

Bikes

# A Hobbyist's Presents

Gifts for Passionate People



Guitars

## 2025 Catalogue

# What You'll Find Inside

About AHP, Design Ideas, Kudos, & Who Buys

## Products:

- Card Games For Cyclists
- Wrapping Paper For Cyclists
- Build-it-yourself Bike Wireframe Kits
  
- Card Games For Guitarists
- Wrapping Paper For Guitarists

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# About AHP, Design Ideas, Kudos, & Who Buys

AHP (A Hobbyist's Presents) is an umbrella brand developing fun giftware. Founder Eoghan McHugh loves cycling and guitars. He created ACP (A Cyclist's Presents) in 2023 and AGP (A Guitarist's Presents) in 2024.

Products mix data and fun facts with strong and accessible designs and have robust quality material choices appealing to customers who know a cyclist or guitarist.

ACP and AGP products are sold on Etsy and Not On The High Street. Customers in Australia, Europe, and North America have bought products through these platforms.

## Who Buys:

- 94% women
- £11.68 average spend/ transaction
- Average of 1.17 products bought per customer
- 500+ sales across all platforms

## Kudos

### 2024

Maintained 5.3% conversion rate

Average 5\* customer review

Star Seller status Christmas period on Etsy

### 2023

"You Think You Know Cycling? Hard Level" awarded  
Bestseller in its category on Etsy

Maintained 5.5% conversion rate

Average 5\* customer review

Star Seller status Christmas period on Etsy

# Card Games For Cyclists

ACP card games broadly explore different aspects of cycling. Many of these games have been developed around formats, allowing several themes to be explored and setting up product consistency and recognisability. For example, there are five different quiz games exploring different areas of professional road cycling with more themes to explore.

Each game contains 54 cards: 52 for gameplay plus 2 for the title card and rules.

The cards and boxes are printed on sturdy 300 GSM paper, and the games come shrink-wrapped for protection.

All individual card games (except bundles) measure 90 mm x 65 mm x 18 mm. Bundles include either 3 games (54 mm deep) or 4 games (72 mm deep).



Easy  
Card game  
Reprinted: 2025  
RRP: £9.99



Medium  
Card game  
Reprinted: 2025  
RRP: £9.99



Hard  
Card game  
Reprinted: 2025  
RRP: £9.99



Expert  
Card game  
Reprinted: 2025  
RRP: £9.99



Flashcard bundle  
Card game bundle  
Reprinted: 2025  
RRP: £24.99



Fighting & Cheating  
Card game  
Released: 2024  
RRP: £9.99



Tour de France  
Card game  
Released: 2024  
RRP: £9.99



Cycling Mishaps  
Card game  
Released: 2024  
RRP: £9.99



Women in Bike Racing  
Card game  
Released: 2025  
RRP: £9.99



Fighting, TdF, & Mishaps  
Card game bundle  
Released: 2024  
RRP: £24.99

# Card Games For Cyclists

As time goes on, ACP will continue exploring new formats.

Mountains and hill climbs are always highly debated amongst all cyclists, and this theme has a mine of data to explore, giving cyclists one more thing to debate.

Equally, the new "Pedalling Truths" theme naturally lends itself to a diverse range of new products cyclists can collect.



TdF Top Trumps  
Card game  
Released: 2025  
RRP: £9.99



Series to be developed



with more and more



hills!



