

IMAGINE THAT™

# 2021 CATALOGUE



READ • LEARN • PLAY • CREATE



# Hello!



IMAGINE THAT<sup>TM</sup>

Novelty Books, Activity Books  
& Storybooks

**2-33**



Activity & Craft Book Kits

**34-40**

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Halloween

**41-43**

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Christmas

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**READ • LEARN • PLAY • CREATE**

## How to contact us

For more information on any of the titles featured in this catalogue, please email: [info@imaginethat.com](mailto:info@imaginethat.com) or call us on **+44 (0)1394 386651**.

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<sup>TM</sup>

# IMAGINE THAT

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

**Magic Water Colouring**  
Page 5



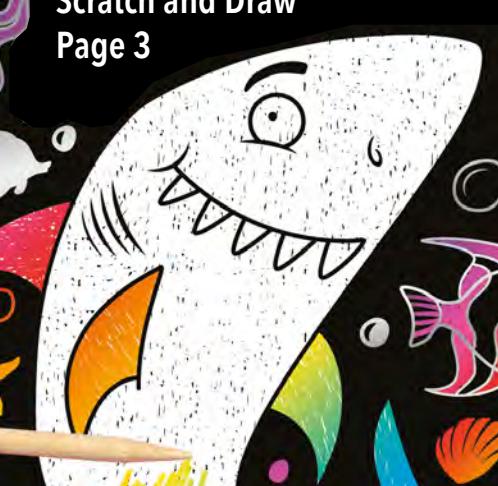
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**Scratch and Draw**  
Page 3



**Spray Pen Art**  
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**Boo!**  
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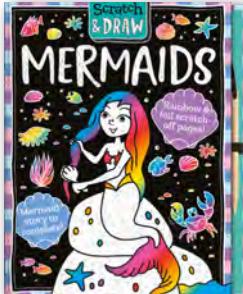
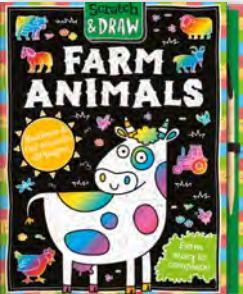
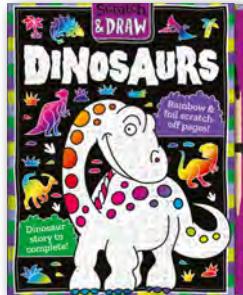
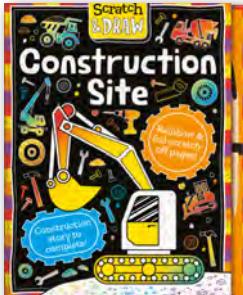
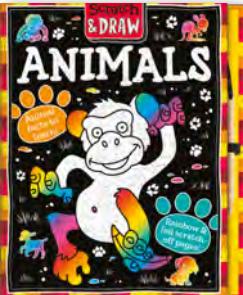


# Scratch & DRAW

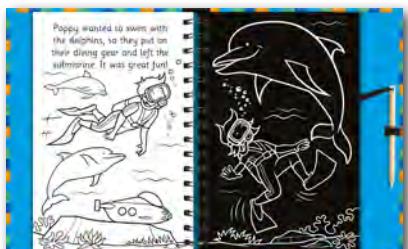


**Scratch & Draw**  
**Animals**  
**Construction Site**  
**Dinosaurs**  
**Farm Animals**  
**Mermaids**  
**Ocean Animals**  
**Princess**  
**Unicorns**

New  
Look!

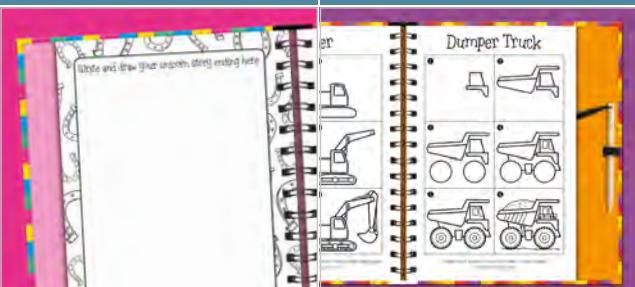


**Draw and write  
the conclusion  
to the exciting  
themed story in  
each book!**



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

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



# SPRAY PEN ART



## Spray Pen Art Amazing Animals Gruesome Monsters Magical Unicorns Roarsome Dinosaurs

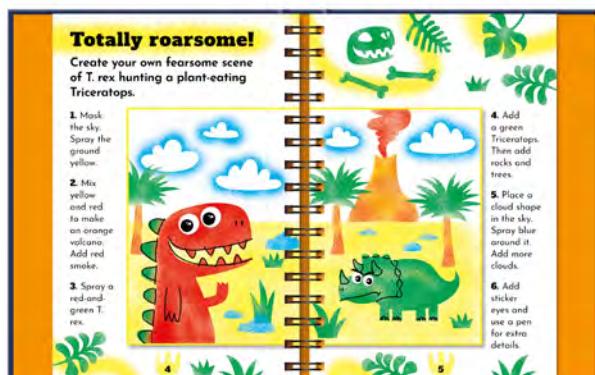
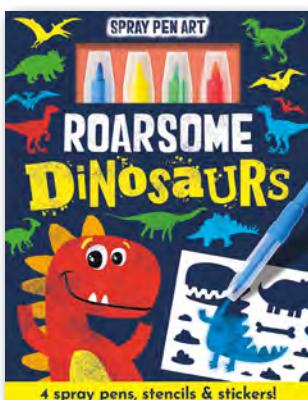
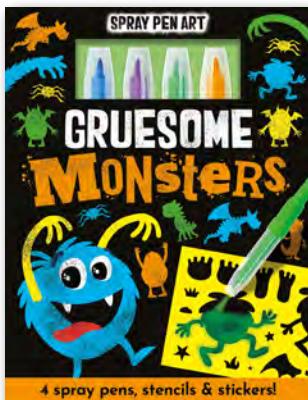
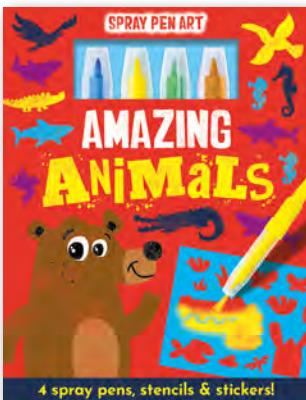
Illustrator: Benjamin Richards | Author: Cordelia Nash

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

### Specification

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

New!



100% complete activity book

Complete easy-to-follow creative projects!





## PICTURES TO PAINT AGAIN AND AGAIN JUST ADD WATER!

### Magic Water Colouring

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

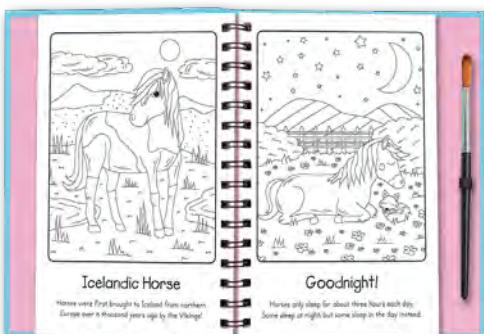
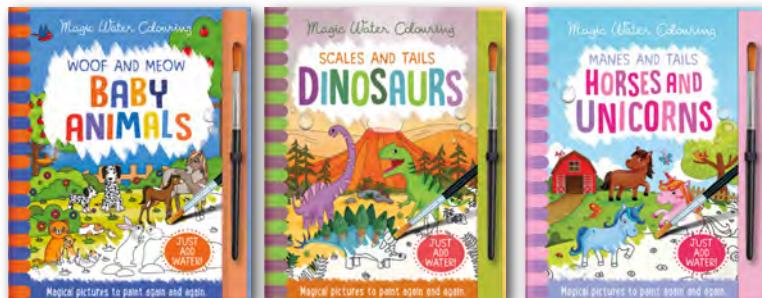
Create amazing pictures with magic water colouring. Simply paint with water, leave to dry, then paint pictures again! Books include magic colouring pictures to paint with water, fun facts to discover and themed pictures to colour with pencils or crayons.

#### Specification

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

**Mash-up editions  
also available!**

**New  
Titles!**



# Let's Explore!

With 100%  
reusable play  
pieces for endless  
playscene fun!



## Let's Explore!

### City Construction Site Farm Ocean Zoo

Illustrator: Gungwiyat  
Author: Georgie Taylor

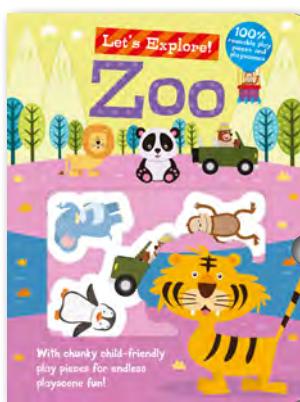
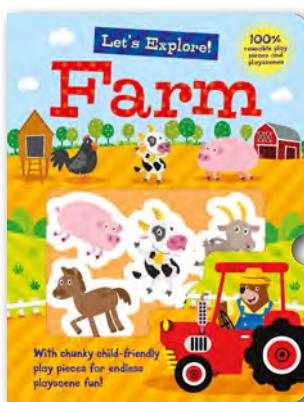
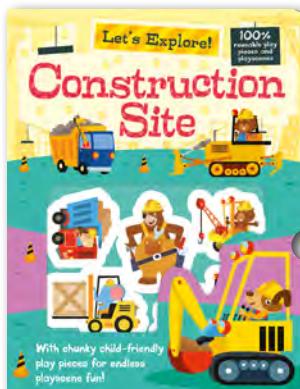
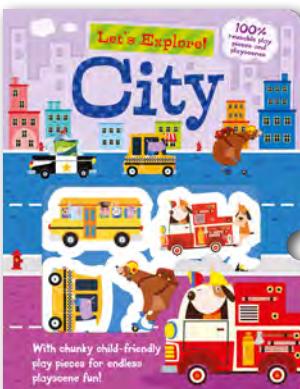
From noisy diggers and busy trains, to missing monkeys, noisy farm animals and snapping sharks, there are lots of things to spot as you explore the playscenes and find the reusable play pieces to complete each picture.

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

#### Specification

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

New!



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

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



# PLAY & Learn



## Play and Learn Construction Site Farm Animals

Illustrators: Dan Crisp / Paul Dronfield  
Author: Oakley Graham

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

New!



### Specification

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



No-mess creative play with reusable PVC play pieces!



Reusable play pieces can be used again and again.

Great for improving hand-eye coordination and dexterity.



# I'M A SUPER TODDLER!



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

Illustrator: Kasia Dudziuk Author: Katie Button

New for  
2020!

