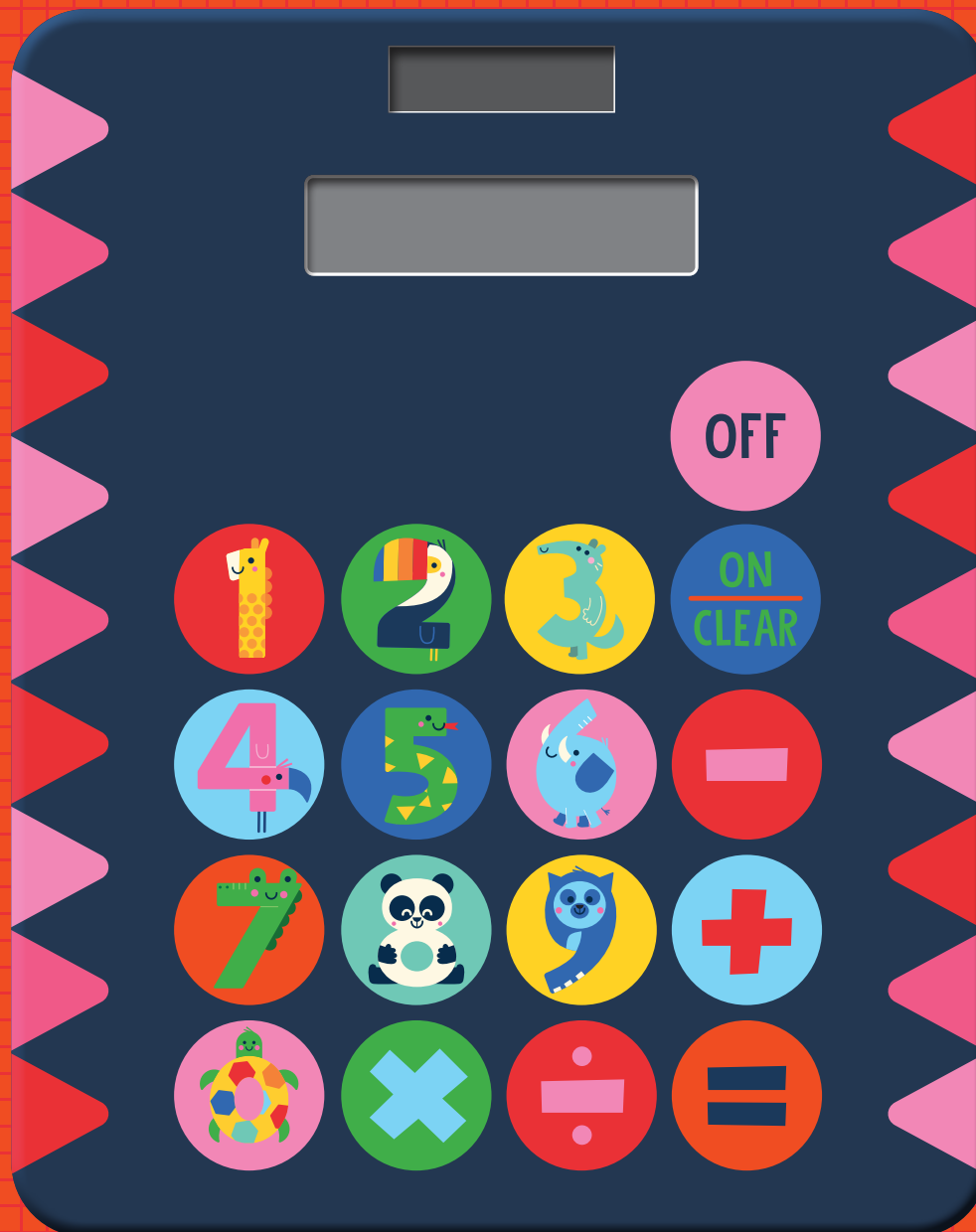


MAke BELIEVe Ideas



AuTuMn 2025

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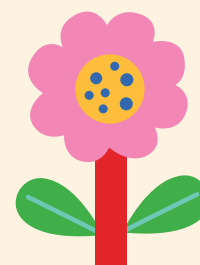
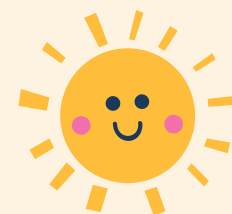
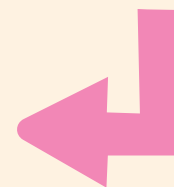
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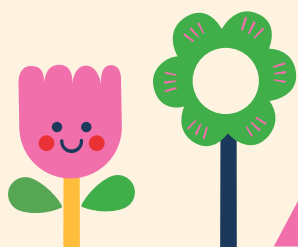
38-45

CHRISTMAS

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Click on these *buttons* to watch our titles **CoMe aLive!**

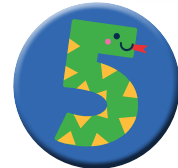
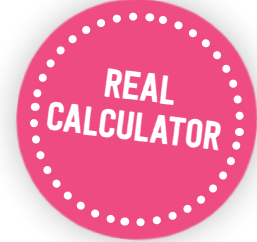
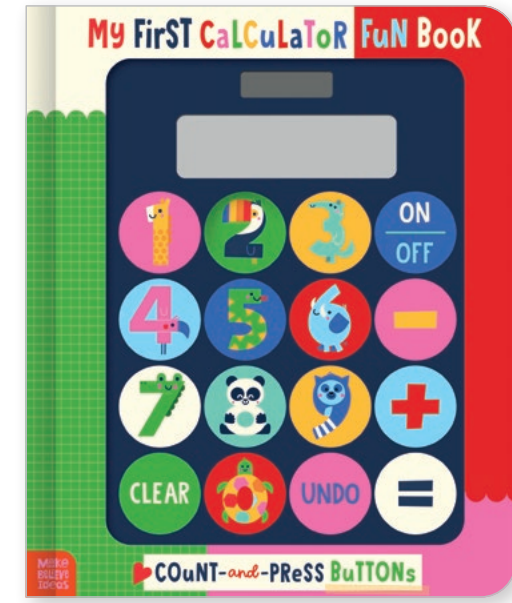


My First Calculator Fun Book 3+ NEW TITLE

Teach little ones how to use a calculator with this cool book!
Discover colourful artwork, engaging activities, and fun flaps that reveal simple sums to solve. Have fun playing with the funky calculator and count the animals at the Jamboree!



Available September
Ian Worrall-Dutton
9781836424734
12 pp cased BB with
a calculator and
flaps throughout
233 x 193 x 19 mm
£8.99

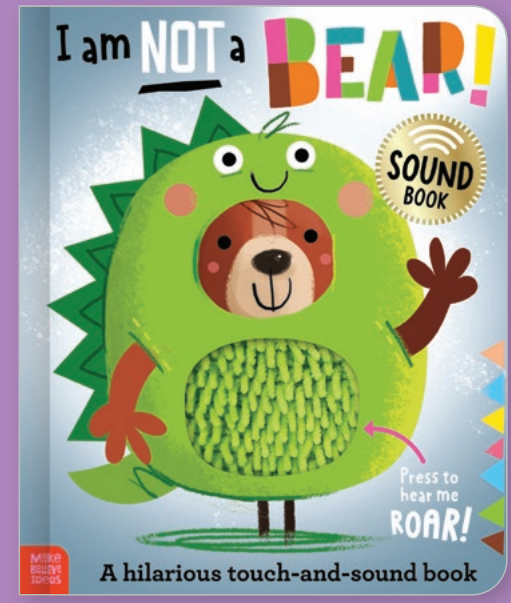


I am Not a Bear! 0+ NEW TITLE

Join the fun as Bear repeats, "I am not a bear!" in this playful touch-and-sound book. With touches that double up as sound buttons throughout, little ones will love watching and listening as Bear disguises himself as different animals and makes their sounds.



Available September
Ian Worrall-Dutton
9781836424710
12 pp cased BB
with noisy touches
throughout
233 x 193 x 24 mm
£12.99



Brave Bear, Scared Bear

0+

NEW TITLE

Is Bear brave? Or is Bear scared? Meet the animal friends and have fun flipping from one face to another with the clever die-cut flaps in this playful book. Perfect for encouraging observational skills in little ones while introducing feelings and emotions.

WITH SHAPED FLAPS

CLICK HERE
To WaTCH

Available August
Ian Worrall-Dutton
9781836421085
12 pp BB with shaped
flaps throughout
233 x 134 x 17 mm
£6.99



TURN THE FLAP

My First Busy Shop

0+

NEW TITLE

Little ones will love pretending to serve customers as they interact with the flaps and noisy sliders in this cash-register-shaped book. Each shop has its own cash register with a fun novelty, including shop-themed sounds, a coin slider, and a self-service-checkout wheel.

SOUND BOOK

CLICK HERE
To WaTCH

Available August
Katie Rudge
9781836424758
10 pp shaped BB
with noisy sliders
and flaps throughout
233 x 193 x 24 mm
£12.99



**NEW
TITLE**

**EVA
COVER, FELT
PAGES, AND
SLIDERS**

CLICK HERE

To WaTCH

Available August
Stuart Lynch
9781836425182
10 pp shaped BB with an
EVA cover, felt between
die-cut card pages,
sliders, and a handle
240 x 220 x 32 mm
£9.99



Time for **LUNCH!**

**NEW
TITLE**

CLICKING WHEEL AND SLIDERS

CLICK HERE

To WaTCH

Available August
Hayley Kershaw
9781836424673
12 pp shaped BB with
a clicking wheel die-cut
through to the cover
and sliders throughout
200 x 230 x 20 mm
£7.99



Bubble Tea

0+

NEW
TITLE

Join Bubble Tea on a juicy journey! With an embroidered touch-and-feel cover and scratch-and-sniff areas to discover inside, this multi-sensory book is sure to keep little ones entertained.

TOUCH,
FEEL,
SCRATCH,
AND SNIFFCLICK HERE
To WaTCH

Available August
Hayley Kershaw
9781836424307
12 pp shaped BB
with a multi-touch
patch on the cover
and scratch-and-sniff
areas throughout
180 x 140 x 16 mm
£7.99



Also available:
Strawberry Milk

Yummy Cupcake



9781836421368
177 x 137 x 16 mm



9781805445463
180 x 148 x 16 mm

Cutie Cats

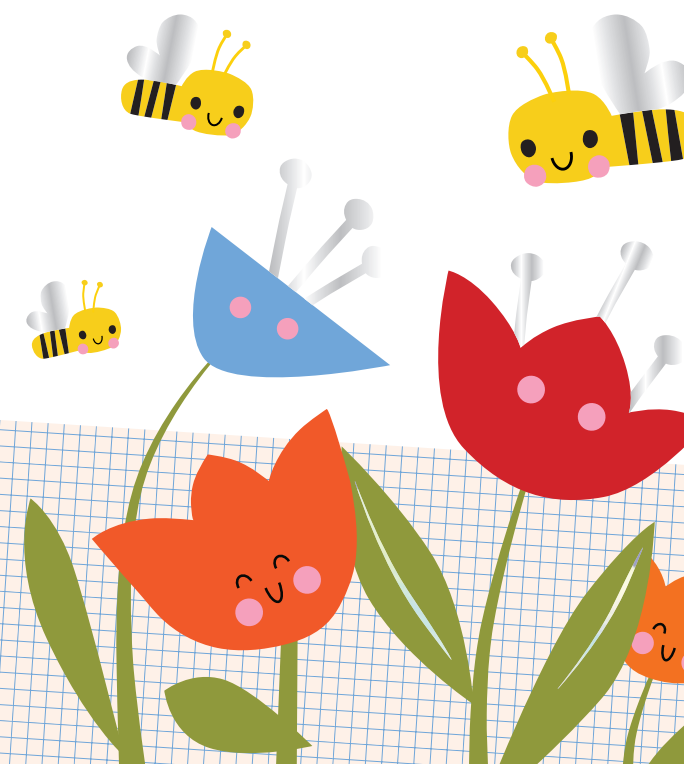
0+

NEW
TITLE

Meet the Cutie Cats, an adorable group of unique kitties! Join their wacky world in this multi-sensory book, with an embroidered touch-and-feel cover and various touches throughout.

