follow instruction and activity book, plus everything needed to complete creative and artistic projects. Unlock your child's imagination!



### Specification

Box size: 295x228x45 mm, book size: 182x140 mm, 24pp, full colour, paperback book, hardback case, themed components, age 8+.

### Unique Selling Points

- Achievable projects make crafting fun.
- Each title includes everything needed.







Developing beautifully designed book kits that engage children to play and create is part of our core mission. Activity stations are so much more than just a book!

### Activity Station Gift Boxes

Our Activity Station gift boxes stand out from the crowd. Each title includes a full colour 24-page instruction book and quality components so the activity fun can start straight away!

### Specification

Box size: 295x228x45 mm,  
book size: 182x140 mm, 24pp, full colour,  
paperback book, hardback case,  
themed components, age 8+.

### Unique Selling Points

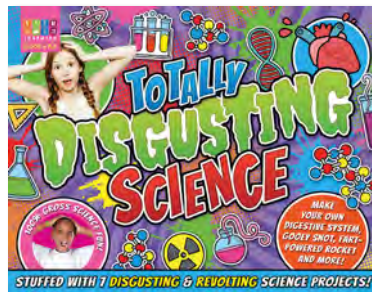
- Hinged lid can be opened in store to reveal the activity book and components inside.
- Ideal for gift tables or floor displays.



More titles available. Ask for details.



## Activity Station Gift Boxes



### Specification

Box size: 295x228x45 mm, full colour, hinged lid, book size: 182x140 mm, 24pp, paperback, full colour, themed components, age 8+.

### Unique Selling Point

- Each title includes quality components!

Over 10 million gift boxes sold worldwide!

No. 1 for book kits!



## Activity Station Gift Boxes



### Specification

Box size: 295x228x45 mm, full colour,  
hinged lid, book size: 182x140 mm,  
24pp, paperback, full colour,  
themed components, age 8+.

### Unique Selling Point

- Open the box and get stuck in activity fun!
- Over 50 titles available.

**New  
Titles!**







Children age 3 and up will love getting hands-on with the soft felt pieces in these play felt book and activity kits.

### Activity Felt Briefcase

Read and Play Felt Christmas

Read and Play Felt Farm

Read and Play Felt Unicorns

Illustrators: Lauren Ellis / Dan Crisp / Bradley Hunt

Authors: Georgie Taylor / Susie Linn

Each Activity Felt Briefcase includes a rhyming counting book, five full colour felt play scenes, and 100 felt play pieces that children can use to recreate the scenes on the challenge card. The soft felt pieces cling securely to the scenes and can be used time and time again. Perfect for hours of creative play!



### Specification

Box size: 245x185x65 mm, carry box with colourful rope handle, book size: 168x198 mm, 24pp, five felt play scenes, over 100 felt play pieces (28 full colour, 80 single colour), age 3+.

### Unique Selling Points

- Imaginative and creative fun!
- Each title includes a rhyming counting book.







An immersive world of creative fun is waiting inside these exciting kits. Mess-free water painting fun for children age 5 and up.

**New!**

## Magic Water Colouring

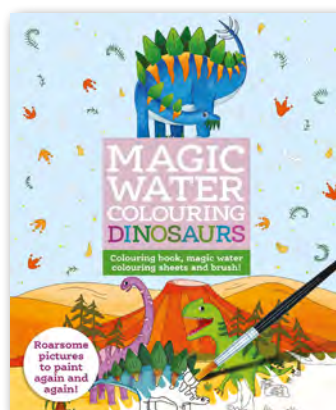
### Dinosaurs

### Unicorns

Illustrator: Rachael McLean

Author: Jenny Copper

Magical paint with water pictures can be coloured again and again. Simply paint with water, leave to dry, then paint your pictures again! These kits include 16 amazing pictures to paint with water, a quality paintbrush, and a colouring and fact book. Hours of creative fun, guaranteed!



## Specification

Box size: 256x211x37 mm, 32pp, book size: 248x188 mm, hard case folder, vac form, 16 magic water colouring cards, paintbrush, age 5+.

## Unique Selling Points

- Simply paint with water, leave to dry, then paint again!
- Includes a paintbrush so children can get busy right away.







# My First Paint With Water

Discover a world of creative fun in these exciting kits that include a fact-packed colouring activity book, amazing paint with water pictures, and a paintbrush!