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

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

### Specification

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



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

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

Die-cut novelty book with die-cut virus villain that gets smaller on each page.

Rhyming text with superhero narrative makes learning how to wash your hands correctly fun.



**I'm a Super Toddler!**  
**Superheroes Love Being Good!**  
**Superheroes Love Bedtime!**  
**Superheroes Love Starting Nursery!**  
**Superheroes Love Potty Time!**

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

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

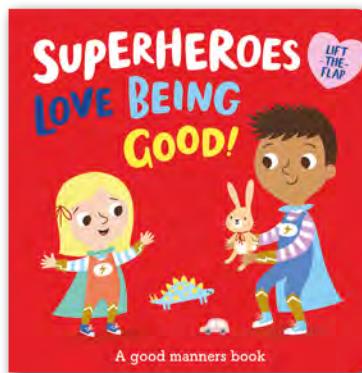
This series is perfect for parents to share with their child to reassure and encourage them as they take their first big steps with confidence.

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

**Specification**

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

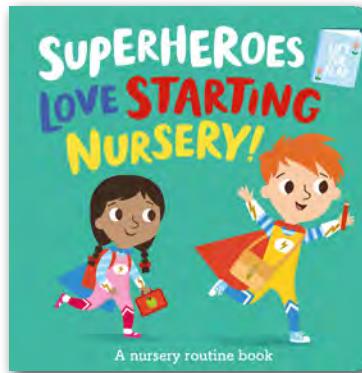
**New!**



A good manners book



A bedtime routine book



A nursery routine book



A potty training book



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



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

Illustrator: Kasia Dudziuk

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

Author: Katie Button

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

# FIRST 100

## LIFT-THE-FLAPS



**First 100 Lift-the-Flap Books**

**First 100 Counting**

**First 100 Words**

Author: Kit Elliot Illustrator: Sam Meredith

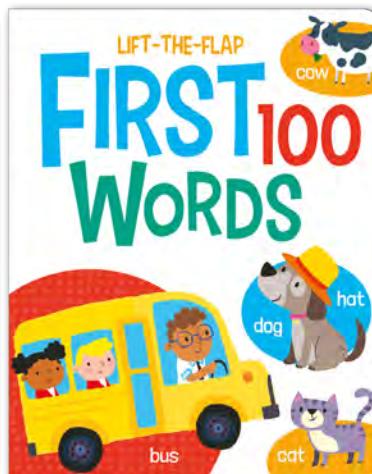
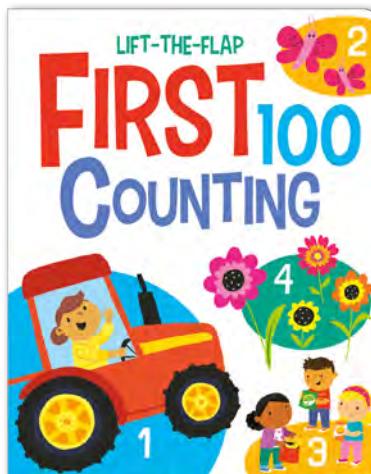
New!

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

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

### Specification

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



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



# Touch, feel & Tickle!



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

New!

Illustrator: Carrie Hennon | Author: Jenny Copper

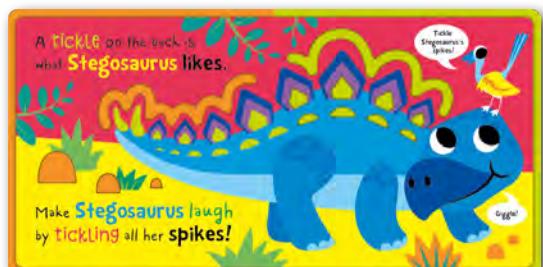
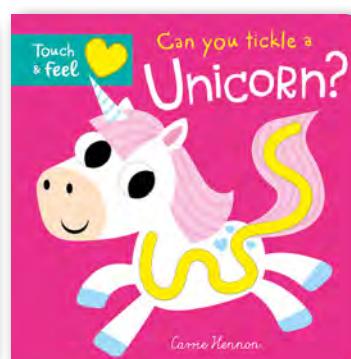
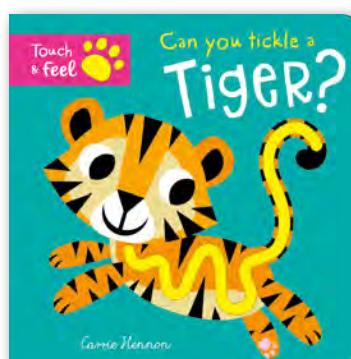
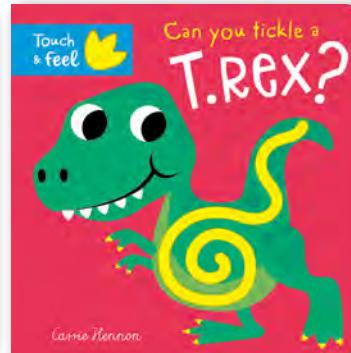
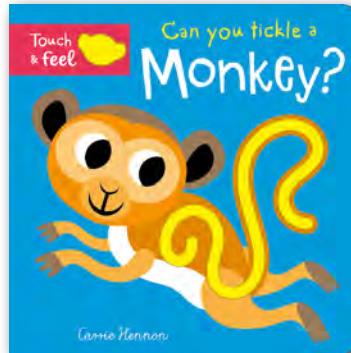
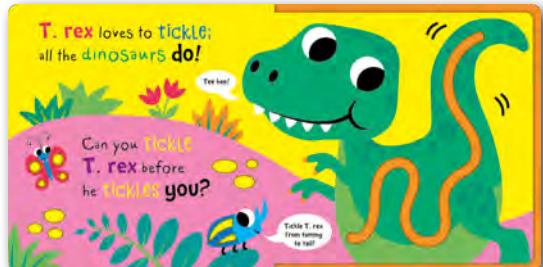
Friendly animals love to tickle; all the animals do!  
 Can you tickle them before they tickle you?

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

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

#### Specification

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

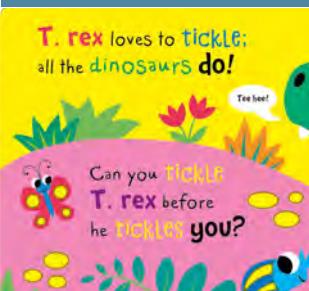


Die-cuts reveal felt under cover and inside pages.

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

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

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



# Lift-the-flap



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

- Let's find Little Cat**
- Let's find Little Dinosaur**
- Let's find Little Dog**
- Let's find Little Penguin**
- Let's find Little Owl**

Illustrator: Orchard House | Author: Amber Lily

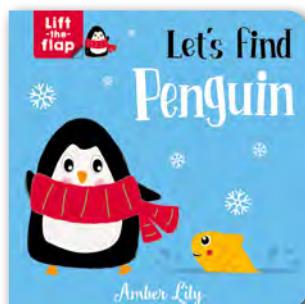
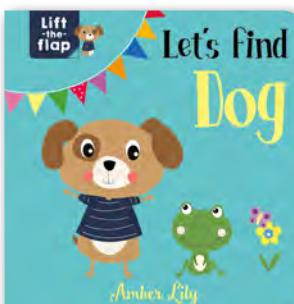
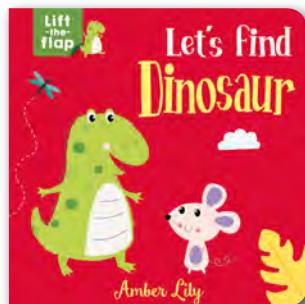
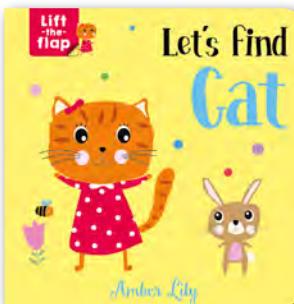
Lift-the-flap books full of hide-and-seek fun!

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

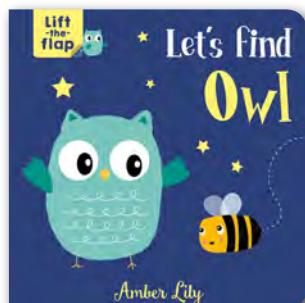
### Specification

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

New!

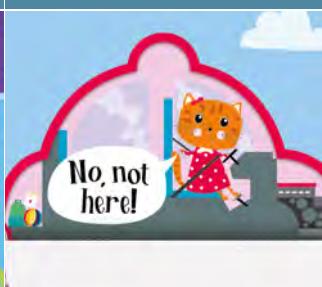


Baby's first  
lift-the-flap books  
– suitable for 0+

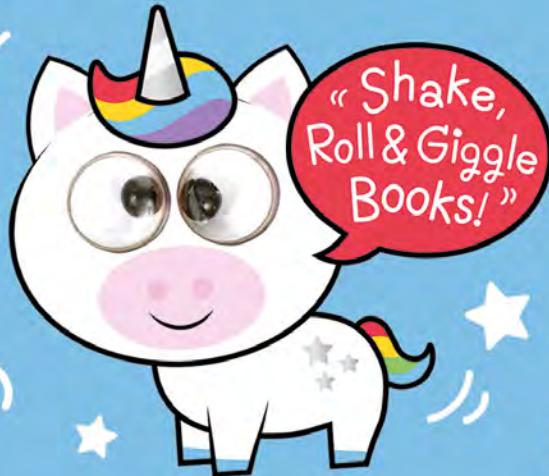


Lift-the-flap books with  
one shaped card lift-the-flap  
on each right hand page

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



# Multi-million-selling novelty book format!

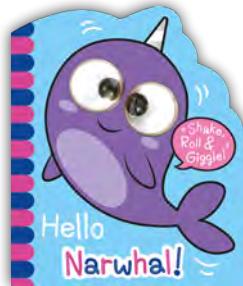
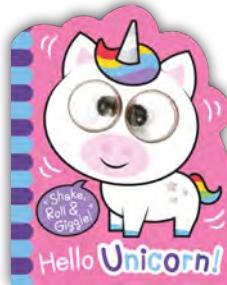


## Shake, Roll & Giggle Books

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

Illustrator: Bethany Carr Author: Georgina Wren

New!



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

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

### Specification

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



Googly eyes will have children smiling from ear to ear!

Fun rhyming text and colourful kawaii illustrations.



Square format also available.



Pull  
the  
Tab!



Pull the tab to  
change the picture!