CLICK HERE
To WaTCH

Available August
Shannon Hays
9781836424383
12 pp shaped BB with
a multi-touch patch
on the cover and
touches throughout
180 x 140 x 16 mm
£7.99



Let's Mix Colours

1½+

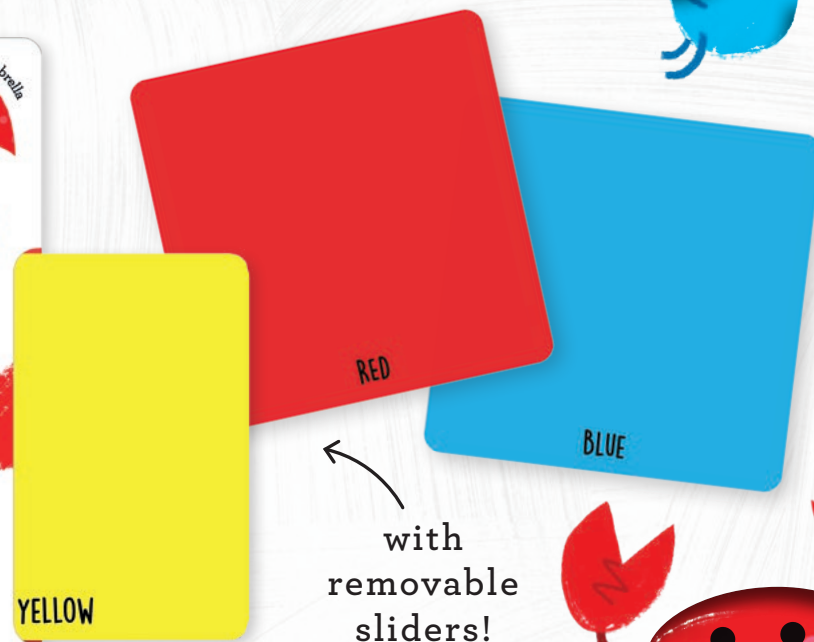
NEW TITLE

This cleverly designed board book uses colourful acetate windows and interchangeable sliders to mimic mixing colours in a paint palette. Little ones will love swapping the sliders and watching as the colourful objects transform on each page!

SLIDERS
AND ACETATE
WINDOWS



Available August
Ian Worrall-Dutton
9781836424369
10 pp BB with
sliders and acetate
windows throughout
233 x 156 x 16 mm
£7.99



Squish and Snugg: Helpful Koala

0+

NEW TITLE

SOFT
SQUISHY
COVER



Available August
Beverley Hopwood
9781836424420
18 pp padded BB
with details sewn
onto a velboa cover
210 x 180 x 35 mm
£9.99

Little Koala loves to play with toys, eat snacks, and take naps . . . but she doesn't like helping when it's time to clean up! Join Koala as she learns the importance of helping her friends, complete with a super-soft fur cover for little ones to snuggle and squish.



Over
375,000
sold



Also available:
Noisy Chick



9781836421153

Groovy Axolotl



9781805441908

Happy Cow



9781805445685
12 pp padded BB with details
sewn onto a velboa cover

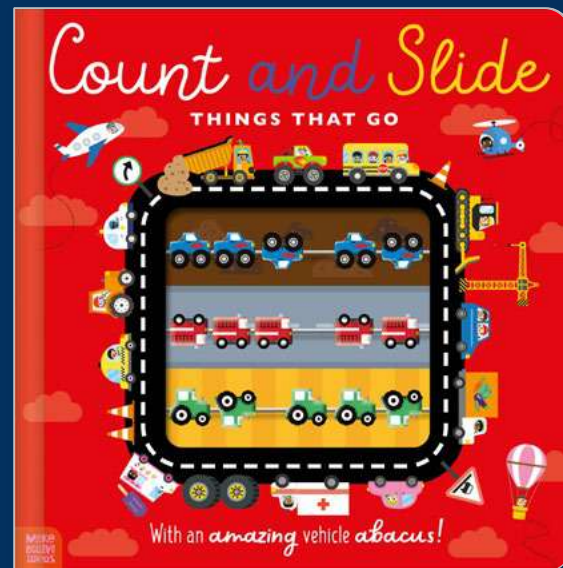
Count and Slide: Things That Go

3+

NEW
TITLEVEHICLE
ABACUS

Available August
Scott Barker
9781836424642
10 pp cased BB
with sliding soft
PVC beads die-cut
through to the cover
236 x 236 x 18 mm
£9.99

Count and slide with the funny things that go! Introduce early counting skills with the built-in abacus and detailed vehicle counters, as you discover fire engines, monster trucks, and more busy vehicles.



Also available:



9781805445425

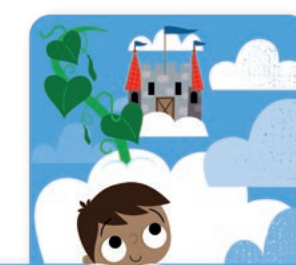
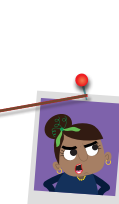
True Crime Fairy Tales: Jack and the Beanstalk

0+

NEW
TITLESLIDERS
AND
TOUCHES

Available August
Stuart Lynch
9781836421061
12 pp cased BB
with a variety of
novelties throughout
210 x 176 x 22 mm
£7.99

There's a new mystery to solve in Fairy Tale Town! In this fun twist on the classic tale, children will love the interactive story time, pulling the sliders, opening flaps, and finding clues to solve the crime.

Over
175,000
sold

Also available:



9781836421054



9781805441069

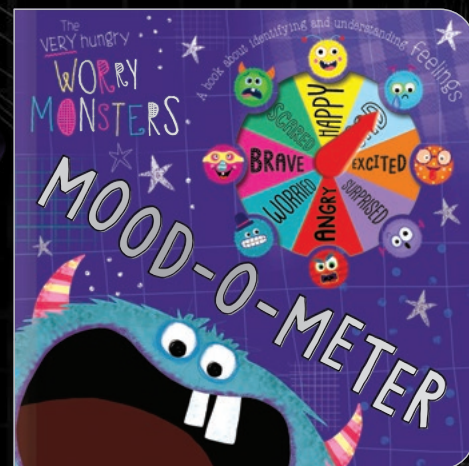


9781805445449

The Very Hungry Worry Monsters 3+

The very hungry Worry Monsters love eating worries!
From beating starting school fears to understanding emotions,
this encouraging series, beautifully illustrated by Lara Ede, tackles
a range of comforting topics and offers reassurance to little ones.

Over
1.79 million
sold



9781803371498
18 pp cased BB with a dial
die-cut through to the cover
237 x 237 x 13 mm
£9.99



How to Become a Worry Monster
9781836422020
18 pp padded BB with a pocket
and details sewn onto a faux-fur cover
225 x 195 x 25 mm
£9.99



My Fuzzy Feelings
9781805440055
18 pp padded BB with a pocket
and details sewn onto a faux-fur cover
225 x 195 x 25 mm
£9.99



9781789477429
12 pp cased BB with
touches throughout
210 x 176 x 15 mm
£7.99



9781800582651
12 pp cased BB
with touches throughout
210 x 176 x 15 mm
£7.99



9781803374604
12 pp cased BB
with touches throughout
210 x 176 x 15 mm
£7.99

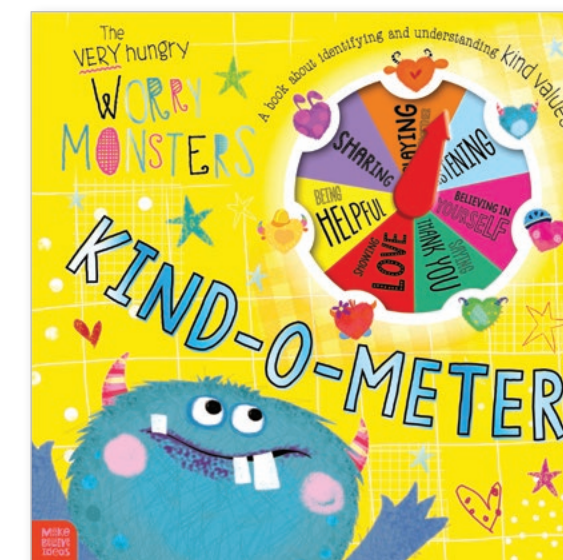


The Very Hungry Worry Monsters: Kind-o-meter 3+ NEW TITLE

The Worry Monsters are here to introduce important values,
and explore ways to be kind, to listen, and to believe in yourself!
This innovative book features a clicking dial to encourage
positive discussions between big and little minds.



Available September
Lara Ede
9781836424598
18 pp cased BB
with a dial die-cut
through to the cover
237 x 237 x 13 mm
£9.99



Never Touch the Pesky Penguins

0+ NEW TITLE

Join the pesky penguins on their frosty adventure. Practise counting down from five as the silicone touches disappear one by one in this fun addition to our best-selling Never Touch range.



Available September
Stuart Lynch
9781836424413
14 pp cased BB with
5 textured silicone
touches die-cut
through to the cover
210 x 176 x 13 mm
£7.99



Never Touch the...

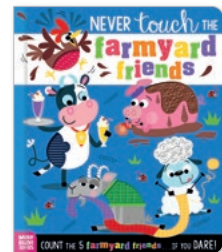
0+

Meet the stinkiest, grumpiest, and bumpiest silicone characters in these amusing books! Count down from five as you join the friends on their exciting adventures.

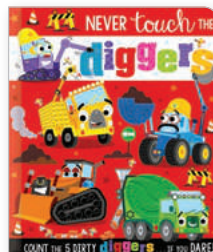
Over 3.75 million sold



Stuart Lynch
14 pp cased BB
with 5 textured
silicone touches die-cut
through to the cover
210 x 176 x 13 mm
£6.99



9781805444695
£7.99



9781803379807
£7.99



9781788439848
£7.99



9781805446279
£7.99



9781805441786
£7.99



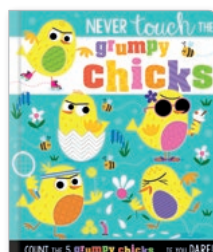
9781803371672
£7.99



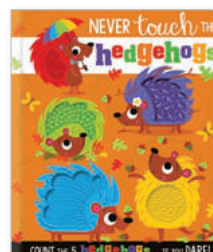
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9781803375489



9781800583870



9781803372617



9781789477474



9781789472714



9781800582460



Never Touch a Dinosaur 123: 10 Hungry Dinos

0+ NEW TITLE

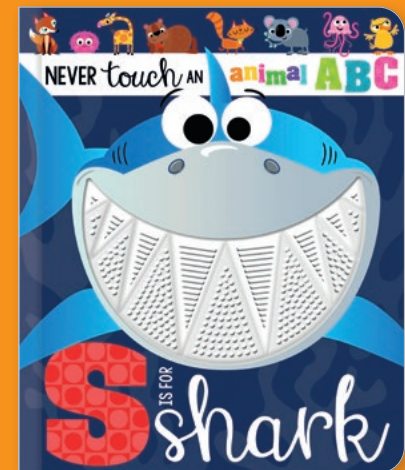
Meet and count the playful dinosaurs in this roar-some addition to our best-selling Never Touch series. Practise counting to ten and follow the funny rhymes, while touching and feeling the dinosaurs on every page . . . if you dare!