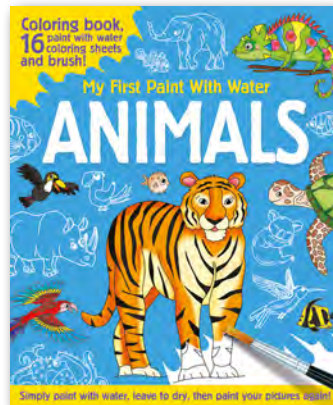
## My First Paint with Water

### Animals Space

Illustrator: Rachael McLean

Author: Jenny Copper

Young children will find everything they need to create awesome animal and space pictures. Simply paint with water, leave to dry, then paint your pictures again! These kits include 16 amazing pictures to paint with water, a quality paintbrush, and a colouring fact book.



## Specification

Box size: 256x211x37 mm, 32pp, book size: 248x188 mm, hard case folder, vac form, 16 magic water colouring cards, paintbrush, age 5+.

## Unique Selling Points

- Pictures to paint again and again – just add water!
- Includes a paintbrush so children can get busy right away.







Learn your ABC and 123 with these creative paint with water kits that include a rhyming early learning book, paint with water flashcards, and paintbrush!

**New!**

### Early Learning Paint with Water

#### Animal ABC

#### Animal 123

Illustrator: Zhanna Ovocheva | Author: Joshua George

Early Learning Paint with Water books are an amazing way to help children on their learning journey. These kits include 26 water painting flashcards to paint with water, a quality paintbrush, and a rhyming alphabet or counting book.



#### Specification

Box size: 256x211x37 mm, 32pp book, book size: 248x188 mm, hard case folder, vac form, 26 magic water colouring cards, paintbrush, age 3+.

#### Unique Selling Points

- Pictures to paint again and again – just add water!
- Includes rhyming early learning book.

### Early Learning Paint with Water Briefcase

#### Animal ABC

#### Animal 123

Illustrator: Zhanna Ovocheva | Author: Joshua George

Magical paint with water pictures can be coloured again and again. Simply paint with water, leave to dry, then paint your pictures again! This kit includes 26 magic flashcards to paint with water, a quality paintbrush, and a rhyming counting book. Hours of creative fun, guaranteed!

#### Specification

Box size: 245x185x65 mm, book size: 225x171 mm, 24pp, full colour, 26 magic water colouring flashcards, paperback book, paintbrush, age 3+.

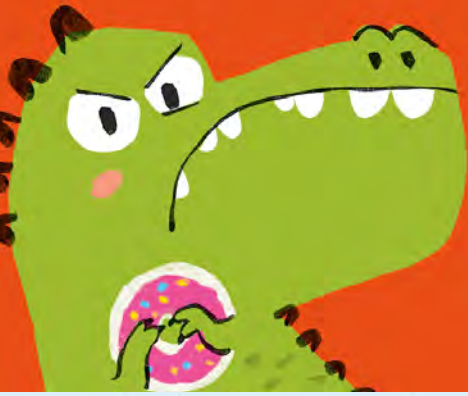
#### Unique Selling Points

- Colour again and again! A great way to help children learn their numbers.
- Includes a rhyming counting book and flashcards.