### Push Pull Stories

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

Illustrator: Katie Saunders | Author: Holly Hall

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

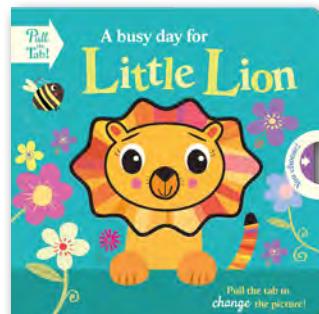
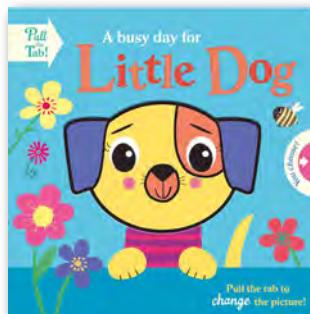
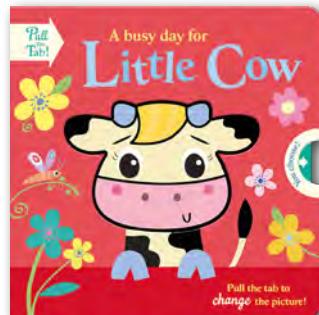
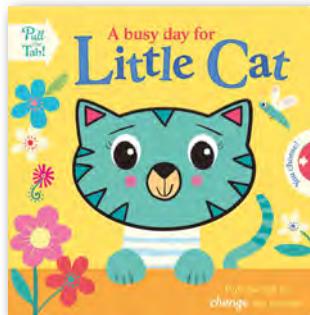
#### Specification

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

New!

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

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



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

Six pull-the-tabs to change the picture and create your own story.

Promotes decision-making and reading comprehension.





## Peep-Through Books

**I Love My Mummy**

**I Love My Daddy**

**I Love my Grandma**

**I Love My Family**

Illustrator: Bethany Carr | Author: Robyn Gale

Little books that are full of love.

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

### Specification

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

New!



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

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

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





**PUSH  
PULL  
SLIDE  
BOOKS**

## Push Pull Slide Books

Diggers  
Farm  
Rescue  
Ocean

Illustrator: Villie Karabatzia | Author: Bobby Brooks

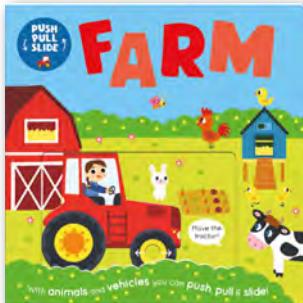
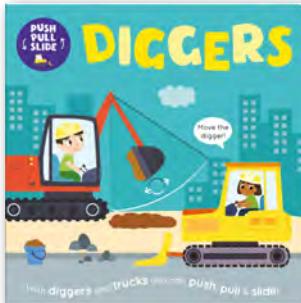
Learn and explore with these interactive books that are full of things to push, pull and slide!

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

### Specification

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

New!



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

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



Dual function mechanisms – twice the fun!



5 felt flaps to lift!

# Baby's First Felt Flap Books



## Baby's First Felt Flap Books

Dinosaurs  
Farm Animals  
Sea Animals  
Wild Animals

Designer: Bethany Carr Author: Georgie Taylor

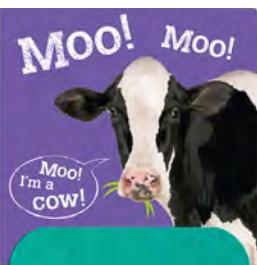
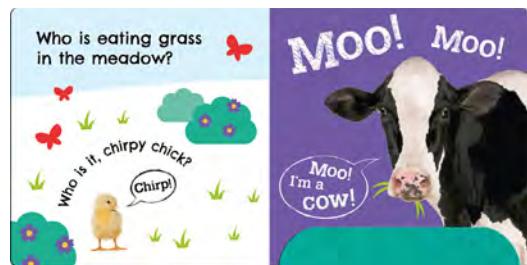
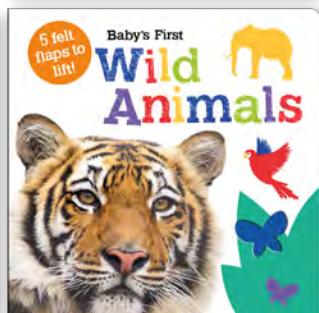
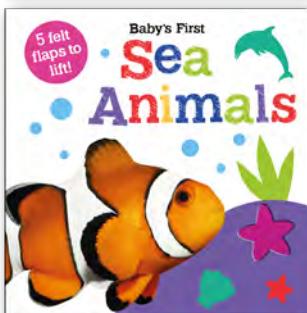
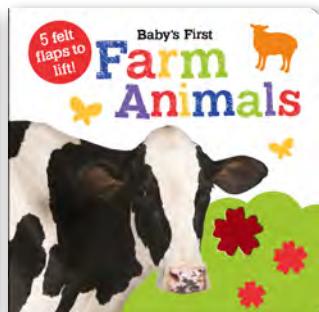
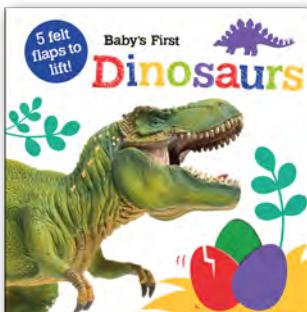
Lift and look under each felt lift-the-flap to learn about a different animal. From friendly farm animals and splashing ocean creatures to roaring dinosaurs and noisy wild animals, there's lots for babies and toddlers to discover and explore.

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

### Specification

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

New!



Baby's first non-fiction series with felt flaps and 0+ testing.

Combines photography with vector illustrations.





# Hide-and-GHOST-seek!

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

Illustrator: Louise Anglicas Author: Bobbie Brooks

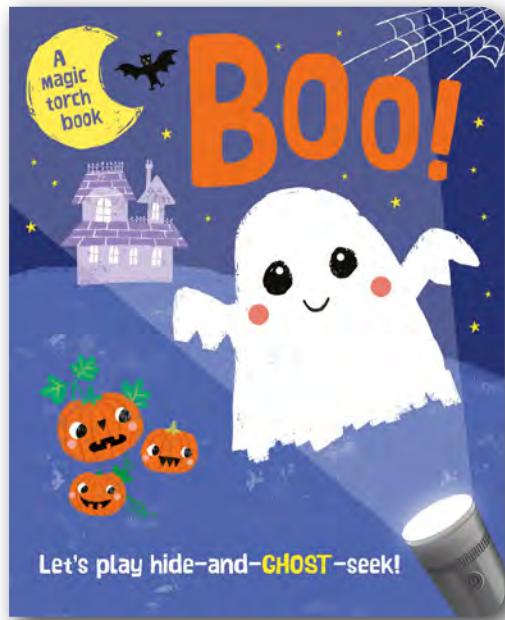
Play hide-and-ghost-seek with this magic torch book where hidden spooky characters are revealed on the clever window on each right-hand page!

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

### Specification

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

New!



Let's play hide-and-GHOST-seek!



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

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



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

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



Count  
to 10

# 3D Counting Books



## 3D Counting Books - Portrait Format

### Old MacDonald had a Spooky Farm

### Ten Little Hearts

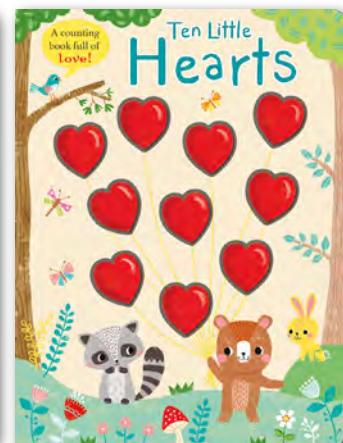
Author: Holly Hall / Susie Linn | Illustrator: Louise Anglicas

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

#### Specification

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

New!



#### Illustrator: Louise Anglicas

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

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

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



# TRACE THE TRAILS BOOKS



## Trace the Trails Books

**Follow That Dinosaur!**

**Follow That Tractor!**

**Follow That Truck!**

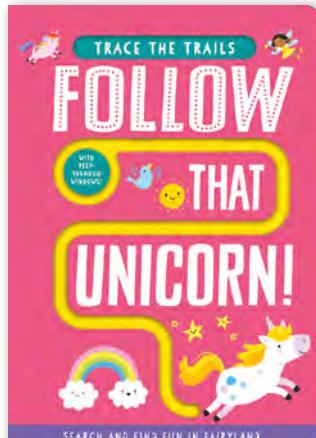
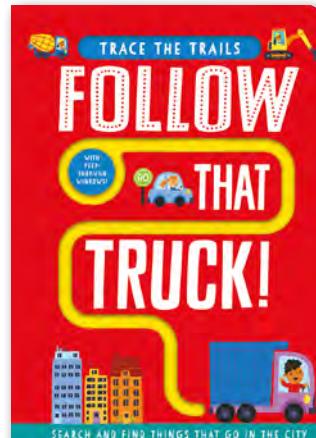
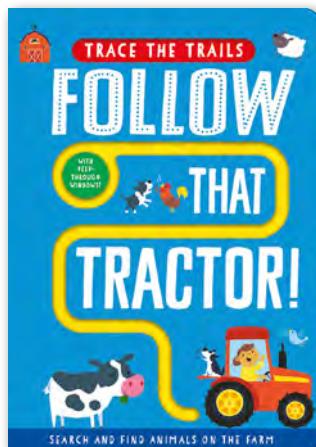
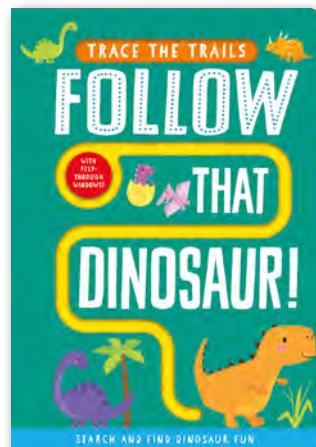
**Follow That Unicorn!**

Illustrator: Sam Meredith | Author: Georgie Taylor

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

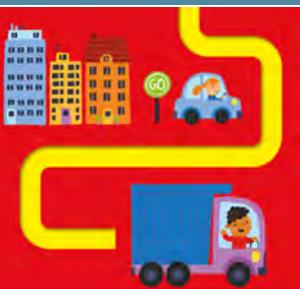
### Specification

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



Lots of items to seek and find on each page.

Tracing inset trails develops fine motor skills.



