

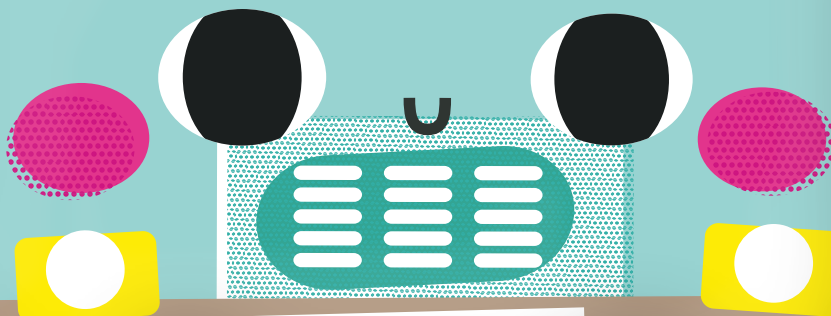
# Make Believe Ideas



## Penguin's ICE-CREAM Adventure



WITH 2 REMOVABLE PENGUIN PLUSHIES



FROSTY 1

SPRING 2026



# Contents

*Click on the buttons  
to jump to a section*

BOARD BOOKS

2-55

ZOO CREW

22-27

SENSORY SNUGGABLES

56-62

BATH BOOKS

63

INSPIRATIONAL

64

PICTURE BOOKS

65-69

ACTIVITY BOOKS

70-90

BOX SETS

91-98

STATIONERY

99

EDUCATIONAL

100-103

EASTER

104-105

*Click on these buttons  
to watch our titles come alive!*





# Penguin's Ice-Cream Adventure 3+

NEW TITLE

Chilly the penguin and Frosty the ice-cream truck are off to sell some ice-cool treats with the help of their new assistant, Waffle. This plush-and-vinyl covered book has a window in the cover with two removable mini plush penguin characters. Each spread has a different character ordering a sweet treat, and flaps for the reader to explore.

2 PENGUIN PLUSHIES



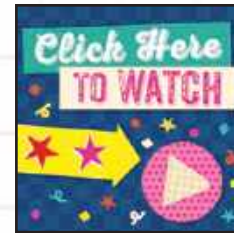
Available February  
Katie Rudge  
9781836428312  
10 pp padded BB  
with 2 removable  
plush characters in  
a fabric cover and  
flaps throughout  
210 x 150 x 20 mm  
£7.99



# 300 First Words Sound Book 0+

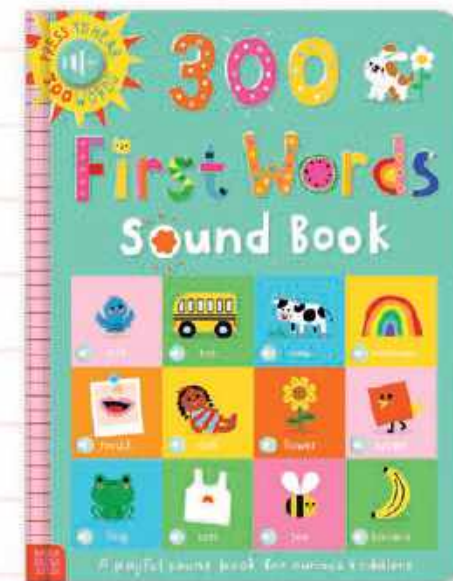
NEW TITLE

SOUND BOOK



Available March  
Danielle Mudd  
9781836428589  
28 pp CB with sound  
buttons throughout  
280 x 215 x 21 mm  
£14.99

Welcome to the busy, noisy world of toddlers. Press the integrated sound buttons to hear over three hundred first words, again and again! Exploring popular themes of animals, vehicles, around the home, food, and nature, as well as key first concepts, this interactive sound book helps toddlers to have fun practising and learning new words.





# On The Move

3+

NEW  
TITLE

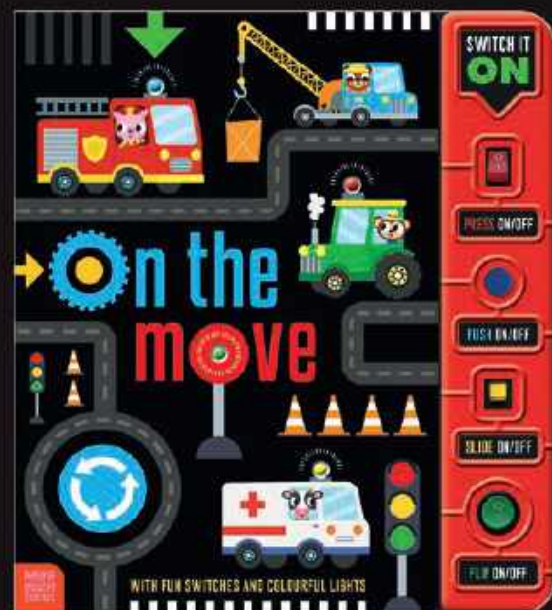
This fun first-electronics book features switches and colourful lights throughout. With emergency vehicles saving the day, and construction vehicles hard at work, each scene lights up when kids interact with the four fun switches.



SWITCHES  
AND LIGHTS



Available June  
Scott Barker  
9781836424697  
10 pp BB with  
switches and lights  
die-cut through  
to the cover  
233 x 210 x 21 mm  
£14.99



# Dig! Dig! DinoVrooms!

0+

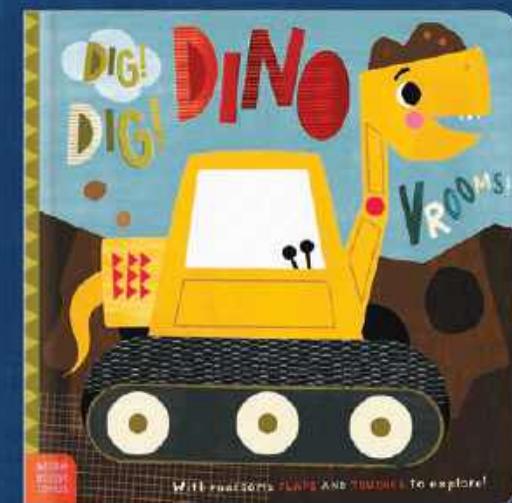
NEW  
TITLE

Get set to dig-dig-dig with DiploDigger and her crew of rumby, roarsome DinoVrooms! What will they build today? Find out in this fun dinosaur-vehicle themed story, complete with touches and flaps to explore throughout.

TOUCHES  
AND  
FLAPS



Available February  
Shannon Hays  
9781836428350  
12 pp cased BB  
with touches and  
flaps throughout  
186 x 186 x 18 mm  
£6.99





# Love at First Woof! 0+ NEW TITLE

Here is the truth . . . our pups are scruffy and smelly, messy and muddy, but they are loved just as they are. With a carry handle, beautiful illustrations, and soft felt flaps, this funny dog-shaped book is perfect for our little pups to play with again and again.

SHAPED FELT FLAPS



Available February  
Jess Moorhouse  
9781836428374  
12 pp shaped BB  
with a touch on  
the cover and felt  
flaps throughout  
233 x 193 x 15 mm  
£6.99



# Mums Love Hugs! 0+ NEW TITLE

Enjoy this heartfelt touch-and-feel book, celebrating the loving hugs of all kinds of adorable and funny animal mums and babies. From furry hugs to purrry hugs, tiny hugs to shiny hugs, and everything in between, we are reminded that a mum's love comes in all sorts of wonderful shapes and sizes!

TOUCH AND FEEL



Available February  
Lara Ede  
9781836428398  
12 pp cased BB with  
touches throughout  
186 x 186 x 19 mm  
£6.99





# Funny Feet

0+

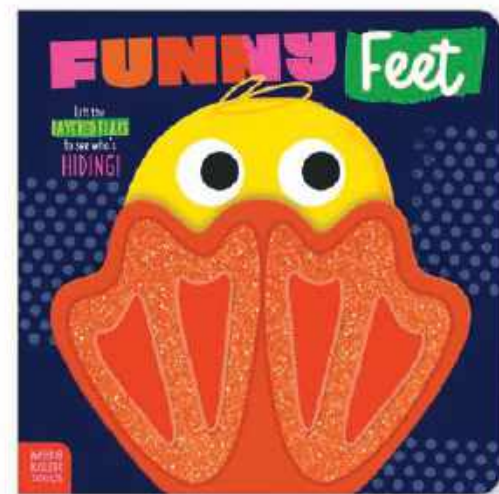
NEW TITLE

Which animal do these funny feet belong to? Have fun reading the rhyming clues then lifting flaps, flaps, and MORE flaps to find out! This playful multi-layered flap book introduces animals, animal sounds, and of course . . . funny feet!

MULTI-LAYERED FLAPS



Available February  
Ian Worrall-Dutton  
9781786926333  
12 pp BB with a  
multi-touch patch  
on a cover flap  
and multi-layered  
flaps throughout  
180 x 180 x 16 mm  
£7.99



# My First Busy Toolbox

0+

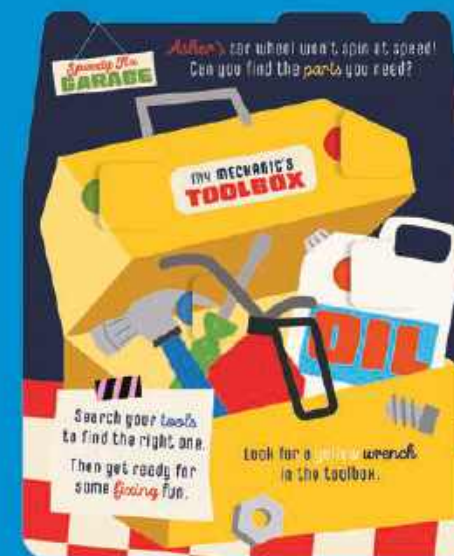
NEW TITLE

Fix and play with this fun interactive book. Shaped like a toolbox, each spread has a noisy slider and a different thing to fix, including a car, a barn, and even a robot! Little ones will love lifting the flaps throughout to find the tools they need.

SOUND BOOK



Available February  
Katie Rudge  
9781836427902  
10 pp shaped BB  
with noisy sliders  
and flaps throughout  
233 x 193 x 26 mm  
£12.99



Also available:



9781836424758

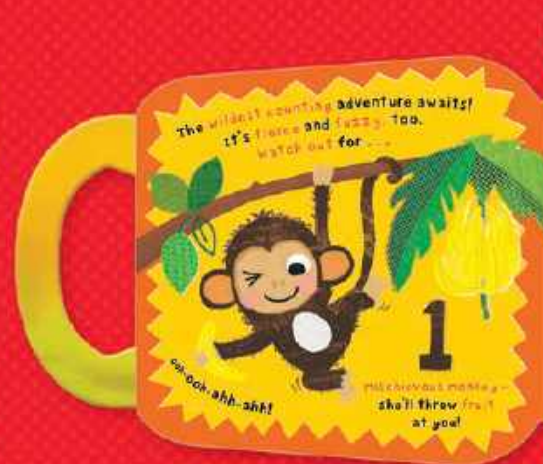
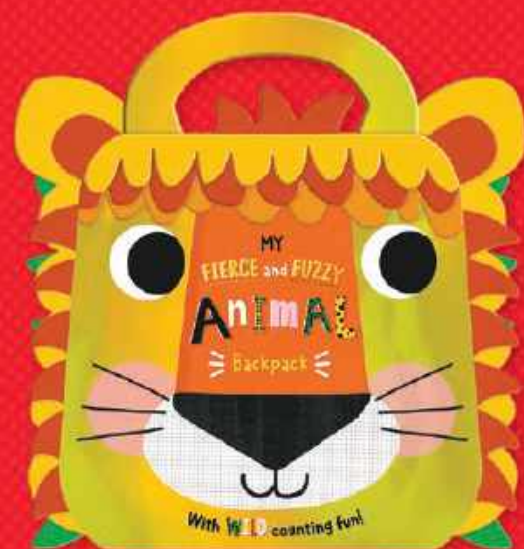


# My Fierce and Fuzzy Animal Backpack

3+

NEW TITLE

Open this lion-shaped book and discover a fierce and fuzzy counting adventure, bursting with wild animals! Meet elephants, lions, tigers, and more ferocious friends as you count from one to ten. Easy-to-turn felt-and-card pages and a carry handle make this book ideal for busy little explorers.



8

5



Also available:



Lara Ede  
9781805445739  
250 x 203 x 24 mm



Lara Ede  
9781805447450  
250 x 220 x 24 mm

Available January  
Clare Fennell  
9781836427926  
10 pp shaped BB  
with a vinyl cover,  
felt between die-cut  
card pages, and a handle  
250 x 230 x 24 mm  
£9.99

VINYL  
COVER  
AND FELT  
PAGES



# Squish and Snugg

0+

NEW TITLE

Join Capybara as she searches for a fruity feast and Bunny as he learns to share and be kind on his birthday. Complete with super-soft fur covers, these books double up as plush toys to snuggle and squish.



Curious Capybara: 9781836427940



Kind Bunny: 9781836427612



Also available:



Noisy Chick  
9781836421153



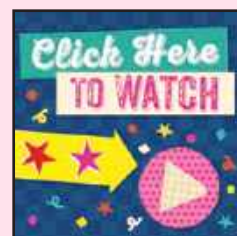
Groovy Axolotl  
9781805441908



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

Over  
725,000  
sold

SOFT  
SQUISHY  
COVER



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



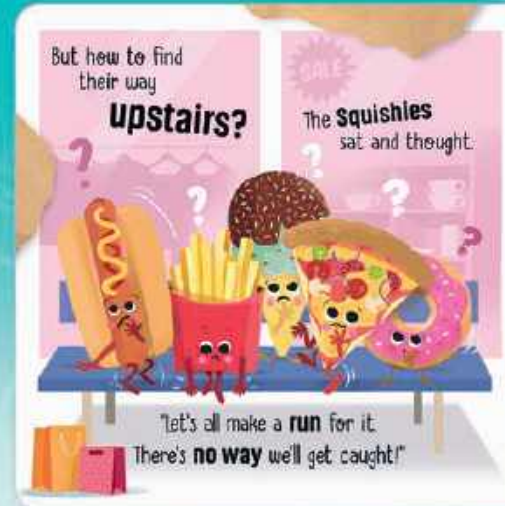
# Ready Set Squeeze! 3+ NEW TITLE

The food court is where the Squishies long to be . . . but can they find their way through the shopping centre? Follow the squishy antics of the food friends in this fun looping story, with five removable toys to squish and squeeze!

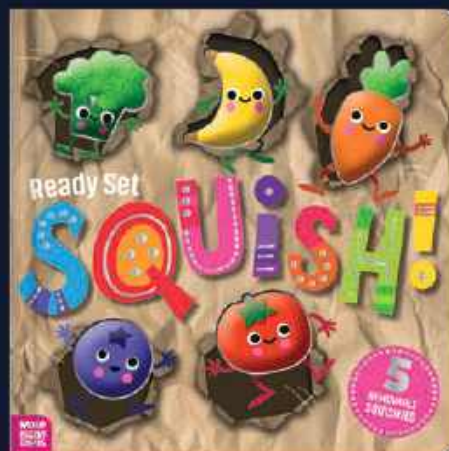
FIVE  
REMOVABLE  
SQUISHIES



Available January  
Ian Worrall-Dutton  
9781836428565  
24 pp cased BB  
with 5 removable  
squishy characters  
210 x 210 x 22 mm  
£9.99



Also available:



9781805442165

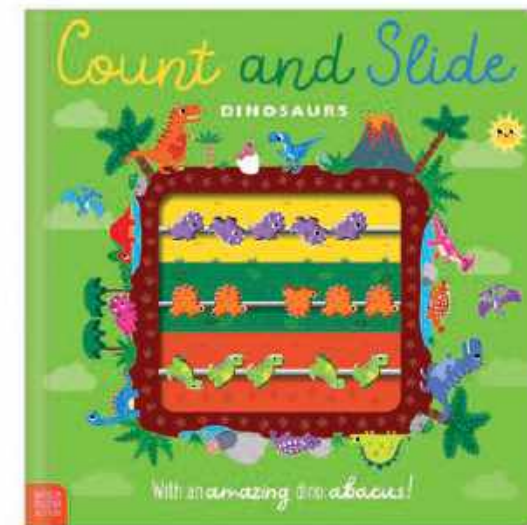
# Count and Slide: Dinosaurs 3+ NEW TITLE

Count and slide with the roar-some dinosaurs! This innovative counting book has a built-in dinosaur abacus to encourage sensory play and improve hand-eye coordination, as well as playful rhymes to promote an early love of reading.

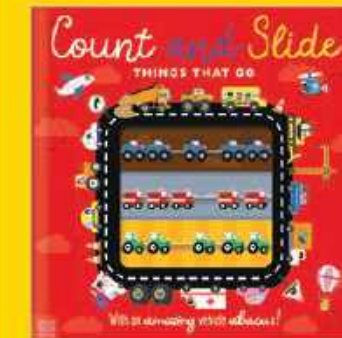
DINOSAUR  
ABACUS



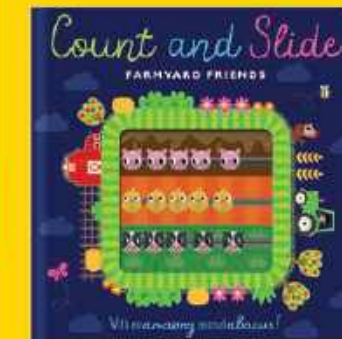
Available January  
Scott Barker  
9781836428442  
10 pp cased BB  
with sliding soft  
PVC beads die-cut  
through to the cover  
236 x 236 x 18 mm  
£9.99



Also available:



9781836424642



9781805445425



# Never Touch a Capybara! 0+

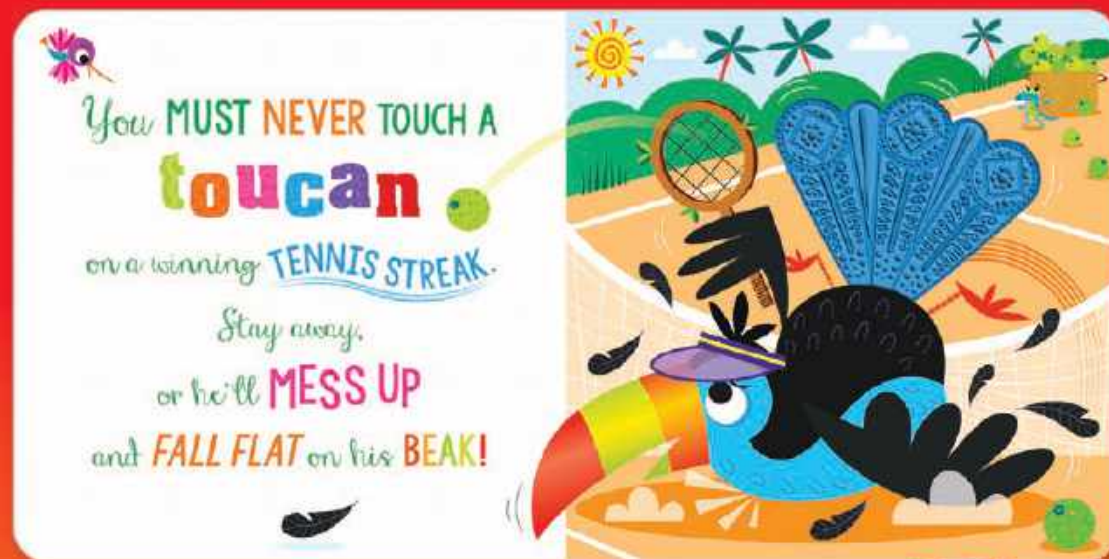
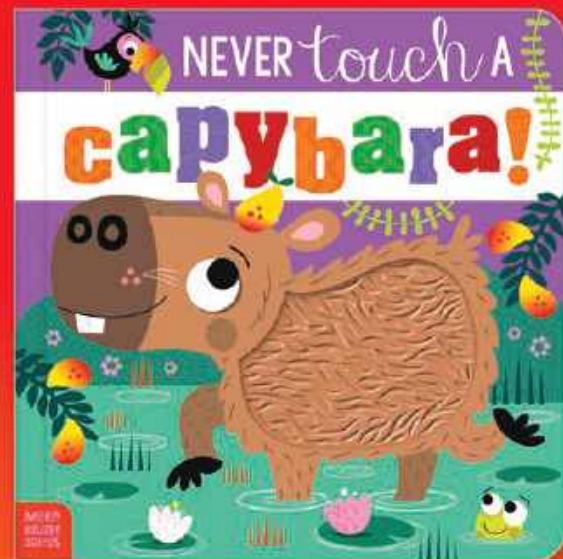
NEW TITLE

These sporty animals are known for being competitive, so don't throw them off their game! Join the fun in this rhyming book, and enjoy touching all of the bumpy characters . . . if you dare!

BUMPY SILICONE TOUCHES



Available February  
Stuart Lynch  
9781836427872  
10 pp cased BB  
with textured silicone  
touches throughout  
186 x 186 x 19 mm  
£7.99



Turn to pages 84, 94–96,  
and 104 for more products  
in the Never Touch range



# 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.

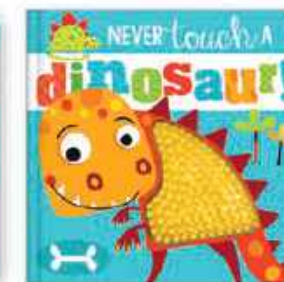
Over  
26 million  
sold of the  
Never Touch  
range



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



9781805444640



9781785989087



9781786922670



9781800582699



9781803377438



9781788437011



9781800581401



9781803372631



9781803375472



9781785984280



9781836424543



9781803371658



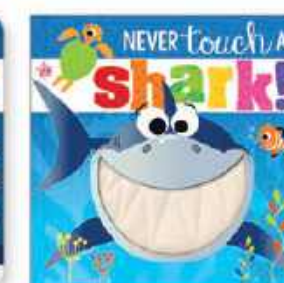
9781789477467



9781800582613



9781789470963



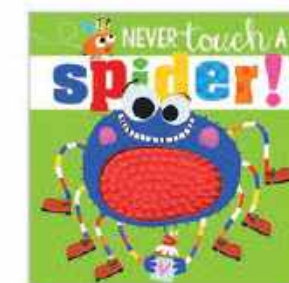
9781788436809



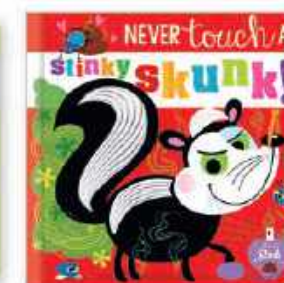
9781805446255



9781800581869



9781788432795



9781805441823



9781789471984



9781803374536



# Never Touch a Noisy Monkey! 0+

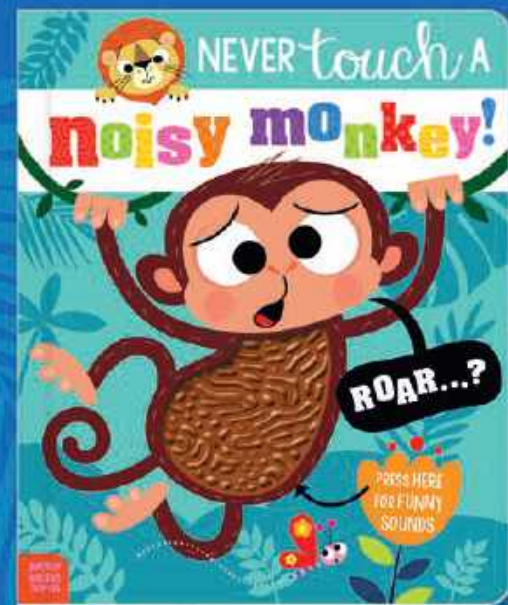
NEW TITLE

Discover a monkey that goes roar, an elephant that goes oo-oo-ah, and more funny wild animals in this silly sensory sound book. Have fun pressing the bumpy silicone touches to listen to the mismatched animal noises . . . if you dare!