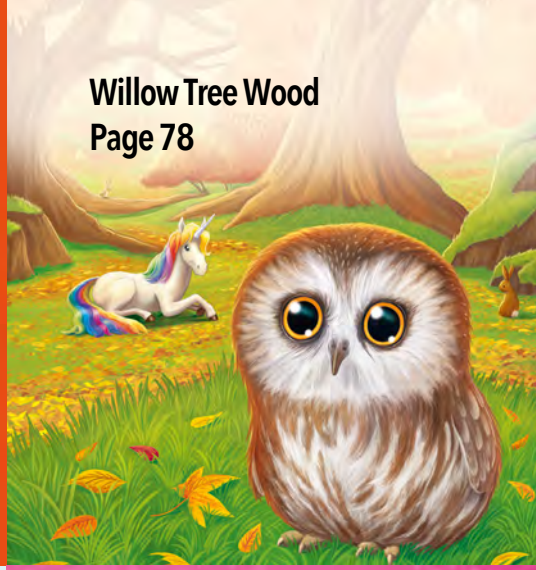




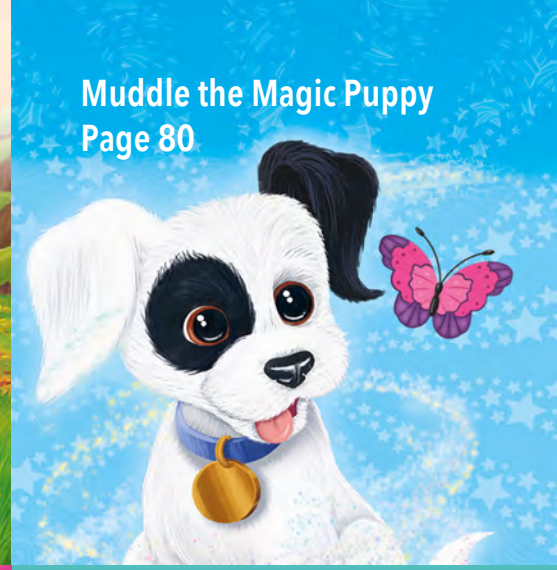
**Donut Touch!**  
Page 75



**Willow Tree Wood**  
Page 78



**Muddle the Magic Puppy**  
Page 80



**Things I Love by Bear**  
Page 75



**Cuddle the Magic Kitten**  
Page 79



**Save the Day for Ada May**  
Page 75



**Willow  
Tree**

The Willow Tree imprint publishes picture storybooks and chapter fiction from loved and trusted authors for children and parents to share together.





## Save the Day for Ada May!

Written by Elizabeth Dale  
Illustrated by Patrick Corrigan

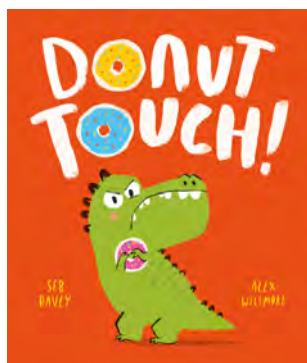
Max is looking after his little sister, Ada May. What could go wrong? Young heroes will scream with laughter as they tilt, blow, shake, flick and shout at the book to avert catastrophe and save the day for Ada May.



## Things I Love by Bear

Written by Susie Linn  
Illustrated by Alex Willmore

Bear loves lots of things, like Mummy and Daddy, Grandma and Grandpa, and his best friend Bruno. But there's room in his big bear-y heart for other things too, like wearing his underpants on his head, the funny noise Bruno makes when he has windpops, and eating ice cream and apple pie.



## Donut Touch!

Written by Seb Davey  
Illustrated by Alex Willmore

Mikey the T. rex loves donuts, but he doesn't like sharing. When Mikey's delicious donuts start to disappear one by one, he is too busy worrying about his donut dilemma to see what's right behind him. Will Mikey ever learn to share?



Format: PB  
Age: 3+

Dimensions: 270mmH x 230mmW  
Extent: 32pp

Cover finishes: Matt lamination and spot UV





## The Big Dig

Illustrator: Sally Garland

Author: Sally Garland

When Tig uses a stick to draw in the snow, she notices something strange and interesting sticking out of the ground. Best friends Tig and Tog must learn to share and work together to dig the thing out – and the stick just isn't enough for the job!

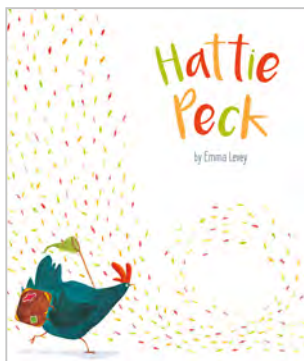


## The Journey Home

Illustrator: Emma Levey

Author: Emma Levey

The Journey Home is a heart-warming story that teaches children the value of family. Join the brave hen Hattie Peck for her second globe-trotting adventure as the time has come for her adopted children to fly the nest.