# Paint with Water SEEK AND FIND

**Seek and find  
again and again  
—just add water!**

## Water Painting Seek and Find

### Animals Dinosaurs Under the Sea Unicorns

Illustrator: Maaike Boot | Author: Georgie Taylor

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

#### Specification

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



Illustrator: Maaike Boot

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

# Lift -the- flap

## Sparkle-Go-Seek

### Sparkle-Go-Seek Lift-The-Flap Books

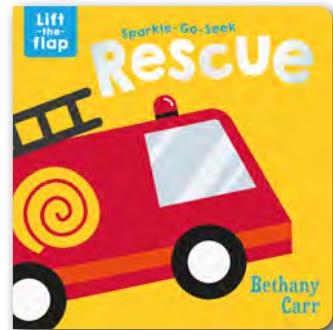
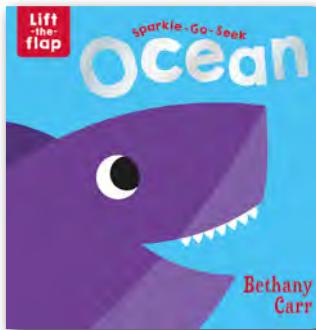
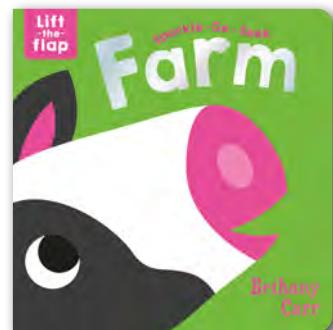
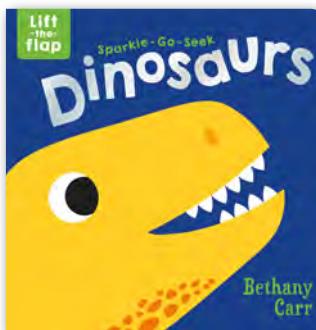
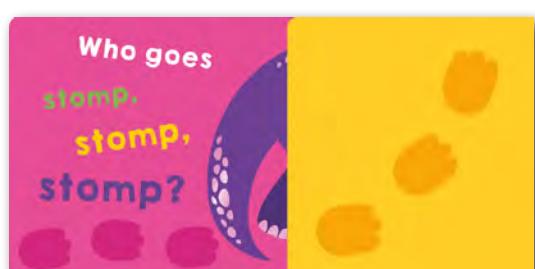
Dinosaurs  
Farm  
Ocean  
Rescue

Illustrator: Bethany Carr | Author: Katie Button

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

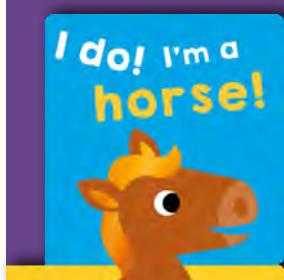
#### Specification

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



Encourages imaginative and interactive reading play.

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



# Shake, Shimmer & Sparkle!



## Shake, Shimmer & Sparkle Books

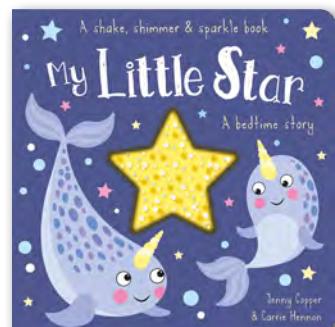
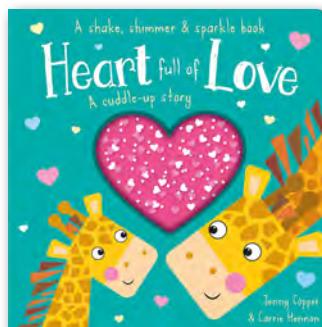
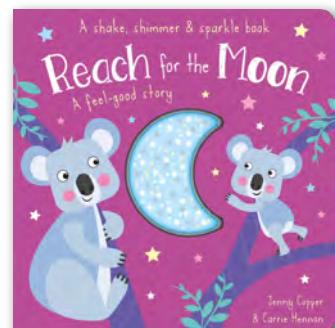
**Over the Rainbow**  
**Reach for the Moon**  
**Heart full of Love**  
**My Little Star**

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

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

### Specification

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



Shake the book to make a glitter heart, moon, rainbow or star cascade.

Rhyming text prompts reader to interact with the glitter, foil and gel novelty on each page.



# Magic Torch Books

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



## Magic Torch Books

**Goodnight Monkey**

**Goodnight Bear**

**Goodnight Lion**

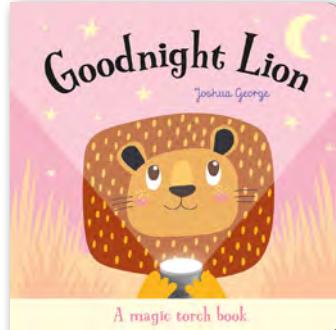
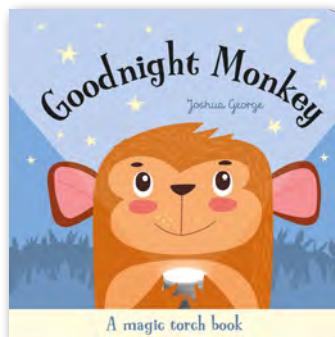
Designer: Zhanna Ovocheva

Author: Joshua George

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

### Specification

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



### Magic torch

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

### Safe for little hands

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

### Perfect for bedtime

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



**Busy Play Sticker Activity**  
**Construction Site**  
**Farm**  
**Ocean**  
**Things That Go**

Author: Connie Isaacs Illustrator: Tokokoo

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

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

**Specification**

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

**New!**



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



20 chunky play pieces to complete the scenes.

Includes play scenes, activities and 150 full colour stickers.





## Face Mask and Activity Books

### Dinosaurs Unicorns

Author: Connie Isaacs Illustrator: Bethany Carr

New!

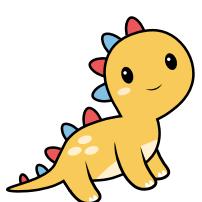
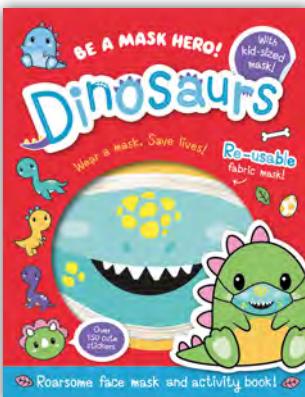
Be a mask hero with these awesome dinosaur and unicorn face mask and sticker activity books!

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

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

#### Specification

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

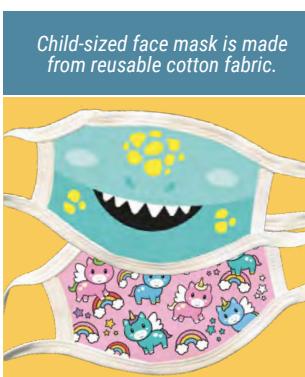


**Reusable and washable fabric kid-sized mask!**

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



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



Child-sized face mask is made from reusable cotton fabric.

Face mask is secured to the inside front cover in a poly bag.



## Wobbly-Eye Puffy Sticker Activity

**Animals**  
**Dinosaurs**  
**Unicorns**  
**LOL Cute**

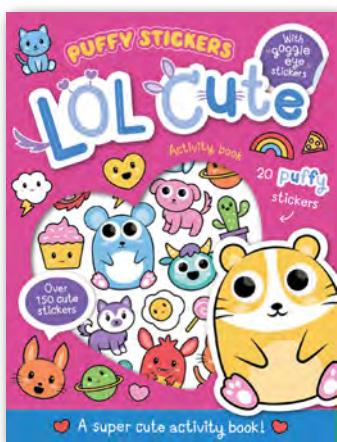
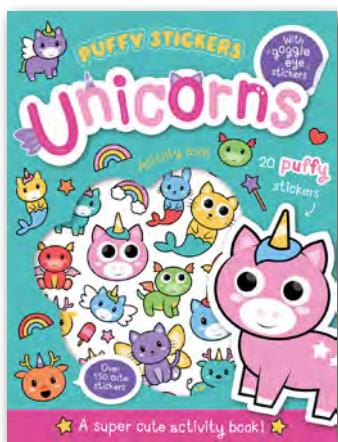
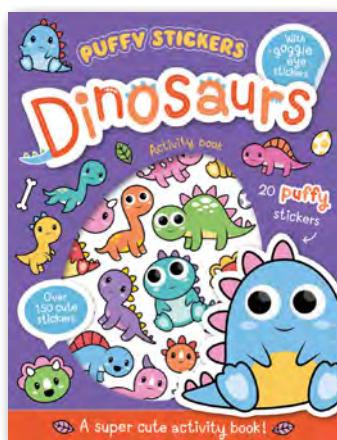
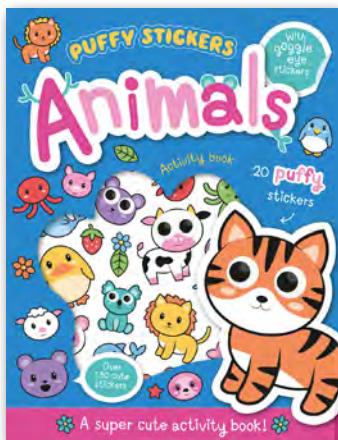
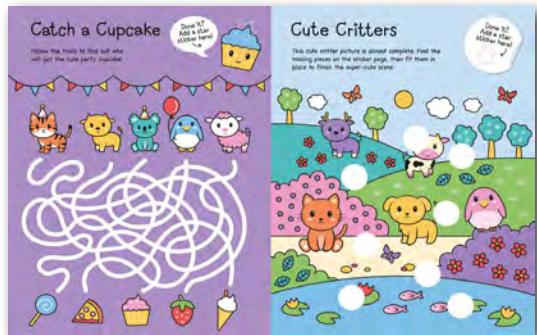
New!

Illustrator: Bethany Carr | Author: Connie Isaacs

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

### Specification

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



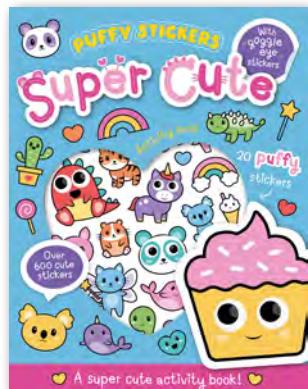
## Super Cute

Illustrator: Bethany Carr | Author: Connie Isaacs

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

### Specification

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



# Sparkly Balloon Stickers

## OVER 150 STICKERS AND ACTIVITIES!



### Sparkly Balloon Sticker Activity Books

Dinosaurs  
Gross!  
Super Cute  
Unicorns

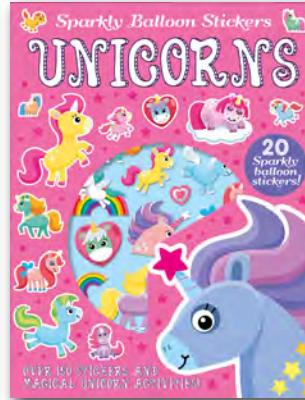
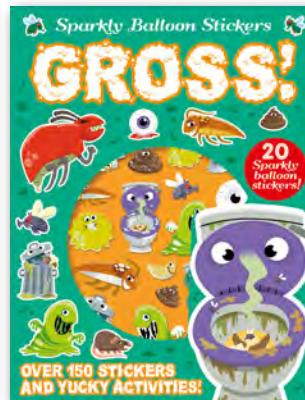
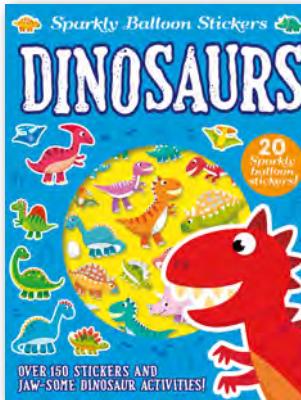
Illustrator: Barry Green | Author: Arthur Over

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

#### Specification

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

New!