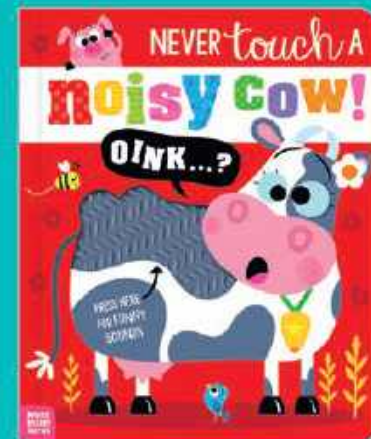
SOUND BOOK



Available April  
Stuart Lynch  
9781836429203  
10 pp cased BB  
with noisy textured  
silicone touches  
throughout  
233 x 193 x 25 mm  
£12.99



Also available:



9781836422013

# Never Touch the Lazy Lambs 0+

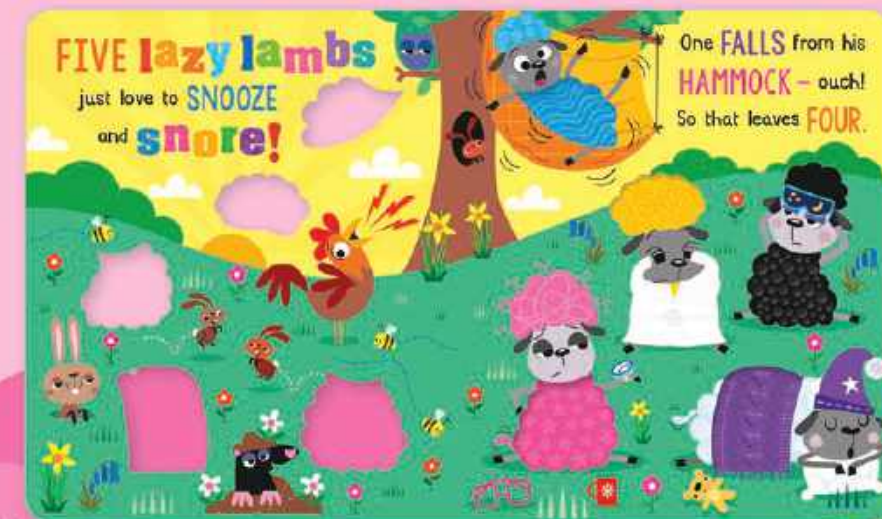
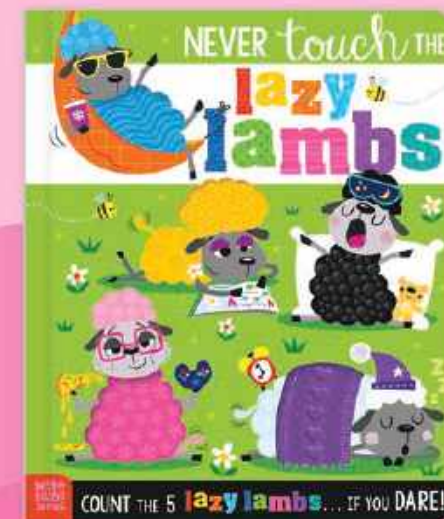
NEW TITLE

Join the lazy lambs on their ultimate day of relaxation! 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 TOUCHES

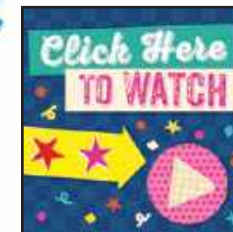


Available March  
Stuart Lynch  
9781836427513  
14 pp cased BB with  
5 textured silicone  
touches die-cut  
through to the cover  
210 x 176 x 13 mm  
£7.99



# Never Touch the... 0+

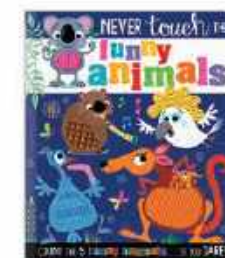
Meet the stinkiest, grumpiest, and bumpiest silicone characters in these amusing books! Count down from five as you join the friends on their exciting adventures.



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

9781836424413  
£7.999781805444695  
£7.999781788439848  
£7.999781805446279  
£7.999781805441786  
£7.999781803371672  
£7.99

9781800581876



9781803375489



9781800583870



9781803372617



9781789477474



9781789472714



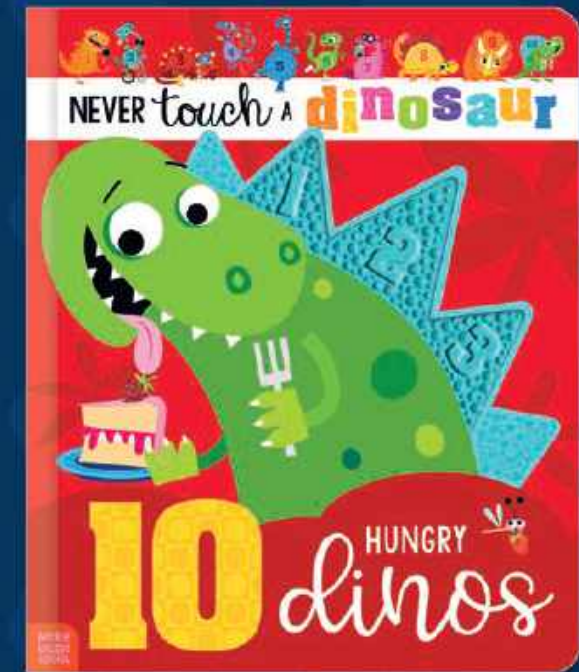
9781800582460



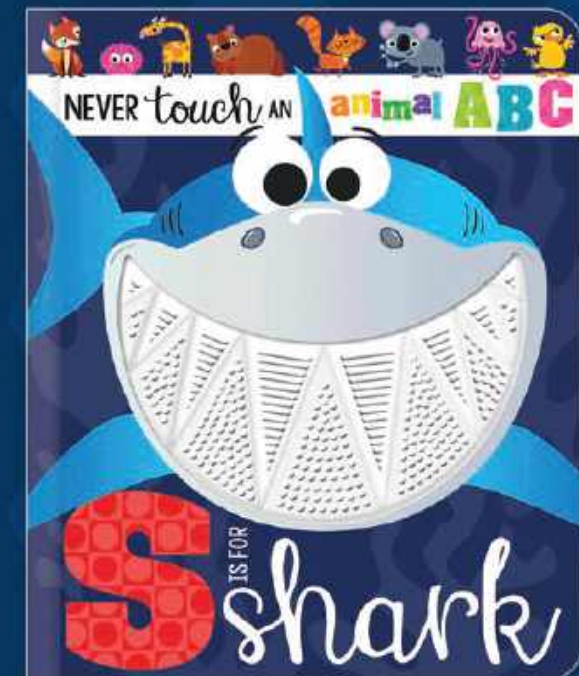
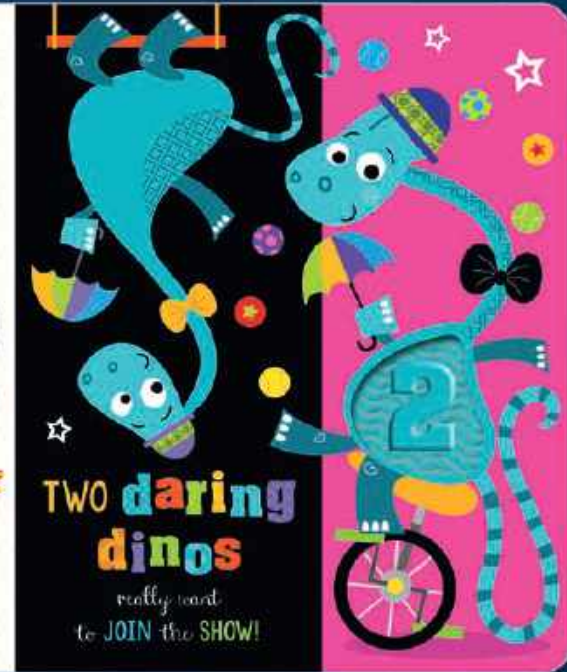
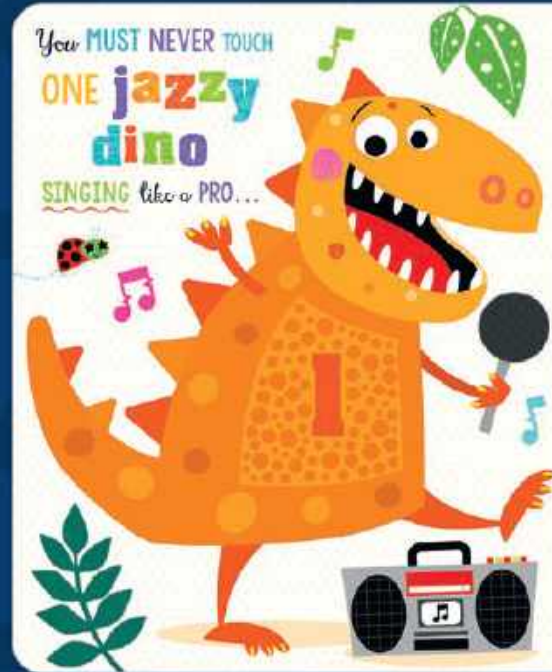


# Never Touch 123 and ABC 0+

Learn numbers and letters as you follow the funny rhymes in these exciting touch-and-feel books.



9781836424574



9781805440062



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

# Never Touch Buggy Books 0+

Join the playful Never Touch characters in these mini board books with bumpy silicone touches. Attach to buggies, bags, or highchairs to keep little hands entertained on the go.



Stuart Lynch  
12 pp BB with a strap and  
textured silicone touches  
die-cut throughout  
105 x 105 x 14 mm  
£5.99



9781805447153

9781805447139

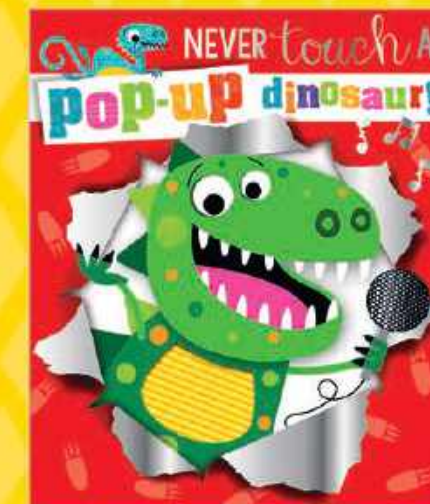
9781805447115  
Set inc. 2 x 12 pp BB with  
straps and textured silicone  
touches die-cut throughout  
210 x 105 x 14 mm  
£9.99

# Never Touch a Pop-up... 3+

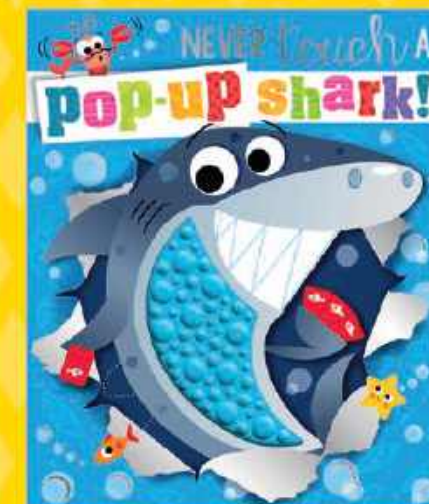
Meet the busy dinosaurs, ocean creatures, and magical friends, and watch as they pop out of these books... if you dare! Turn each page to see the 3-D characters surf, cook, and POP to life. This playful format is an exciting addition to our well-loved Never Touch range.



Stuart Lynch  
16 pp CB with a textured  
silicone touch on the cover  
and pop-ups throughout  
252 x 209 x 20 mm  
£9.99



9781803371610



9781803376752



9781805441830





# Never Pop a ... 0+

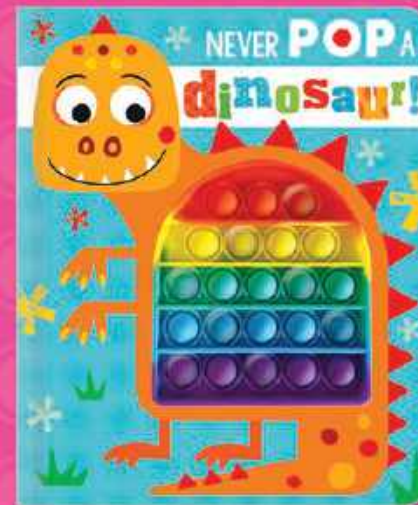
Enjoy pressing the colourful silicone poppers as you meet winter animals, ocean creatures, and playful dinos. With bright illustrations and funny rhymes, these tactile books are perfect for engaging little ones and developing hand-eye coordination.



9781803379586



9781803371382



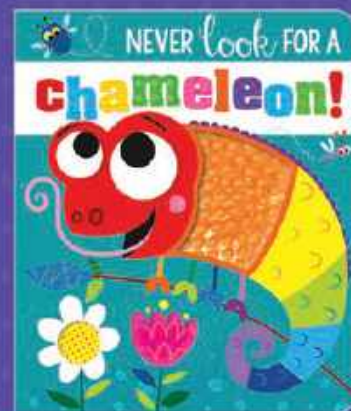
9781803374727



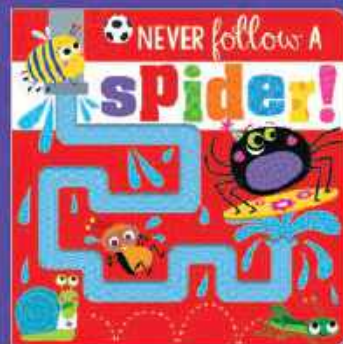
Stuart Lynch  
12 pp cased BB with  
silicone poppers die-cut  
through to the cover  
233 x 193 x 16 mm  
£8.99

# Never ... 0+

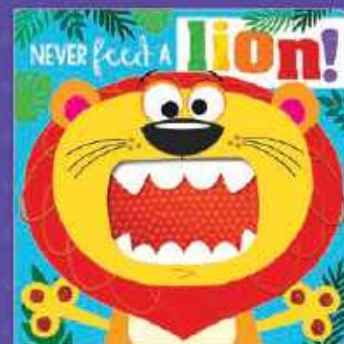
Never look for, follow, feed, or squish these characters! Trace finger trails, explore silicone touches, and more in these playful books, with fun illustrations by Stuart Lynch.



9781800581364  
12 pp cased BB with die-cut  
holes and textured silicone  
touches throughout  
210 x 176 x 13 mm  
£6.99



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



9781800581418  
12 pp cased BB with  
a textured silicone touch  
die-cut through to the cover  
186 x 186 x 20 mm  
£7.99



9781800581340  
12 pp cased BB with a  
squishy touch die-cut  
through to the cover  
186 x 186 x 20 mm  
£7.99



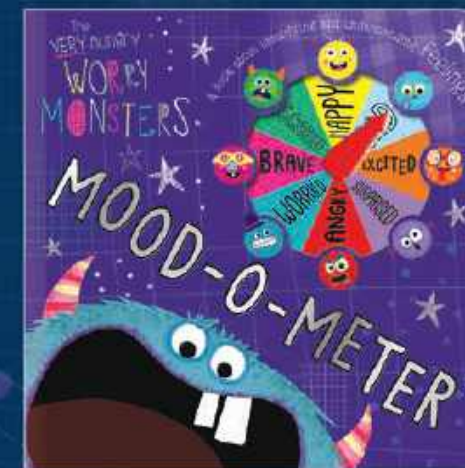
3+

TEXTURED  
TOUCHES

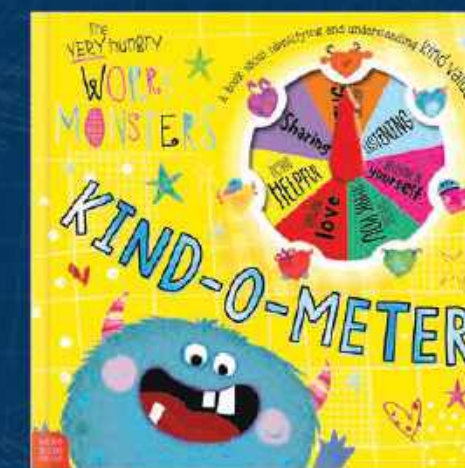


# The Very Hungry Worry Monsters 3+

The Worry Monsters love eating worries! Designed to help children engage with their fears, Lara Ede's beautifully illustrated series tackles a range of topics, including dealing with separation, starting school, and understanding emotions, offering reassurance to little ones.



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



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



9781789477429  
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



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



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

Turn to page 94 for  
more products in the  
WORRY MONSTERS  
range



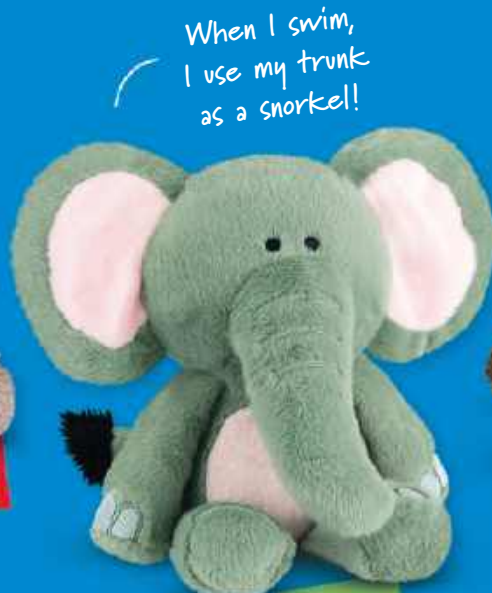


# Large Animal Plush 0+ NEW PLUSH

Take a walk on the wild side with the super-soft zoo animal plush! Filled with recycled stuffing materials, these cuddly companions are a great way to introduce young ones to wildlife, sustainability, and conservation while providing a lasting huggable friend.



Bouncy



Echo

When I swim, I use my trunk as a snorkel!



Giggles



Lennon

My prickly tongue scrapes meat off bones ... yum!



Pebble

I'm cared for in a penguin crèche!



Raffles



Honey

My skin creates its own sunscreen!



Sonny

I only poo once a week!

**ZOO crew** is the new exciting range by **London Zoo** and **Make Believe Ideas**, offering a variety of plush toys and books for babies, toddlers, and animal lovers of all ages! **London Zoo** is part of **ZSL**, the global science-led conservation charity.

Plush character 350 x 170 x 130 mm

Bouncy the Bush Baby: 5060236483775  
Echo the Elephant: 5060236483713  
Giggles the Giraffe: 5060236483744

Honey the Pygmy Hippo: 5060236483768  
Lennon the Lion: 5060236483737  
Pebble the Penguin Chick: 5060236483706  
Raffles the Red Panda: 5060236483751  
Sonny the Sloth: 5060236483720

**LONDON ZOO**  
a ZSL conservation zoo

# Clip & Go Buggy Plush 0+ NEW PLUSH

Meet the adorable zoo animals and take them on all your adventures! With a handy clip to attach to buggies and car seats, these perfectly portable plush toys are ideal for entertaining young ones while you're on the go.



recycled stuffing material



textured teether ring



super-soft fabrics to touch and explore



easy to clip on your buggy

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

Elephant: 5060236484253  
Giraffe: 5060236484222  
Lion: 5060236484246  
Red Panda: 5060236484239

AN ANIMAL FRIEND TO CUDDLE ON THE GO!



**LONDON ZOO**  
a ZSL conservation zoo



# Zippazoo Bag Buddies

3+

NEW  
PLUSH

Collect the whole Zoo Crew! Meet the cuddly zip-and-clip animal friends in this adorable Zippazoo range. With a keyring clip and a zip-up keepsake pouch, these super-soft bag buddies are perfect for on-the-go fun!

Plush keyring  
with a zip  
80 x 80 x 70 mm

Bush Baby: 5060236484147  
Elephant: 5060236484208  
Giraffe: 5060236484178  
Lion: 5060236484185  
Penguin Chick: 5060236485922  
Pygmy Hippo: 5060236484154  
Red Panda: 5060236484161  
Sloth: 5060236484192



LONDON ZOO  
a ZSL conservation zoo

5060236485700  
Assortment inc.  
16 plush keyrings  
260 x 340 x 330 mm

# Plush Notebooks

3+

NEW  
TITLE

Have fun with these cute and cuddly animal notebooks! Complete with super-soft fur covers for little ones to snuggle and squish, these lovable lined notebooks are perfect for creative little ones to fill with thoughts, feelings, and doodles.

144 pp padded CB with  
a touch-and-feel cover  
210 x 180 x 40 mm

Bush Baby: 9781836427834  
Elephant: 9781836427803  
Giraffe: 9781836427810  
Lion: 9781836427780  
Penguin Chick: 9781836427858  
Pygmy Hippo: 9781836427841  
Red Panda: 9781836427827  
Sloth: 9781836427797



LONDON ZOO  
a ZSL conservation zoo



# Hand-Puppet Cloth Books

0+ NEW TITLE

Learn about hippos, giraffes, lions, and sloths in these adorable hand-puppet cloth books. Little ones will love turning the interactive soft pages while following the catchy rhymes and cute illustrations, perfect for encouraging early engagement with books and nature!

Stuart Lynch  
8 pp cloth book  
with a touch-and-feel  
cover, packaged on  
a backing board  
220 x 160 x 40 mm

Giraffe: 9781836428763  
Lion: 9781836427155  
Pygmy Hippo: 9781836428749  
Sloth: 9781836427179



engaging artwork and  
fun rhyming story

recycled  
stuffing material

super-soft  
fabrics to touch  
and explore

interactive animal  
hand puppet

LONDON ZOO  
a ZSL conservation zoo

# Board Books

0+ NEW TITLE

The animal friends are a wild bunch. Find out what makes them happy and what they really like to munch on in these playful rhyming books, promoting an early love of reading and an understanding of different species. Enjoy touching the bumpy silicone animals and poking your hand through the felt mouths . . . if you dare!