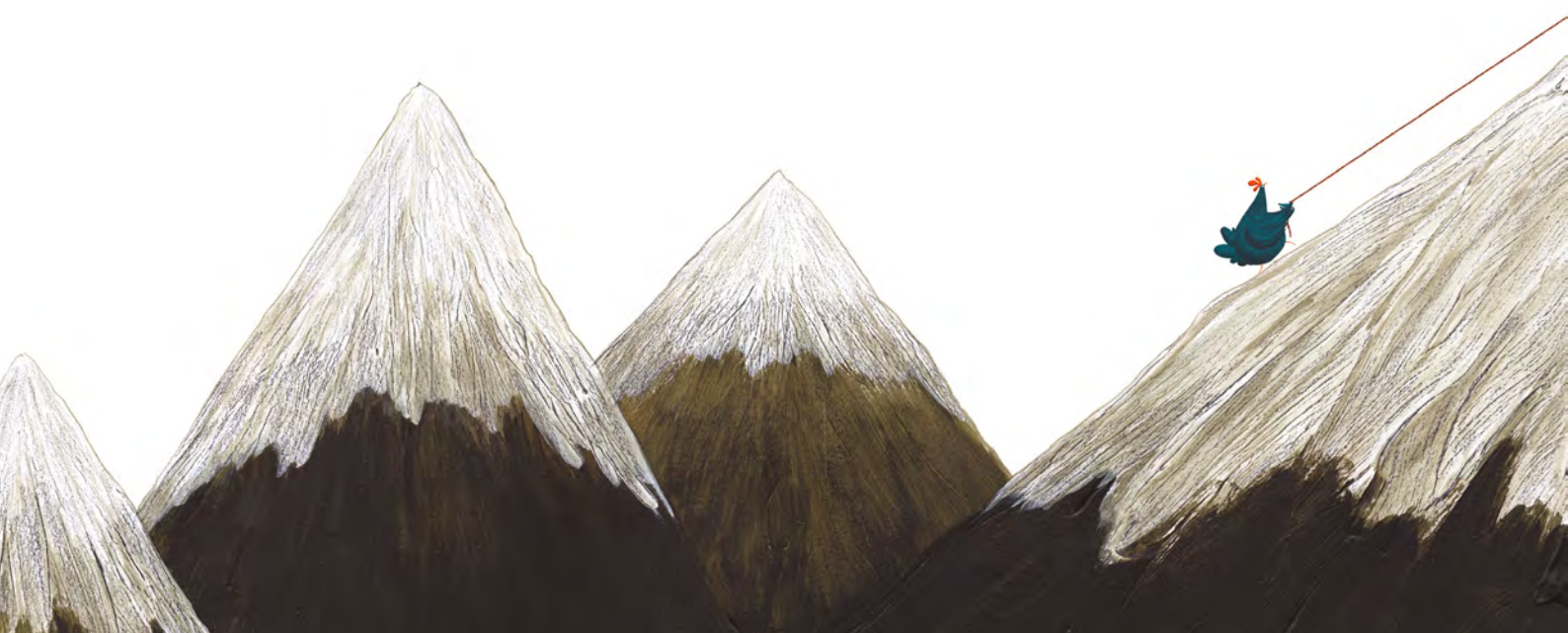


## Hattie Peck

Illustrator: Emma Levey

Author: Emma Levey

Little Hattie Peck loved eggs! All she wanted was an egg of her own. One day, Hattie left her cosy coop on an adventure to find all the abandoned eggs of the world. And find them she did! But what will happen when they hatch?



Format: PB  
Age: 3+

Dimensions: 270mmH x 230mmW  
Extent: 32pp

Cover finishes: Matt lamination and spot UV



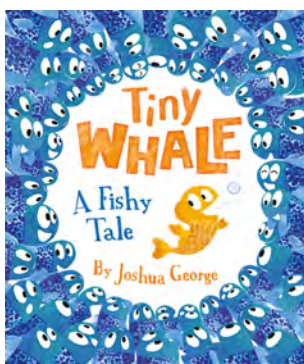


## Cat & Dog

Illustrator: Zoe Waring

Author: Helen Oswald

After their biggest fight ever, Cat and Dog decide to come out at different times. And guess what ... they miss each other! A heart-warming tale about an unlikely friendship and learning to accept others, even when they are different from you.



## Tiny Whale

Illustrator: Joshua George

Author: Puy Pinillos

When a little orange fish with a very big family feels ignored, he starts to look for attention elsewhere. This humorous story about bravery, friendship and tall tales shows that sometimes even the littlest fish can make a big difference!