Available October
Stuart Lynch
9781836424574
12 pp cased BB with
textured silicone
touches throughout
252 x 209 x 20 mm
£9.99



Also available:



9781805440062

Never Touch 0+

With hilarious illustrations, amusing rhymes, and bumpy silicone touches, children will love meeting the funny characters in our best-selling Never Touch range.

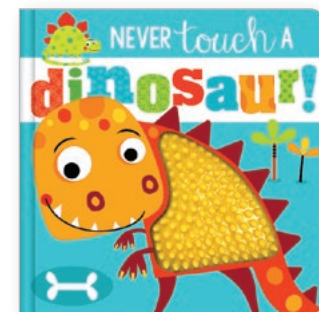
Over
24 million
sold of the
Never Touch
range



Stuart Lynch
10 pp cased BB
with textured
silicone touches
throughout
186 x 186 x 19 mm
£7.99



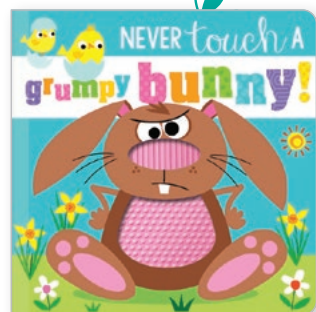
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9781785989087



9781786922670



9781800582699



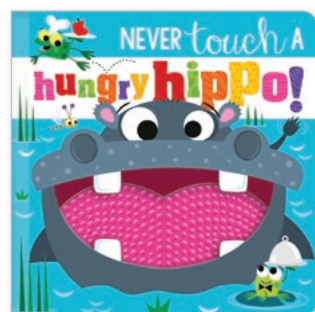
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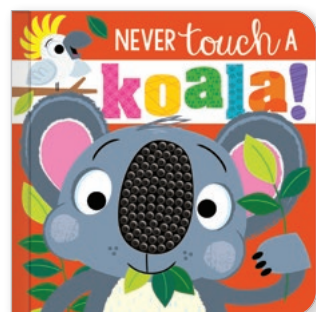
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9781800581401



9781803372631



9781803375472



9781785984280



9781803371658



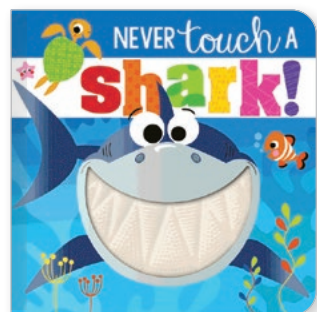
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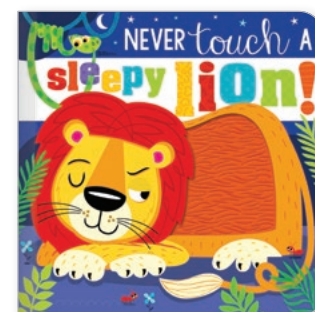
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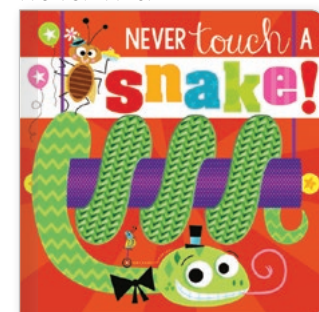
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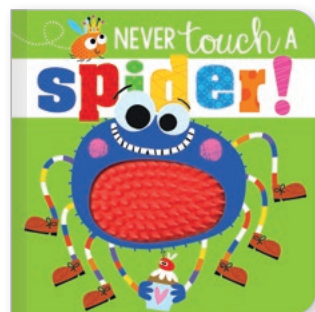
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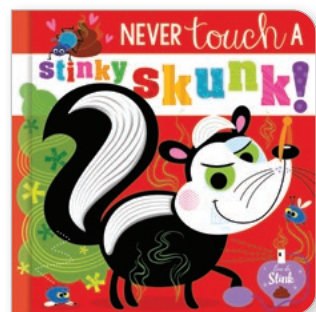
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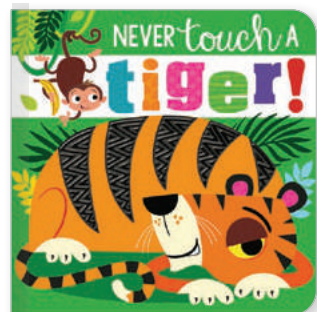
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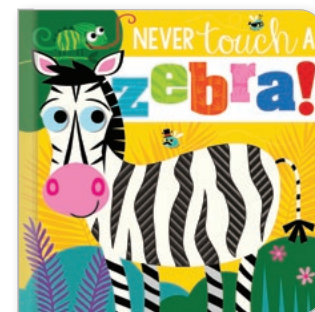
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9781805441823



9781789471984



9781803374536

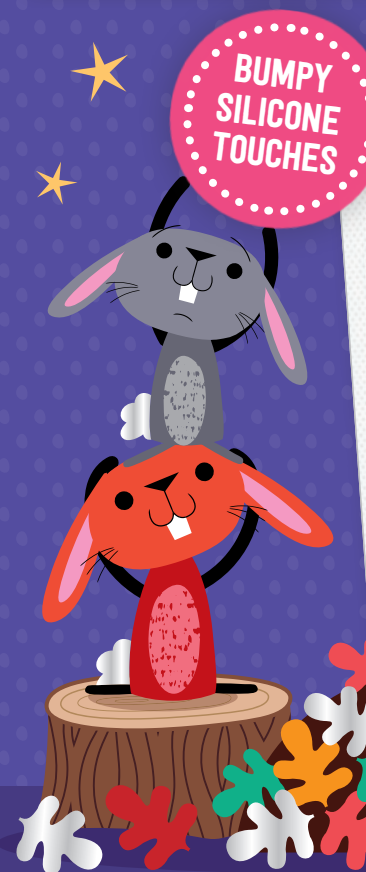
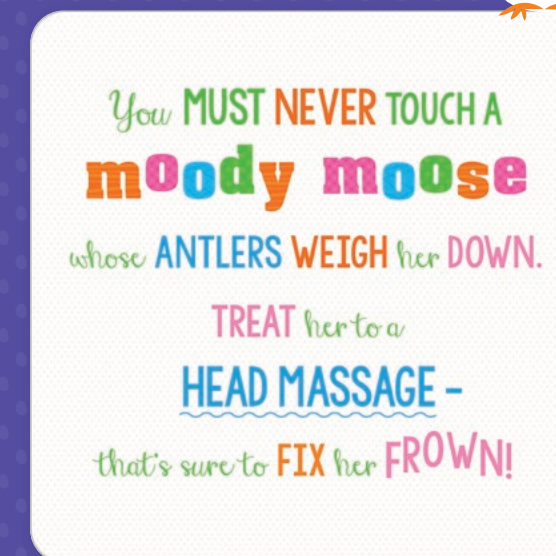
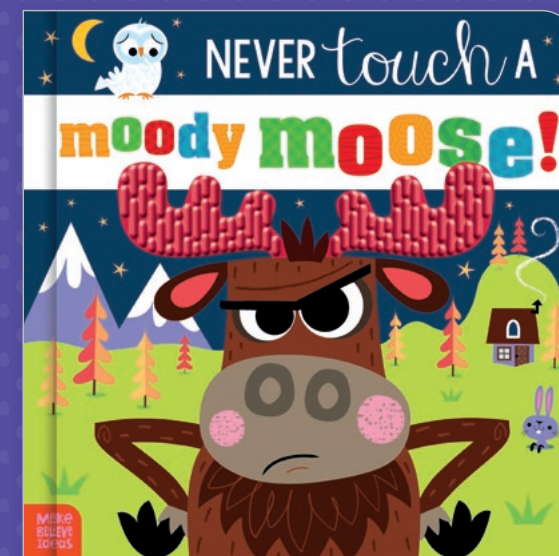
Never Touch a Moody Moose! 0+

NEW TITLE

The animals are in a seriously bad mood – their quirky features keep getting in their way! Cheer them up in this funny book, with playful characters and bumpy silicone touches to discover.



Available August
Stuart Lynch
9781836424543
10 pp cased BB with
textured silicone
touches throughout
186 x 186 x 19 mm
£7.99



Pop Out Mega Pictures: Animals

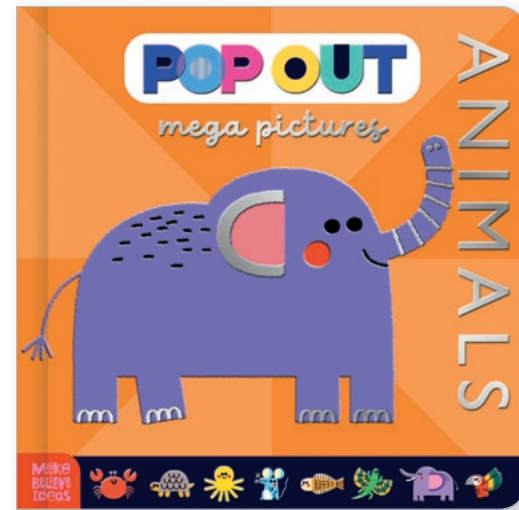
0+

NEW TITLE

Open up this innovative book and be amazed by the big pop-out pages! The cleverly folded mega pictures are packed with beautiful illustrations and first words, perfect for little ones to explore a world of amazing creatures.



Available August
Teresa Bellón
9781805441007
12 pp cased BB
with pop-out pages
throughout
159 x 159 x 21 mm
£6.99



Also available:



9781805441021



9781805440987



9781805447474
235 x 235 x 23 mm
£8.99



My First Read-Together Bible

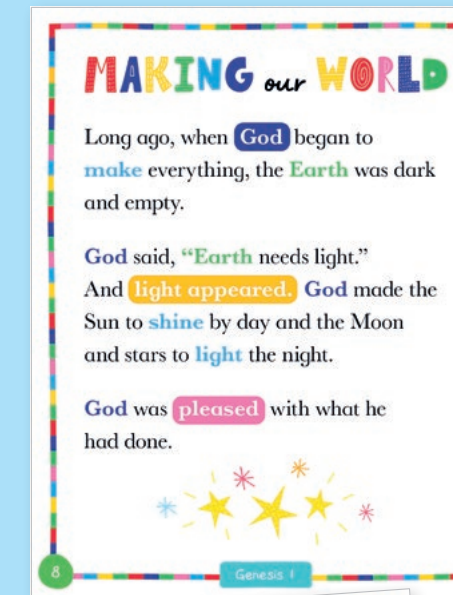
3+

NEW TITLE

Discover over 100 beautiful retellings of beloved stories in this first Bible. Designed for early readers, each story is retold using simple colour-coded language, vibrant pictures, and suggested Scripture for further reading. With QR codes to scan throughout, little ones can listen along to every page, too!



Available July
Clare Fennell
9781836424277
256 pp CB
199 x 157 x 29 mm
£9.99



Squish and Snugg: On the Go 0+ NEW PLUSH

Meet the adorable on-the-go plush friends! With a handy clip to attach to buggies and car seats, these perfectly portable additions to our Squish and Snugg range are sure to keep little hands entertained.

PERFECT FOR ON THE GO

CLICK HERE To WaTCH

Broccoli: 5060236487025
Carrot: 5060236487056
Strawberry: 5060236487063

Available July
Plush character with a clip and teether, packaged on a backing board
290 x 135 x 70 mm
£8.99



Also available:



Squish and Snugg: Cuddlies 0+

This upsized cuddly crew boasts a variety of engaging features, with mixed textures, colourful patterns, and ribbon tags to offer a stimulating experience and provide a lasting huggable friend.