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

Over 100 activities and jokes  
in each book!



# Felt Stickers

# Play Scene Books

**Felt Stickers**  
Animals  
Diggers  
Dinosaurs  
Farm

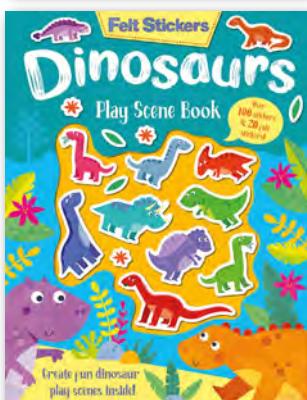
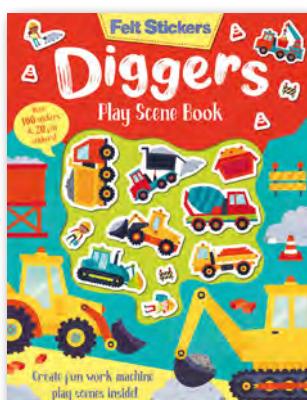
New!

Illustrator: Gareth Williams | Author: Kit Elliot

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

#### Specification

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



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

Includes 20 innovative novelty felt stickers!



# Picture Storybooks



## Picture Storybooks

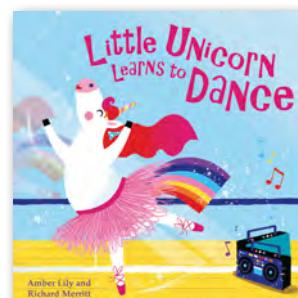
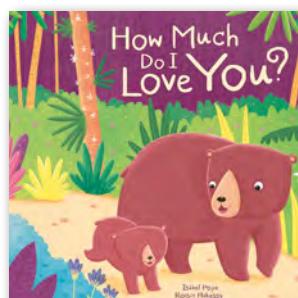
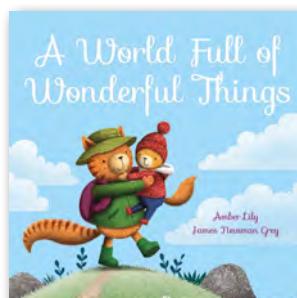
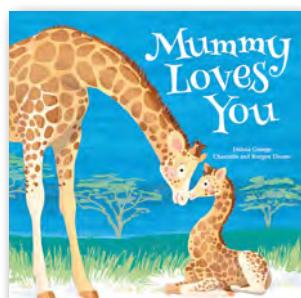
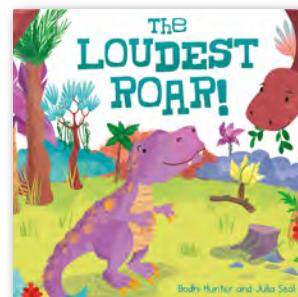
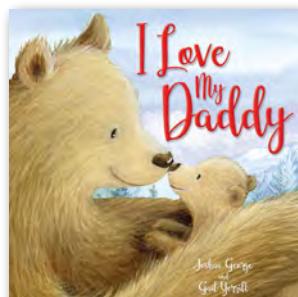
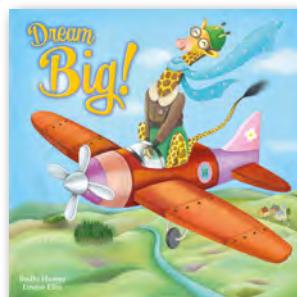
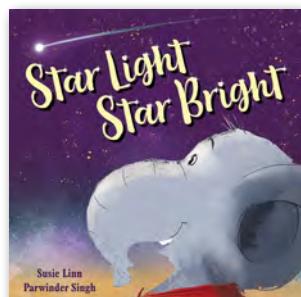
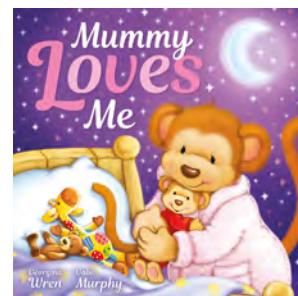
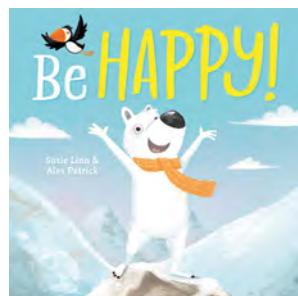
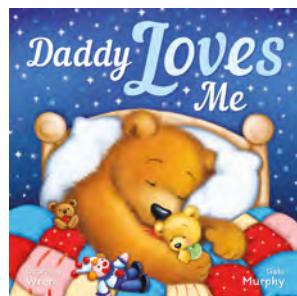
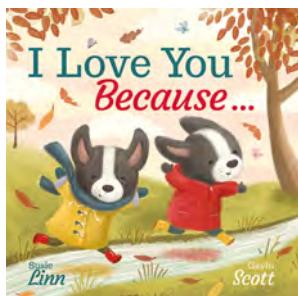
Great stories combined with fabulous illustrations are the two key ingredients for our fun-filled picture storybooks.

### Specification

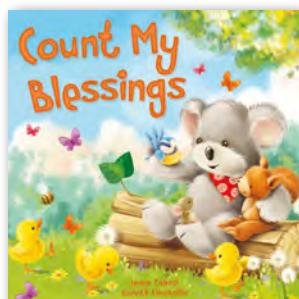
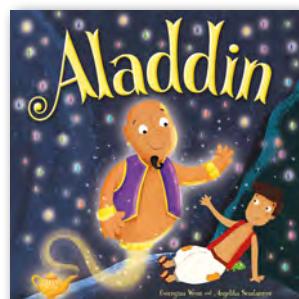
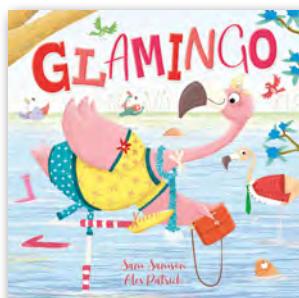
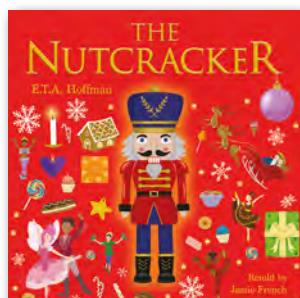
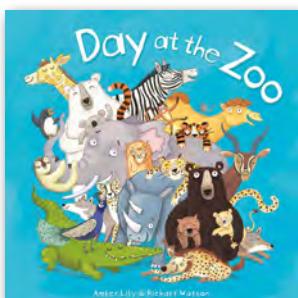
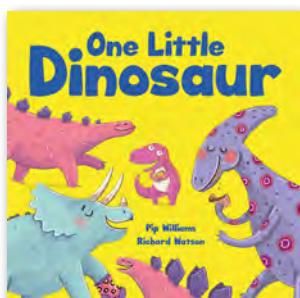
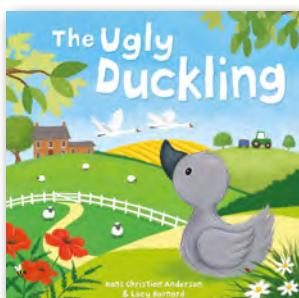
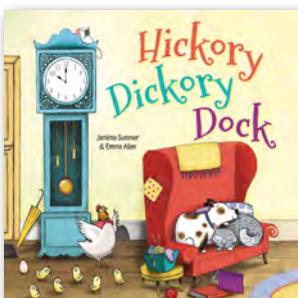
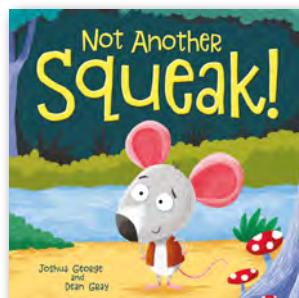
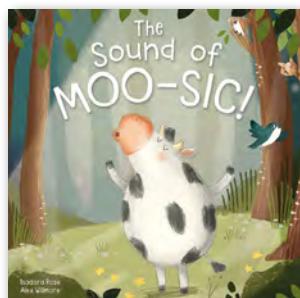
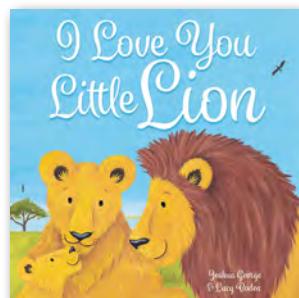
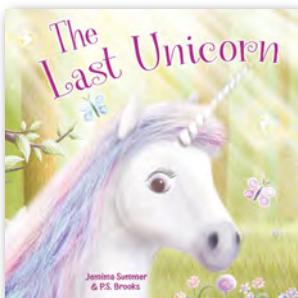
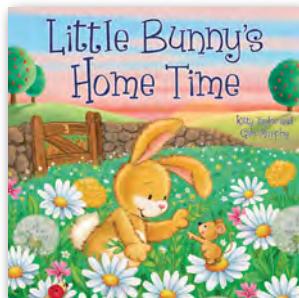
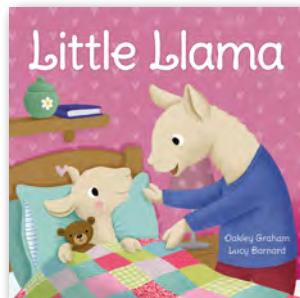
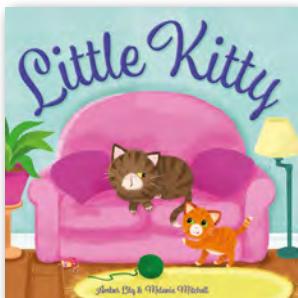
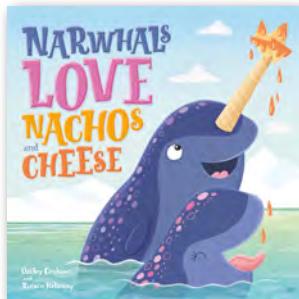
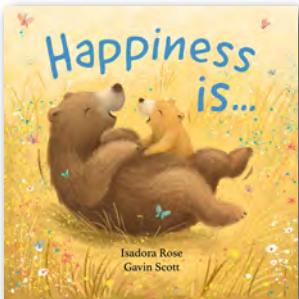
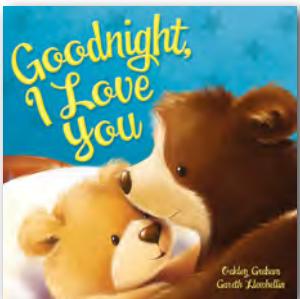
Book size: 254x254 mm, 24 or 32pp, full colour, paperback, matt lamination and spot UV on cover, age 3+.