Stuart Lynch  
186 x 186 x 19 mm  
£7.99



9781836426028  
10 pp cased BB with textured silicone touches throughout

9781836426516  
10 pp cased BB with die-cut mouth holes  
and felt teeth throughout



LONDON ZOO  
a ZSL conservation zoo



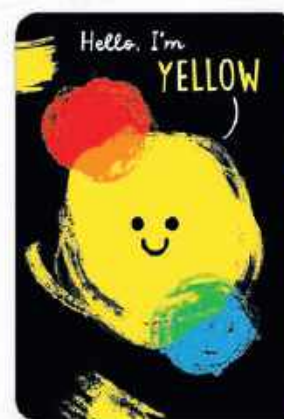
## My First Calculator Fun Book 3+



Ian Worrall-Dutton  
9781836424734  
12 pp cased BB with  
a calculator and  
flaps throughout  
233 x 193 x 17 mm  
£8.99

CLEAR

## Let's Mix Colours 1½+



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

with  
removable  
sliders!

## I am Not a Bear! 0+



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

CRUNCH!  
CRUNCH!

## My Busy Truck: Snacks to Go! 0+

Slide, turn, and push to help the trucks get ready for service!  
With sliders to move and a clicking wheel to turn, this truck-shaped book will keep little ones engaged and help develop motor skills, while encouraging imaginative play.



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

## Strawberry's Party! 0+

Featuring a family of foodie friends, this engaging wipe-clean book comes complete with an added suction cup to help it stay put. Use the suction cup to stick the book to high chairs and ensure little ones are kept relaxed and engaged during meal times.



Jess Moorhouse  
9781836421108  
10 pp padded wipe-clean  
book with a suction cup  
on the back cover  
180 x 160 x 32 mm  
£7.99

## Scratch and Sniff 0+

Join Strawberry Milk and Yummy Cupcake in these fun, multi-sensory books. Little ones will love reading the sweet rhymes and discovering the yummy scratch-and-sniff scents.



Strawberry Milk  
9781836421368  
177 x 137 x 16 mm



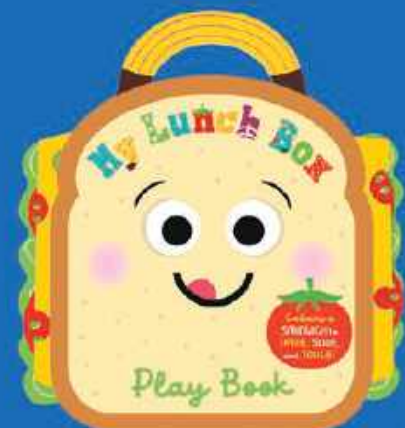
Yummy Cupcake  
9781805445463  
180 x 148 x 16 mm



Hayley Kershaw  
12 pp shaped BB with  
a multi-touch patch on the  
cover and scratch-and-sniff  
areas throughout  
£7.99



## My Lunch Box Play Book 3+



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 25 mm  
£9.99

## The Toddler Play Book of Everything! 0+



Danielle Mudd  
9781836422075  
18 pp cased BB  
with flaps throughout  
233 x 193 x 16 mm  
£8.99

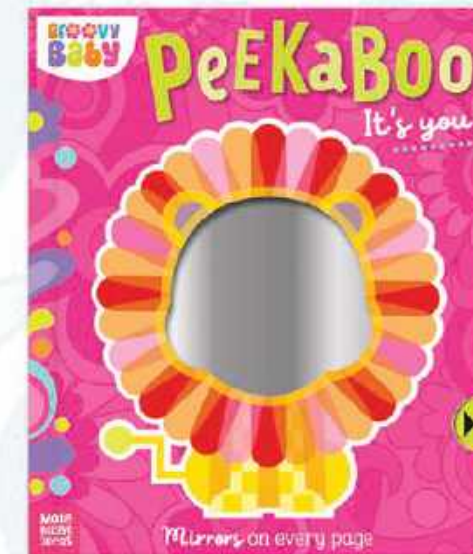
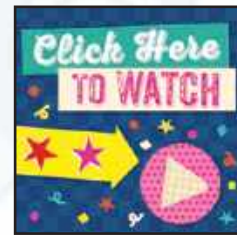
## Brave Bear, Scared Bear 0+



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

## Groovy Baby 0+

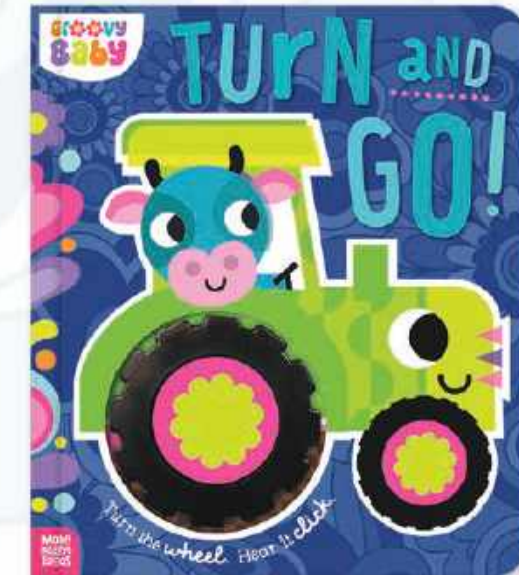
Discover our exciting range of board books with a beautiful retro-inspired design. Focusing on a collection of core themes and engaging novelties, Scott Barker's colourful Groovy Baby series offers an early introduction to the alphabet, numbers, animals, and much more!



9781836422532  
10 pp cased BB with a sliding mirror  
on the cover, and flaps and mirrors throughout  
210 x 176 x 17 mm  
£6.99



9781836422600  
12 pp BB with googly eyes die-cut through  
to the cover, flaps, and touches throughout  
180 x 180 x 14 mm  
£6.99



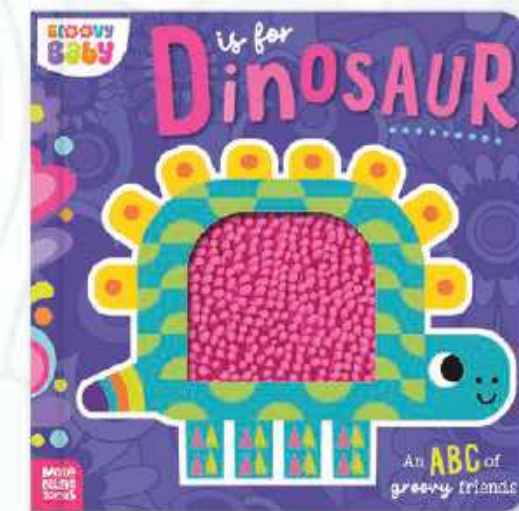
9781836422556  
12 pp cased BB with a clicking wheel  
die-cut through to the cover  
230 x 200 x 20 mm  
£6.99



9781836422587  
10 pp BB with 3 spinners  
and die-cut holes throughout  
180 x 180 x 17 mm  
£6.99



9781836422655  
12 pp cased BB with a handle  
and touches throughout  
158 x 129 x 20 mm  
£6.99

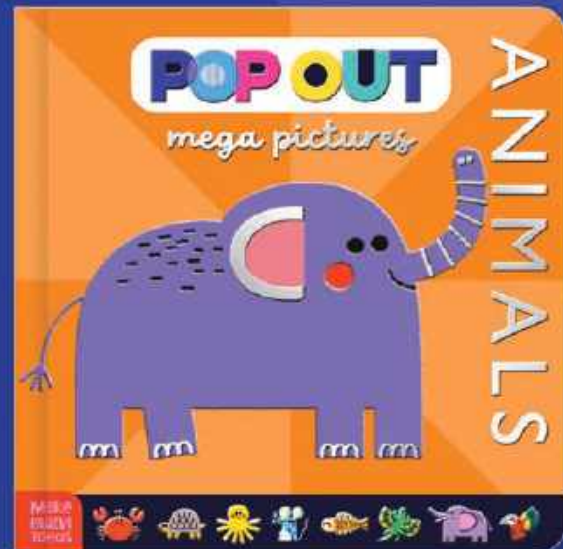


9781836422518  
16 pp cased BB with  
touches throughout  
186 x 186 x 17 mm  
£6.99



# Pop Out Mega Pictures 0+

Open up these innovative books 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.



9781805441007



9781805441021



9781805440987



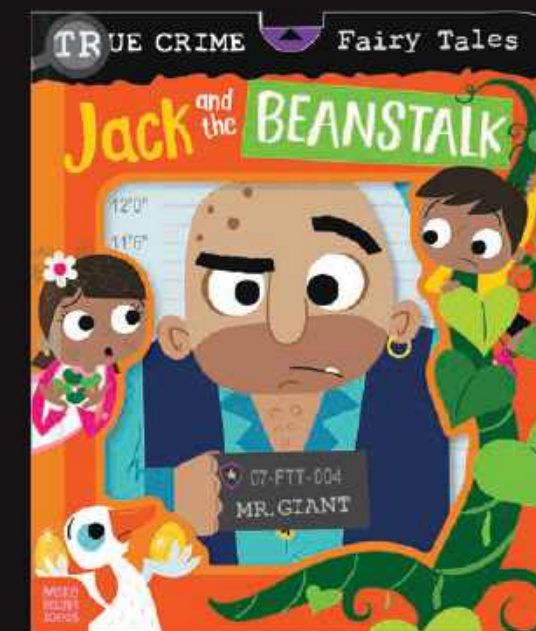
9781805447474  
235 x 235 x 23 mm  
£8.99



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

# True Crime Fairy Tales 0+

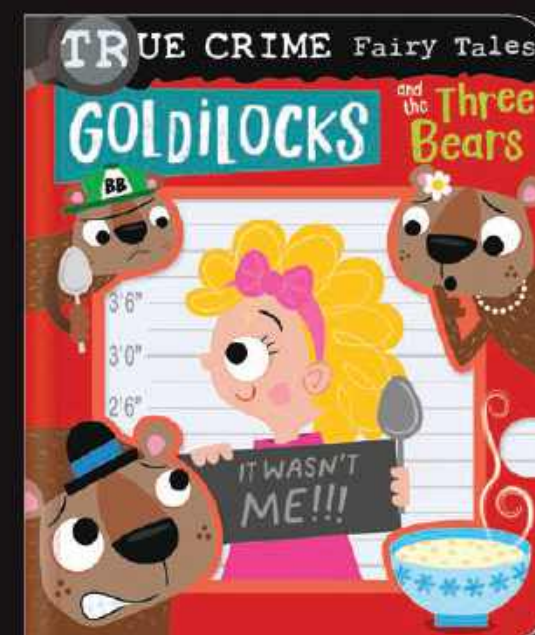
There are mysteries to solve in Fairy Tale Town! In these fun twists on classic tales, children will love the interactive story times, pulling the sliders, feeling touches, and finding clues to solve the crimes.



9781836421061



9781836421054



9781805441069



9781805445449

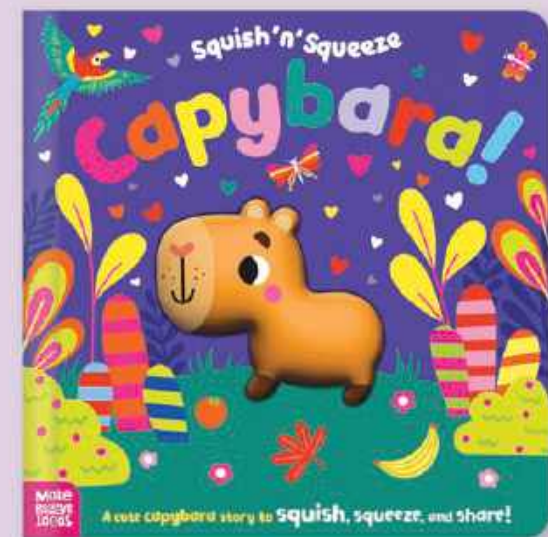
Stuart Lynch  
12 pp cased BB with  
a variety of novelties  
throughout  
210 x 176 x 22 mm  
£7.99

Over  
215,000  
sold



## Squish 'n' Squeeze 3+

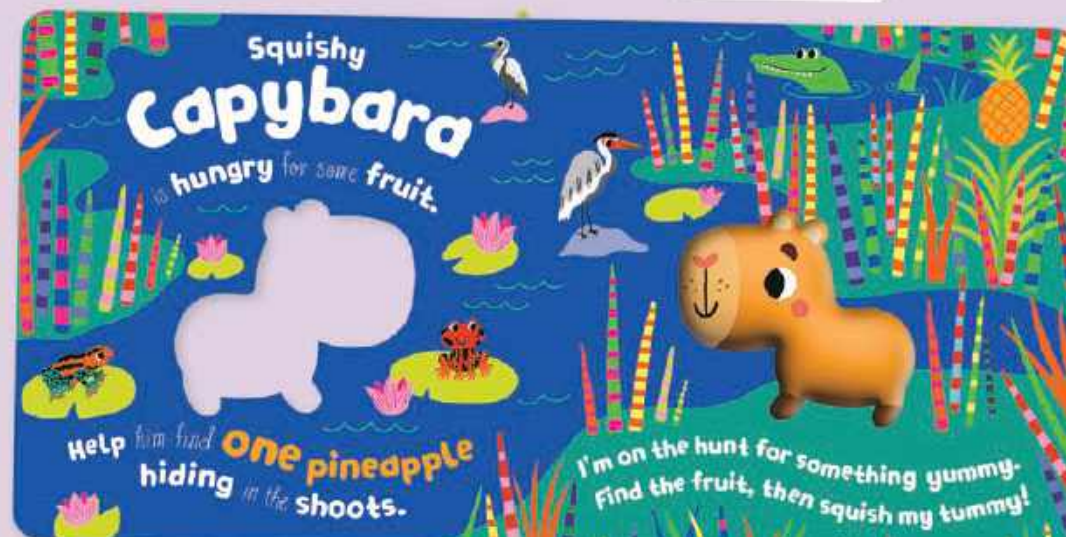
Featuring sweet rhymes and a shaped squishy cut through to the cover, these adorable search-and-find books will keep little ones engaged while exploring concepts such as colours, counting, and more. Don't forget to squish and squeeze on every page!



9781805444718



9781803371436



9781789478556



9781789478532

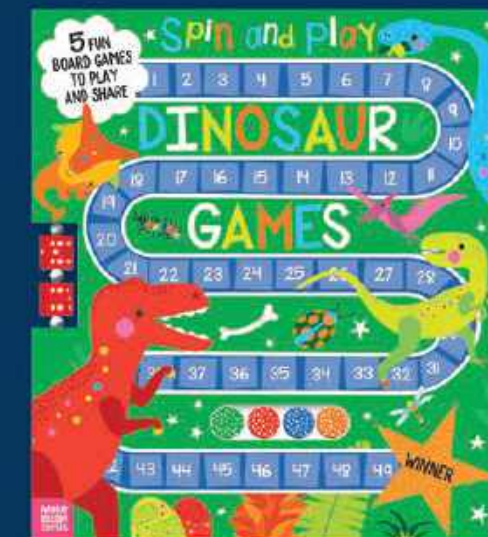


Jess Moorhouse  
12 pp cased BB with  
a squishy touch die-cut  
through to the cover  
178 x 178 x 15 mm  
£7.99



## Spin and Play 5+

Play games on the go with these innovative board books. With dice, counters, and five fun board games, they are perfect for spin and play fun wherever you are.



9781836429968



9781786926166



9781789470109



Hayley Kershaw  
12 pp cased BB with  
2 dice attached to the  
spine and 16 counters  
246 x 220 x 20 mm  
£12.99



## Cutie Cats 0+

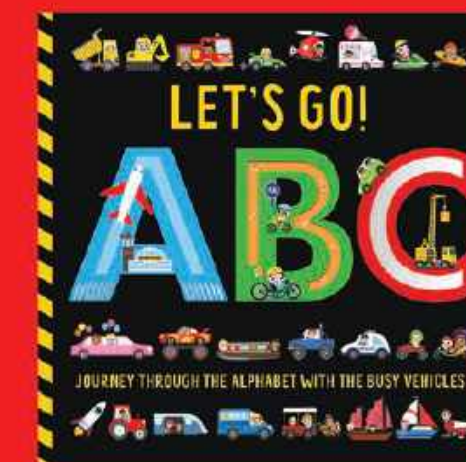
Meet the Cutie Cats, an adorable group of unique kitties! Join their wacky world in this multi-sensory book, with an embroidered touch-and-feel cover and various touches throughout.



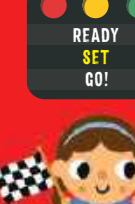
Shannon Hays  
9781836424383  
12 pp shaped BB with  
a multi-touch patch  
on the cover and  
touches throughout  
180 x 140 x 16 mm  
£7.99

## Let's Go! ABC 0+

Journey through the alphabet with the busy vehicles! From aeroplanes and excavators to kayaks and Zambonis, there's a different vehicle to explore at the turn of each page. Large vivid letters, inventive illustrations, and sturdy flaps make learning your ABCs so much fun.



Scott Barker  
9781836421160  
28 pp cased BB  
with finger trails, foil,  
and flaps throughout  
164 x 164 x 28 mm  
£7.99



READY  
SET  
GO!



# Snackettes 3+

Meet the animal-food characters in our yummy Snackettes range! Unzip the super-soft plush toy to reveal a mini book inside, brimming with fun facts about your cuddly pal, and then fill in the lined pages and drawing spaces with your hobbies and interests. Each collectable plush has a keyring, making them perfectly portable for on-the-go adventures.



9781805446903



PANDY ROLL

9781805446866



9781805446880

MISSY PURRGER

cinnABunny



9781805446842



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

Over  
260,000  
sold



9781805440390  
Assortment inc. 16 plush  
keyrings with mini books inside  
255 x 320 x 330 mm

# 10 Super Snacks 3+

Follow the adventures of ten super snacks as they leave the vending machine and find their way home. From fast-food diners to street-food vans, children will love counting down from ten as the touch-and-feel foodie friends disappear one by one.



Hayley Kershaw  
9781836422051  
24 pp cased BB  
with 10 silicone heads  
die-cut through to the cover  
233 x 193 x 15 mm  
£9.99

# Squish and Snugg: Cutie Fruities 0+

Discover our adorable Squish and Snugg plush friends in their very own book! Peek through the easy-to-turn, colourful felt pages to meet each cute and cuddly friend. They want you to come and play!



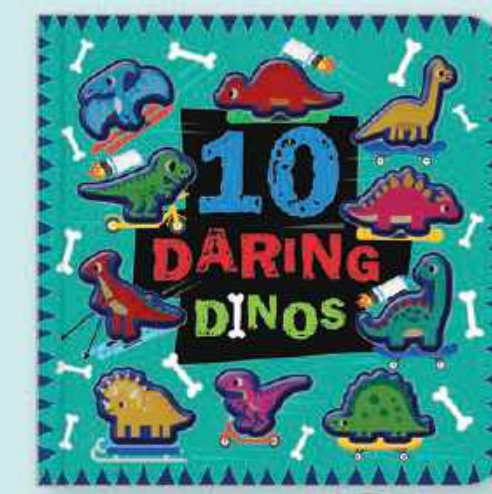
Beverley Hopwood  
9781836421207  
12 pp shaped BB with  
colourful felt between  
die-cut card pages  
218 x 185 x 19 mm  
£6.99

# Counting Down Board Books 3+

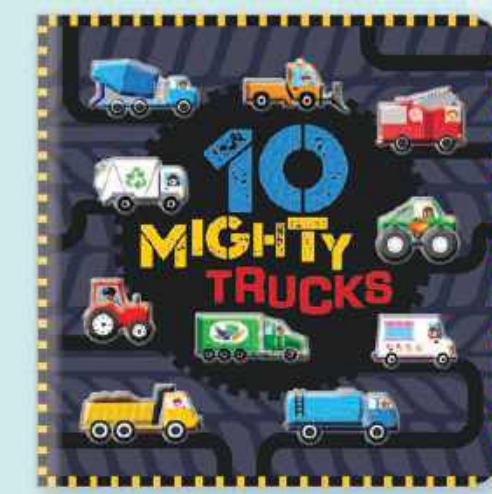
Practise counting down from ten with the playful characters in these busy board books! Each book has ten shaped blisters that disappear one by one at the turn of each page. From magical unicorns to mighty trucks, there are plenty of adventures to discover.



9781803377452



9781803371740



9781803372570



Scott Barker  
24 pp cased BB  
with 10 PVC touches  
die-cut through  
to the cover  
210 x 210 x 15 mm  
£9.99

Over  
290,000  
sold



## Twinkle, Twinkle, Little Star 3+

Sing along to three well-known nursery rhymes as you enjoy this beautiful book. With sweet illustrations, amazing puff pop-ups, and gatefold pages to explore, this innovative board book is perfect to share at story time!

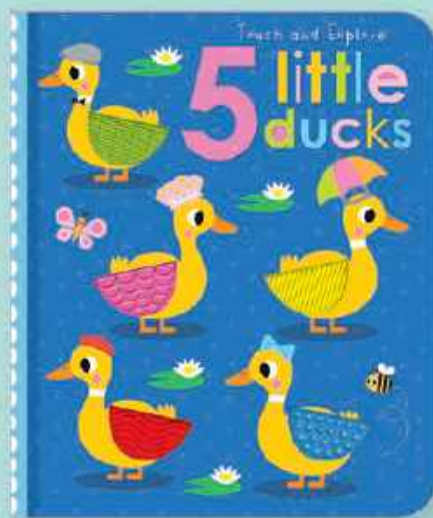


Lara Ede  
9781803379883  
12 pp cased BB with  
a touch on the cover,  
gatefold flaps, and puff  
pop-ups throughout  
185 x 134 x 21 mm  
£6.99



## Touch and Explore: 5 Little Ducks 3+

Meet five delightful ducks in this fun counting book. Children will love feeling the textures on the ducks' silicone wings and watching them disappear one by one.

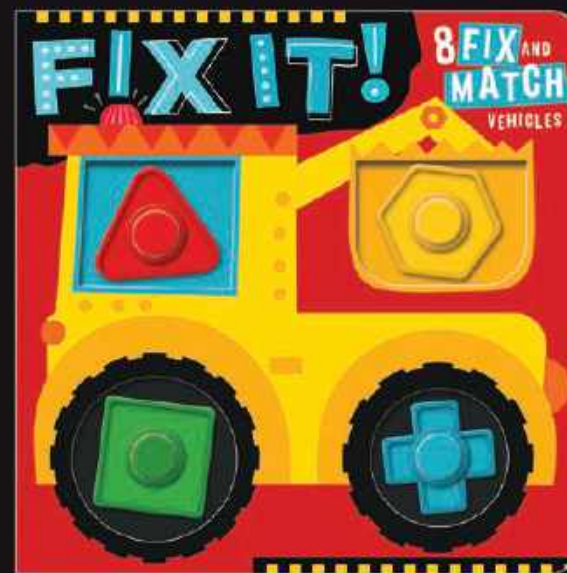


Scott Barker  
9781800587700  
14 pp cased BB with  
5 textured silicone  
touches die-cut  
through to the cover  
210 x 176 x 15 mm  
£6.99



## Fix It! 3+

Match the vehicles then bolt them together in this interactive book. With four nuts and bolts and eight things-that-go cards to engage curious little minds.