Over 100,000 sold

CLICK HERE To WaTCH

Plush character with swing tag
£12.99

Apple: 5060236483935
310 x 270 x 110 mm

Avocado: 5060236483959
360 x 180 x 140 mm

Cactus: 5060236483966
420 x 220 x 100 mm

Watermelon: 5060236483942
350 x 250 x 85 mm



Sensory Snuggables: Cuties Sensory Plush 0+ NEW PLUSH

Cuddle up and explore these gorgeous new additions to our Sensory Snuggables Plush range. With surprise crinkles and soft textures to explore, curious little fingers will love these adorable bunny friends.

Over
2.66 million
sold



Available July
Tan Bunny: 5060236487070
Grey Bunny: 5060236487087
Plush character
with swing tag
175 x 100 x 100 mm
£9.99



Also available:



Sensory Snuggables: Classic Sensory Plush 0+

This cuddly crew offer a variety of Sensory Snuggables characteristics to ensure they become treasured family favourites.

Dinosaur: 5060236483799
Elephant: 5060236486349
Plush character
with swing tag
230 x 140 x 160 mm
£14.99



My First Sensory Bunny & Blankie Gift Set 0+

Cuddle up with two new friends in this sweet gift set, containing a soft bunny blankie and plush toy.



5060236486363
Box set inc. plush and blankie
220 x 200 x 80 mm
£14.99

Sensory Snuggables: Super Sensory Plush 0+

The Super Sensory plush combine all our Sensory Snuggables features to promote developmental skills and provide a huggable companion from early days through to toddlerhood.



Bear: 5060236483812
Bunny: 5060236483829
Plush character
with swing tag
250 x 150 x 140 mm
£19.99

Unicorn: 5060236483898
250 x 150 x 250 mm
£19.99



Sensory Snuggables: Plush and Cloth Book Set 0+

Enrich playtime with these sweet books and cuddly companions. Turn each soft page to join in the animals' fun, and then enjoy snuggling up to your new furry friend.

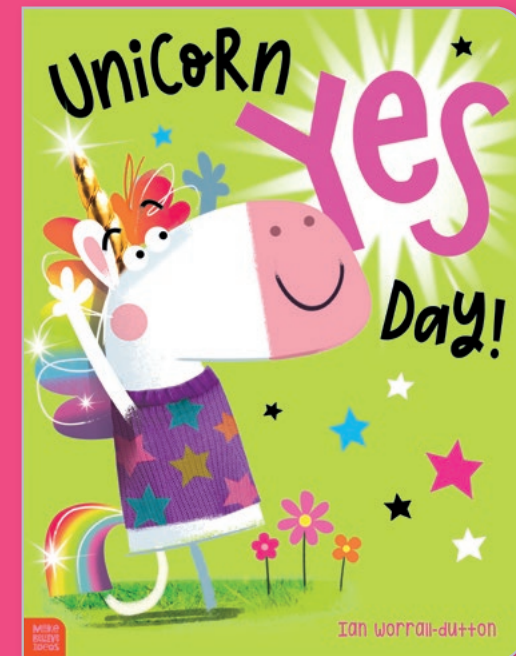


Beverley Hopwood
Bunny: 9781836422327
Fox: 9781836422341
Plush character
and 8 pp cloth book
with a Velcro fastener
360 x 177 x 160 mm
£16.99

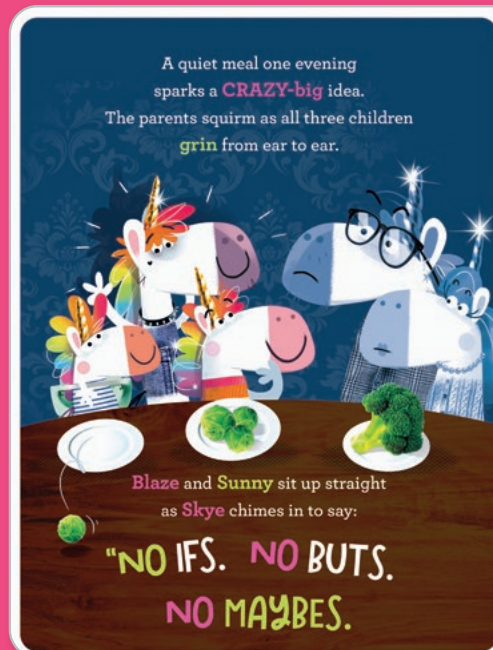


Unicorn Yes Day! 3+ NEW TITLE

A family of unicorns decide to trial a Yes Day, meaning the parents must say yes to their kids' weirdest and wildest requests for 24 hours. The day promises a whirlwind of adventure, but will it bring them closer or end in utter chaos? Find out in this fun story about the importance of family . . . and boundaries!



Available August
Ian Worrall-Dutton
9781805442394
36 pp PB
with neon ink
throughout
300 x 230 x 4 mm
£6.99



The Real T. Rex 3+ NEW TITLE

The quiet life suits T. Rex right to a T, until she welcomes the arrival of other Rexes from A. Rex through to Z. Rex. Intrigued, she invites these Rexes to tea, but soon loses her cool when a whole alphabet of chaos ensues. Why can't everyone just be like her, the Real T. Rex?



Available August
Ian Worrall-Dutton
9781805442417
36 pp PB with flaps
throughout
300 x 230 x 4 mm
£6.99



The Bubble Tea Three

3+

NEW TITLE

The Bubble Tea Three are the most popular drinks in the café: they're bold, they're sassy, and they don't have time for yesterday's drinks, Latte, Hot Choc, and Matcha. But when Strawberry Milk shows up at the café as the coolest new thing in town, will the Bubble Tea Three finally get knocked off their shelf?



Available November
Ian Worrall-Dutton
9781805442431
36 pp PB
300 x 230 x 4 mm
£6.99

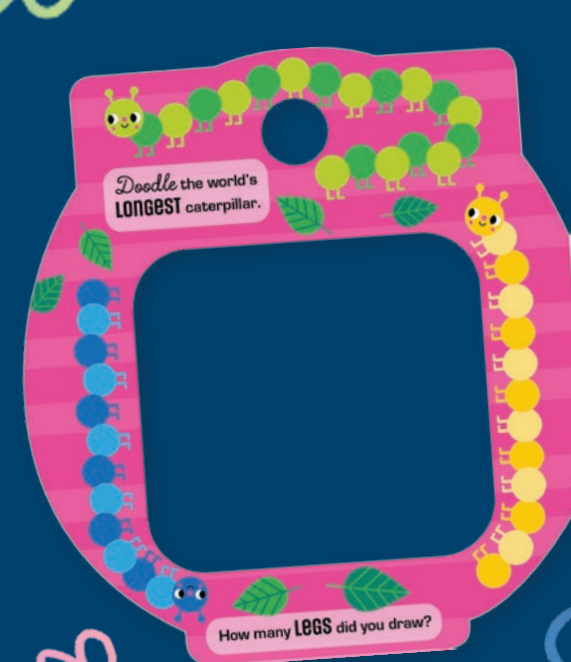
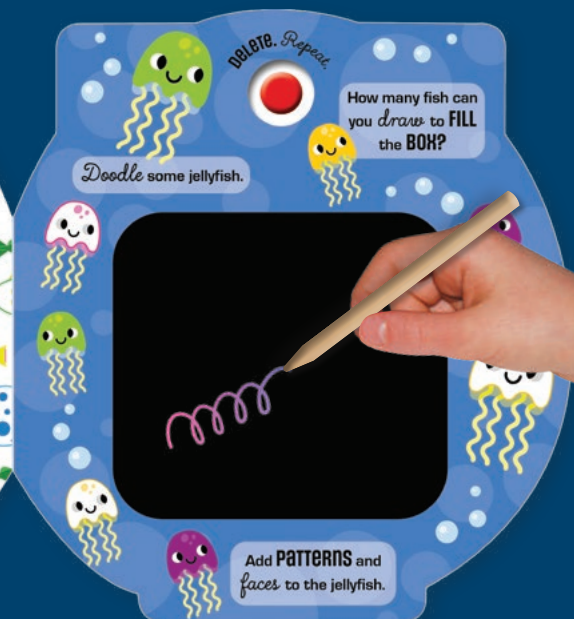
Doodle. Delete. Repeat.

5+

NEW TITLE



Available September
Scott Barker
9781836424604
26 pp shaped BB with
an LCD screen die-cut
through to the cover,
a refresh button, and
a wooden stylus
230 x 210 x 15 mm
£9.99



Jelly Stickers: Fierce and Fabulous Dinosaurs

4+

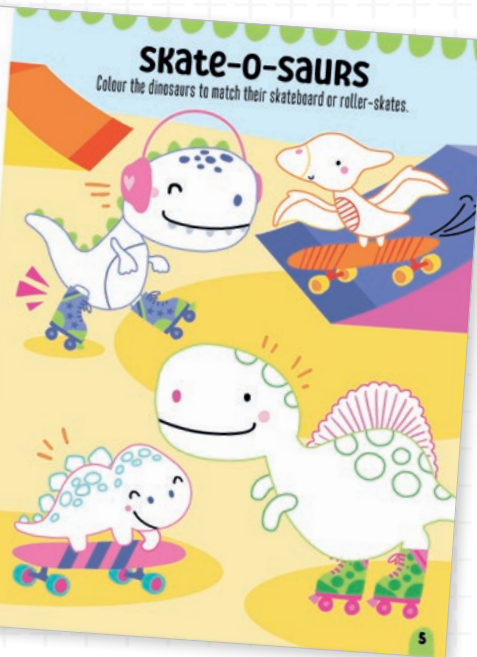
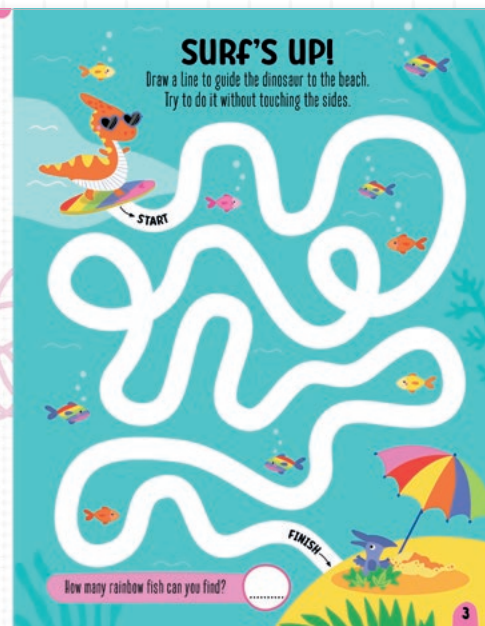
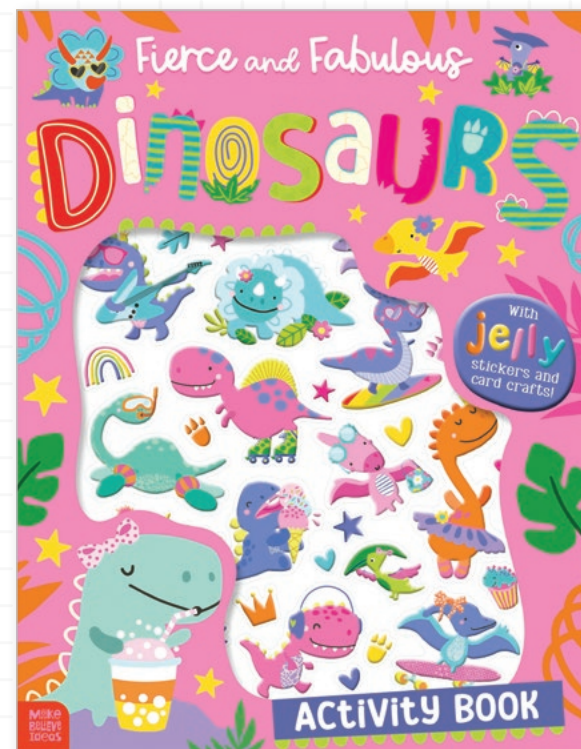
NEW TITLE

Join the claw-some crew in this fierce activity book! Filled with exciting dinosaur-themed activities, cute card crafts, and fun jelly stickers.