Tall Tales in Pro Cycling  
Card game  
Released: 2025  
RRP£ £9.99



Series to be developed



exploring what may have

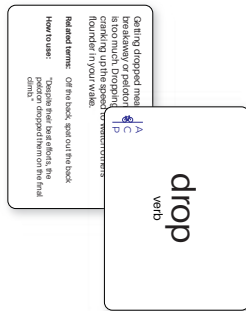


happened in cycling

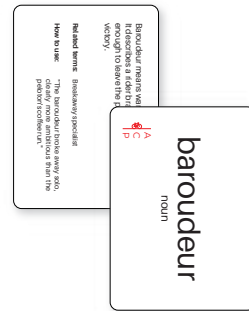
# Cycling Card Games Look Like



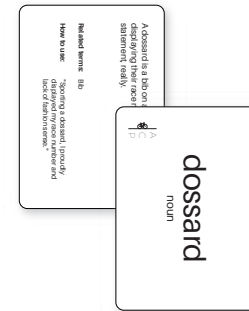
## You Think You Know Cycling - Easy



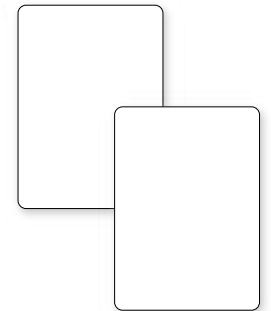
## You Think You Know Cycling - Medium



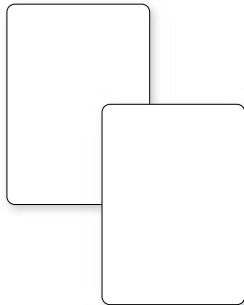
## You Think You Know Cycling - Hard



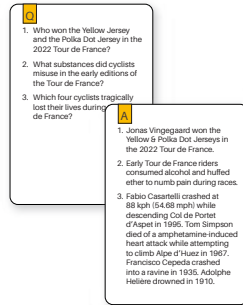
## You Think You Know Cycling - Expert



Summit Showdown - Top Trumps



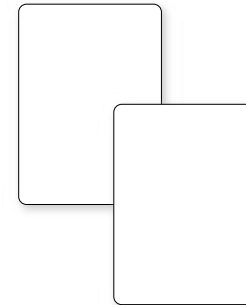
## Quiz - Fighting & Cheating



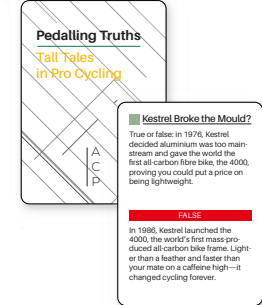
Quiz - Tour de France



## Quiz - Cycling Mishaps



Quiz - Women's Pro Cycling



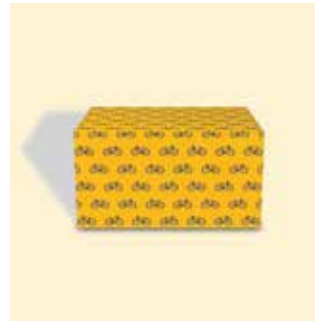
## Tall Tales in Pro Cycling

# Wrapping Paper For Cyclists

ACP's products are gifts, and it made sense to Eoghan to design wrapping paper, allowing customers a one-stop shop to buy a great-looking product and wrapping paper, adding another fun element acknowledging a gift recipient's hobbies.

The wrapping paper designs are inspired by iconic jerseys, teams, and events from professional road cycling history.

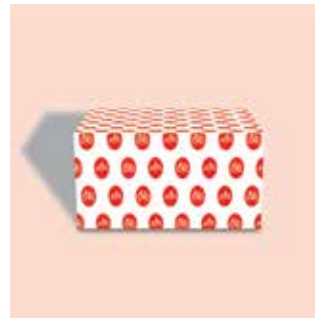
Each pack includes 3 A2-sized sheets (594 mm x 420 mm). and is printed on 115 GSM silk paper for a quality finish.



Winner's Yellow  
Gift wrap  
Released: 2024  
RRP: £5.99



Mapei Mosaic Retro  
Gift wrap  
Released: 2024  
RRP: £5.99



Pedalling Peaks  
Gift wrap  
Released: 2024  
RRP: £5.99



Race Day  
Gift wrap  
Released: 2024  
RRP: £5.99



# Build-it-yourself Bike Wireframe Kits

An easy, build-it-yourself bike wire-frame kit.

The kit is available in four colours: green, blue, red, and yellow.

The kit has pre-cut and labelled wires, requiring few tools, leading to a smoother building experience.

The kit includes step-by-step instructions with clear sequential illustrations showing how to build the bike.

Packaging is a lightweight, silver hinged tin (950 mm x 208 mm x 599 mm), sealed with product labels.

Fully built bikes stand 80 mm tall by 150 mm wide.