Jayne Schofield  
9781805445500  
12 pp BB with  
mix-and-match pages  
and 4 nuts and bolts  
203 x 203 x 32 mm  
£7.99

## Mini Gamer 3+

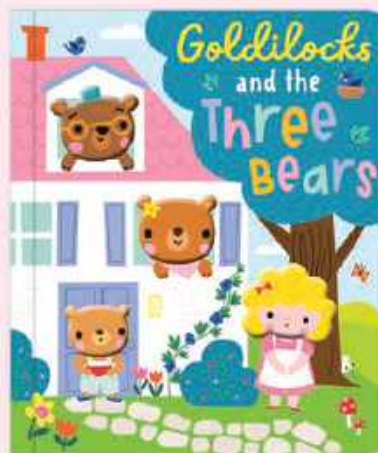
Get ready for some arcade fun in this interactive book! Each page offers a different play experience, with trails, flaps, and sliders imitating classic retro video games.



Scott Barker  
9781805442141  
10 pp shaped BB with  
an EVA cover and a variety  
of novelties throughout  
183 x 185 x 20 mm  
£8.99

## Silicone Heads Fairytales 0+

Revisit the classic tales of *Goldilocks and the Three Bears* and *The Three Little Pigs* in these adorable board books. Little ones will love following along with the sweet rhymes as they touch the squishy silicone heads and watch them disappear.



9781803379531



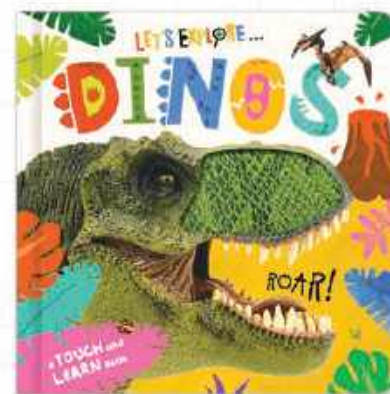
9781805447382



Shannon Hays  
14 pp cased BB with  
4 silicone heads die-cut  
through to the cover  
210 x 176 x 13 mm  
£7.99

## Let's Explore ... Dinos 3+

This touch-and-feel book allows budding prehistoric explorers to meet their favourite dinos. Sliders, flaps, and touches stimulate sensory play and encourage an early love of learning.



Hayley Kershaw  
9781805443735  
12 pp cased BB with  
a variety of novelties  
throughout  
186 x 186 x 19 mm  
£7.99

## My Play Felt Books 3+

Inspire imaginary play with these fuzzy-felt books! Have fun taking the felt pieces out of the shaped covers, and then sticking them to the fuzzy pages to bring each busy scene to life.



9781805445388  
£9.99



9781803372839; with a Velcro closure  
£8.99



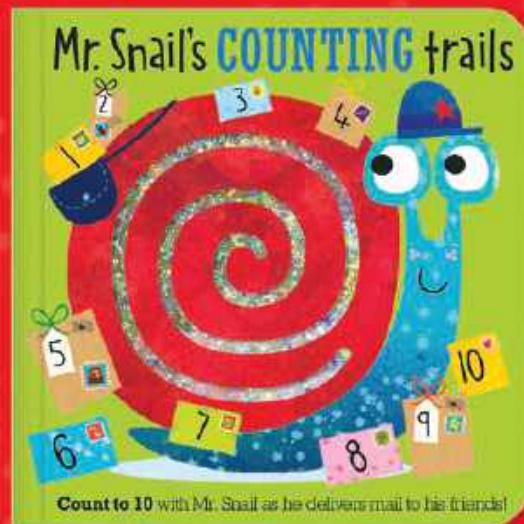
Scott Barker  
12 pp BB  
with felt scenes  
and felt play pieces  
240 x 214 x 10 mm



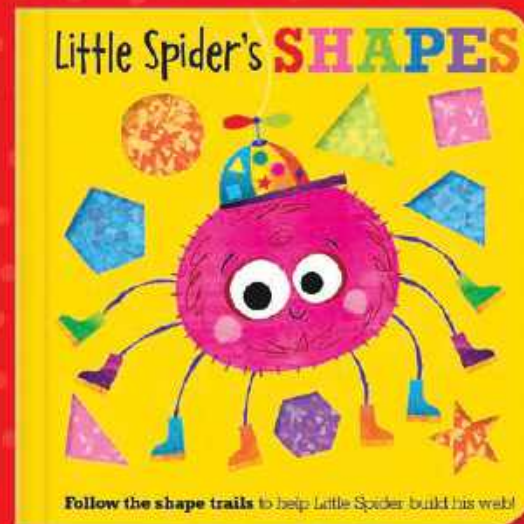


## Early Learning Board Books 0+

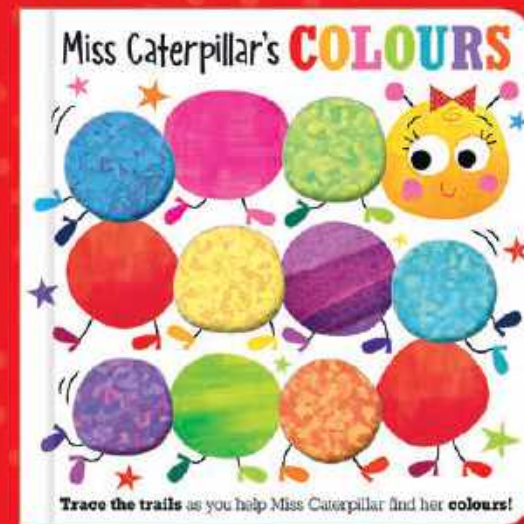
Children will love tracing finger trails and lifting flaps as they learn about numbers, shapes, and colours with the bugs in these board books!



9781805441359



9781805441410



9781789470680



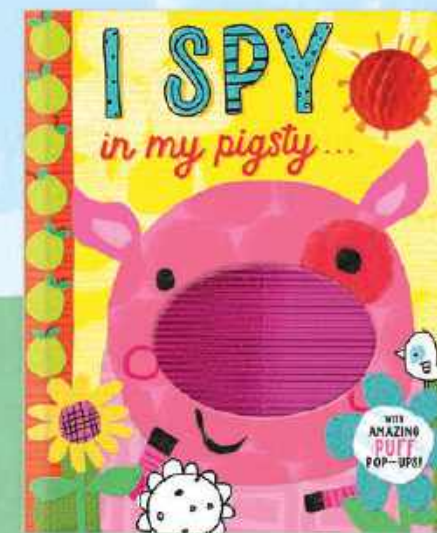
Stuart Lynch  
12 pp cased BB with  
finger trails and flaps  
throughout  
186 x 186 x 14 mm  
£7.99

FINGER  
TRAILS AND  
FLAPS

Over  
355,000  
sold

## I Spy in My Pigsty ... 3+

Daddy Pig is playing hide-and-seek with his piglets, but he can't find them anywhere! Join the cheeky farm animals in this fun book, with amazing puff pop-ups and gatefold pages throughout.



Lara Ede  
9781805447177  
10 pp cased BB with a touch  
on the cover, gatefold flaps,  
and puff pop-ups throughout  
231 x 191 x 19 mm  
£8.99

## My First Phone 0+

Ring! Ring! Welcome to your first phone. Make a call, message a friend, or take your first selfie in this interactive book, filled with clever novelties designed to imitate phone applications.

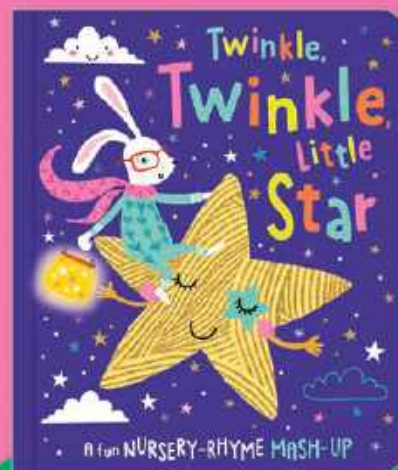


Emily Spikings  
9781805446217  
12 pp BB with a variety  
of novelties throughout  
203 x 130 x 15 mm  
£7.99



## Nursery-Rhyme Mash-Ups 0+

Laugh along to these hilarious stories, as well-loved nursery rhymes are twisted together! Follow favourite nursery-rhyme friends as they go on unfamiliar adventures.



9781800582767



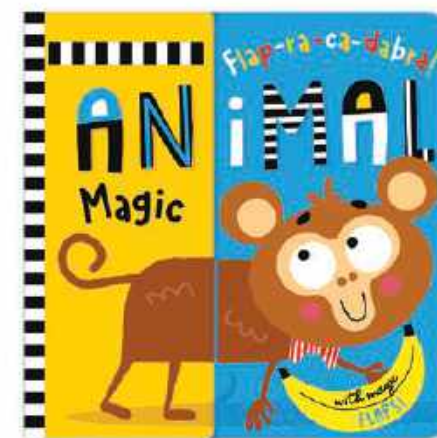
9781800582743



Beverley Hopwood  
26 pp padded BB  
210 x 176 x 13 mm  
£6.99

## Flap-ra-ca-dabra! Animal Magic 0+

This is just a normal book, full of normal things . . . but if you say the magic word, a book full of animals will appear! With large flaps and funny illustrations, this book is guaranteed to add magic to reading time.



Edward Miller  
9781805447498  
14 pp BB with flaps  
throughout  
180 x 180 x 16 mm  
£6.99



## Don't Look Inside 0+

With flaps to lift, funny rhymes, and friendly monsters hiding on every page, this hilarious book is sure to create a tactile reading experience that children will love.



Stuart Lynch  
9781789472660  
12 pp cased BB  
with die-cut flaps and  
touches throughout  
186 x 186 x 20 mm  
£7.99



## What Can You See? 0+

Join the adorable animals on their search-and-find adventures! Featuring giant googly eyes, shiny foil, and a fun cover touch, these playful books use simple spotting activities to introduce first concepts such as counting and opposites.



Jess Moorhouse  
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



9781803371481



9781805448105



9781803377490



9781805448112



## My First Book of Colours 0+

What do you get when you mix the colours of the rainbow? Turn the clever pages in this book to combine the colourful acetate windows and find out! This creative format offers a fun and interactive introduction to first colours.



Jayne Schofield  
9781803379494  
14 pp cased BB with acetate  
windows throughout  
186 x 186 x 14 mm  
£7.99

## That's My Nose! Said Bear 0+



The cheeky woodland animals keep borrowing Bear's nose! This innovative book features googly eyes and a furry-flap nose that attaches to Velcro areas inside. Little ones will love laughing at the mismatched animal faces throughout!



Vanja Kragulj  
9781803371474  
12 pp shaped BB with googly  
eyes, a touch-and-feel flap, and  
Velcro patches throughout  
200 x 180 x 11 mm  
£7.99

## Hiss Roar Snap 0+

Learn the wildest sounds with the noisy animals in this sensory book. Clever rhymes and playful illustrations encourage children to copy each animal's sound as they explore the creative touch-and-feel letters.



Stephanie Thannhauser  
9781800582590  
12 pp cased BB with  
touches throughout  
186 x 186 x 20 mm  
£7.99

## Dinosaur Kingdom 0+

Discover the noisy dinosaur kingdom in this engaging, tactile book. Little ones will love using the dinosaur-shaped touch-and-feel tabs to turn the pages and find out more about each dinosaur.



Danielle Mudd  
9781803373805  
10 pp BB with soft PVC  
tabs throughout  
230 x 180 x 13 mm  
£7.99



## Play City 0+

Roll, rattle, and explore the pages of these playful buggy books. Vroom and whoosh with the noisy vehicles, and then baa and woof with the friendly farm animals as little ones enjoy the sensory spines.



9781803371528  
12 pp BB with silicone rollers on a bar attached to the spine and a Velcro fastener



9781803376158  
12 pp BB with a rattle attached to the spine and a Velcro fastener



Beverley Hopwood  
155 x 120 x 22 mm  
£7.99

## Magical Friends 3+

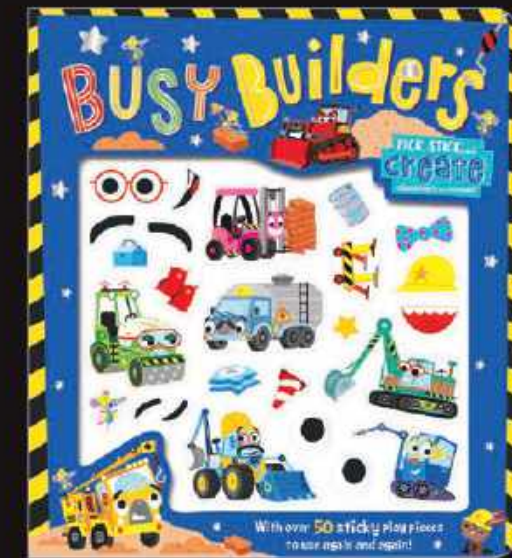
Meet the fantastic friends in this spellbinding book! Read fun rhymes and customise your own magical kingdom with the easy-peel sticky play pieces.



Jess Moorhouse  
9781805440208  
12 pp BB with sticky play pieces  
240 x 214 x 10 mm  
£9.99

## Busy Builders 3+

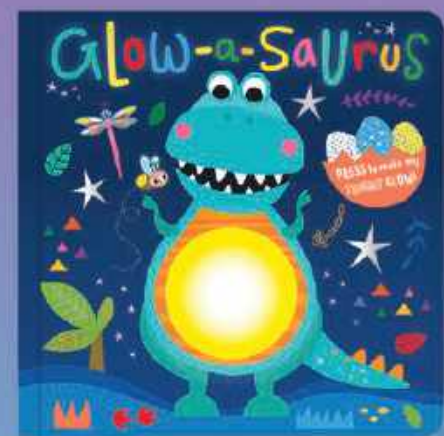
Meet the awesome machines in this super-cool book! Read fun rhymes, create your own mega vehicle characters, and customise action-packed scenes with the easy-peel sticky play pieces.



Stuart Lynch  
9781803371504  
12 pp BB with sticky play pieces  
240 x 214 x 10 mm  
£9.99

## Light-Up Board Books 0+

The twinkling lights in these board books are sure to keep little eyes glued to every page! Read the rhymes, and then press the light to make it flash.



9781803377747



9781803371429



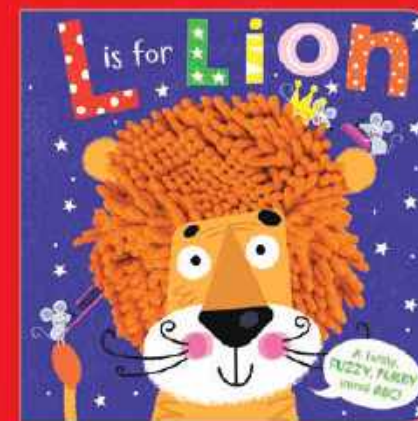
Hayley Kershaw  
12 pp cased BB with a flashing light die-cut through to the cover  
186 x 186 x 17 mm  
£7.99

## Touch-and-Feel Alphabet Books 0+

Meet the awesome ABC animals in these playful board books! With fuzzy, furry touches throughout, each book is perfect for little ones to explore and learn their ABCs.



Stuart Lynch  
978180582439  
26 pp cased BB with googly eyes on the cover and touches throughout



Edward Miller  
9781803374680  
16 pp cased BB with touches throughout

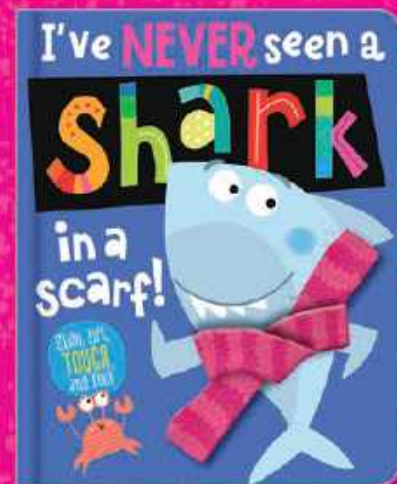


222 x 222 x 20 mm  
£9.99

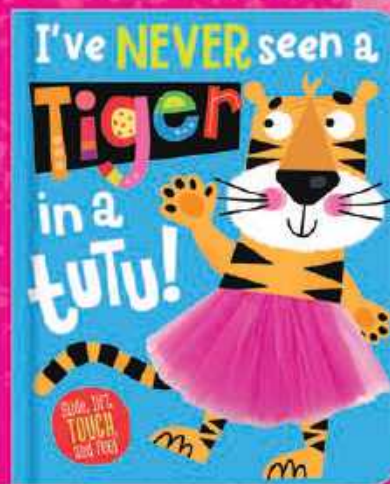


## I've Never Seen a ... 0+

From playful sliders to giant flaps, feel your way through these hilarious board books to make the animals do silly things!



9781803376813



9781800582842

Edward Miller  
10 pp cased BB  
with a variety of  
novelties throughout  
210 x 170 x 19 mm  
£8.99

## The Colour of Us 2+

Developed in collaboration with an educational specialist, this interactive book encourages a first conversation about skin colour. With a wheel to spin, a skin-colour rainbow to add your colour to, and simple questions throughout, there's plenty to explore.



Edward Miller  
9781803374741  
12 pp BB with  
a wheel on the cover  
203 x 203 x 19 mm  
£6.99

## Sensory Books 0+

Lift Velcro tabs, trace finger trails, and more as you introduce colours and numbers with these sensory books.



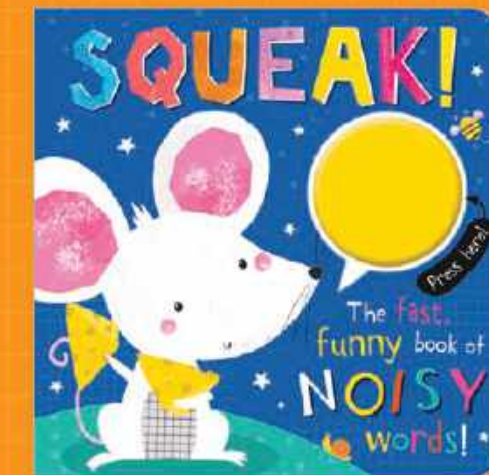
Scott Barker  
9781800582514  
12 pp BB with 5 Velcro  
tabs and recessed finger  
trails throughout  
186 x 186 x 14 mm  
£7.99



9781800583078  
10 pp BB with a variety  
of novelties throughout  
and a Velcro closure  
203 x 203 x 12 mm  
£7.99

## Squeak! 0+

Get ready to squeak, eek, pop, and chop in this funny fast-paced book of sound words. Little ones will love pressing the noisy squeaker on the front cover.



Katie Rudge  
9781803372716  
80 pp EVA BB with  
a squeaker on the cover  
140 x 140 x 27 mm  
£7.99

## Rainbow Road: ABC 3+

Explore pop-out letters, soft felt-and-card pages, and rainbow-coloured plastic loops in this innovative book, designed to introduce little ones to the alphabet.



Danielle Mudd  
9781803371467  
10 pp BB with colourful  
loops, pop-out pieces,  
and felt between  
die-cut card pages  
254 x 254 x 22 mm  
£9.99

## Secret Kingdom: Fairy Doors 0+

Enter the Secret Kingdom and look for the magical creatures inside. Read the enchanting rhyme, and then open the sparkly door to find out who's hiding!



Shannon Hays  
9781803374581  
12 pp cased BB  
with textured  
flaps throughout  
210 x 187 x 20 mm  
£7.99

## Heartfelt 0+

Count to ten with Buzzy Bee and discover colours with bouncy bunnies in these beautiful shaped felt-and-card books.



9781803372334



9781800581371

Shannon Hays  
12 pp shaped BB with  
colourful felt between  
die-cut card pages  
185 x 185 x 19 mm  
£5.99

## My Awesome 0+

Introduce numbers with this awesome board book. The shaped pages, fun activities, and clear labels are perfect for little ones to explore.



9781789472653  
28 pp cased BB with  
recesses in the cover  
and shaped pages  
269 x 224 x 18 mm  
£10.99



## Felt Teeth Board Books 0+

Little ones will love pretending to feed the characters in our popular felt teeth board book range. Each book features funny rhyming text and giant cut-through mouths with felt teeth!



Shannon Hays  
9781803372853



Shannon Hays  
9781788436847



Kali Stileman  
9781788432719



Kali Stileman  
9781789472745

Over  
1.5 million  
sold

GIANT  
MOUTHS  
WITH FELT  
TEETH



12 pp cased BB with  
die-cut mouth holes  
and felt teeth throughout  
186 x 186 x 20 mm  
£7.99

## Pig Out! 3+

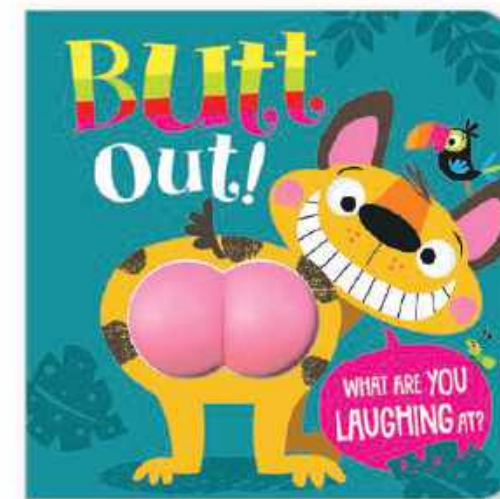
Pig thinks he's the best, so he tells the animals to pig out and be like him! Bring out your inner snout and try being a pig in this funny book, with a squishy snout cut through to the cover.



Stuart Lynch  
9781800582729  
14 pp cased BB with  
a squishy touch die-cut  
through to the cover  
186 x 186 x 20 mm  
£7.99

## Butt Out! 3+

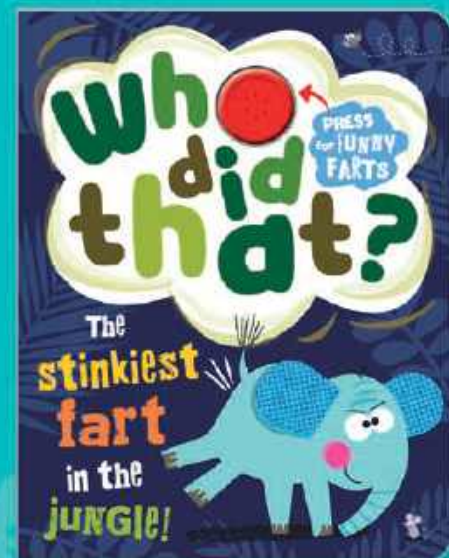
Join in with the animal friends as they teach Hyena a lesson about butting out! Children will love squishing the butts of various wild animals throughout this hilarious rhyming story.



Stuart Lynch  
9781788439886  
14 pp cased BB with  
a squishy touch die-cut  
through to the cover  
186 x 186 x 20 mm  
£7.99

## Who Did That? 0+

Can you help the animals solve a stinky jungle mystery? Read the hilarious rhyme, and then press the sound button to hear the fantastically funny fart noises!