FUN
JELLY
STICKERS



Available September
Beverley Hopwood
9781836423300
42 pp PB inc. 8 pp
card and 1 sheet
of jelly stickers
280 x 215 x 5 mm
£6.99



Dress Up Fashion Dolls

5+

NEW
TITLE



WITH
PRESS-OUT
GATEFOLDS



Available September
Charly Lane
48 pp PB inc.
24 pp stickers,
gem stickers, and
press-out gatefolds
300 x 230 x 5 mm
£6.99



9781836423829



9781836423256



9781836423485
Set inc. 4 x 48 pp PB
inc. 24 pp stickers,
gem stickers, and
press-out gatefolds
300 x 230 x 20 mm
£27.96



9781836423188



9781836423218



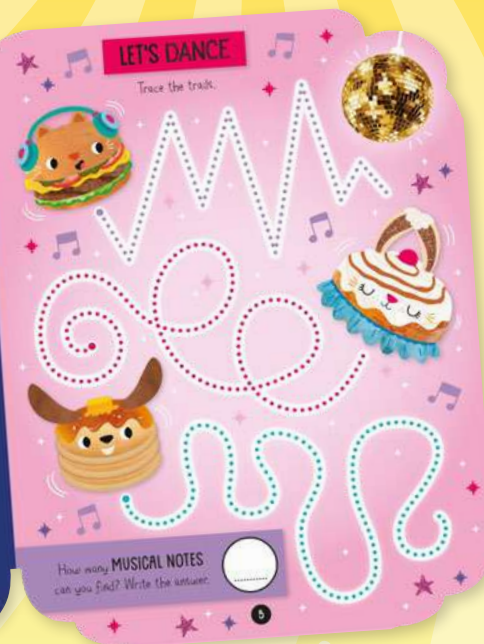
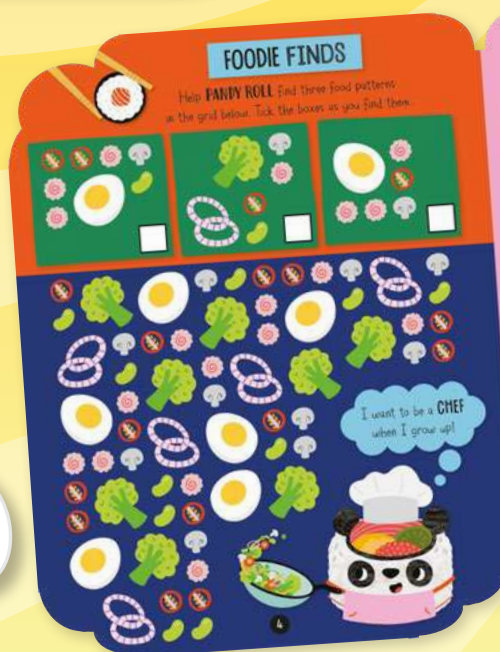
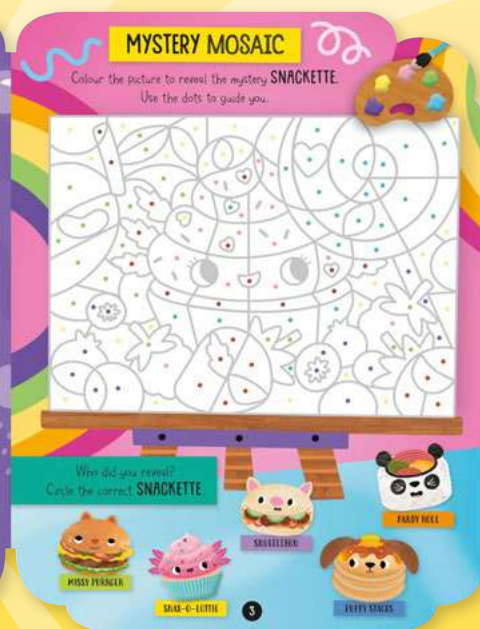
Snackette Friends 4+ NEW TITLE

Meet Missy Purrger, Sprinklecorn, Pandy Roll, and more scrumptious Snackettes in this playful activity book! Includes cute animal-food characters, adorable activities, fun card crafts, and scented stickers.

SCENTED STICKERS



Available August
Jess Moorhouse
9781836423362
42 pp PB inc. 8
pp card and 1
sheet of scented
puffy stickers
280 x 215 x 5 mm
£6.99



Shiny Stickers: Pixel Planet 4+ NEW TITLE

Join the adorable animals on their pixel planet in this cute activity book inspired by retro video games. Packed full of pixelated scenes, puzzles, cool card crafts, and holographic shiny stickers.

SHINY HOLOFOIL STICKERS



Available November
Charly Lane
9781836423324
42 pp PB inc. 8 pp
card and 1 sheet of
foiled stickers
280 x 215 x 5 mm
£6.99



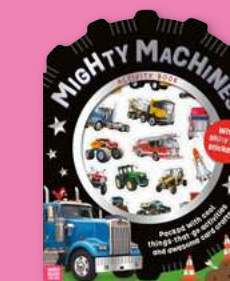
Also available:



Jess Moorhouse
9781805442776



Jess Moorhouse
9781803370804



Scott Barker
9781836429890



Scott Barker
9781805442790

Farmyard Fun Sticker Activity Case

4+ NEW TITLE

Have fun playing with the animals in the Farmyard Fun Sticker Activity Case! Discover four cute activity books, packed with puzzles, colouring pages, and more. Plus have fun using over 500 stickers, including puffy stickers.



Available August
Lara Ede
9781836424895
Box set with a rope handle inc. 4 x 16 pp activity books, 4 sheets of stickers, and 1 sheet of puffy stickers
210 x 260 x 22 mm
£12.99

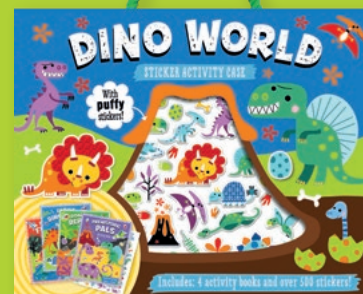
WITH PUFFY STICKERS



Also available:



Lara Ede and Stuart Lynch
9781800586628



Stuart Lynch
9781800586703

Novelty Journals and Sketchbooks

3+ NEW TITLE

Have fun with these novelty journals, diaries, and sketchbooks! Featuring adorable plush covers and unique novelty themes, these sketchbooks, diaries, and journals are perfect for creative little ones to fill with thoughts, feelings, and doodles.



Available August
Journals and Diaries:
160 pp padded CB
203 x 152 x 23 mm
Sketchbooks:
144 pp padded CB
280 x 216 x 23 mm



Plush Raccoon Diary
9781836424871
with a padded plush cover, glossy flowers, and a silicone daisy lock



Puffy Axolotl Diary
9781836425052
with a padded puffy cover and a pocket with an axolotl toy



Strawberry Milk Capybara Diary
9781836425083
with a rainbow faux-fur cover, fabric ears, and a strawberry milk squishy patch



Duck Claw Machine Journal
9781836425106
with a plush cover and a zipped pocket with three duck plushies



Bear Hoodie Sketchbook
9781836425144
with a plush cover and zipped strawberry hoodie



Butterfly Sketchbook Set
9781836425304
with a plush cover, padded wings, and a zipped pouch with stationery items



Burger Sketchbook Set
9781836425328
with a plush cover and a zipped pouch with stationery items



Mini iQ Write-and-Wipes 3+ NEW TITLE

Perfect for little learners, these fun board books introduce writing, letter forming, and counting through fun and colourful activities. They also feature reusable glossy pages and a wipe-clean pen.

INCLUDES WIPE-CLEAN PEN

CLICK HERE To WaTCH

Available June
Scott Barker and
Jess Moorhouse
10 pp BB inc.
wipe-clean pen
214 x 214 x 15 mm
£8.99



9781836421542



9781836421511



9781836421382



Mini iQ Learning Pads NEW TITLE

Featuring over 100 stickers each, these learning pads provide fun and educational challenges, while also introducing key learning concepts. They are perfect for supporting little ones as they start school.

OVER 100 STICKERS EACH

CLICK HERE To WaTCH

Available June
Scott Barker
34 pp PB pad
inc. 2 pp stickers
269 x 350 x 4 mm
£6.99



9781836423041



9781836423089



Mini iQ Reader Box Sets 4+

These box sets contain 10 funny, animal-themed readers to help children excel at reception level. Each book features simple text to aid reading fluency, and comes with helpful parent notes.

10-BOOK READER SETS

CLICK HERE To WaTCH

Stuart Lynch
and Kali Stileman
Box set inc.
10 x 16 pp PB,
a reward chart,
and 2 sticker sheets
239 x 153 x 25 mm
£14.99



9781805443254



9781805443261



Mini iQ Learning Pads

These learning pads set children up for a strong start at school. Each book features fun, teacher-approved activities to introduce children to key learning concepts, as well as over 100 colourful stickers.

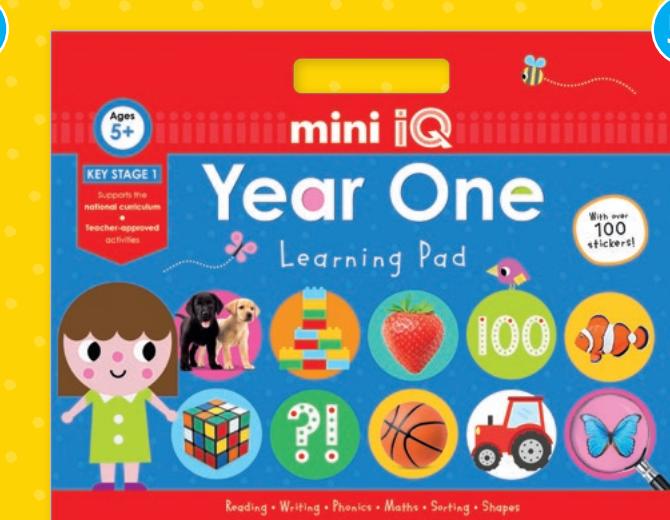


CLICK HERE To WaTCH

Scott Barker
34 pp PB pad
inc. 4 pp stickers
214 x 278 x 4 mm
£5.99



9781803379296



9781803379289



Trick or Treat

0+

NEW TITLE

Join Little Pumpkin on a trick-or-treating adventure! This multi-sensory book has an embroidered touch-and-feel cover for curious hands to explore. Read the fun rhymes, and then discover the scratch-and-sniff patches to enjoy the sweet scents.

TOUCH,
FEEL,
SCRATCH,
AND SNIFF

CLICK HERE
To WaTCH

Available August
Hayley Kershaw
9781836425496
10 pp shaped BB
with a multi-touch
patch on the cover
and scratch-and-sniff
areas throughout
180 x 140 x 13 mm
£7.99



Never Touch a Spooky Ghost!

0+

NEW TITLE

The Halloween crew feel more spooked than spooky. They've all got fears of their own, and they need some help to face them! Join the fun in this playful book with spook-tacular characters and bumpy silicone touches.