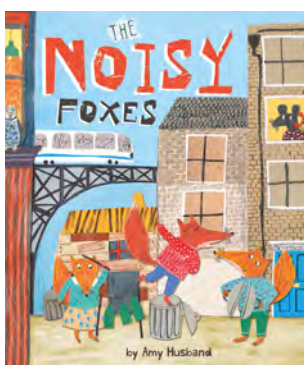


## The Bear Who Never Gave Up

Illustrator: Monika Filipina

Author: Monika Filipina

One day Bear spots a poster for an ice-skating competition and despite past failures, he enters and wins! The Bear Who Never Gave Up is an uplifting story that will encourage children to persevere in order to reach their potential and fulfil their dreams.



## The Noisy Foxes

Illustrator: Amy Husband

Author: Amy Husband

The Noisy Foxes follows a family of foxes who decide to move out of the big, noisy city to look for somewhere quieter to live ... but nowhere seems quite right! Distinctive collage style illustrations add to the charm of this humorous 'grass isn't always greener' tale.

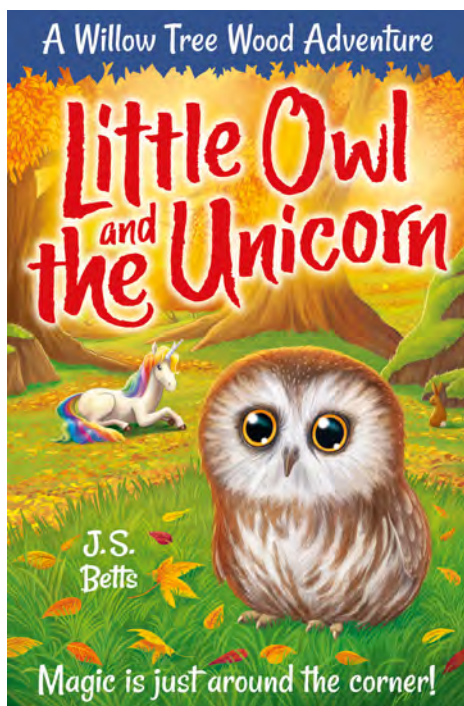




# Willow Tree Wood

New!

There's magic everywhere,  
if you know where to look.



## Little Owl and the Unicorn

In Little Owl and the Unicorn, Molly and Tom rescue a homeless owl and meet a unicorn who must learn to believe in himself. How will the children find a way to help their new friends in this fourth magical Willow Tree Wood adventure?

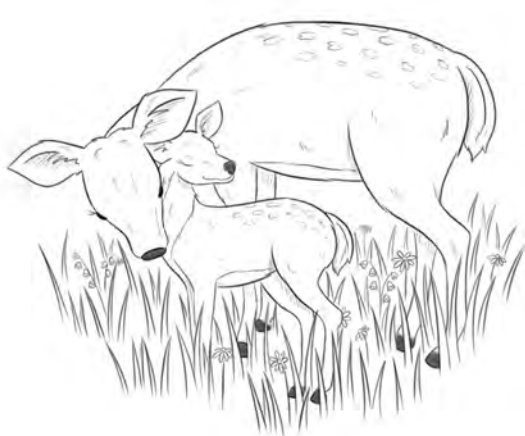
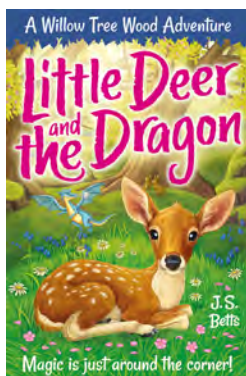
### About the author:

J. S. Betts is an experienced book editor and a prolific writer of both children's non-fiction and fiction, including numerous picture books. Writing under pen names, his books have sold over one million copies worldwide. Willow Tree Wood is J. S. Betts' debut chapter fiction series.

### Key Selling Points:

- Cute animals and magical creatures combine in this fantasy series for emerging readers.
- Back-to-nature themes focus on the joys of the big outdoors.

### Other titles in the series:



Format: B-Format/PB  
Age: 7+

Dimensions: 197mmH x 128mmW  
Extent: 104pp

Cover finishes: Matt lamination, spot UV and foil



# Cuddle

## The Magic Kitten

When Cuddle the kitten comes to play,  
magic is never far away!