Board book editions  
also available!

New  
Titles!



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





# ELEVATE

VIEW OF THE NATURAL WORLD

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

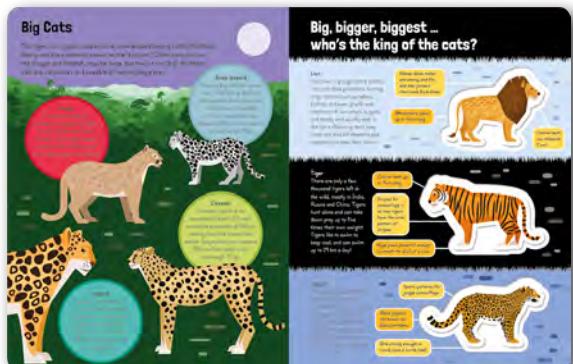
Illustrators: Iana Kauri/Matt O'Neil | Author: Joshua George

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

#### Specification

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

New!



# Gen Z Books

## Gen Z Books

Illustrator: Peppa Joy | Author: Cassie Parker

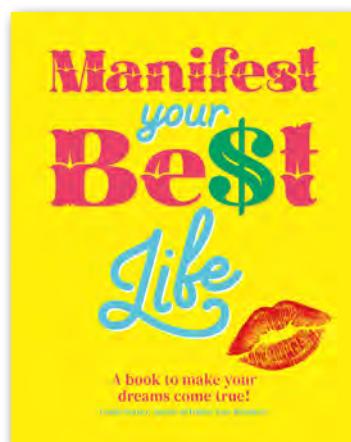
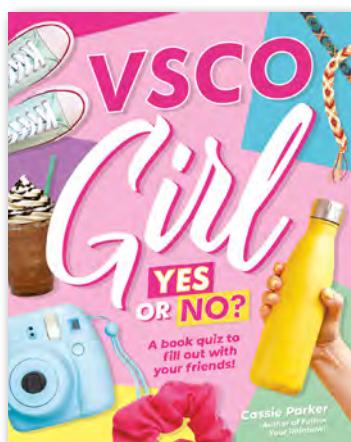
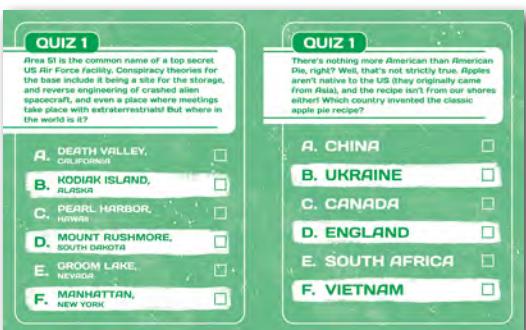
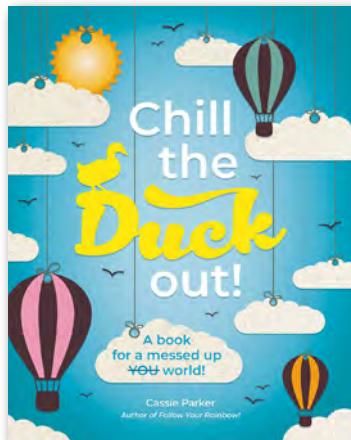
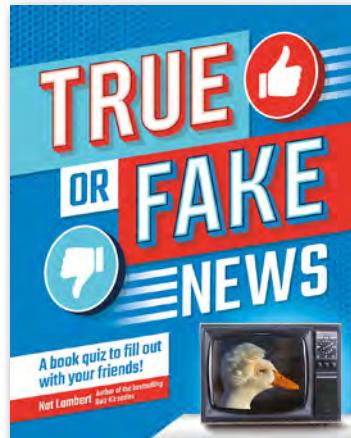
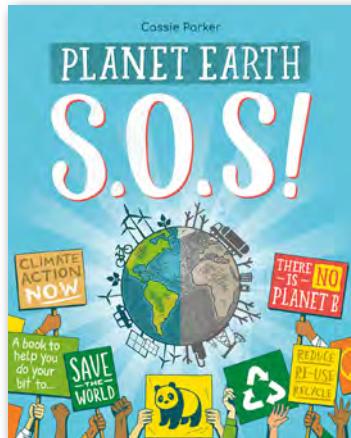
The most popular trends on Snap Chat, TikTok, and YouTube are the focus of this brand-new series for Gen Z readers!

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

### Specification

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

New!



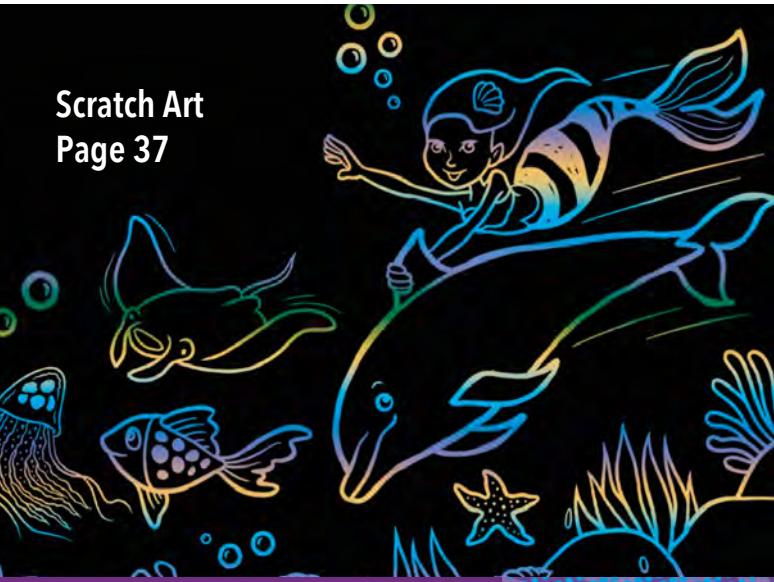
TM

# TOP THAT



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

Scratch Art  
Page 37



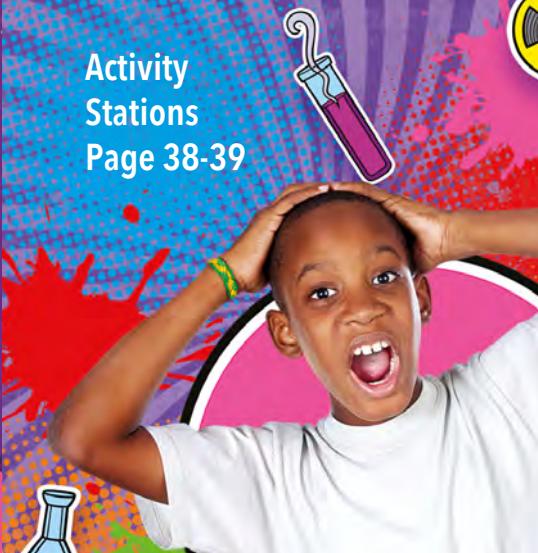
Make This!  
Page 40



Find your Sparkle  
Page 36



Activity  
Stations  
Page 38-39



Paint Your Own  
Colour Changing  
Page 35



# PAINT YOUR OWN COLOUR CHANGING



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

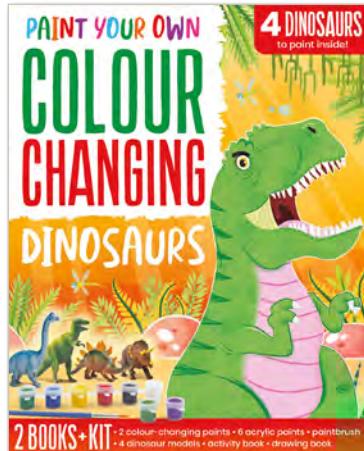
## Paint Your Own Colour Changing Dinosaurs Mermaids Unicorns

Illustrator: Diego Vaisberg

Author: Cordelia Nash

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

New!



## Specification

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

## Unique Selling Points

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



=Find your Sparkle=

# Creative Journal Kits

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

## Find Your Sparkle Folders

Dream BIG!

Follow Your Rainbow!

Things I Love!

You're a Star!

Illustrator: Bethany Carr

Author: Cassie Parker

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

New!



## Specification

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

## Unique Selling Points

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





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

New!