WITH
NEON
COVER

CLICK HERE
To WaTCH

Available August
Stuart Lynch
9781836425465
10 pp cased BB with
textured silicone
touches throughout
186 x 186 x 19 mm
£7.99

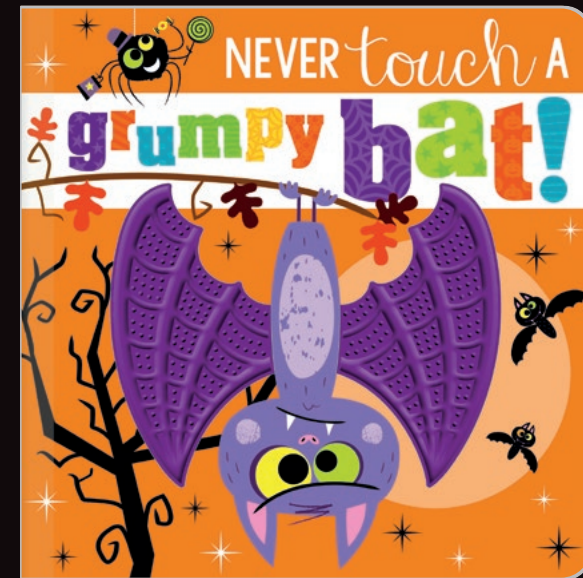


Never Touch 0+

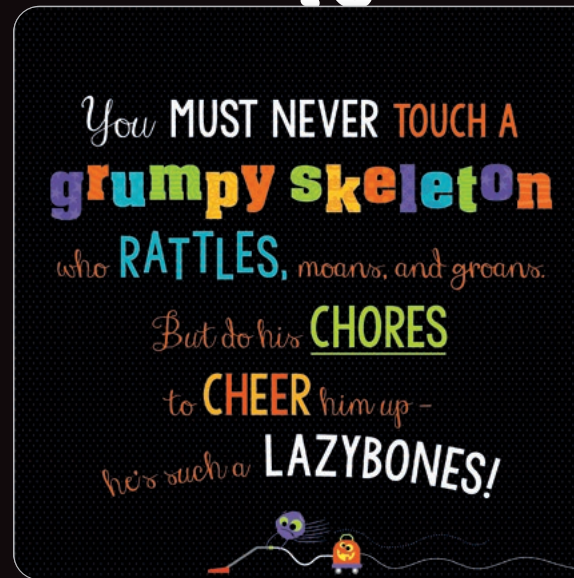
From grumpy skeletons to prickly spiders, these books from our popular Never Touch range are perfect for sharing at Halloween. The funny rhymes and silicone touches on each page are sure to delight little ones.



Stuart Lynch
10 pp cased BB with
textured silicone
touches throughout
186 x 186 x 19 mm
£7.99



9781800582453

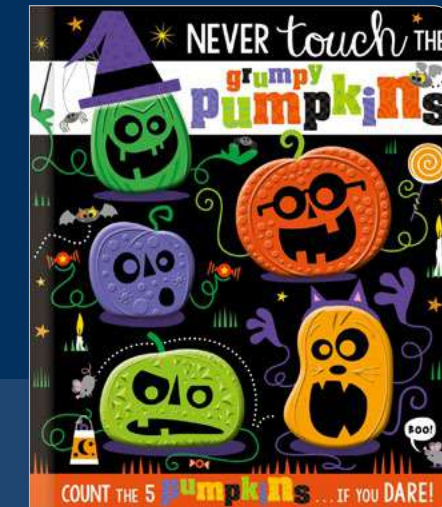


Never Touch 0+

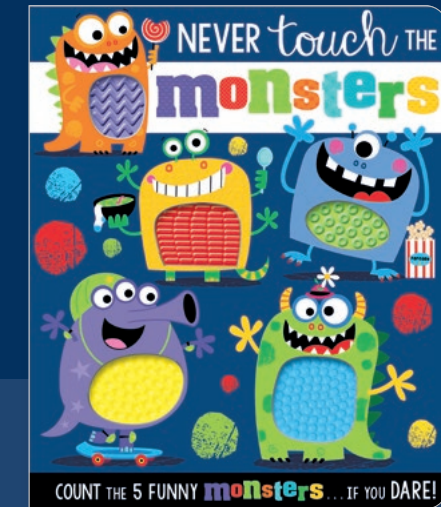
Practise counting down from five with the spooky characters! Children will love watching the pumpkins and monsters disappear one by one at the turn of each page.



Stuart Lynch
14 pp cased BB
with 5 textured silicone
touches die-cut through
to the cover
210 x 176 x 13 mm
£6.99



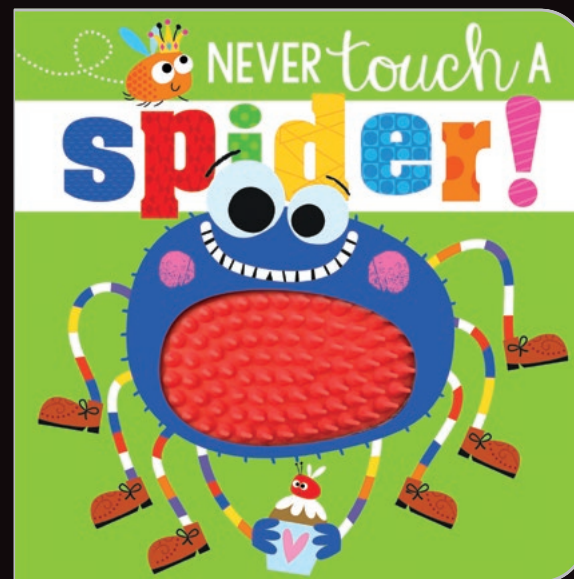
9781803375465



9781789477474



9781785984280

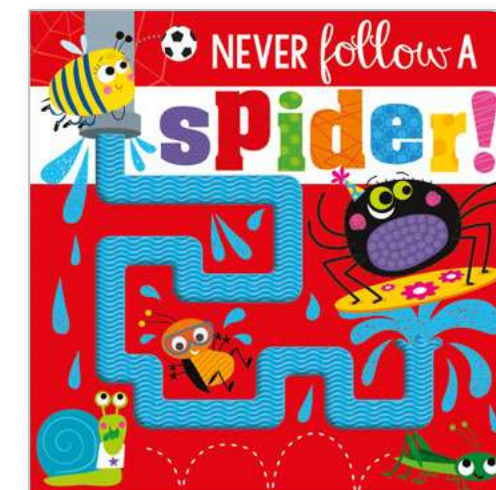


9781788432795



Never Follow a Spider! 0+

Have fun tracing the trails in this book and follow each funny bug! Amusing rhymes and awesome illustrations will keep little ones entertained throughout.



Stuart Lynch
9781800581357
12 pp cased BB with
textured silicone
touches on the cover and
touch-and-feel
trails throughout
186 x 186 x 20 mm
£7.99

Never Touch a Monster! Jigsaw 1½+

Piece together our best-selling Never Touch characters! Read the book, and then have fun making the three jigsaw puzzles, with cool silicone touches to explore.



Stuart Lynch
9781800580558
3 jigsaws (each with a textured
silicone touch) and a 10 pp BB,
packed inside a box with a textured
silicone touch and a carry handle
215 x 280 x 65 mm
£12.99

Little Bat What Can You See?

0+

Join the Halloween crew on a search-and-find adventure! With giant googly eyes, interactive rhymes and shiny foiled illustrations throughout, this spooky book is perfect for keeping little ones entertained.



Jess Moorhouse
9781805442059
12 pp BB with a touch, googly eyes die-cut through to the cover, and foil throughout
180 x 180 x 14 mm
£6.99

Squish 'n' Squeeze Pumpkin!

3+

Follow Squishy Little Pumpkin for some trick-or-treating fun in this adorable book. Help him find his Halloween pals and enjoy squeezing the pumpkin-shaped squishy cut through to the cover.



Jess Moorhouse
9781805442035
12 pp cased BB with a squishy touch die-cut through to the cover
178 x 178 x 15 mm
£7.99

The Squishy, Wishy Pumpkin

3+

The Squishy, Wishy Pumpkin makes Halloween sweet by granting wishes to anyone who says, "Trick or Treat!" This book features a glow-in-the-dark pumpkin character for children to squish and squeeze on every spread.



Danielle Mudd
9781800582316
14 pp cased BB with a glow-in-the-dark squishy touch die-cut through to the cover
186 x 186 x 20 mm
£7.99

Shiny Stickers: Spooky Friends

4+

NEW TITLE

Meet the spooky friends and explore creepy forests, haunted houses, and other frightful locations in this spook-tacular activity book, with card crafts and shiny foil stickers.



Available August
Jess Moorhouse
9781836424079
42 pp PB inc. 8 pp card and 1 sheet of foiled stickers
280 x 215 x 5 mm
£6.99



Halloween Activity Books 4+ NEW TITLE

Go on a Halloween adventure and discover haunted houses and forests, creepy fairgrounds, and more in these fun activity books. Packed with exciting activities, card crafts, and stickers.

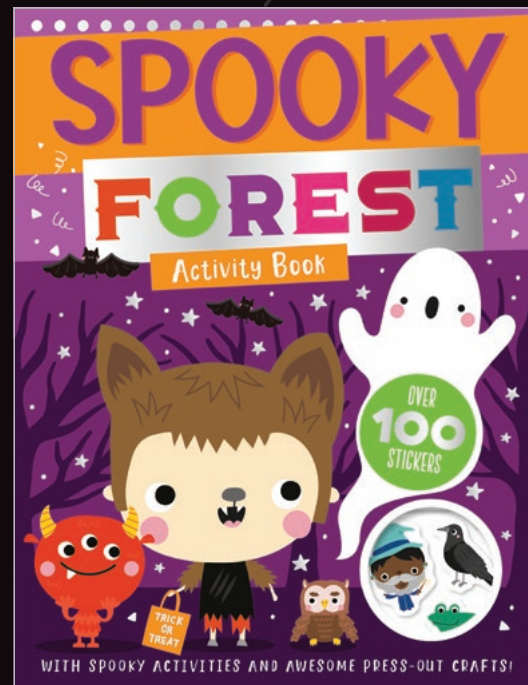


Jess Moorhouse
24 pp PB inc.
4 pp card and
4 pp stickers
280 x 215 x 4 mm
£4.99

9781805443070
Set inc. 4 x 24 pp
PB with 4 pp card
and 4 pp stickers
280 x 215 x 16 mm
£19.96



9781805444770



9781805444848



9781805444923



9781805444855



SPOOKY
HALLOWEEN
STICKERS



Window Stickies: Halloween 3+

Make creepy card press-outs and complete activities in this BOO-tiful book, with reusable gel stickers to create spooky scenes on windows at Halloween!



9781789477832
42 pp PB inc.
8 pp card and 1 sheet
of window stickers
280 x 215 x 5 mm
£5.99



Glow in the Dark Puffy Stickers: Happy Halloween! 4+

Search a haunted house, puzzle over witches, and help trick-or-treaters in this Halloween activity book, with glow-in-the-dark puffy stickers and cool card crafts.



9781800584341
42 pp PB inc.
8 pp card and 1 sheet
of glow-in-the-dark
puffy stickers
280 x 215 x 5 mm
£5.99



Festive Treats

0+

NEW
TITLE

Join Gingerbread and friends for the ultimate festive feast in this multi-sensory book, with an embroidered touch-and-feel cover for curious hands to explore. Read the sweet rhymes, and then discover the scratch-and-sniff areas to enjoy the yummy scents.