### School of Spells

When Cuddle the magical kitten appears, best friends Olivia and Grace are in for a big adventure! With a sparkle of kitten magic, the girls find themselves in an enchanted school for fairies, unicorns, pixies and more. The littlest unicorn at the school is lonely. Can Cuddle and the girls help him to make new friends?

### About the author:

Hayley Daze is the pen name of Jane Clarke, writer of Dinosaur Cove – one million copies sold worldwide! Hayley is a former winner of the Nottingham Children's Book Award, and has been highly commended for the Sheffield Children's Book Award.

### Key Selling Points:

- Magic and adventure wrapped up in a super-cute kitten package.
- 'The short chapters and simple text are perfect for young readers.' *Parents in Touch*

### Other titles in the series:



Format: B-Format/PB  
Age: 5+

Dimensions: 197mmH x 128mmW  
Extent: 112pp

Cover finishes: Matt lamination, spot UV and foil



# Muddle

## The Magic Puppy

Whenever it rains, a magical puppy  
called Muddle appears!



### Rainforest Hide-and-Seek

Muddle is a mischievous puppy who loves to go on magical adventures with his friends Ruby and Harry. He only has to jump into a puddle for the magic to begin. Ruby and Harry are amazed when Muddle whisks them away to a huge rainforest. But somebody is causing trouble, and for once it's not Muddle!

### About the author:

Hayley Daze is the pen name of Jane Clarke, writer of Dinosaur Cove – one million copies sold worldwide! Hayley is a former winner of the Nottingham Children's Book Award, and has been highly commended for the Sheffield Children's Book Award.

### Key Selling Points:

- Magic and adventure wrapped up in an adorable puppy package.
- 'The series has the potential to turn reading into a habit.' *Minerva Reads*

### Other titles in the series:

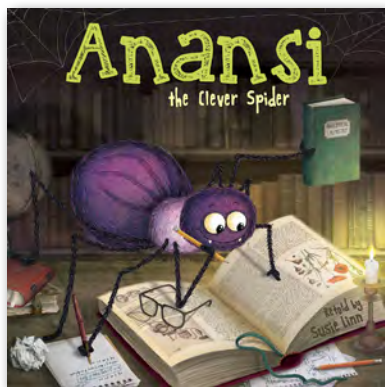


Format: B-Format/PB  
Age: 5+

Dimensions: 197mmH x 128mmW  
Extent: 112pp

Cover finishes: Matt lamination, spot UV and foil





## Anansi the Clever Spider

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, age 3+.



## Hide-and-Ghost Seek...

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, age 3+.



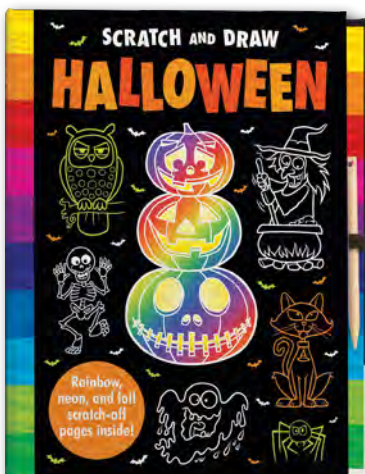
## Time for Dinner

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, age 3+.



## The Return of the Jabberwock

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, age 3+.



## Scratch and Draw Halloween

Book size: 215x165mm, 56pp including 12 scratch cards, full colour cover, hardback with foil treatment, wirebound, scratch stylus tool, age 5+.



## Old MacDonald had a Spooky Farm

Book size: 236x178mm, 20pp, full colour, 3D characters, casebound board book, age 3+.



## How to Draw 101 Halloween

Book size: 280x216 mm, 48pp, black and white step-by-step sketches to follow, paperback, age 5+.



## How to Draw 101 Monsters

Book size: 280x216 mm, 48pp, black and white step-by-step sketches to follow, paperback, age 5+.

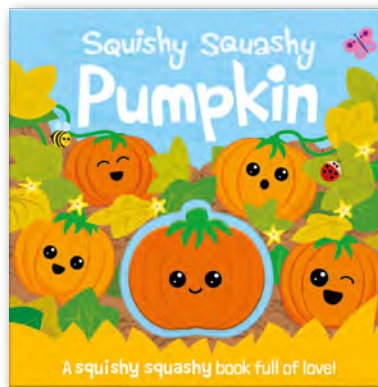






## Boo!

Book size: 210x170mm, 12pp with inset acetate pages, full colour, card 'torch' attached with ribbon, casebound, age 1+.