Edward Miller  
9781800582903  
12 pp cased BB with  
a sound button die-cut  
through to the cover  
236 x 186 x 15 mm  
£7.99

## Make Some Noise 1+

Make some noise with the dinosaurs in this awesome touch-and-feel book! Each touch makes a different sound, from a squeaker on the cover to a zip and poppers inside.



Jess Moorhouse  
9781800583153  
12 pp EVA BB with noisy  
novelties throughout  
230 x 170 x 25 mm  
£7.99

## A Dazzle of Zebras 0+

Did you know that a group of zebras is called a dazzle? Children will love meeting the funny animal groups in this book, with fun rhymes and touches to explore.



Stephanie Thannhauser  
9781788439909  
12 pp cased BB with  
touches throughout  
186 x 186 x 20 mm  
£7.99

## Don't Be Rude, Little Dude! 3+

Press the squishy frog head to make Little Frog's tongue stick out. This playful board book is the perfect way to teach children not to be rude little dudes!



Jess Moorhouse  
9781800583177  
14 pp cased BB with a  
squishy frog head and  
push-out tongue die-cut  
through to the cover  
210 x 176 x 20 mm  
£7.99



## The Pop Pets 0+

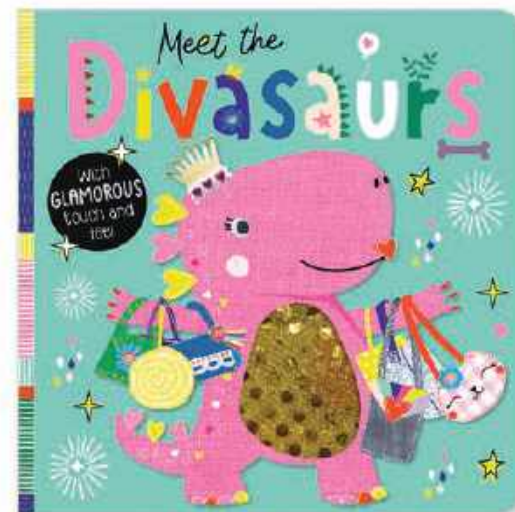
The Pop Pets are a funny group who clap, drum, zoom, and pop wherever they go! Little ones will love joining in with the sound words and pressing the noisy poppers.



Jess Moorhouse  
9781800582781  
12 pp BB with noisy  
poppers throughout  
210 x 176 x 20 mm  
£7.99

## Meet the Divasaurs 0+

Dinosaurs are cool, but divasaurs are the next big thing! Explore glitzy tummies, sparkly frills, and more in this glamorous touch-and-feel book, with fun rhymes and cheeky diva characters to keep children entertained.



Stephanie Thannhauser  
9781803372594  
12 pp cased BB with  
touches throughout  
186 x 186 x 20 mm  
£7.99

## Five Little Bugs 0+

Meet the five little bugs on their tactile adventure. This fun counting-down book features funny rhymes, adorable illustrations, and amazing silicone bugs that disappear at the turn of each page.



Shannon Hays  
9781788436830  
14 pp cased BB with  
5 textured silicone  
touches die-cut  
through to the cover  
210 x 176 x 14 mm  
£7.99

## Peekaboo! Unicorn 0+



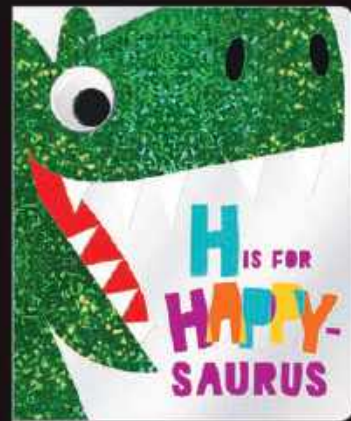
9781789474862  
12 pp BB with  
a mirror gatefold  
213 x 180 x 18 mm  
£7.99

## My Pet Dragon 0+



Jess Moorhouse  
9781789474237  
12 pp BB with an embroidered  
finger puppet die-cut  
through to the cover  
110 x 110 x 22 mm  
£5.99

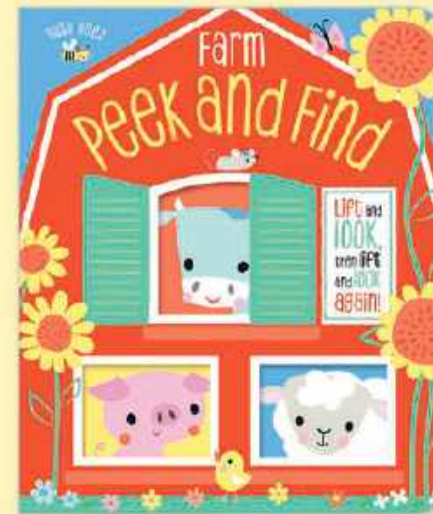
## H is for Happy-saurus 3+



James Dillon  
9781788439800  
14 pp cased BB with foil and  
a googly eye on the cover  
250 x 210 x 17 mm  
£8.99

## Peek and Find Farm 0+

Have fun lifting the flaps and searching the scenes in this fun farm-themed book. Children will love exploring each page as it introduces a different farm animal and their sound, making it perfect for young animal lovers.



Shannon Hays  
9781788436892  
10 pp CB with  
multi-layered  
flaps throughout  
210 x 175 x 15 mm  
£6.99

## Heads and Tails 1½+

Introducing Heads and Tails, an innovative board book with sliders on every spread! Complete with beautiful, pastel illustrations, this unique novelty book is perfect for curious young children.



Shannon Hays  
9781788436816  
10 pp BB with  
sliders throughout  
210 x 159 x 17 mm  
£7.99



# Sensory Snuggables: Board Books 0+

Touch, pull, and play with the adorable animal friends! Illustrated by Beverley Hopwood, these interactive books are perfect for encouraging sensory play and developing hand-eye coordination.



9781803371719  
10 pp cased BB with a variety of novelties throughout  
210 x 176 x 16 mm  
£8.99

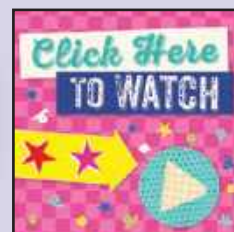


9781803372655  
12 pp cased BB with a removable plush character on the cover and Velcro patches throughout  
210 x 176 x 30 mm  
£9.99



# Sensory Snuggables: Sensory Play Book 0+

Discover a shiny mirror, fun touches, ribbon tabs, and more with the Sensory Play Book! Designed to stimulate your baby's senses and develop fine motor skills, this innovative book has hexagonal pages that unfold to transform into a lay-flat mat for interactive play.



Beverley Hopwood  
9781805445524  
14 pp shaped BB with colourful felt between die-cut card pages, touches throughout, and a Velcro closure  
Book: 175 x 203 x 23 mm  
Mat: 525 x 505 mm  
£8.99

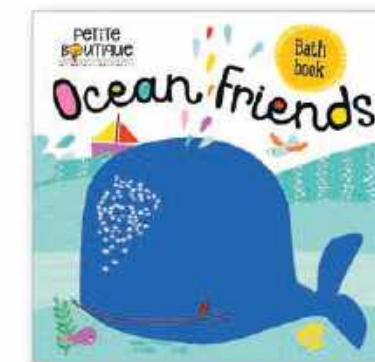


# PETITE BOUTIQUE 0+

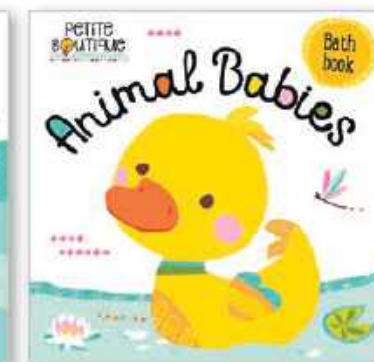
Range illustrated by Véronique Petit



9781786925114  
Box set inc. 30 cards  
162 x 214 x 23 mm  
£5.99

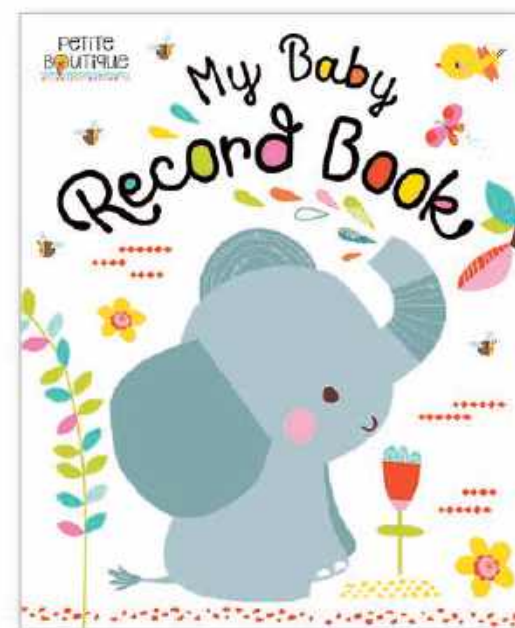


9781786924384



9781786925121

8 pp bath book  
120 x 120 x 25 mm  
£4.99



9781786924360  
32 pp padded CB  
285 x 235 x 12 mm  
£7.99



5060236481078  
Box containing  
5 stacking blocks  
130 x 130 x 130 mm  
£8.99



# Little Stars 0+

Discover vehicles, busy dinos, and more in our adorable Little Stars range! Perfect for developing early-learning skills, these interactive books feature playful touches, sweet rhymes, and cute illustrations by Scott Barker.



9781803372389  
12 pp BB with a textured silicone touch die-cut through to the cover  
180 x 150 x 10 mm  
£6.99



9781803372402  
12 pp BB with a mirror gatefold  
180 x 150 x 10 mm  
£5.99



9781803373843  
10 pp cased BB  
with 4 touch-and-feel tabs  
192 x 190 x 17 mm  
£7.99



9781803372433  
8 pp bath book with a squirter, packaged on a backing board  
220 x 154 x 27 mm  
£6.99



9781805444862  
8 pp bath book with a squirter, packaged on a backing board  
220 x 154 x 27 mm  
£6.99

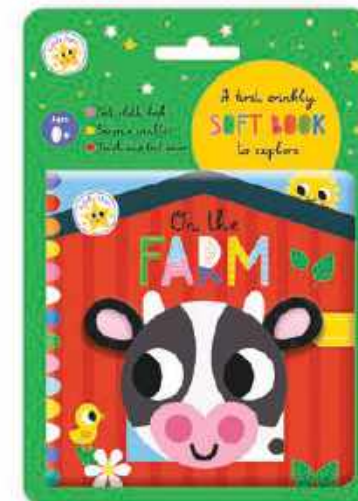


# Little Stars Cloth Books 0+

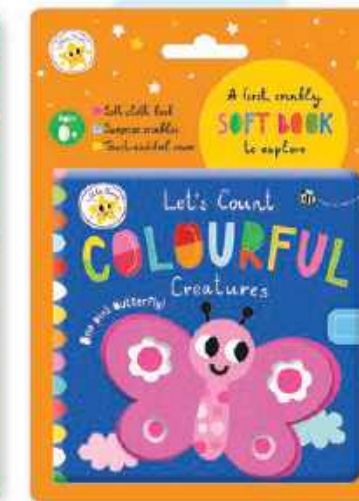
Discover farmyard friends, playful pets, busy vehicles, and more in our adorable Little Stars cloth range. Perfect for developing early learning skills, children will love exploring the exciting touch-and-feel covers and crinkling the soft pages.



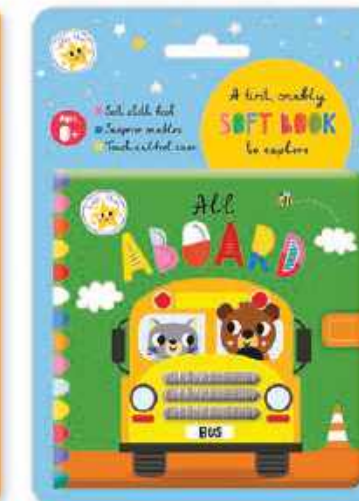
Scott Barker  
8 pp cloth book  
with a touch on  
the cover, packaged  
on a backing board  
220 x 154 x 40 mm  
£6.99



9781805448525



9781805448563



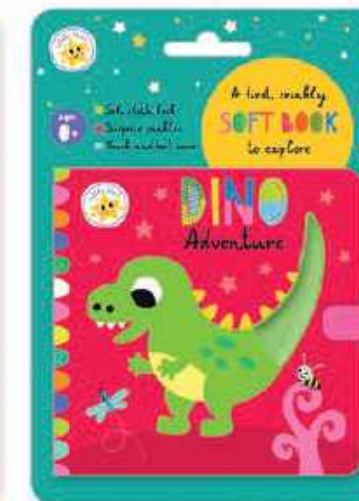
9781805448549



9781805448556



9781805447276



9781805447283



9781803372426



9781805447269





# Sensory Snuggables: Cloth Books 0+

With a variety of textures to grip and squeeze, surprise crinkles to stimulate hearing, and hand puppets to spark the imagination, these interactive soft books are perfect for enjoying at playtime!

Over 1 million sold



8 pp cloth book with material tabs and a Velcro fastener, packaged on a backing board 220 x 180 x 35 mm £9.99



Beverley Hopwood 8 pp cloth book with touch-and-feel and a Velcro fastener, packaged on a backing board 220 x 170 x 35 mm £9.99



OCEAN FUN  
9781803376356



FARM FUN  
9781803376332



DINO FUN  
9781803374222



9781805441953



DINOSAUR PUPPET



9781836421030



9781836421023



Jayne Schofield  
9781803376301



UNICORN FUN  
9781803374246





**BLANKIE  
AND PLUSH  
TOY SET**

**NEW  
PLUSH**

LUXURY MIXED TEXTURES  
to touch and explore

5060236486363

Over  
2.66 million  
sold

Fox:  
5060236486332  
Giraffe:  
5060236483782  
Plush character  
with swing tag  
175 x 100 x 100 mm  
£9.99

ED RES

Crinkle!

GIRAFFE

BEAR

silky-smooth and  
ridged ribbons

BUNNY

• squishy,  
ribbed tummy

magical,  
sparkly horn  
and wings

UNICORN

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

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

# DINOSAUR

(Rattle, rattle!)

## CHIME RATTLE

## RIBBON TAGS

ELEPHANT

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

BUNNY

BOBBY  
CAR

## SHAKER RATTLE

SQUISHY,  
RIBBED TUMMY

SILKY-SMOOTH  
AND RIDGED  
RIBBONS

SOFT  
CLOTH PAGES

FOX



## Squish and Snugg Gift Sets 0+ NEW TITLE

Children will love counting to ten with Little Avocado and exploring colours with Little Carrot. With an adorable first words book and a portable plush toy, these super-cute gift sets are great for on-the-go adventures and learning through play.



9781836429531



9781836429609



Beverley Hopwood  
Box set inc.  
an on-the-go plush  
and 10 pp BB  
218 x 260 x 78 mm  
£14.99

## Squish and Snugg Cutie Fruities Set 0+ NEW TITLE

Meet Lovable Strawberry and her kindhearted friends, the Cutie Fruities, with a special message to share. This sweet set includes a book with a super-soft plush cover and a multi-sensory strawberry toy to snuggle, squish, and squeeze.



SQUISHY COVER  
SUPER-CUTE ART  
EASY TO HOLD



HANDY CLIP  
TOUGH TEETHER  
MIXED TEXTURES  
NOISY RATTLE



Ian Worrall-Dutton  
9781836429715  
Box set inc.  
an on-the-go plush  
and 18 pp padded  
BB with details sewn  
onto a velboa cover  
220 x 270 x 95 mm  
£18.99

## Squish and Snugg: On the Go 0+

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.



Apple:  
5060236483973  
Avocado:  
5060236483874  
Broccoli:  
5060236487025  
Cactus:  
5060236483867  
Carrot:  
5060236487056  
Strawberry:  
5060236487063  
Watermelon:  
5060236483980

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

Over  
130,000  
sold





# 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.



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



# My First Bath-time Books

0+

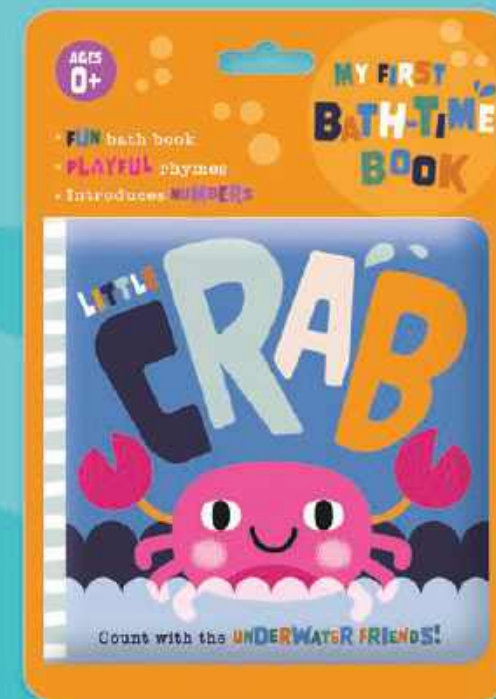
NEW TITLE



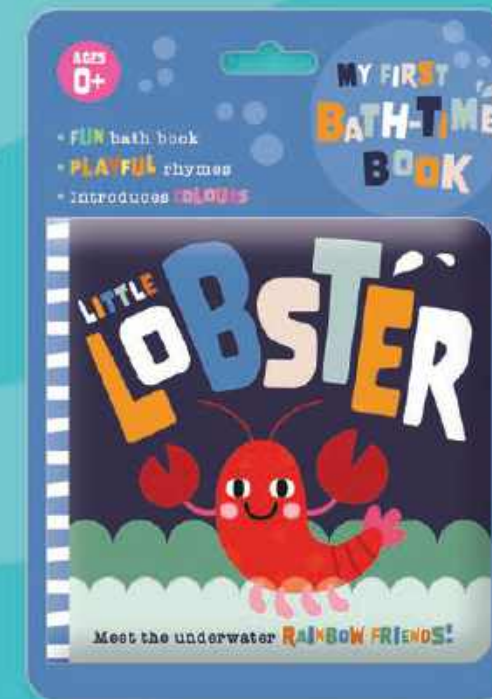
WATERPROOF  
PAGES



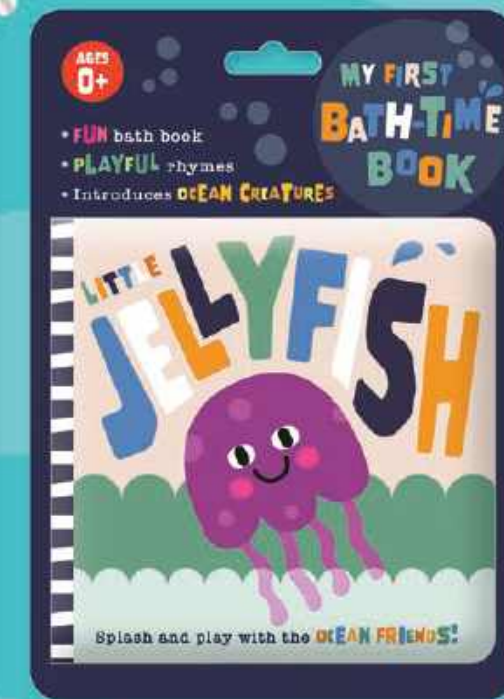
Scott Barker  
8 pp bath book,  
packaged on a  
backing board  
220 x 154 x 27 mm  
£6.99



9781836426691



9781836426707



9781836426714



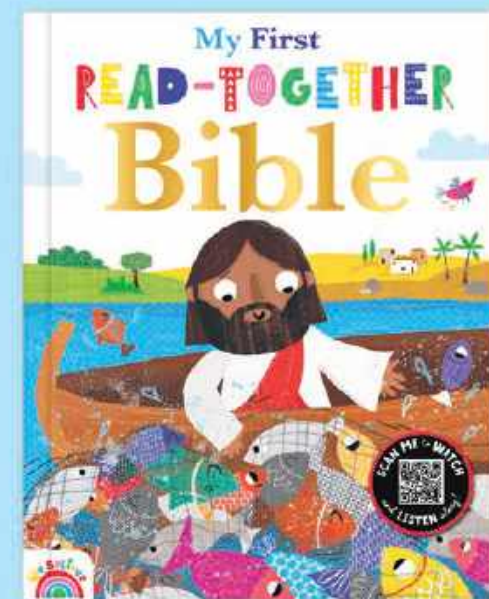


# My First Read-Together Bible 3+

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!



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

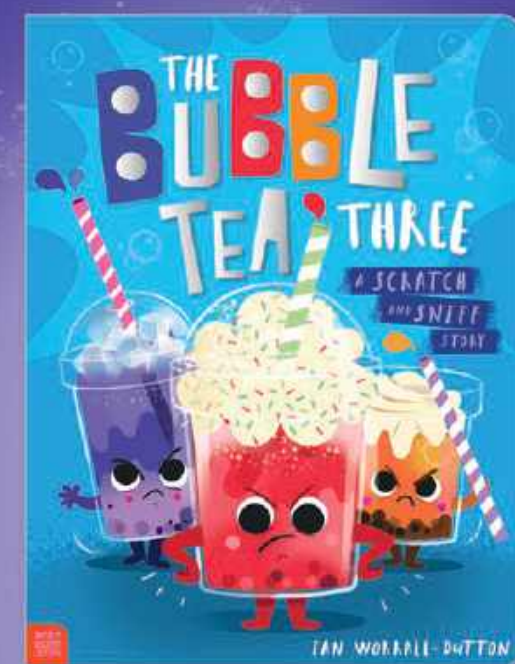


# The Bubble Tea Three 3+ NEW TITLE

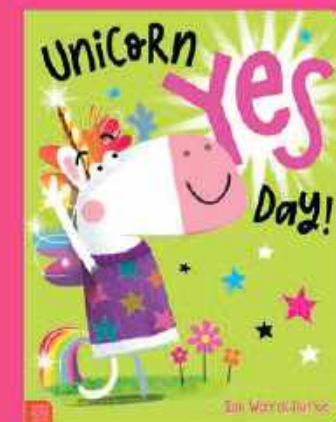
The Bubble Tea Three are the meanest drinks in the café. They're bold, they're sassy, and they don't have time for yesterday's drinks, Hot Chocolate, Coffee, and Cola. But when Strawberry Milk shows up as the coolest new drink in town, will The Bubble Tea Three finally get knocked off their shelf? Find out in this hilarious story, with scratch-and-sniff areas to discover!