TOUCH,
FEEL,
SCRATCH
AND SNIFFCLICK HERE
To WaTCH

Available October
Hayley Kershaw
9781836426264
10 pp shaped BB
with a multi-touch
patch on the cover
and scratch-and-sniff
areas throughout
180 x 140 x 13 mm
£7.99



Never Touch the Pesky Penguins

0+

NEW
TITLE

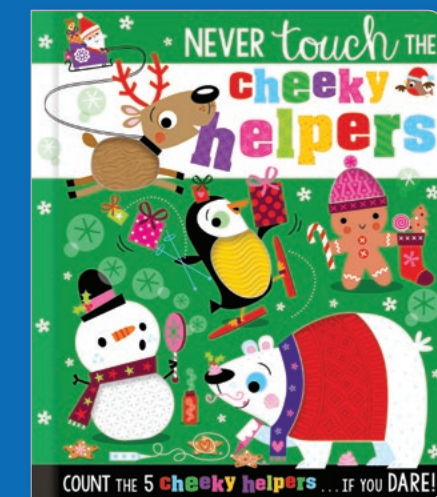
Join the pesky penguins on their frosty adventure. Practise counting down from five as the silicone touches disappear one by one in this fun addition to our best-selling Never Touch range.

BUMPY
SILICONE
TOUCHESCLICK HERE
To WaTCH

Available September
Stuart Lynch
9781836424413
14 pp cased BB with
5 textured silicone
touches die-cut
through to the cover
210 x 176 x 13 mm
£7.99



Also available:



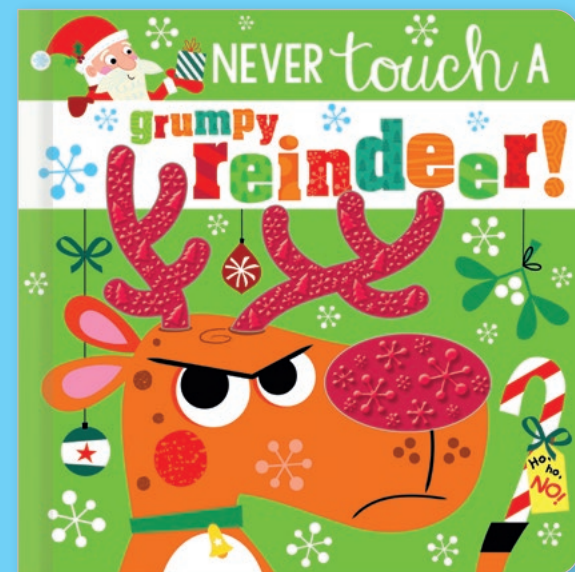
9781803379517

Never Touch 0+

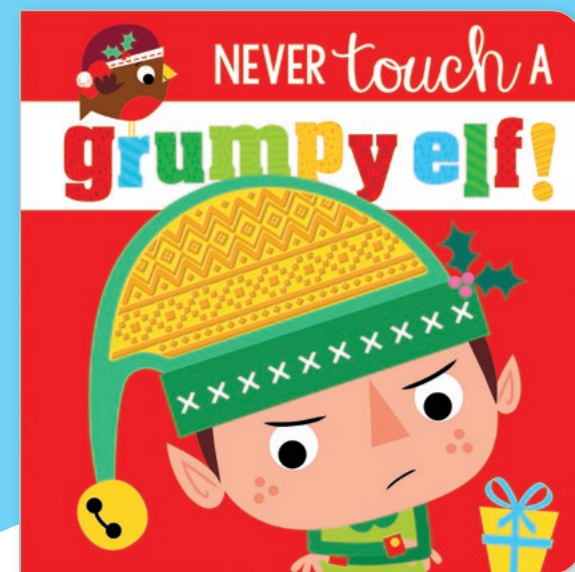
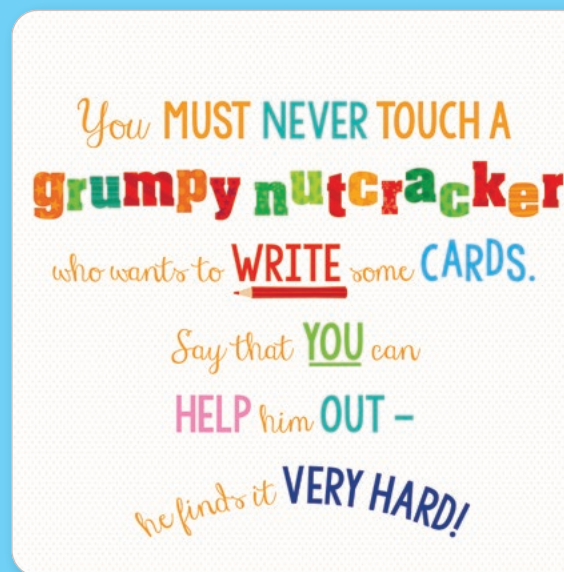
Meet the Christmas characters and winter animals, but watch out – some of them are very grumpy! Explore bumpy touches and funny rhymes in these seasonal Never Touch books.



Stuart Lynch
10 pp cased BB with
textured silicone
touches throughout
186 x 186 x 19 mm
£7.99



9781803372884



9781789470963



Never Pop a Penguin! 0+

Have fun pressing the colourful silicone poppers as you meet the winter animals. With chilly illustrations and funny rhymes, this tactile book is perfect for engaging little ones and developing hand-eye coordination.



Stuart Lynch
9781803379586
12 pp cased BB with
silicone poppers die-cut
through to the cover
233 x 193 x 16 mm
£8.99



Never Touch a Polar Bear! Book and Plush 0+

Let little hands go wild with this super-cool set, containing a book with a touch-and-feel silicone cover and a polar bear plush toy.



Stuart Lynch
9781805448730
Box set inc. plush
and 12 pp cased BB
with a silicone touch
on the cover
215 x 260 x 90 mm
£16.00

Never Touch a Polar Bear! Jigsaw 1½+

You must never touch a polar bear . . . unless it's on a jigsaw! Little ones will love piecing together these beloved Never Touch characters.

Stuart Lynch
9781800580459
3 jigsaws (each with a
textured silicone touch)
and a 10 pp BB, packed
inside a box with a
textured silicone touch
and a carry handle
215 x 280 x 65 mm
£12.99



Christmas Snackettes

3+

NEW
TITLE

Meet the festive friends in our collectable Snackettes range! Unzip the plush toy to reveal a mini book inside, brimming with scrumptious secrets, fill-in pages, and everything little ones need to know about the cuddly keyring pals.

Over
230,000
soldZIP AND
CLIPCLICK HERE
To WaTCH

Available October
Jess Moorhouse
Plush keyring with
a zip and 24 pp
book inside
80 x 80 x 65 mm
£6.99

FILL-IN
PAGESMIXED
TEXTURES

9781836424482

PUDWING

SURPRISE
ZIP

9781836424529
Assortment inc. 16 plush keyrings
255 x 320 x 330 mm



NOGGY BEAR

9781836424512

SNACK FROST

9781836424505



HOUSEY MOUSEY

9781836424499

Also available:



MISSY PURRAGER

9781805446880



PANDY ROLL

9781805446866



SPRINKLE CORN

9781805446903



CINNABUNNY

9781805446842



9781805440390

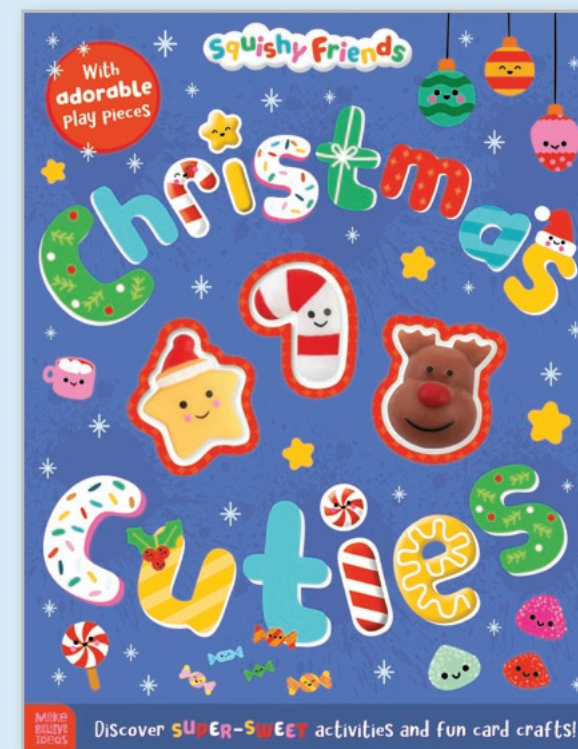
Squishy Friends: Christmas Cuties

4+

NEW
TITLEADORABLE
PLAY PIECESCLICK HERE
To WaTCH

Available October
Danielle Mudd
9781836424147
40 pp PB inc. 8 pp
card and squishy
toys inside a blister
on the cover
280 x 215 x 15 mm
£6.99

Meet the Christmas Cuties and other foodie friends in this magical activity book. With exciting activities, festive card crafts, and cute squishy fidget toys, this book is ideal for developing imaginative play.



Also available:



9781805442110
40 pp PB inc. 8 pp card and 4 squishy
toys inside a blister on the cover
£7.99

Pop Up! Messy Christmas 0+

It's nearly Christmas . . . but everything is a mess! Join Santa and his merry friends in this chaotic festive tale, perfect for story time on Christmas Eve. The pop-up pages and fun rhyme are sure to keep little ones entertained.



Jess Moorhouse
9781805441083
12 pp cased BB with
pop-ups throughout
185 x 134 x 22 mm
£6.99



Sparkle Snowman 0+

Join Sparkle Snowman and his frosty friends on a winter adventure! This exciting board book features sweet illustrations, fun rhymes, and a flashing light button to press on every page.

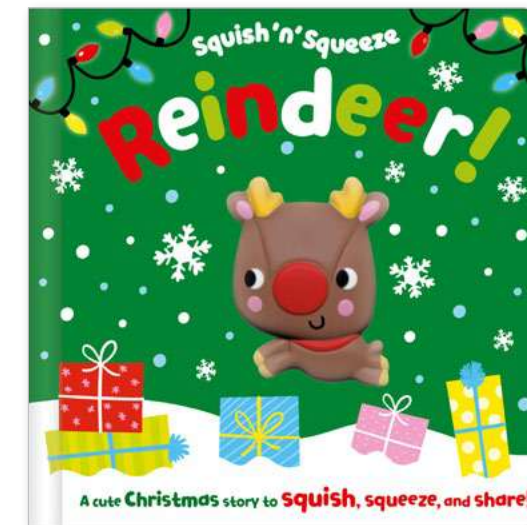


Hayley Kershaw
9781803377513
12 pp cased BB with
a flashing light die-cut
through to the cover
186 x 186 x 17 mm
£7.99

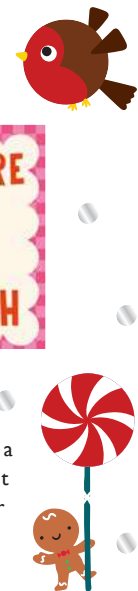


Squish 'n' Squeeze Reindeer! 3+

Join Reindeer on a festive search-and-find adventure! Help him find gifts to add to Santa's sleigh, then give him a big squish! This jolly book has a reindeer-shaped squishy cut through to the cover and sweet rhymes throughout.