### Scratch Art

Dinosaurs  
Mermaids  
Under the Sea  
Unicorns

Illustrator: Barry Green  
Author: Assorted

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



### Specification

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

### Unique Selling Points

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





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

#### Activity Station Gift Boxes

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

#### Specification

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

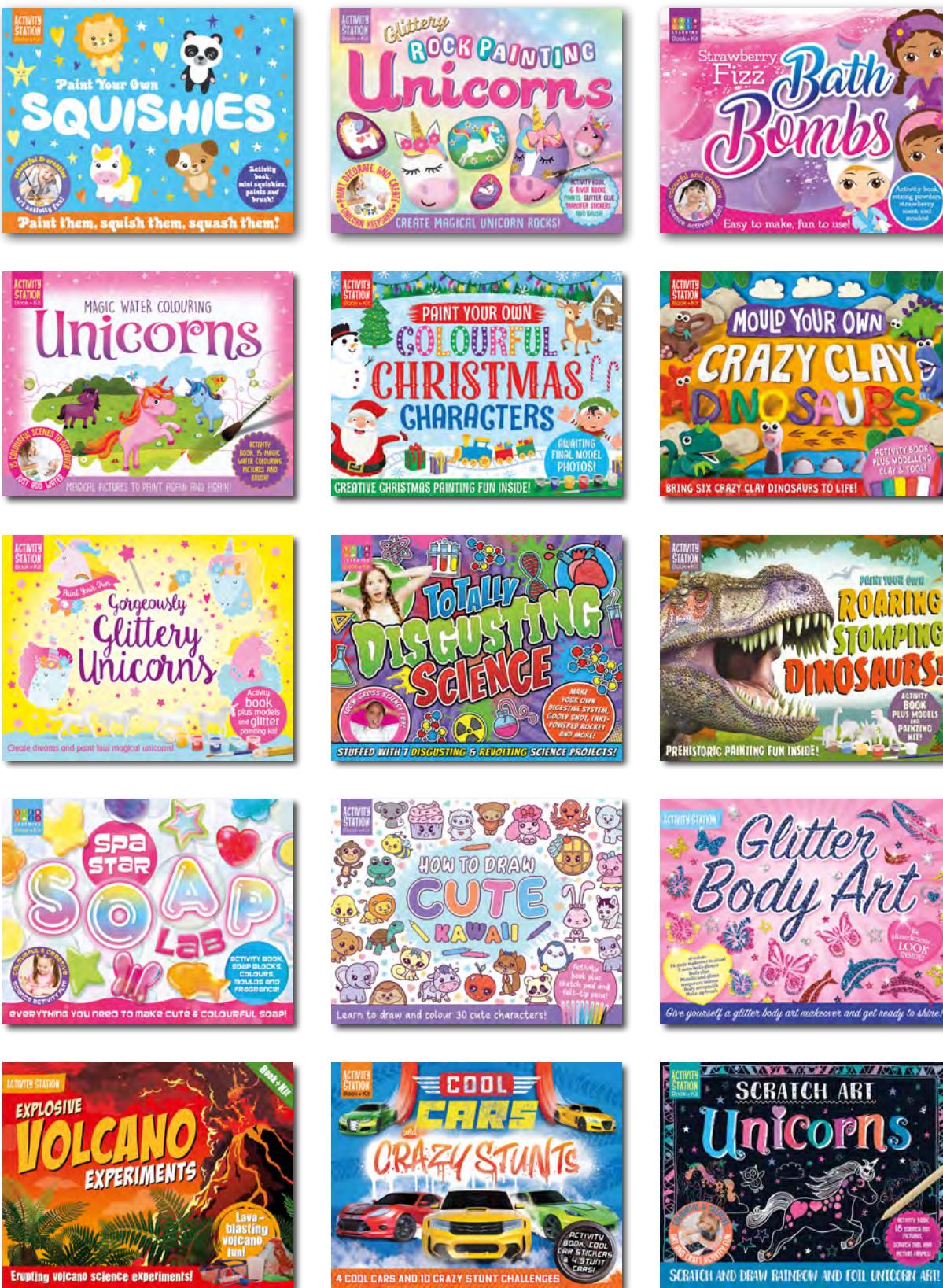
#### Unique Selling Points

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



More titles available. Ask for details.

## Activity Station Gift Boxes



## Specification

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

## Unique Selling Point

- Each title includes quality components!

Over 10 million gift boxes sold worldwide!

No. 1 for book kits!



# MAKE this!

New!

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

## Make This!

- Cute Clay Creatures
- Sun Catchers
- Super-Cute Fridge Magnets
- Rock Painting Unicorns

Illustrator: Assorted

Author: Assorted

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



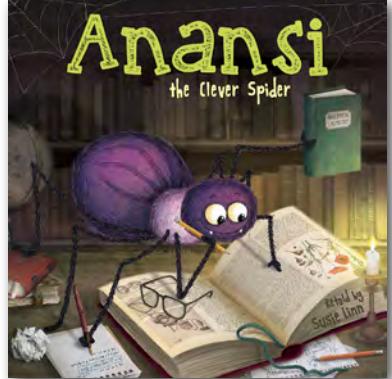
## Specification

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

## Unique Selling Points

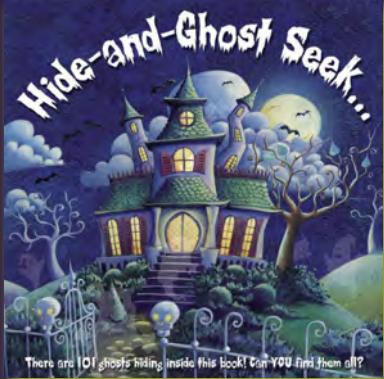
- Achievable projects make crafting fun.
- Each title includes everything needed.





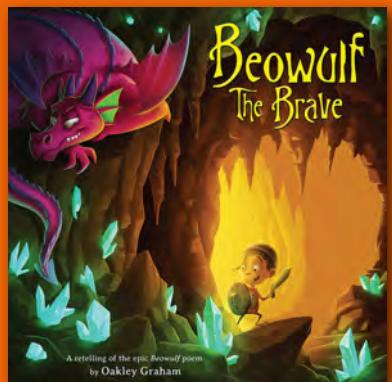
## Anansi the Clever Spider

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



## Hide-and-Ghost Seek...

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



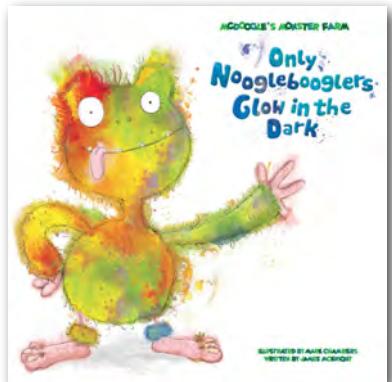
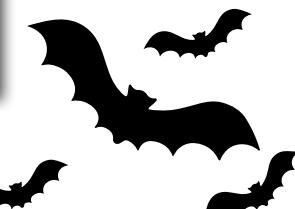
## Beowulf the Brave

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



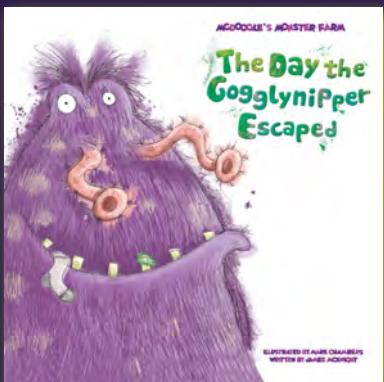
## The Return of the Jabberwock

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



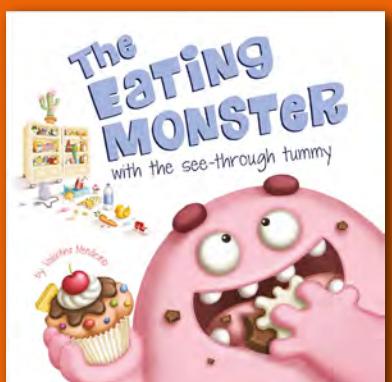
## Only Nooglebooglers Glow in the Dark

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



## The Day the Gogglynipper Escaped

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



## The Eating Monster

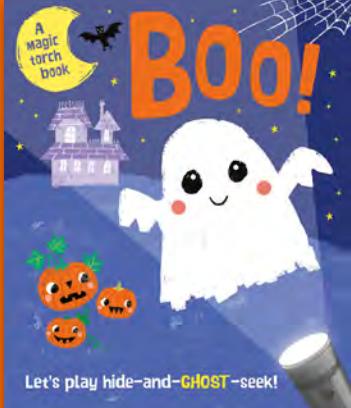
Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, age 3+.



## Time for Dinner

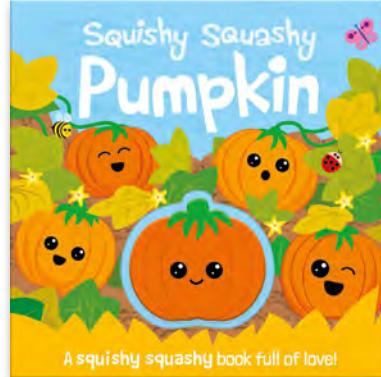
Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, age 3+.





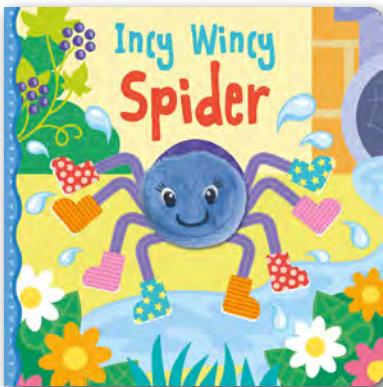
## Boo!

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



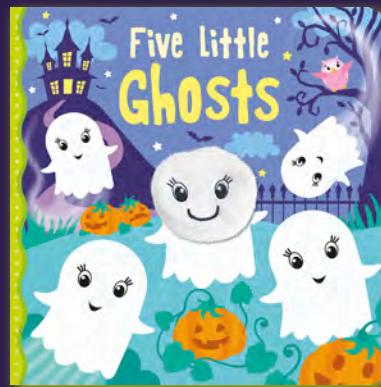
## Squishy Squashy Pumpkin

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



## Incy Wincy Spider

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



## Five Little Ghosts

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



## I'm just a Little Ghost

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



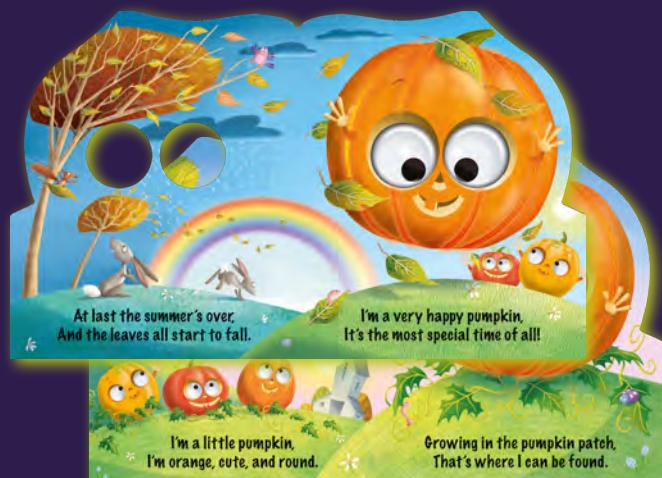
## I'm just a Little Vampire

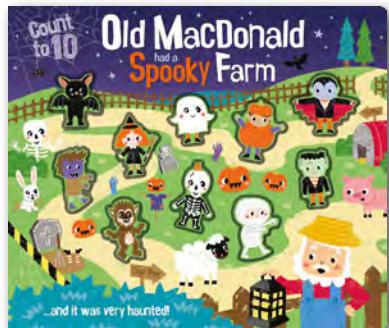
Book size: 160x115mm, 12 pp, full colour throughout, shaped board book, 3-D googly eyes, die-cut hole on cover and inside pages, age 1+.



## I'm a Little Pumpkin

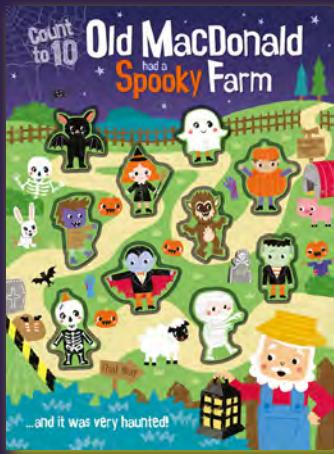
Book size: 160x115mm, 12 pp, full colour throughout, shaped board book, 3-D googly eyes, foil on cover and interior, die-cut hole on cover and inside pages, age 1+.