Available January  
Ian Worrall-Dutton  
9781805442431  
36 pp PB with  
scratch-and-sniff  
areas throughout  
300 x 230 x 4 mm  
£6.99



Also available:



9781805442394  
36 pp PB with neon ink throughout



9781805442417  
36 pp PB with flaps throughout



# Little Cub's Club 1½+

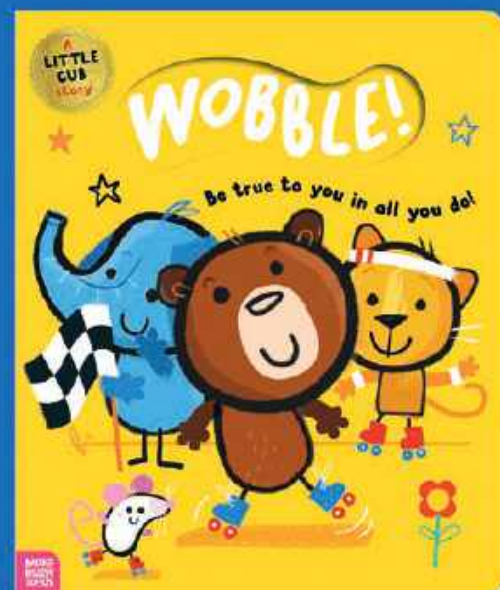
When playing alone in her new tent isn't much fun, Little Cub starts a club and invites her friends to join. Follow the animals through their everyday adventures and discoveries in these adorable books, designed with toddlers in mind to encourage an early love of story time.



Ian Worrall-Dutton  
32 pp PB with  
a die-cut felt cover  
254 x 213 x 11 mm  
£7.99



9781805442370



9781836421269

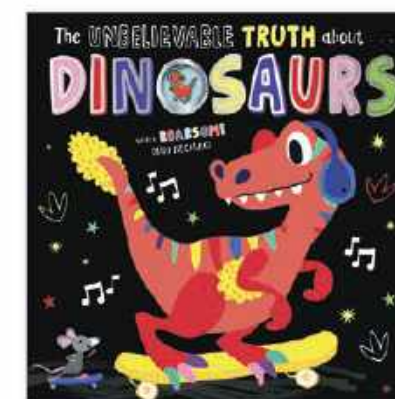


# Picture Books 3+

Join an unusual vulture, busy bees, daring dinos, and more funny and lovable characters on a whole host of adventures in these exciting picture books, packed with bright and bold illustrations and fun rhyming text to read together.



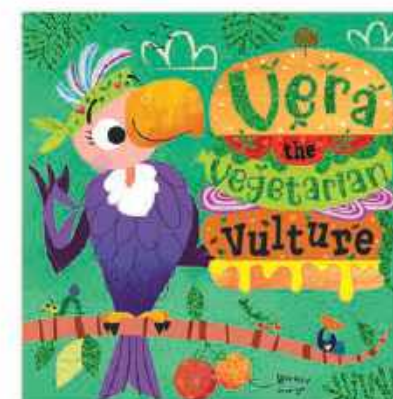
Lara Ede,  
Beverley Hopwood,  
Stuart Lynch,  
Edward Miller, and  
Ian Worrall-Dutton  
32 pp PB  
265 x 260 x 4 mm  
£6.99



9781803370958  
with a necklace on the cover  
£7.99



9781788432801  
£5.99



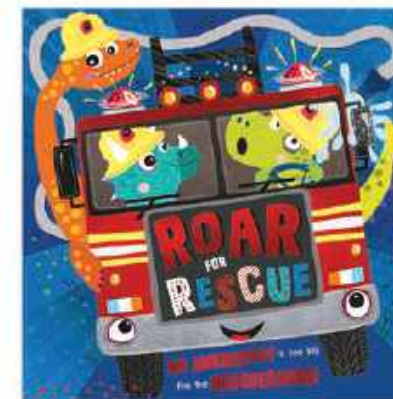
9781805447986



9781803374505



9781805447023



9781805446996



9781805446965



9781803378688  
16 pp cased BB with  
touches throughout  
222 x 222 x 20 mm  
£9.99





## My First Big Feelings 3+



9781805445944



9781805445937



9781805445920



9781805445913



24 pp PB  
250 x 250 x 3 mm  
£5.99

9781805445869  
Set inc. 4 x 24 pp PB  
250 x 250 x 12 mm  
£23.96

## My Kind World 3+



9781805445876



9781805445906



9781805445883



9781805445890



Stuart Lynch  
32 pp PB  
265 x 260 x 4 mm  
£6.99

9781805445852  
Set inc. 4 x 32 pp PB  
265 x 260 x 16 mm  
£23.96

## Glitter Pouch Books 3+



Stuart Lynch  
9781803378930



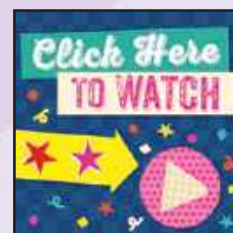
Lara Ede  
9781803378947



Scott Barker  
9781803378954



James Dillon  
9781803378961



32 pp padded CB with a heart-shaped pouch on the cover filled with liquid and sparkles  
210 x 210 x 9 mm  
£6.99

## Padded Picture Books 3+

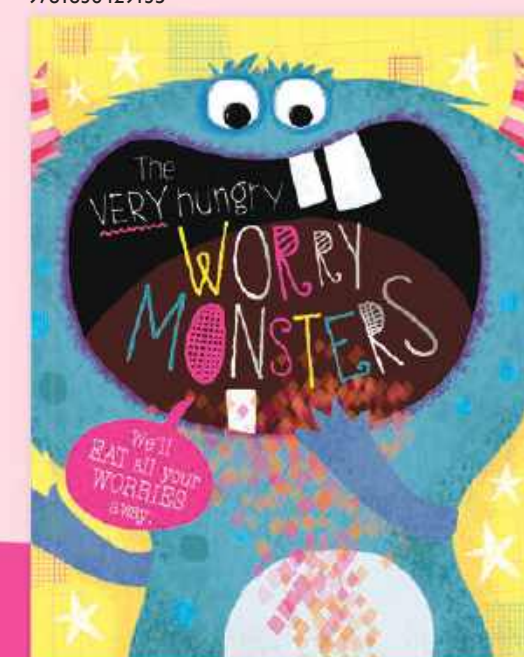
Join each heart-warming adventure as you say 'yes!' with the unicorns, feed your worries to the Worry Monsters, and more in these charming, padded picture books. With bold illustrations and engaging stories, these lovely books are perfect for reading together.



28 pp padded CB  
367 x 292 x 10 mm  
£19.99



Ian Worrall-Dutton  
9781836429135



Lara Ede  
9781836429128



Nadine Wickenden  
9781836426400



Ian Worrall-Dutton  
9781836429159



# Sticker World 4+ NEW TITLE

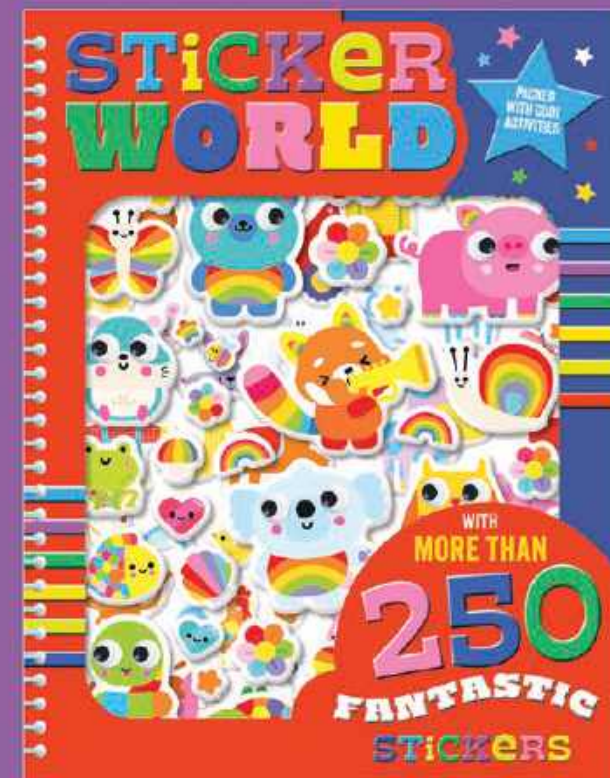
Complete awesome activities set in a colourful animal kingdom and magical world, or finish fantastic farm and dinosaur scenes with more than 250 googly-eye, bubble, puffy, and shiny stickers.



OVER 250 NOVELTY STICKERS



Available February  
Jess Moorhouse  
and Danielle Mudd  
9781836428275  
40 pp spiralbound  
inc. 4 sheets of  
novelty stickers  
295 x 232 x 16 mm  
£12.99



SQUISHY PUFFY STICKERS



MINI BUBBLE STICKERS



GOOGLY-EYE STICKERS



SHINY FOILED STICKERS

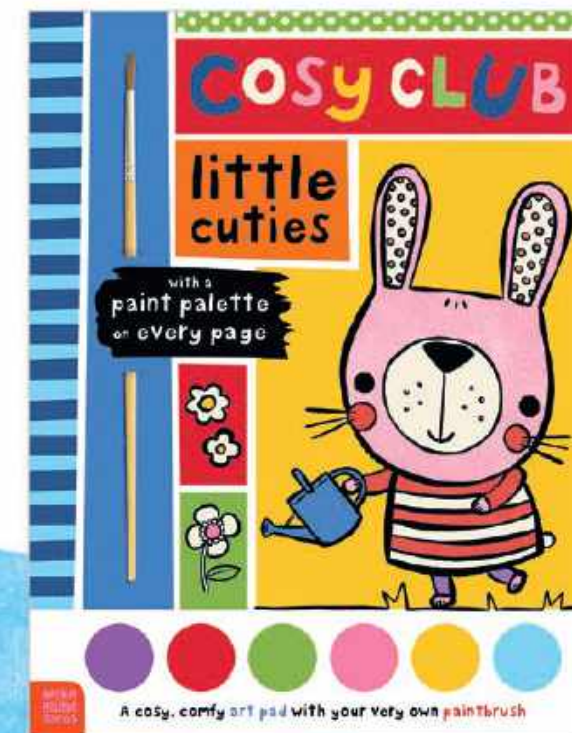


# Cosy Club: Little Cuties 4+ NEW TITLE

Create cosy, comfy art with this adorable art pad! With cute animal characters and scenes to complete, simply dip your paintbrush into water, and then use the watercolour paint printed on each page to create sweet scenes.



Available March  
Jess Moorhouse  
9781836428251  
40 pp PB pad with  
6 watercolour paint  
swatches on every page  
and a paintbrush  
258 x 197 x 5 mm  
£6.99



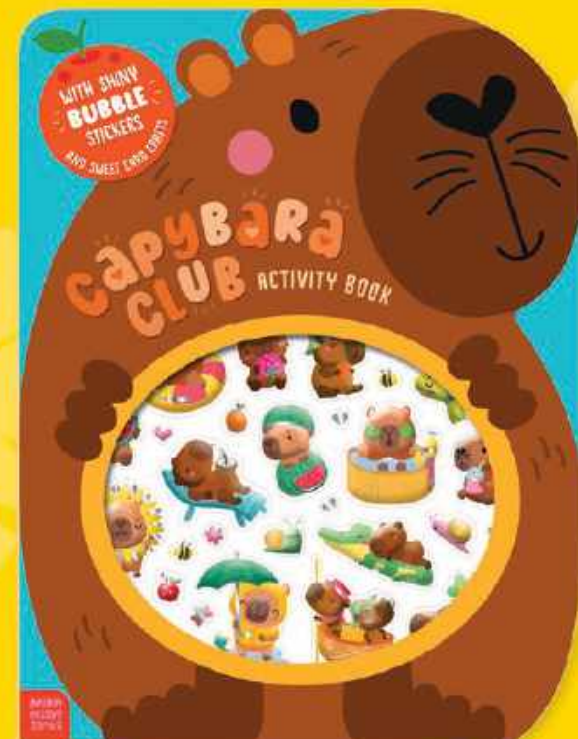


# Bubble Stickers: Capybara Club

4+

NEW TITLE

The cute capybaras want you to join their cosy club! Complete the adorable activities on each page, and then stick the shiny bubble stickers wherever you want. Includes sweet card crafts to decorate and make.



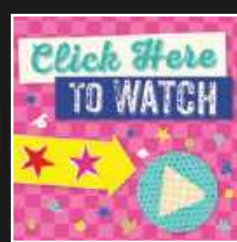
Available February  
Hayley Kershaw  
9781836428299  
42 pp PB inc. 8 pp  
card and 1 sheet of  
shiny bubble stickers  
280 x 215 x 5 mm  
£6.99

# Glow in the Dark Stickers: Underwater Wonders

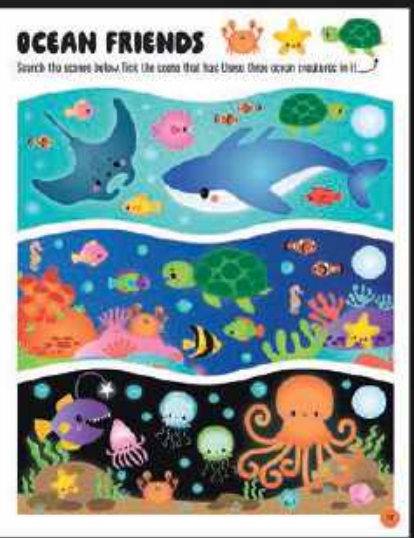
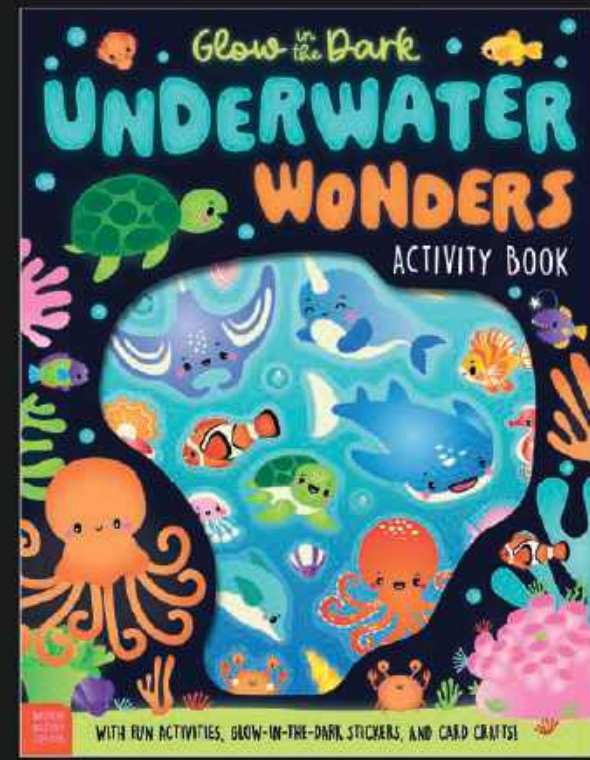
4+

NEW TITLE

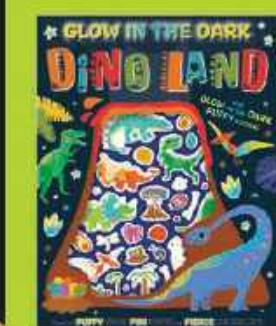
Dive deep beneath the sea and explore the bright, colourful wonders below the surface of this awe-inspiring activity book. With cool card crafts to make and dazzling glow-in-the-dark stickers.



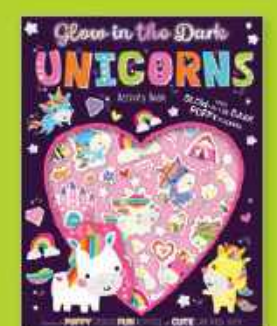
Available February  
Hayley Kershaw  
9781836424253  
42 pp PB inc. 8 pp  
card and 1 sheet of  
glow-in-the-dark stickers  
280 x 215 x 5 mm  
£6.99



Also available:



Hayley Kershaw  
9781803373409



Jess Moorhouse  
9781805444473



Danielle Mudd  
9781800589964  
£5.99



# Wipe Clean Activity Books 4+ NEW TITLE

These boredom-busting, wipe-clean puzzle books are perfect for long journeys or quiet days at home. Children will love tracing, solving puzzles, and completing mazes with the wipe-clean pen.



Danielle Mudd  
9781836428626



Lara Ede, Charly Lane,  
and Stuart Lynch  
9781836428633



Lara Ede, Charly Lane,  
and Stuart Lynch  
9781836428664



Available February  
24 pp spiralbound with  
a wipe-clean pen  
295 x 203 x 15 mm  
£8.99



# Doodle. Delete. Repeat. 5+



REUSABLE  
LCD SCREEN



Scott Barker  
9781836424604  
26 pp shaped BB with  
an LCD screen die-cut  
through to the cover,  
a refresh button, and  
a wooden stylus  
252 x 210 x 19 mm  
£9.99

# Shiny Stickers: Pixel Planet 4+



SHINY  
HOLOFOIL  
STICKERS



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

# Jelly Stickers: Fierce and Fabulous Dinosaurs 4+



FUN  
JELLY  
STICKERS



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+

Dress up, accessorize, and design cute characters in these sticker activity books. Packed with create-your-own outfit activities, mix-and-match stickers, shiny gem stickers, and press-out character models.



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

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



9781836423829



9781836423256



9781836423188



9781836423218



# Snackette Friends 4+

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



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 4+

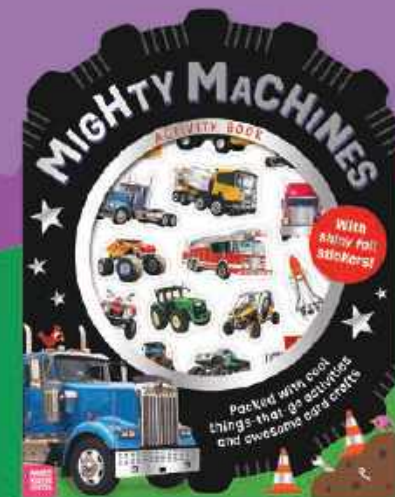
Go on an arcade adventure, discover mighty machines, and sip bubble tea in these exciting shiny-sticker activity books. Includes cool card press-outs to craft and shiny foil stickers to use wherever you want.



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



Scott Barker  
9781805442790



Scott Barker  
9781836429890



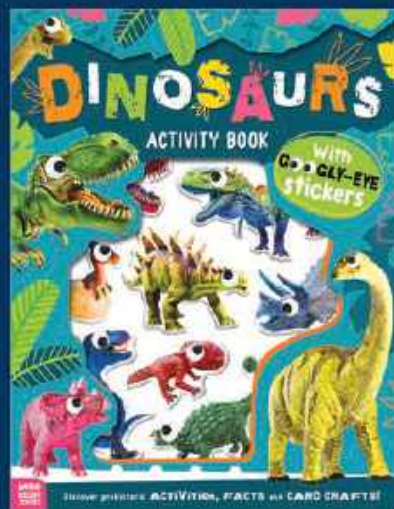
Jess Moorhouse  
9781805442776





# Googly-Eye Stickers 4+

Discover dinosaurs, adorable animals, fruit friends, and more in these fun-filled books. Includes cute card press-outs to create and googly-eye stickers to play with.



Hayley Kershaw  
9781836429784



Danielle Mudd  
9781803373072



Beverley Hopwood  
9781803373096



Beverley Hopwood  
9781836429869

42 pp PB inc. 8 pp card and 1 sheet of googly-eye stickers  
280 x 215 x 5 mm  
£6.99

Over 380,000 sold



# Puffy Stickers 4+

Meet cute farm animals, magical unicorns, and adorable characters in these sweet activity books. Includes card press-outs to make and puffy stickers to use in the book or wherever you want!



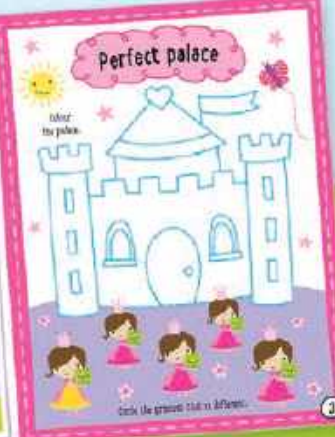
Lara Ede  
9781785981159



Lara Ede  
9781786928610



9781785981166



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



# My Play Books 3+

Pick up your sticky play pieces and create amazing scenes with these interactive activity boxes. Includes awesome play pieces, sweet interchangeable scenes, and a fun colouring activity book.



Danielle Mudd  
9781805442080



Jess Moorhouse  
9781836429807



Box set inc. 3 sheets of sticky play pieces, 4 interchangeable scenes and a 16 pp book  
234 x 193 x 20 mm  
£9.99

Slide scenes into play screen

Store your play pieces

Create farmyard pictures



# Sticker Activity Cases 4+

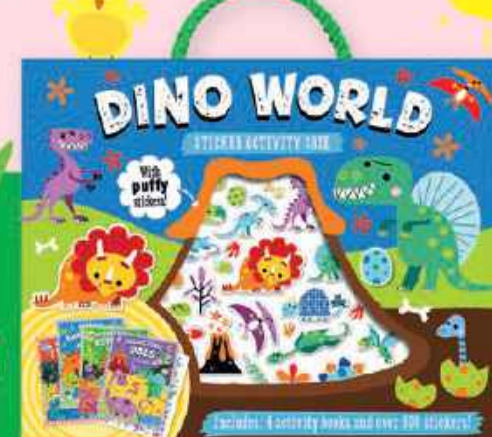
Have fun on the farm, meet cute unicorns, and discover cool dinosaurs in these awesome sticker activity cases. Each set comes with four activity books, packed with puzzles, colouring pages, and more. Plus, there are over 500 stickers to use including puffy stickers!



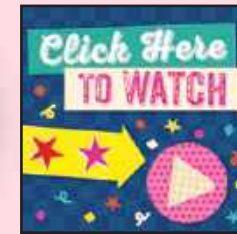
Lara Ede  
9781836424895



Lara Ede and Stuart Lynch  
9781800586628



Stuart Lynch  
9781800586703



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

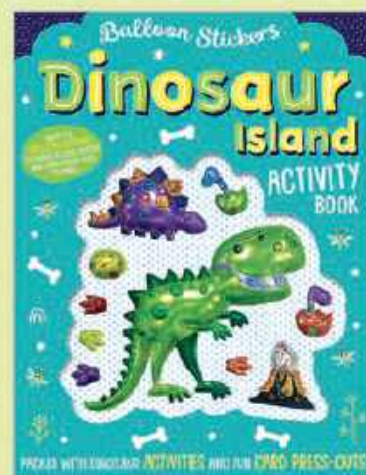


## Balloon Stickers 4+

Join mermaids, roar-some dinosaurs, and ocean animals in these fun books! Each title includes creative card press-outs and 3-D balloon stickers.