## Squishy Squashy Pumpkin

Book size: 178x178mm, 10pp, full colour, casebound board book, 1 squishy squashy character + die cut hole on cover and inside pages, age 3+.



## Incy Wincy Spider

Book size: 152x152mm, 14pp, full colour, integral finger puppet, casebound board book, age 1+.



## Five Little Ghosts

Book size: 152x152mm, 14pp, full colour, integral finger puppet, casebound board book, age 1+.



## I'm just a Little Ghost

Book size: 160x115mm, 12 pp, full colour throughout, shaped board book, 3-D googley eyes, die-cut hole on cover and inside pages, age 1+.



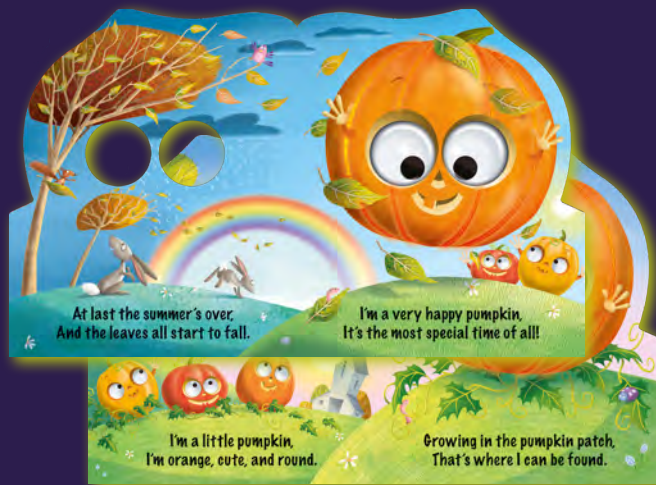
## I'm just a Little Vampire

Book size: 160x115mm, 12 pp, full colour throughout, shaped board book, 3-D googley eyes, die-cut hole on cover and inside pages, age 1+.

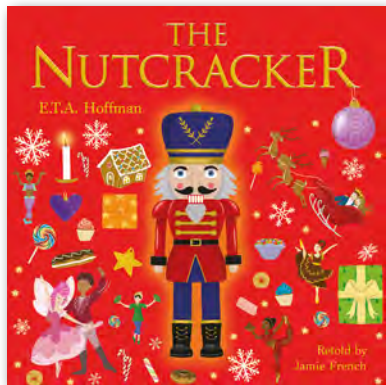


## I'm a Little Pumpkin

Book size: 160x115mm, 12 pp, full colour throughout, shaped board book, 3-D googley eyes, foil on cover and interior, die-cut hole on cover and inside pages, age 1+.







## The Nutcracker

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, age 3+.



## The Snow Queen

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, foil, age 3+.



## 'Twas the Night Before Christmas

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, foil, age 3+.



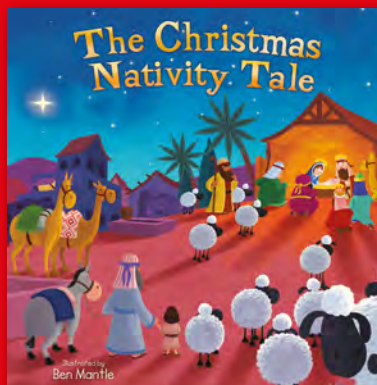
## A Christmas Carol

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, age 3+.



## When I dream of Christmas

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, age 3+.



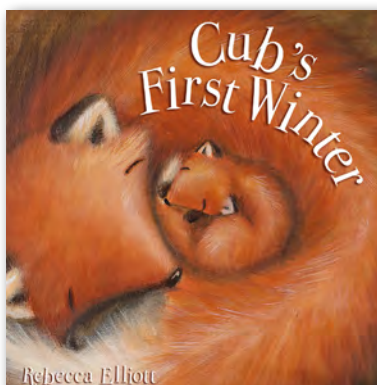
## The Christmas Nativity Tale

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, age 3+.



## The Twelve days of Christmas

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, foil, age 3+.