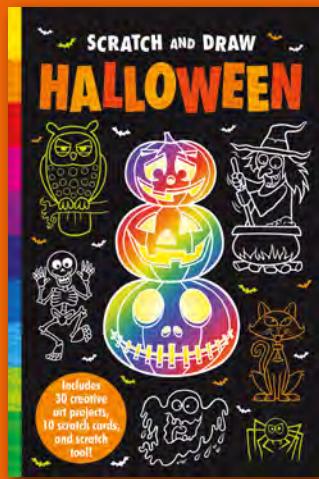
## Old MacDonald had a Spooky Farm

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



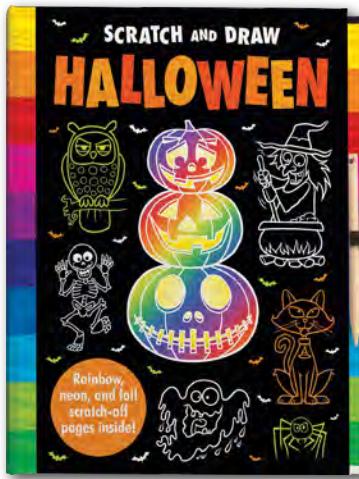
## Old MacDonald had a Spooky Farm

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



## Scratch and Draw Card Wallet Halloween

Wallet size: 210x142x10mm, 24pp, scratch cards: 10 leaves, scratch card size: 200x132 mm, full colour cover, card wallet with foil treatment, perfect bound book, scratch stylus tool, age 5+.



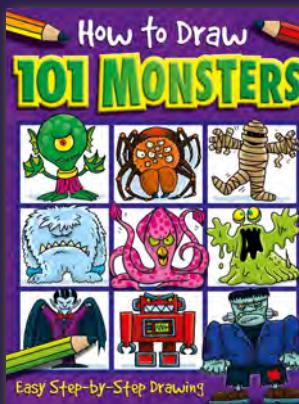
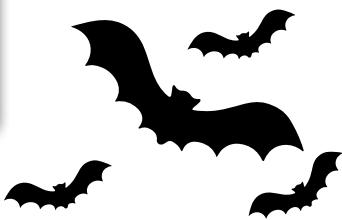
## Scratch and Draw Halloween

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



## How to Draw 101 Halloween

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



## How to Draw 101 Monsters

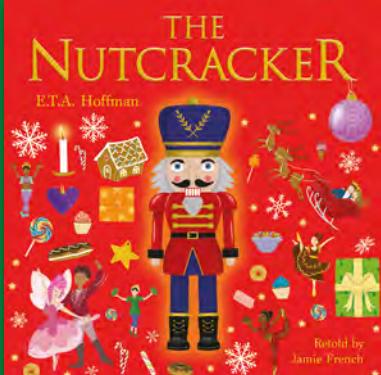
Book size: 280x216 mm, 48pp, black and white step-by-step sketches to follow, paperback, age 5+.



## 555 Sticker Fun Monsters

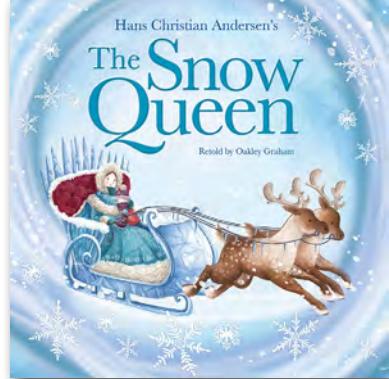
Book size: 280x216mm, 56pp including 4 leaves of stickers, full colour, paperback, matt lamination and spot UV on cover, age 5+.





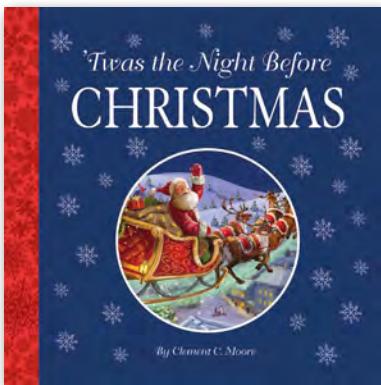
## The Nutcracker

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



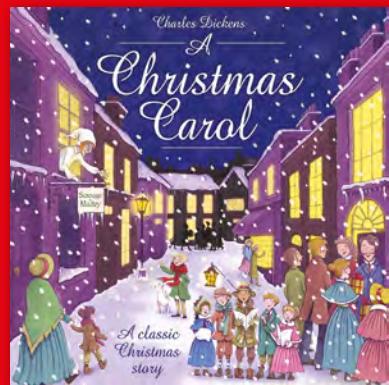
## The Snow Queen

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



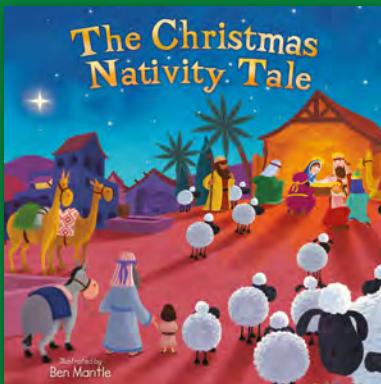
## 'Twas the Night Before Christmas

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



## A Christmas Carol

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



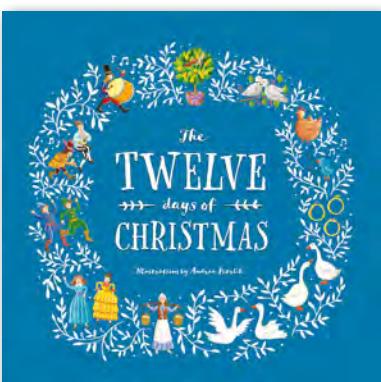
## The Christmas Nativity Tale

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



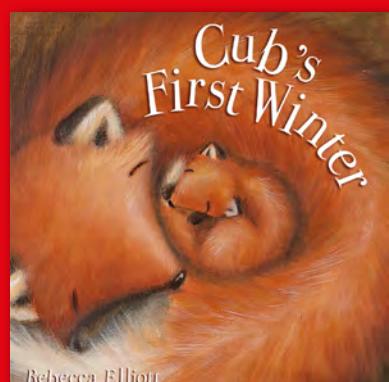
## When I dream of Christmas

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



## The Twelve days of Christmas

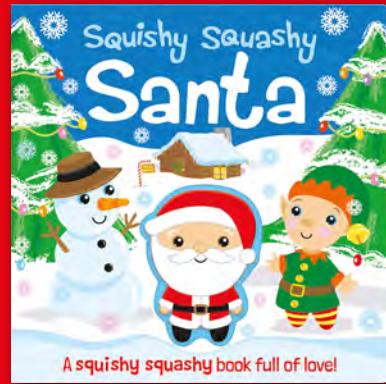
Book size: 254x254mm, 32pp, full colour throughout, paperback, matt lamination and spot UV, foil, age 3+.



## Cub's First Winter

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





## Squishy Squashy Santa

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



## Ten Sleeps to Christmas

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



## A Very Happy Christmas

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



## Christmas with Santa and Friends

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

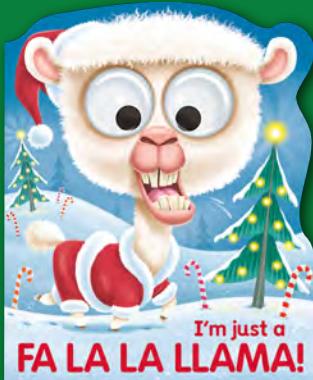


## Play Felt Christmas with Santa and Friends

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



# CHRISTMAS NOVELTY BOOKS



## I'm just a Fa La La Llama

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



## I'm just a Little Reindeer

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



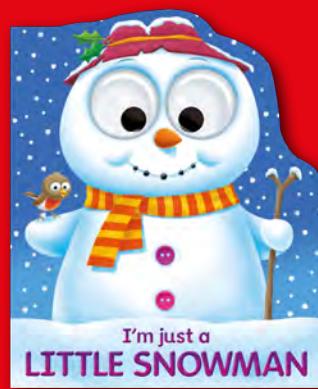
## I'm just a Little Elf

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



## I'm Santa Claus

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



## I'm just a Little Snowman

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



Christmas presents of all kinds,  
For good girls and boys.





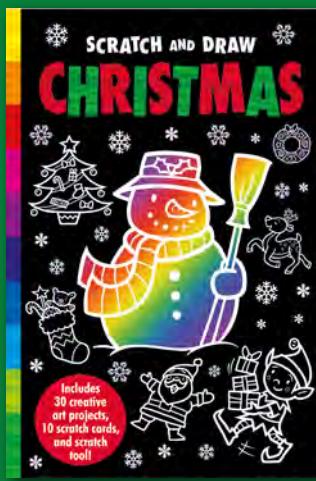
## How to Draw 101 Christmas

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



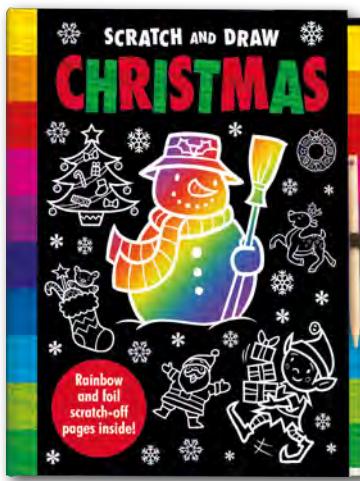
## My First Sticker Book Christmas

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



## Scratch and Draw Card Wallet Christmas

Wallet size:  
210x142x10mm, 24pp,  
scratch cards: 10 leaves,  
scratch card size:  
200x132 mm, full colour  
cover, card wallet with  
foil treatment, perfect  
bound book, scratch  
stylus tool, age 5+.



## Scratch and Draw Christmas

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



## 555 Sticker Fun Christmas

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

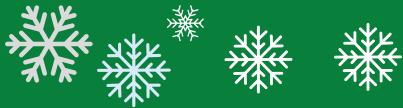


# CHRISTMAS ACTIVITY KITS



## Make your own Penguin Art

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



## Spray Pen Art Christmas

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



## Read and Play Felt Magical Christmas

Box size: 245x185x65mm, carry box with colourful rope handle, book size: 168x198 mm, 24pp, five felt play scenes, over 100 felt play pieces (28 full colour, 80 single colour), age 3+.



## Paint your own Colourful Christmas Characters

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



## Scratch Art Christmas

Box size: 295x228x45mm, full colour, hinged lid, book size: 182x140 mm, 24pp, paperback, full colour, themed components, age 8+.