Jess Moorhouse  
9781800589902



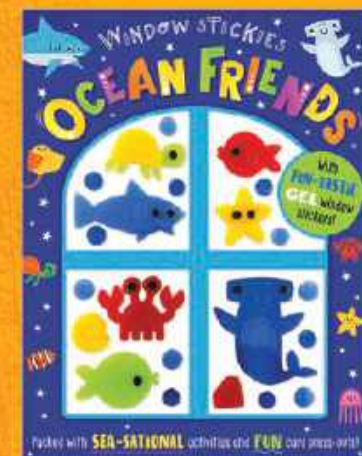
Stuart Lynch  
9781788437103



Stuart Lynch  
9781789477962

## Window Stickies 4+

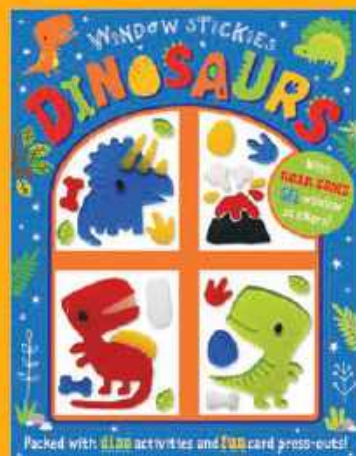
Discover wonderful worlds of sea creatures, unicorns, dinosaurs, and rainbows in these exciting activity books, with gel stickers to create fun scenes on your windows.



Danielle Mudd  
9781803370392  
£6.99



Jess Moorhouse  
9781800584426



9781800589841



9781800581715

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



GEL WINDOW STICKERS

Over 650,000 sold

## Shiny Stickers 4+

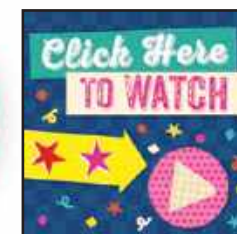
Meet magical characters and prehistoric pals in these amazing activity books. With card press-outs, shiny stickers, and a useful handle.



9781803373164



9781805444411



SHINY FOIL STICKERS

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

## Squishy Friends

Squish and play with foodie cuties and cute unicorns in these adorable activity books. Each book is packed with puzzles, coloring, and card press-outs to keep kids busy for hours.



4+

Danielle Mudd  
9781805442110  
40 pp inc. 8 pp card and 4 squishy toys inside a blister on the cover  
280 x 215 x 15 mm  
£7.99



3+

9781789477948  
34 pp PB inc. 4 pp card and 2 pp squishy stickers inside a blister on the cover  
280 x 215 x 8 mm  
£6.99

## 3-D Felt Stickers 4+

Meet cool dinosaurs, super-cute friends, and magical mermaids in these fun activity books. With card press-outs and amazing 3-D felt stickers.



Stuart Lynch  
9781800584488



Charly Lane  
9781789474121



9781789477900



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



## Wipe-Clean Activity Books 3+

Meet farm animals and roar-some dinos, race around with mighty vehicles, and puzzle with cute animals in these wipe-clean books, perfect for practising pen control and problem-solving skills. With reusable wipe-clean pages and a wipe-clean pen.



Scott Barker  
16 pp wire-stitched book  
with a wipe-clean pen  
die-cut through to the cover  
280 x 215 x 8 mm  
£4.99



9781805444527



9781803373102



9781803373126



9781803373133



9781803373119

## Little Artist Colouring Books 3+

Get creative with the cutiecorns in these adorable colouring books. Each book is packed full of sweet creatures and scenes to colour, fun stickers, and cute card press-outs.

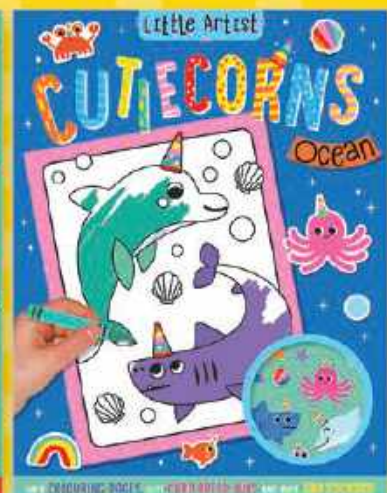


Danielle Mudd  
24 pp PB inc. 4 pp  
card and 4 pp stickers  
280 x 215 x 4 mm  
£4.99

9781805444909  
Set inc. 4 x 24 pp PB  
inc. 4 pp card and  
4 pp stickers  
280 x 215 x 16 mm  
£19.96



9781805444459



9781805444619



9781805444602



9781805444626

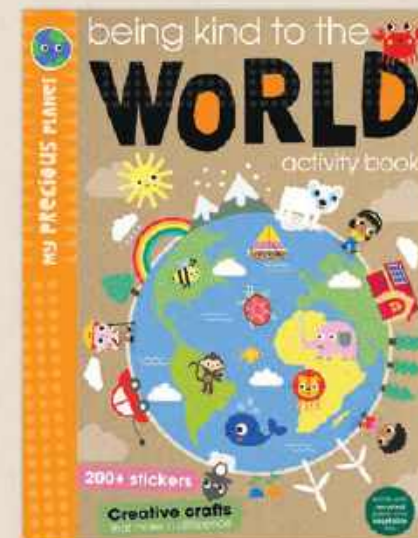


## My Precious Planet 5+

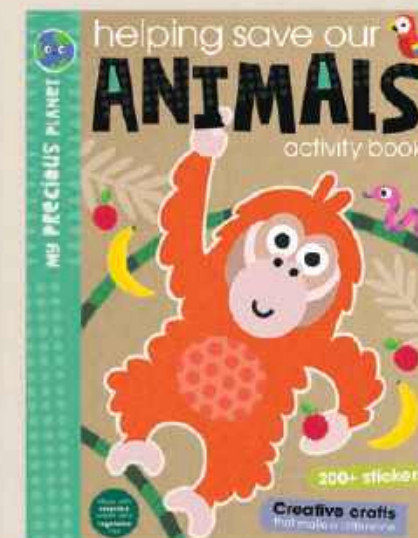
From living responsibly to understanding the importance of animals, these sticker activity books aim to open our eyes to the wonders of the world and show children what can be done to help save our precious planet.



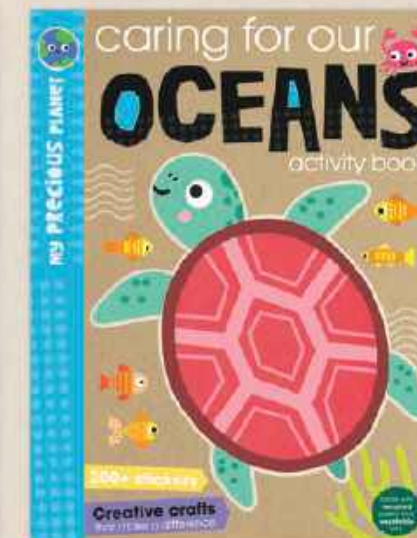
Scott Barker  
48 pp PB inc. 8 pp card  
and 8 pp stickers  
280 x 215 x 6 mm  
£5.99



9781800582019



9781800582002



9781800584457



9781800584464

## Sticky Notes: Things That Go 3+

Peel, stick, and go as you use vehicle-shaped sticky-notes to complete this cool activity book.



Scott Barker  
9781805444442  
40 pp PB inc.  
8 pp card and sticky  
pads inside a blister  
on the cover  
280 x 215 x 10 mm  
£6.99

## Cardboard Builder: On the Farm 4+

Pop out vehicles, animals, buildings, and more to create your own farm playset in this awesome cardboard kit!



Scott Barker  
9781803370729  
48 pp wirebound  
book inc. 20 pp flute  
card, 12 pp kraft card,  
and 8 pp stickers  
285 x 236 x 25 mm  
£9.99

## Finger Painting: Animal Kingdom 3+

Paint adorable animals and bring them to life in this fun finger-painting activity book.



Charly Lane  
9781803370705  
42 pp PB inc. 6 pp  
card, 4 pp stickers,  
and a finger-painting  
pad inside a blister  
on the cover  
280 x 215 x 15 mm  
£7.99



# Never Touch Activity 3+

Join the Never Touch characters in these awesome activity books. With stickers and card press-outs, bumpy silicone covers, and more, there's plenty of fun to be had!



9781789474084



9781789477924



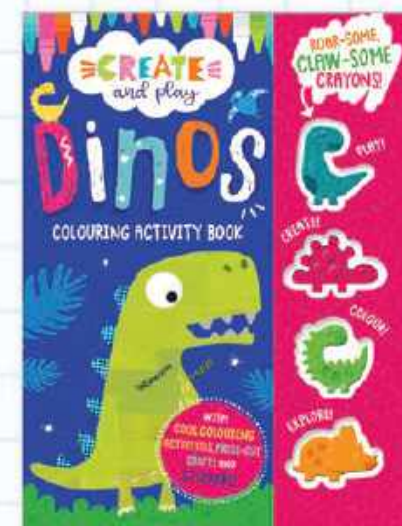
9781789470277



Stuart Lynch  
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

# Create and Play 3+

Get creative with the colourful crayons in this book. Then, discover the fun activities, playful card press-outs, and sweet stickers inside!



Clare Fennell  
9781803370378  
42 pp PB inc. 6 pp card,  
4 pp stickers, and 4 crayons  
inside a blister on the cover.  
280 x 215 x 15 mm  
£6.99

# Colour Splash 3+

Join the dinosaurs and unicorns and explore their worlds in these exciting interactive books! Use the refillable water pen to colour and discover a magical surprise in every scene.

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



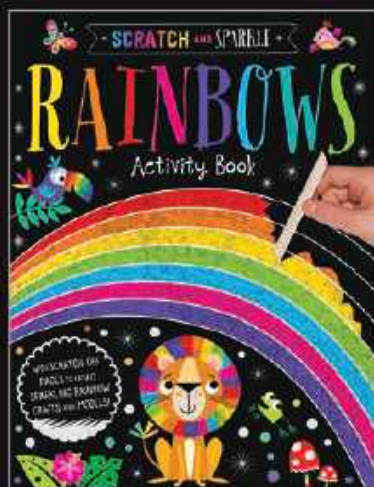
9781800585867



9781800589940

# Scratch and Sparkle 4+

Discover a world of rainbows, blast off into space, and meet roar-some dinos in these cool activity books, packed with puzzles and colouring. With scratch-and-reveal card pages to make dazzling models and crafts!



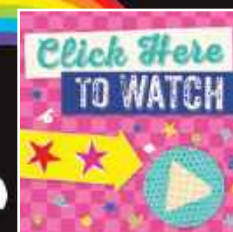
9781800581708



9781789477986



9781788437158



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

# The Very Hungry Worry Monsters Mindful Journal 4+

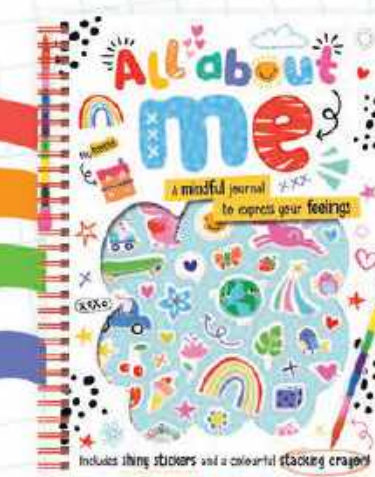
Doodle, draw, write, and more as you join the Worry Monsters in this creative journal. With puffy stickers and a stacking crayon to use throughout!



Lara Ede  
9781803370026  
86 pp wirebound book inc.  
12 pp stickers, 1 sheet  
of puffy stickers, and  
a stacking crayon  
240 x 180 x 15 mm  
£9.99

# All About Me 6+

Use the foiled stickers and stacking crayon to fill this mindful journal with ideas, plans, and doodles! Featuring fun prompts, this vibrant book is perfect for encouraging creative journalling.



Beverley Hopwood  
9781800589865  
86 pp wirebound book  
inc. 12 pp stickers,  
1 sheet of foiled stickers,  
and a stacking crayon  
240 x 180 x 15 mm  
£9.99



## Super-Cute Colouring <sup>3+</sup>

Packed with sweet designs and pretty patterns, this adorable set comes with five colouring pencils and super-cute erasers to create colourful masterpieces!



Charly Lane  
9781789474947

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

## The Pink and Powerfuls <sup>5+</sup>

Join the Pink and Powerful girls in this empowering book, packed full of confidence-building activities, card press-outs, and shiny stickers!



Lara Ede  
9781800584389  
42 pp PB inc.  
8 pp card and 1 sheet  
of foiled stickers  
280 x 215 x 5 mm  
£5.99

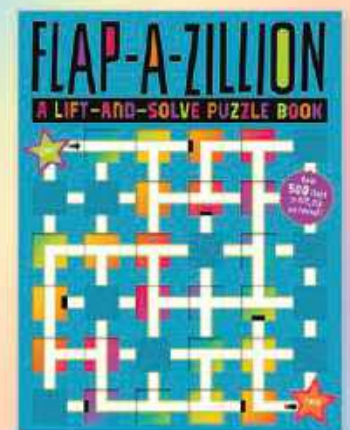
## My First Stickers <sup>3+</sup>

Learn about amazing animals, things that go, space, the alphabet, and much more in these adorable activity books. With fun pages to colour and stickers to use, this set is perfect for early-learning fun.



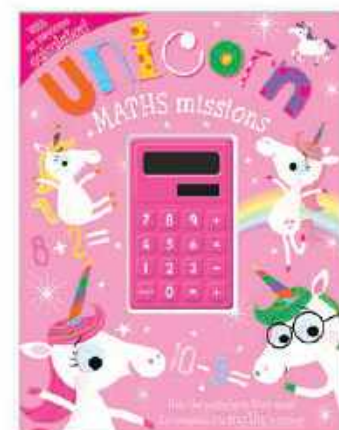
Charly Lane  
9781836422464  
Set inc. 10 x 24 pp PB  
inc. 4 pp card and 4 pp  
stickers, packaged  
in a ziplock bag  
280 x 215 x 50 mm  
£49.90

## Flap-a-Zillion <sup>6+</sup>



Scott Barker  
9781800585928  
30 pp PB inc. 8 pp card  
and flaps throughout  
280 x 215 x 6 mm  
£6.99

## Unicorn Maths Missions <sup>5+</sup>



Stuart Lynch  
9781789477887  
48 pp PB inc. 6 pp card,  
2 pp stickers, and a calculator  
on a cover gatefold  
280 x 215 x 15 mm  
£9.99

## Happy Birthday With Love From Me <sup>6+</sup>



9781788437189  
62 pp PB with elastic  
closure inc. 30 pp  
decorative paper, 24 pp  
card, and 8 pp stickers  
280 x 215 x 8 mm  
£6.99

## Playtime Learning <sup>4+</sup>

These sticker books are packed with early-learning activities, press-outs, and over 250 stickers. From spot the difference and mazes to patterns and matching up, there's something for everyone to enjoy!



Charly Lane  
and Stuart Lynch  
9781800585218  
Set inc. 10 x 24 pp PB,  
packaged in a ziplock bag  
280 x 215 x 40 mm  
£49.90

Also available:



9781803373249



Charly Lane and Stuart Lynch  
9781789478006  
24 pp PB inc. 4 pp card  
and 4 pp stickers  
280 x 215 x 4 mm  
£4.99



# Big Stickers for Toddler Hands 2+

With big stickers, simple activities, and fun flashcards to press out, these engaging activity books are perfect for introducing toddlers to first words.

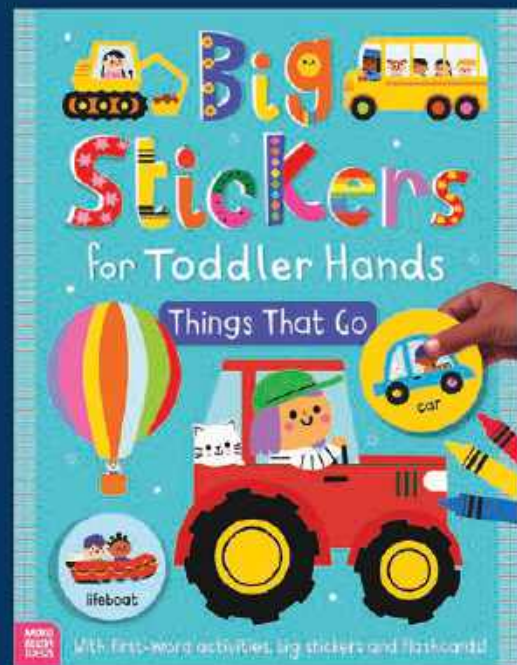


Danielle Mudd  
24 pp PB inc.  
4 pp card and  
4 pp stickers  
280 x 215 x 4 mm  
£4.99

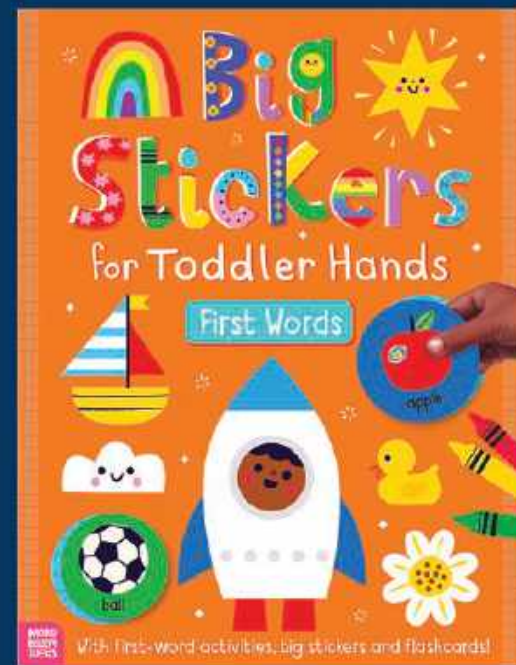
9781836422884  
Set inc. 4 x 24 pp  
PB with 4 pp card  
and 4 pp stickers  
280 x 215 x 16 mm  
£19.96



9781836429913



9781836429937



9781836429920



9781836429944



# Big Stickers for Little Hands 3+

Have fun learning first concepts, from animals and dinosaurs, to the alphabet and numbers, there's plenty to keep little ones busy and entertained for hours. With fun card press-outs and big stickers.



Shannon Hays  
and Stuart Lynch  
24 pp PB inc. 4 pp card  
and 4 pp stickers  
280 x 215 x 4 mm  
£4.99

9781836421702  
Set inc. 10 x 24 pp PB  
inc. 4 pp card and 4 pp  
stickers, packaged  
in a ziplock bag  
280 x 215 x 45 mm  
£49.90

\*Included in 10 set



9781803370101\*



9781800581906\*



9781800581777\*



9781800581791\*



9781800581784\*



9781788430623\*



9781788430685\*



9781788430661\*



9781800581807\*



9781788430654\*

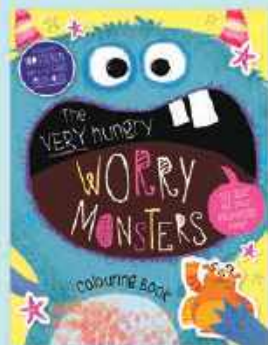


9781803370118





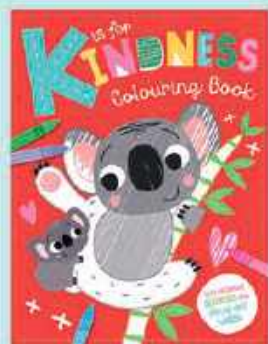
## Colouring Books Set 3+



Lara Ede



Beverley Hopwood



Stuart Lynch

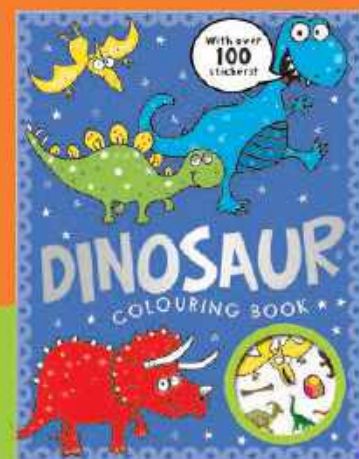


9781803373287  
Set inc. 3 x 20 pp  
PB inc. 2 pp card  
and 2 pp stickers  
280 x 215 x 12 mm  
£14.97

## Colouring Books 3+

Colour in roar-some dino scenes and cool vehicles in these cute colouring books. With over 100 stickers to use wherever you want!

98 pp PB inc.  
2 pp stickers  
280 x 215 x 6 mm  
£2.99



John A. Abbott  
9781783930135



9781788439602

## Things That Go Sponge Art 3+

Paint colourful vehicles with four fun shaped sponges! From cars and trains to rockets and boats, this kit is an ideal gift for creative kids who love things that go.



Shannon Hays  
9781805443087

Box set inc. 4 shaped  
sponges, 4 paint pots,  
and a 32 pp art book  
215 x 280 x 50 mm  
£16.99

## Bubble Tea String Art 6+

Create two bubble tea string-art designs using colourful thread, pom-poms, pins, and stickers. Then, have fun solving super-sweet puzzles in the awesome activity book.



Jess Moorhouse  
9781805449812

Box set inc.  
2 foam boards, 2 sticker  
sheets, pins, thread,  
pom-poms, glue,  
and a 24 pp activity book  
215 x 280 x 50 mm  
£16.99

## Copy and Colour 3+

This cute activity book is packed full of fun scenes to copy with your favourite crayons or pens. From robots and rockets to cakes and treats, this book is perfect for children who love being creative.



9781836420064  
24 pp PB inc.  
4 pp stickers  
and 4 pp card  
280 x 215 x 4 mm  
£7.99

## Giant Colouring Books 3+

Explore a cool dino kingdom and a magical unicorn universe as you colour amazing scenes and characters.



9781803373263



9781803373270

66 pp PB inc.  
2 pp stickers  
373 x 286 x 7 mm  
£7.99

## Neon Snap Bracelets 6+

Design five neon-themed snap bracelets in this awesome box set.



Charly Lane  
9781805449799

Box set inc. 5 snap bracelets, charms, thread,  
a plastic needle, and a 24 pp art book  
215 x 280 x 50 mm  
£16.99

## Scented Clay Modelling 6+

Create super-cute characters with scented air-dry clay, beads, and gems.

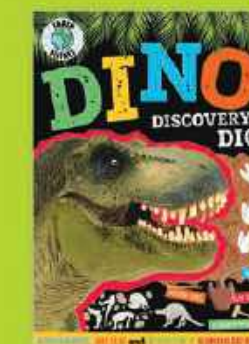


9781805446385

Box set inc. 4 packets of air-dry clay, a modelling tool,  
10 polystyrene shapes, and a 24 pp activity book  
215 x 280 x 50 mm  
£16.99

## Dino Discovery Dig 7+

Dig for dinosaur bones with the tools in this prehistoric kit.



9781805444831

Box set inc. a clay block, wooden chisel,  
wooden hammer, a brush, 2 dinosaurs  
to make, and a 24 pp activity book  
248 x 171 x 57 mm  
£12.99



## Baby Steps: First Book Set 0+

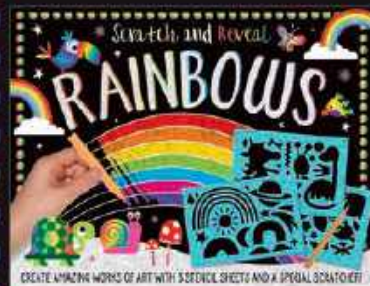
Discover first words, numbers, colours, and animals in this delightful box set! Includes a first-words buggy book, an ocean-themed bath book, and a cute collection of flashcards.