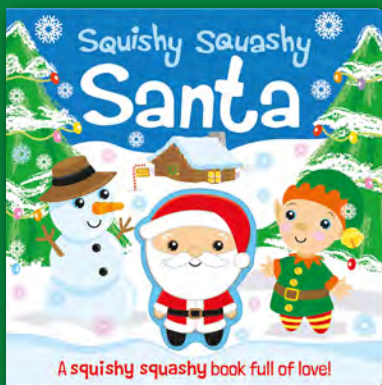


## Cub's First Winter

Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, age 3+.







## Squishy Squashy Santa

Book size: 178x178mm, 10pp, full colour, casebound board book, 1 squishy squashy character + die cut hole on cover and inside pages, age 3+.



## Ten Sleeps to Christmas

Book size: 216x254mm, 20 pp, full colour, die-cuts and 3D characters, casebound board book, age 3+.



## Christmas with Santa and Friends

Pack Size: 240x205mm, 10pp text, hardback, full colour, 20 magnetic components, age 3+



## A Very Happy Christmas

Pack Size: 240x205mm, 10pp text, hardback, full colour, 20 magnetic components, age 3+



## Play Felt Christmas with Santa and Friends

Overall size: 240x200x12 mm, 10pp, full colour, play felt pieces, 5 felt-covered pages, casebound board book, age 3+.







## I'm just a Fa La La Llama

Book size: 160x115mm, 12 pp, full colour throughout, shaped board book, 3-D googley eyes, die-cut hole on cover and inside pages, age 1+.



## I'm Santa Claus

Book size: 160x115mm, 12 pp, full colour throughout, shaped board book, 3-D googley eyes, die-cut hole on cover and inside pages, age 1+.



## I'm just a Little Reindeer

Book size: 160x115mm, 12 pp, full colour throughout, shaped board book, 3-D googley eyes, die-cut hole on cover and inside pages, age 1+.



## I'm just a Little Snowman

Book size: 160x115mm, 12 pp, full colour throughout, shaped board book, 3-D googley eyes, die-cut hole on cover and inside pages, age 1+.



## I'm just a Little Elf

Book size: 160x115mm, 12 pp, full colour throughout, shaped board book, 3-D googley eyes, die-cut hole on cover and inside pages, age 1+.







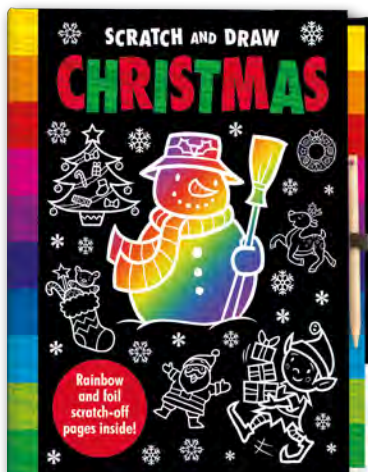
## How to Draw 101 Christmas

Book size: 280x216 mm, 48pp, black and white step-by-step sketches to follow, paperback, age 5+.



## My First Sticker Book Christmas

Book size: 305x238mm, 36pp including 6 sheets of stickers, full colour, paperback, age 3+.



## Scratch and Draw Christmas

Book size: 215x165mm, 56pp including 12 scratch cards, full colour cover, hardback with foil treatment, wirebound, scratch stylus tool, age 5+.



## 555 Sticker Fun Christmas

Book size: 280x216mm, 56pp including 4 leaves of stickers, full colour, paperback, matt lamination and spot UV on cover, age 5+.



## Scratch Art Christmas

Box size: 295x228x 45mm, full colour, hinged lid, book size: 182x140 mm, 24pp, paperback, full colour, themed components, age 8+.



## Spray Pen Art Christmas

Box size: 295x228x 45 mm, full colour, hinged lid, book size: 182x140 mm, 24pp, paperback, full colour, themed components, age 8+.



## Read and Play Felt Magical Christmas

Box size: 245x185x 65mm, carry box with colourful rope handle, book size: 168x198 mm, 24pp, five felt play scenes, over 100 felt play pieces (28 full colour, 80 single colour), age 3+.



## Paint your own Colourful Christmas Characters

Box size: 295x228x 45 mm, full colour, hinged lid, book size: 182x140 mm, 24pp, paperback, full colour, themed components, age 8+.