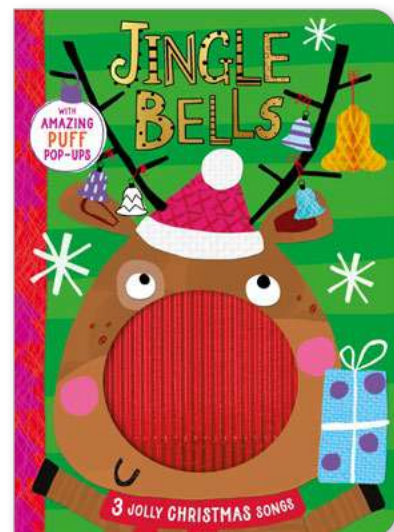


Jess Moorhouse
9781803379760
12 pp cased BB with a
squishy touch die-cut
through to the cover
178 x 178 x 15 mm
£7.99



Jingle Bells 3+

Sing along to three well-known Christmas songs in this festive board book. Little ones will love exploring the amazing puff pop-ups throughout, including decorations, Christmas characters, and more!

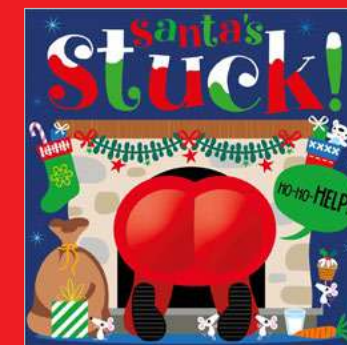


Lara Ede
9781805441694
12 pp cased BB with
a touch on the cover,
gatefold flaps, and puff
pop-ups throughout
185 x 134 x 21 mm
£6.99



Santa's Stuck! 3+

It's Christmas Eve, but Santa keeps getting stuck in things! With a funny rhyme and a squishy Santa bottom cut through to the cover, this festive book will be fun for the whole family.



Stuart Lynch
9781800588240
14 pp cased BB with a squishy touch
die-cut through to the cover
186 x 186 x 20 mm
£7.99



Jingle Bells, Something Smells! 3+

Help Elf and her friends uncover the mystery of the smelly mound in the woods in this funny board book, with a squishy poo-shaped touch throughout!



Clare Fennell
9781786924575
14 pp cased BB with a
squishy touch die-cut
through to the cover
210 x 178 x 20 mm
£7.99



The Magic of Christmas 0+

Turn the shaped pages of this magical book and marvel at the intricate foil details. Sure to be loved, this beautiful book would make the perfect festive gift.



Stuart Lynch
9781800580855
12 pp shaped BB with
foil and embossing
throughout
210 x 176 x 18 mm
£7.99



Shiny Stickers: Christmas Magic 4+

Have fun with all the festive friends in this magical bauble-shaped activity book, packed full of playful puzzles, awesome card press-outs, and delightfully shiny stickers.



Stuart Lynch
9781803376721
42 pp PB inc. 8 pp
card and 1 sheet
of foiled stickers
280 x 215 x 5 mm
£6.99

Shiny Stickers: Christmas Wonderland 4+

Join Santa Claus on a festive adventure in this amazing activity book. Playful puzzles, card press-outs, and shiny stickers are sure to keep little hands busy this Christmas.



Beverley Hopwood
9781800585881
42 pp PB inc. 8 pp
card and 1 sheet
of foiled stickers
280 x 215 x 5 mm
£5.99

Colour Splash: Christmas Magic 3+

Discover the magic of Christmas with Santa and his friends. Read the story and use the refillable water pen to complete the activities and bring each page to life.



9781800585256
14 pp BB with a refillable
water pen die-cut
through to the cover
240 x 214 x 9 mm
£6.99

Eraser Pencil Toppers: Christmas Colouring 3+

Colour over 30 seasonal designs in this Christmas set, with five colouring pencils topped with festive erasers.



Charly Lane
9781800588806
Box set inc. 5 colouring pencils with
eraser pencil toppers and a 64 pp
pad bound book attached to the box,
all mounted onto backing board
250 x 170 x 18 mm
£7.99

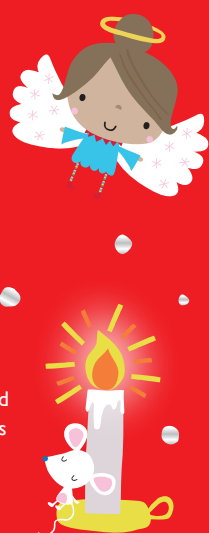


Window Stickies: Christmas 3+

Complete festive activities and tinsel-tastic card press-outs in this Christmas activity book! Use the gel stickers to create a winter wonderland scene on a window at Christmas.



9781789477849
42 pp PB inc. 8 pp card and
1 sheet of window stickers
280 x 215 x 5 mm
£5.99



Felt Stickers: Christmas 3+

This activity book is packed with festive characters to meet and fun activities to complete. Press out and create the Christmas crafts, and then decorate them with the amazing 3-D felt stickers!



Jess Moorhouse
9781800585317
42 pp PB inc. 8 pp
card and 1 sheet of felt stickers
280 x 215 x 5 mm
£5.99



Never Touch a Grumpy Elf! 3+

Everyone's favourite festive friends from the Never Touch series are back in this amazing activity book, complete with a silicone cover, stickers, and fun card press-outs.



Stuart Lynch
9781789477993
40 pp PB inc. 4 pp
card, 8 pp stickers
and a textured
silicone touch
on the cover
280 x 215 x 5 mm
£6.99

Puffy Stickers: Happy Little Elves 3+

Complete festive puzzles, create cool Christmas crafts, and then decorate them with the 3-D puffy stickers in this awesome activity book.



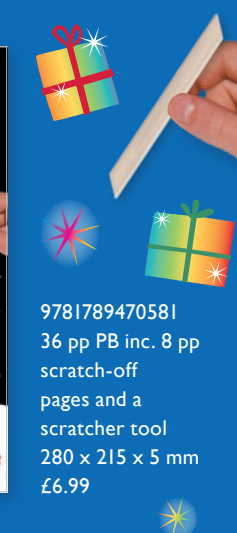
9781786923073
54 pp PB inc.
20 pp card and
1 sheet of puffy
stickers
280 x 215 x 7 mm
£5.99

Scratch and Sparkle: Christmas 4+

Complete activities and create dazzling decorations, models, and more using the scratcher tool and sparkly paper in this eye-catching book.



9781789470581
36 pp PB inc. 8 pp
scratch-off
pages and a
scratcher tool
280 x 215 x 5 mm
£6.99



Christmas Sticker Activity Books

4+

Explore the North Pole and help Santa prepare for Christmas with this set of sticker activity books! Featuring festive-themed activities, cute card press-outs, and seasonal stickers, these books are the perfect gift for getting little ones into the festive spirit.



Beverley Hopwood
24 pp PB inc.
4 pp card and
4 pp stickers
280 x 215 x 4 mm
£4.99

9781805442844
Set inc. 6 x 24 pp PB inc.
4 pp card and
4 pp stickers
280 x 215 x 24 mm
£29.94



9781805442806



9781805442813



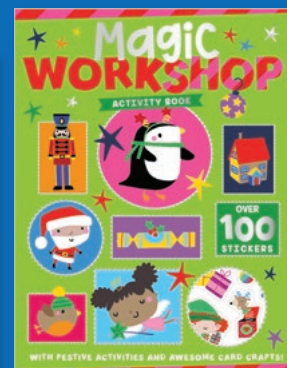
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9781805442837



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9781805446309

Festive Collection Activity Books

4+

This festive collection of activity books is packed with jolly puzzles and fun activities to complete. With creative card press-outs and adorable stickers, this set is a perfect gift for little ones.



Lara Ede
9781803370644
Set inc. 6 x 24 pp
PB inc. 4 pp card
and 4 pp stickers
280 x 215 x 24 mm
£29.94



Countdown to Christmas

4+



9781803370545



9781803370552



24 pp wirebound
book, plus 2 sticker
sheets and crayons
297 x 420 x 10 mm
£10.99

Over
1 million
sold

Snowglobe Picture Books

3+

Embark on a festive adventure with these Christmas storybooks! Sweet illustrations put a magical twist on these well-loved tales, each complete with a liquid-filled snowglobe on the cover for a tactile reading experience.



Clare Fennell
28 pp padded CB with a
snowglobe on the cover
232 x 232 x 9 mm
£6.99



9781803374031



9781803376202

Scratch and Reveal: Christmas

6+



9781788438674
Box set inc. 40 pp
PB, 8 scratch sheets,
3 stencils, a scratcher
tool, and a card
picture frame
228 x 294 x 37 mm
£14.99

My Snowflake Bag

3+



9781789470598
48 pp PB inc.
4 pp card
and 12 pp stickers
280 x 215 x 6 mm
£5.99

Christmas Picture Books 3+

Snuggle up this Christmas with a selection of fun, amusing and heartwarming festive storybooks, perfect for getting into the holiday spirit.



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£6.99



9781803379418*
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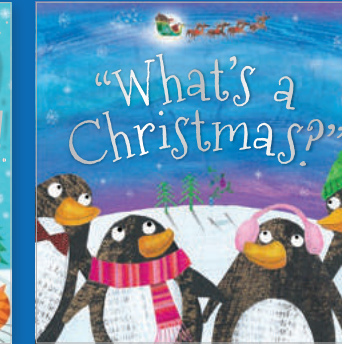
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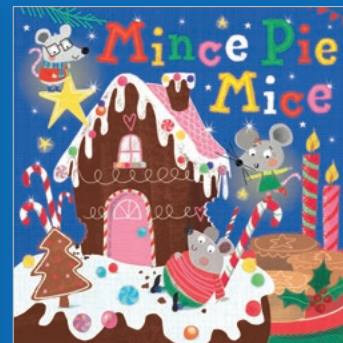
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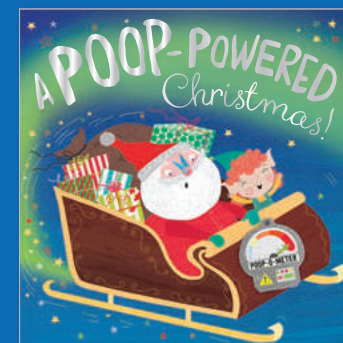
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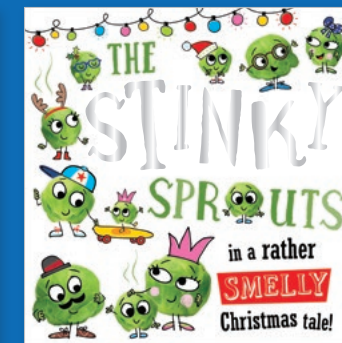
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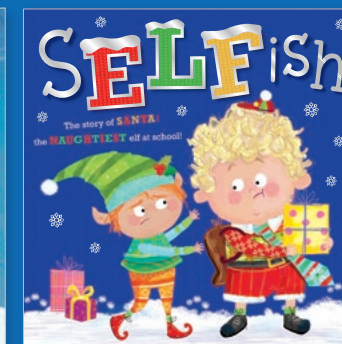
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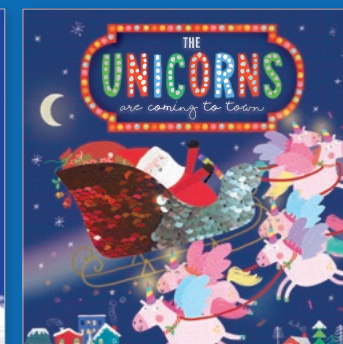
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£6.99



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9781800583818



9781789477658
with two-way sequins on the cover
£7.99



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PVC bag inc.
10 x 28 pp padded
CB books
164 x 164 x 110 mm
£69.90



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7
million
sold

9781805447863*
Set inc. 10 x 32 pp PB
£69.90

Lara Ede, Clare Fennell, Beverley Hopwood,
Stuart Lynch, Brandon Mattless, Samantha Meredith,
Nadine Wickenden, and Ian Worrall-Dutton
32 pp PB
265 x 260 x 4 mm
£5.99