Charly Lane  
9781805441519  
Box set inc. 10 pp BB with fabric strap,  
8 pp bath book, and 26 flashcards  
150 x 215 x 65 mm  
£16.99

## Scratch and Reveal: Rainbows 6+

Use the stencils and scratcher tool in this colourful kit to create sparkling works of art. This awesome set includes a frame to display your rainbow masterpieces.



Stuart Lynch  
9781800589810  
Box set inc. 40 pp book,  
8 scratch-off sheets,  
3 stencils, scratcher tool,  
and a card picture frame  
228 x 294 x 37 mm  
£14.99

## Pirate Ship Model Kit 6+

Build an epic pirate ship and crew with this swashbuckling box set! Complete with ship model pieces, paint supplies, coloured clay, and an awesome art book.



Scott Barker and Sarah Vince  
9781805441496  
Box set inc. wooden model pieces,  
6 paint pots, a paintbrush,  
4 air-dry clay packets, beads,  
and a 24 pp art book  
215 x 280 x 50 mm  
£16.99

## Colour Your Own Squishy 3+

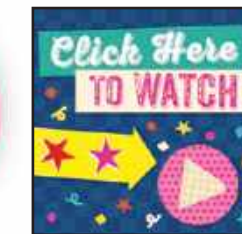
Get creative and design your own squishy with these super-cute box sets, featuring a squishy to colour, six pens, and a sweet colouring book.



Danielle Mudd  
9781805445616



Shannon Hays and Charly Lane  
9781805444657



Box set inc. a squishy,  
6 colouring pens,  
and a 32 pp singer sewn book  
190 x 240 x 63 mm  
£10.99

Over  
280,000  
sold

## 7 Days of Crafts 6+

Spend seven days crafting with this sweet box set! Includes materials to make seven craft items and a super-cute art book to colour.



Charly Lane  
9781805441533  
Box set inc. mini macramé, plush heart, bracelets,  
iron bead keyring, air-dry clay model, components  
to make a hair clip, and a 24 pp art book  
215 x 280 x 50 mm  
£16.99

## Magic Mermaids Snap Bracelets 6+

Make your own mermaid snap bracelets with this sea-sational box set! Packed with materials to design five magical snap bracelets and an adorable art book.



Scott Barker and Lara Ede  
9781805441489  
Box set inc. 5 snap bracelets, charms, thread,  
a plastic needle, and a 24 pp art book  
215 x 280 x 50 mm  
£16.99

## Jokes and Pranks Kit 8+

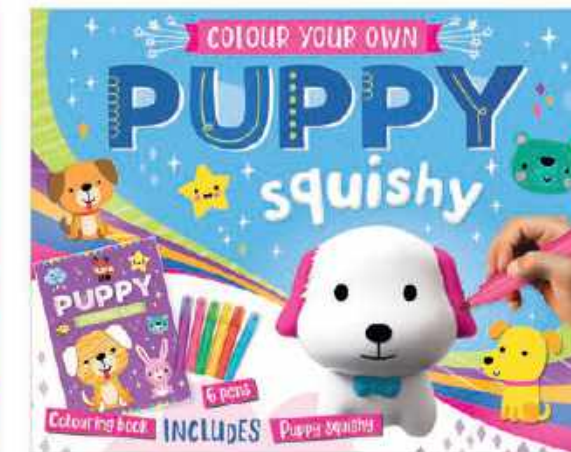
This fun box set has everything you need to prank your friends and family in all sorts of hilarious ways, as well as a joke book to make everyone around you laugh out loud!



Pedro Demetriou, Stuart Lynch, and Sarah Vince  
9781800588646  
Box set inc. a whoopee cushion, fake  
vomit, fake poo, fake nail, fake cockroach,  
4 fake flies, and a 32 pp activity book  
215 x 280 x 50 mm  
£14.99



Charly Lane  
9781800585454



Charly Lane  
9781800585447



Charly Lane  
9781800585461



## The Very Hungry Worry Monsters 3+

Whether you're feeling worried or you need a hug, the Worry Monsters know what to do! This sweet and supportive series offers comfort in the form of storybooks and soft plush toys, all beautifully illustrated by Lara Ede.

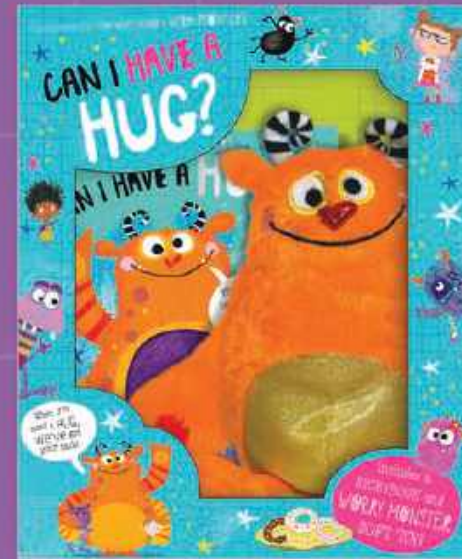
Over  
1.5 million  
sold



Box set inc. plush  
and 32 pp PB  
with a touch  
on the cover  
260 x 215 x 100 mm  
£16.00



9781789479768



9781800583498

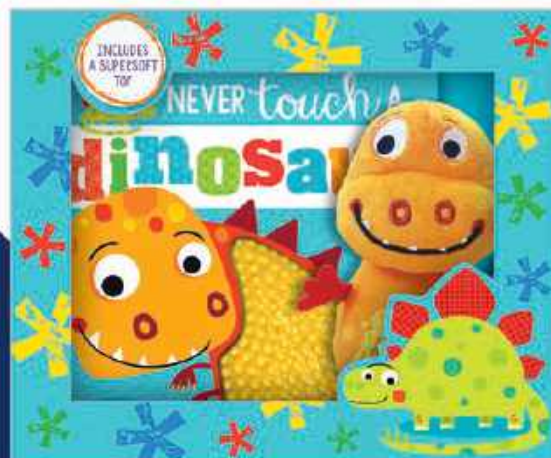


## Never Touch Box Sets 0+

Join the Never Touch characters in these playful additions to our best-selling series, with bumpy silicone touches, cuddly plush toys, and witty rhymes to entertain the whole family.



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



9781788435420



9781789476934



## Never Touch Gift Set 0+

Join sharks, dinosaurs, funny creatures, and wild animals in this hilarious gift set. Follow the funny rhymes to practise counting down from five as the silicone touches disappear, one by one.



Stuart Lynch  
9781805446804  
Box set inc. 4 x 14 pp  
cased BB with 5 textured  
silicone touches die-cut  
through to the cover  
212 x 178 x 54 mm  
£27.96

## Never Touch Jigsaws 1½+

Meet the animals in these touch-and-feel jigsaw sets. With bumpy silicone jigsaw pieces and a funny rhyming board book, there's plenty of fun to be had!

Over  
360,000  
sold



Stuart Lynch  
Box set inc. 3 jigsaws  
with textured  
silicone touches  
and a 10 pp BB  
215 x 280 x 65 mm  
£12.99



9781805441335



9781789474329



9781800580459



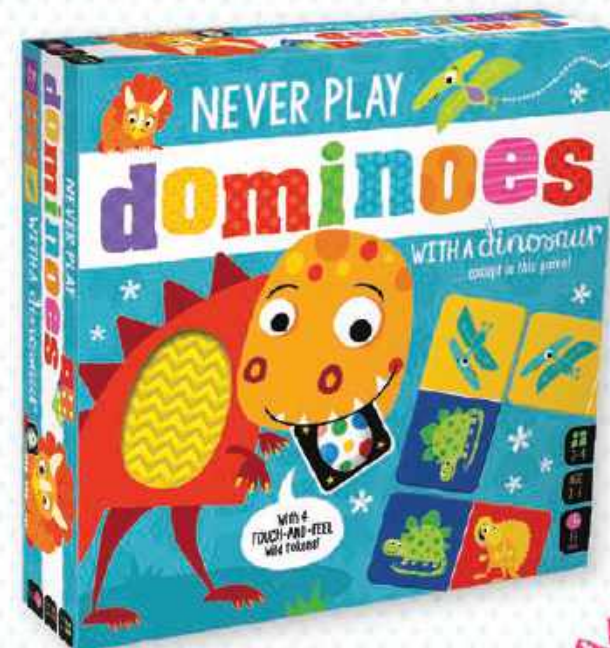


## Never Play 3+

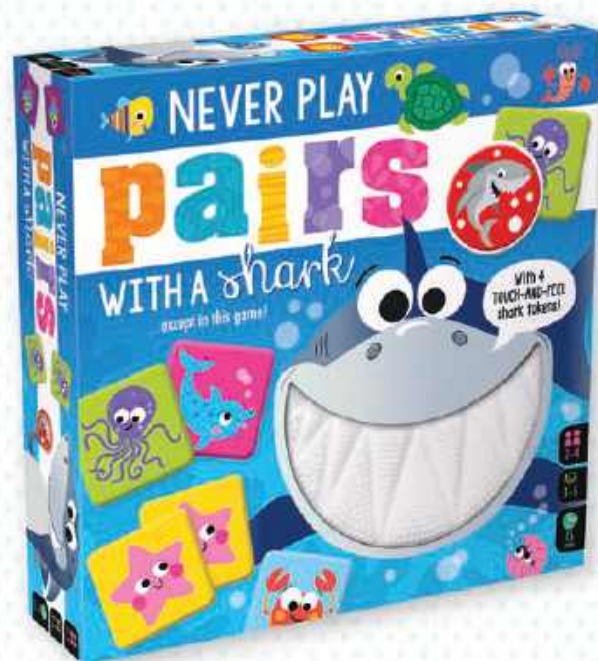
You must never play bingo with a tiger, pairs with a shark, or dominoes with a dinosaur . . . except in these games! Join the playful Never Touch characters in these fun additions to our best-selling series, perfect for the whole family to enjoy.



5060236489012



5060236488992



5060236489005

PLAYTESTED  
BY KIDS

Stuart Lynch  
Box set with a textured silicone  
touch inc. game pieces  
and an instruction booklet  
195 x 195 x 50 mm  
£11.99

## Make Believe Games 3+

The fun illustrations, chunky play pieces, and simple instructions in these easy-to-play games make them the perfect interactive entertainment for little ones.



5060236486370



5060236486387



5060236486394



5060236486417



Emily Spikings  
Box set inc. game  
pieces and an  
instruction booklet  
195 x 195 x 50 mm  
£10.99

## Playhouse Box Sets 3+

Bring stories to life with these cool and interactive box sets. Unfold each page to create a 3-D scene, and then use the toy characters to act out the stories!



Shannon Hays  
9781805442134



Clare Fennell  
9781803374390



Stuart Lynch  
9781788436977

10 pp BB with gatefold flaps  
on every page, packed inside  
a box with a handle and acetate  
window, plus 4 toy figurines  
Box: 248 x 165 x 32 mm  
Book: 152 x 152 x 10 mm  
£9.99

## Royal Pairs 3+

Find the royal pairs in this fun monarchy-matching game! Bright, engaging illustrations and chunky play pieces will entertain young players and promote learning through play.

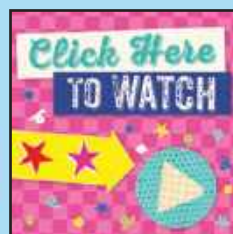


Stuart Lynch  
5060236486455  
Box set inc. game  
pieces and an  
instruction booklet  
195 x 195 x 50 mm  
£10.99



## Simply Thankful 4-in-1 Jigsaw Set 4+

Learn all about mindfulness with this adorable jigsaw set. Each puzzle is beautifully illustrated and comes with an activity card to promote calm, happy feelings.



Clare Fennell  
5060236485731  
Box set inc. 4 jigsaws  
and 4 double-sided  
flashcards  
200 x 238 x 50 mm  
£6.99

## Hide-and-Seek ABC Jigsaw and Book Set 3+

Learn about the letters of the alphabet with this adorable jigsaw puzzle set and search-and-find book.



9781785986369  
Box set inc. 28-piece  
jigsaw and 28 pp PB  
348 x 254 x 35 mm  
£12.99

## Book and Jigsaw Box Sets 3+

Have fun completing the sensory floor puzzles in these box sets! Read the book, and then piece together the fun scenes!



Shannon Hays; 9781789478938  
With glittered jigsaw pieces



Stuart Lynch; 9781789478945  
With glow-in-the-dark jigsaw pieces



9781789478921  
With foiled jigsaw pieces



Stuart Lynch; 9781789478914  
With fuzzy jigsaw pieces



Box set inc.  
48-piece jigsaw  
and 12 pp PB  
220 x 278 x 35 mm  
£9.99

## Novelty Journals and Sketchbooks 3+

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



Furry Capybara Diary  
9781836428497  
160 pp CB with removable plush toy inside pocket  
203 x 152 x 19 mm



Strawberry Milk Bunny Diary  
9781836428510  
160 pp CB with strawberry milk squishy patch  
and pink bow  
203 x 152 x 19 mm



Constellation Diary  
9781836428503  
192 pp CB with foil details printed onto a faux  
leather cover, a star lock, and 2 keys  
216 x 146 x 20 mm



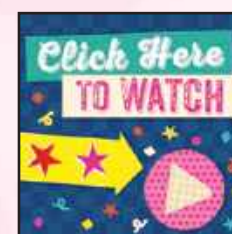
Corgi Sketchbook  
9781836428534  
144 pp CB with removable plush toy inside pocket  
280 x 216 x 35 mm



Boba Capybara Sketchbook Set  
9781836428541  
144 pp CB with zipped pouch containing a notebook,  
2 wash tapes, a mechanical pencil, and 2 erasers  
280 x 216 x 25 mm



BFF Butterfly Journal Set  
9781836428527  
Set inc. 2 x 160 pp wirebound  
books and 2 butterfly pens  
197 x 101 x 20 mm



Available January

Journals and diaries:  
£9.99

Sketchbooks:  
£12.99

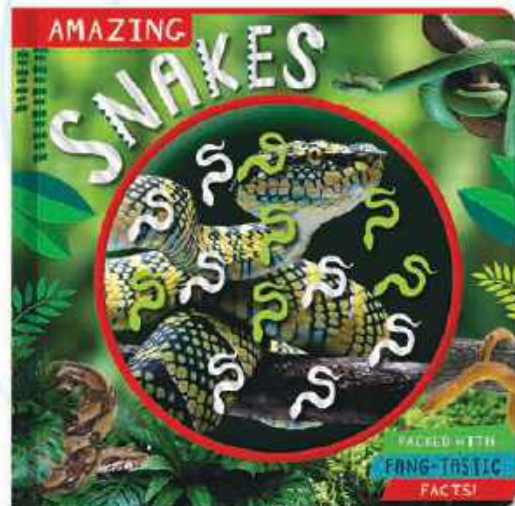


## Amazing Non-Fiction Books 4+

Learn all about turtles, snakes, and planets with our amazing non-fiction range! Complete with a squishy confetti pouch on every cover, these exciting books boast cool facts, bold photographs, and fun, joke-telling characters throughout.



9781805448952



9781805443926



9781803378657

Stuart Lynch  
36 pp CB with  
a confetti pouch  
on the cover  
228 x 228 x 11 mm  
£7.99

## My First Dinosaur Popedia Collection 0+

Learn about all things dinosaur in this roar-some four-book set. Discover the fun first facts and cool 3-D scenes as the dinosaurs pop to life in prehistoric head-to-head clashes.



9781805443131  
Box set inc.  
4 x 12 pp cased BB  
with pop-ups throughout  
189 x 135 x 88 mm  
£27.96

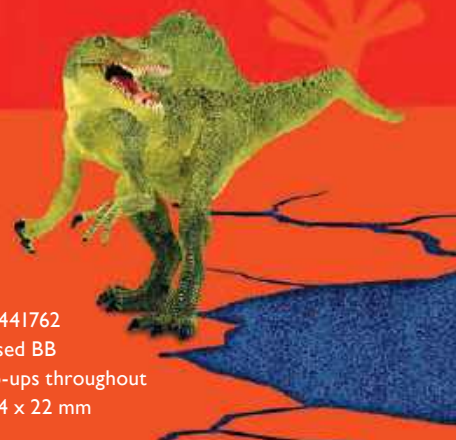


## Pop Up! T. rex vs Spinosaurus 0+

Kids will love seeing T. rex go jaw-to-jaw with Spinosaurus in this pop-out clash of the meat-eaters. Packed full of fun first facts and colourful artwork, there is plenty to keep little ones engaged.



9781805441762  
12 pp cased BB  
with pop-ups throughout  
185 x 134 x 22 mm  
£6.99

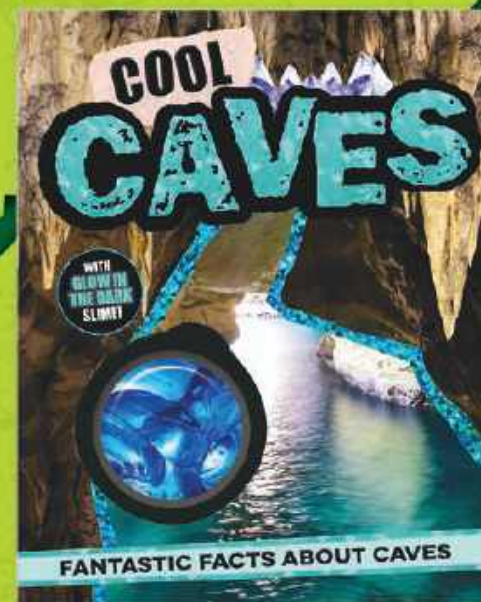


## Slime Non-Fiction Books 5+

Introduce children to earthquakes, tsunamis, caves, and fossils with these epic books. Have fun exploring the super-cool slime add-on as you discover fascinating facts, full-colour photographs, and helpful maps and diagrams throughout.



9781805443568



9781805443216  
40 pp PB with a  
glow-in-the-dark pot  
of slime on the cover



9781803378398  
40 pp PB with a pot  
of slime containing a dinosaur  
skeleton model on the cover

40 pp PB with a pot  
of slime on the cover  
254 x 203 x 32 mm  
£6.99



## Mini IQ Write-and-Wipes 4+

These cool wipe-clean learning books are perfect for learning words, letters, and numbers.



Ready Set Learn Workbooks 3+

Kids will love counting, writing, learning basic first concepts, and more in these engaging books that make learning easy and fun.



9781788433792  
10 x 16 pp PB with  
wipe-clean pages  
and pen, packaged  
in a ziplock bag  
280 x 215 x 30 mm  
£49.90

# Reading with Phonics 5+

Learn all about phonics through twenty classic fairy tales. Each book focuses on particular key and secondary sounds in an engaging way that makes learning fun.





## Never Touch a Grumpy Bunny . . . on an Easter Mission! 3+ **NEW TITLE**

Find out if Grumpy Bunny will rise to the challenge of working with others to organise the Easter Festival in this hare-larious tale.

Available January  
Stuart Lynch  
9781836429333  
32 pp PB with a fur touch on the cover  
265 x 260 x 4 mm  
£6.99



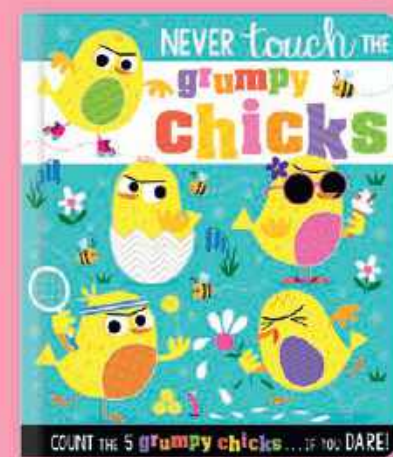
Also available:



9781800582699  
10 pp cased BB with textured silicone touches throughout  
186 x 186 x 19 mm  
£7.99

## Never Touch the Grumpy Chicks 0+

Join the grumpy chicks and practise counting down from five in this fun addition to our best-selling Never Touch range.



Stuart Lynch  
9781800583870  
14 pp cased BB with 5 textured silicone touches die-cut through to the cover  
210 x 176 x 13 mm  
£6.99

## Squish 'n' Squeeze: Bunny! 3+

Join Bunny on a search-and-find adventure! This sweet book has a bunny-shaped squishy cut through to the cover and fun rhymes to follow!



Jess Moorhouse  
9781805447610  
12 pp cased BB with a squishy touch die-cut through to the cover  
178 x 178 x 15 mm  
£7.99

## My Easter Sticker Book 3+

Have fun completing Easter activities and searching for the missing stickers on each page in this cute activity book. With card press-outs and over 600 stickers!



9781786924636  
48 pp PB inc. 4 pp card and 12 pp stickers  
280 x 215 x 6 mm  
£5.99

## Shiny Stickers: Easter 4+

Join the Easter bunny and other cute animals in this adorable activity book, full of playful puzzles, cute card press-outs, and sweet shiny stickers.



Jess Moorhouse  
9781803370781  
42 pp PB inc. 8 pp card and 1 sheet of foiled stickers  
280 x 215 x 5 mm  
£6.99

## Squish and Snugg: Kind Bunny 0+ **NEW TITLE**

Join Bunny as he learns to share and be kind on his birthday. Complete with a super-soft fur cover and embroidered details, this book doubles up as a comforting plush toy.



Available January  
Beverley Hopwood  
9781836427612  
18 pp padded BB with details sewn onto a velboa cover  
210 x 180 x 35 mm  
£9.99

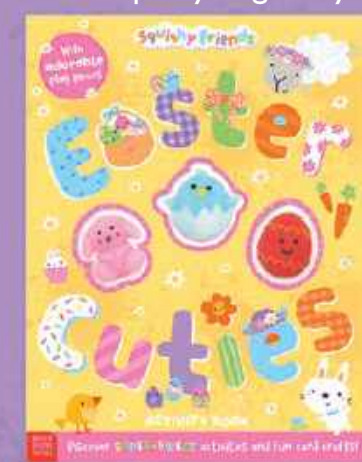
Also available:



Noisy Chick  
9781836421153

## Squishy Friends: Easter Cuties 4+ **NEW TITLE**

Meet the Easter cuties as you colour and puzzle your way through this sweet activity book! With cute card crafts to make and three squishy fidget toys to play with.



Available January  
Beverley Hopwood  
9781836425755  
40 pp PB inc. 8 pp card and squishy toys inside a blister on the cover  
280 x 215 x 15 mm  
£6.99

## Easter Sticker Activity Books 4+

Hop into Easter with the adorable animals in these sweet activity books! Each egg-citing book includes cute card crafts and over 100 sweet stickers.



9781836420958



9781836420941



9781836420934



9781836420927

Katie Rudge  
24 pp PB inc. 4 pp card and 4 pp stickers  
280 x 215 x 4 mm  
£4.99

9781836422709  
Set inc. 4 x 24 pp PB with 4 pp card and 4 pp stickers  
280 x 215 x 16 mm  
£19.96