The Frame Maker  
DIY wireframe bike  
Released: 2025  
RRP: £7.99

# Card Games For Guitarists

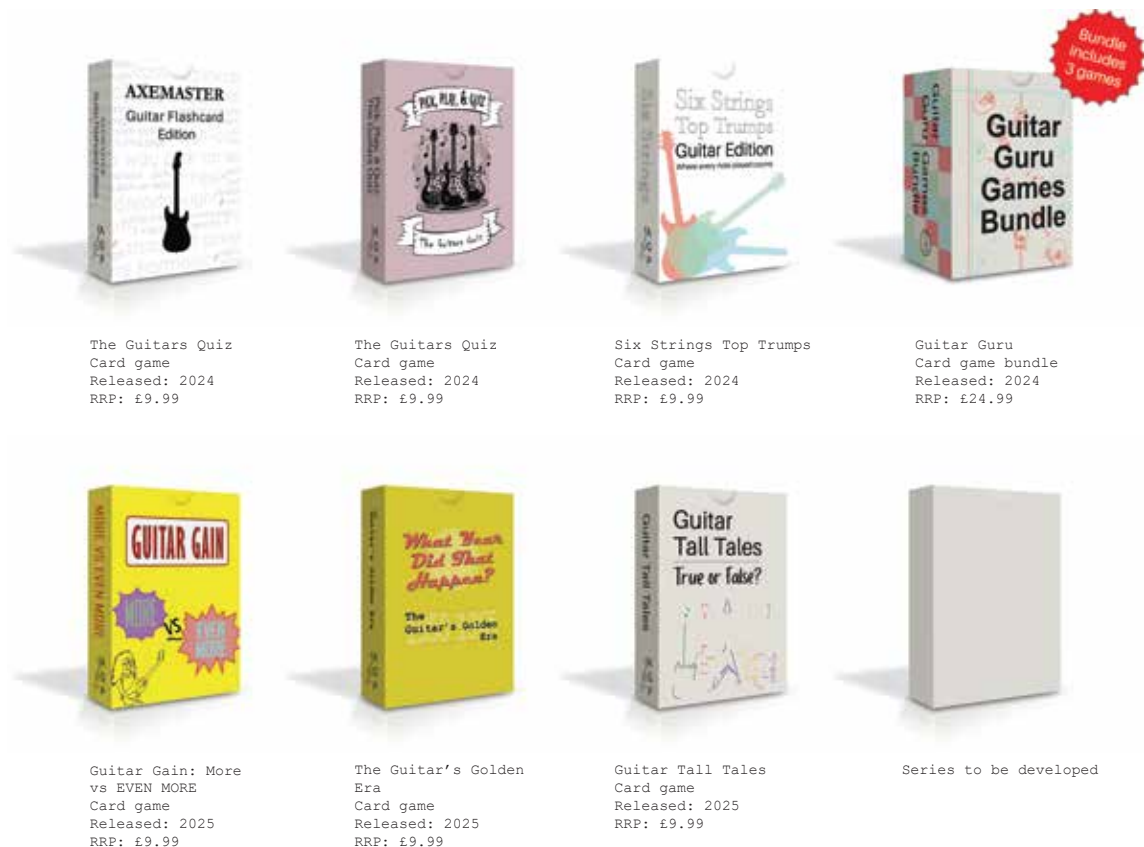
AGP has giftware based on popular topics from the world of electric guitars.

AGP's products incorporate colours from Fender's famous catalogues from the early 1960s.

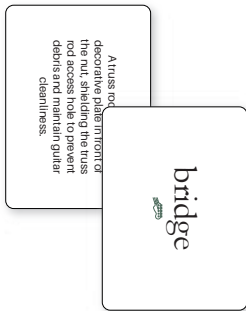
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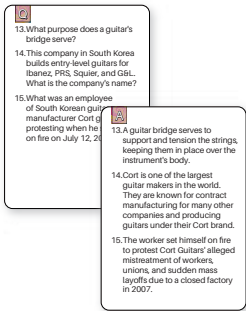
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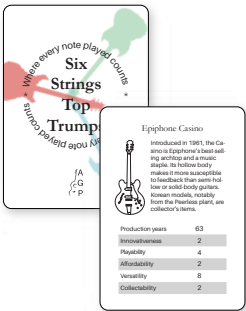
# Guitar Card Games Look Like



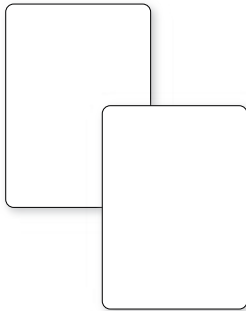
Axemaster



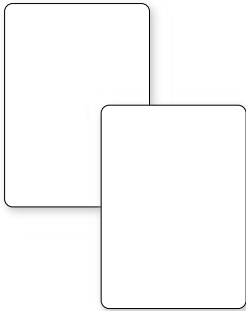
Pick, Play, and Quiz



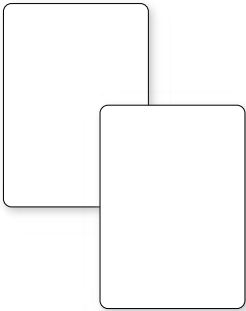
Six Strings Top Trumps



Guitar Gain: More vs EVEN More



The Guitar's Golden Era



Guitar Tall Tales: True or False?

# Wrapping Paper For Guitarists

Designing wrapping paper for guitarists only made sense, considering most customers are buying AGP to gift it. They land on a card game they think is ideal as a gift and discover wrapping paper matching the card game thematically and colour, making it easy for them to find a great gift solution in one place.

All wrapping papers incorporate Fender's classic colours as a nod to those great guitars and colours from the 60s.

Each pack includes 3x A2-sized sheets (594mm by 420 mm). Wrapping paper is printed on 115 GSM silk paper for a quality finish.



Humbucker Havoc  
Gift wrap  
Released: 2024  
RRP: £5.99



Guitar Glam  
Gift wrap  
Released: 2024  
RRP: £5.99



Mondrian's Melody  
Gift wrap  
Released: 2024  
RRP: £5.99



Melodic Masterpiece  
Gift wrap  
Released: 2024  
RRP: £5.99

Get in touch to discuss or  
stock any of these products.

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