

MAKE  
BELIEVE  
IDEAS

Spring 2025

# Groovy Baby 0+ NEW TITLE

Introducing Groovy Baby: an exciting new range of board books with a beautiful retro-inspired design. Focusing on a collection of core themes and engaging novelties, this colourful series offers an early introduction to the alphabet, numbers, animals and much more!



9781836422587  
10 pp BB with 2 spinners  
and die-cut holes throughout  
180 x 180 x 16 mm  
£6.99



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

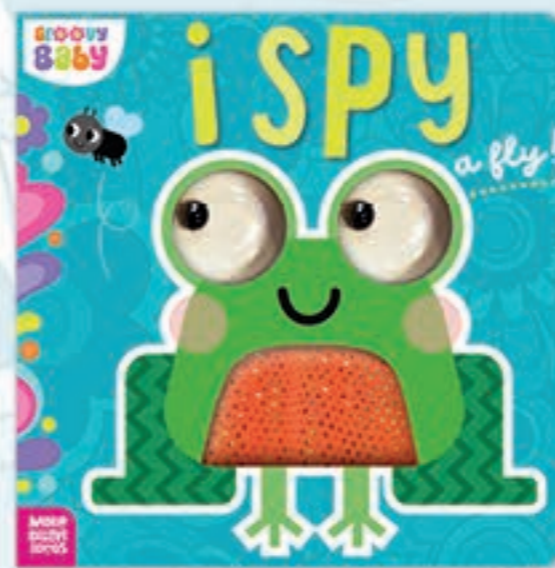
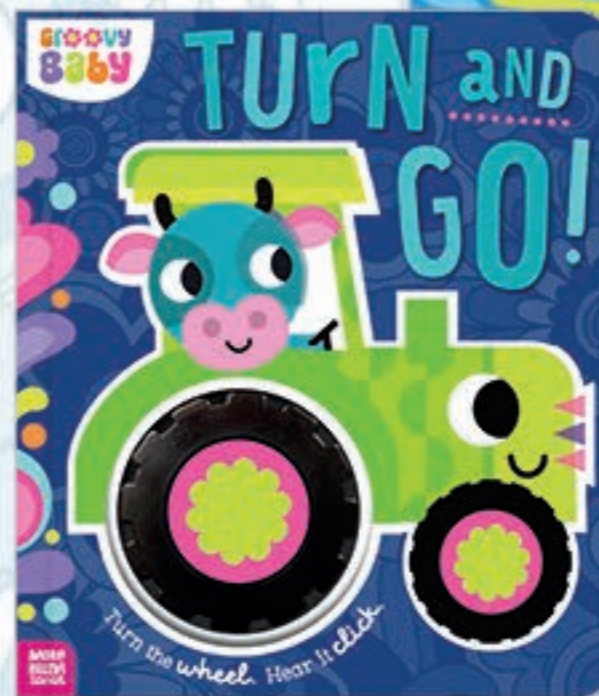


MIRRORS,  
TOUCHES,  
SOUND BUTTON  
AND MORE

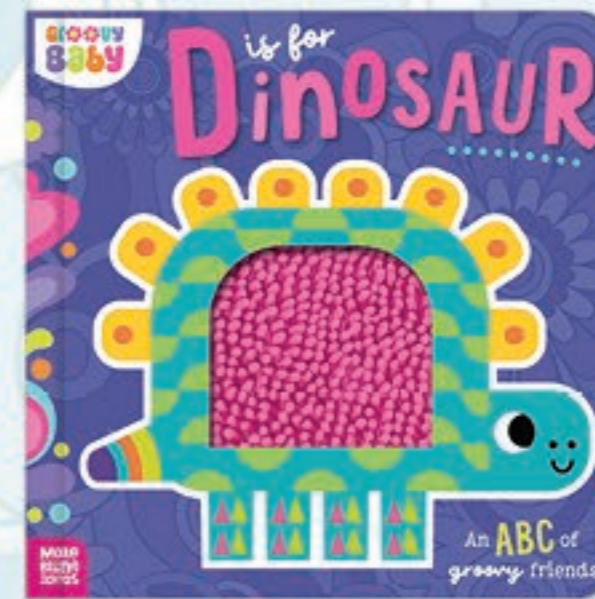
9781836422495  
12 pp cased BB  
with a sound button  
die-cut through  
to the cover and  
tabs throughout  
210 x 176 x 14 mm  
£6.99



Available February  
Scott Barker



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



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



9781836422655  
12 pp cased BB with a handle  
and touches throughout  
158 x 126 x 19 mm  
£6.99

# Groovy Baby

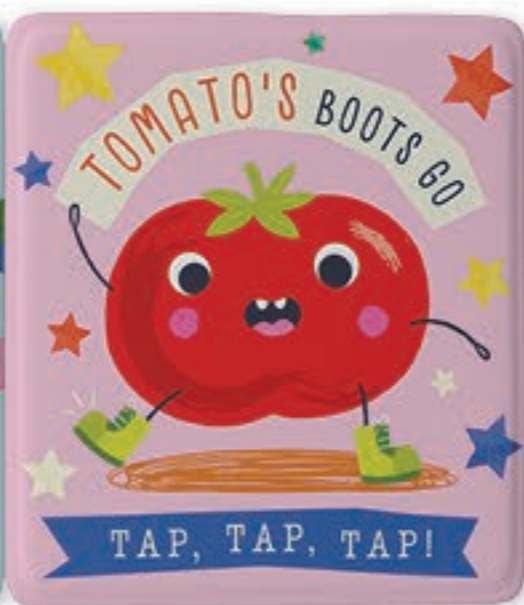
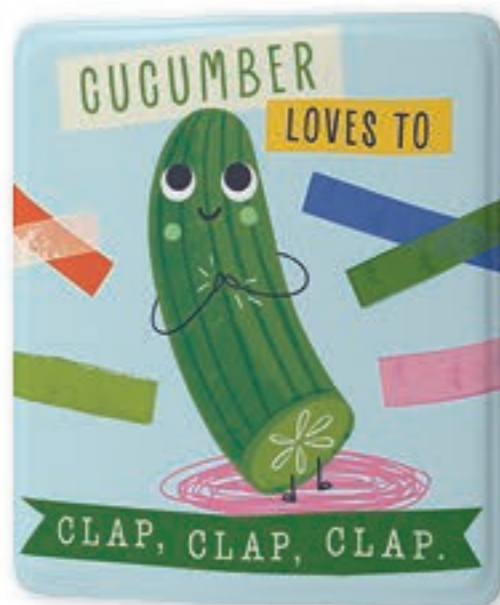
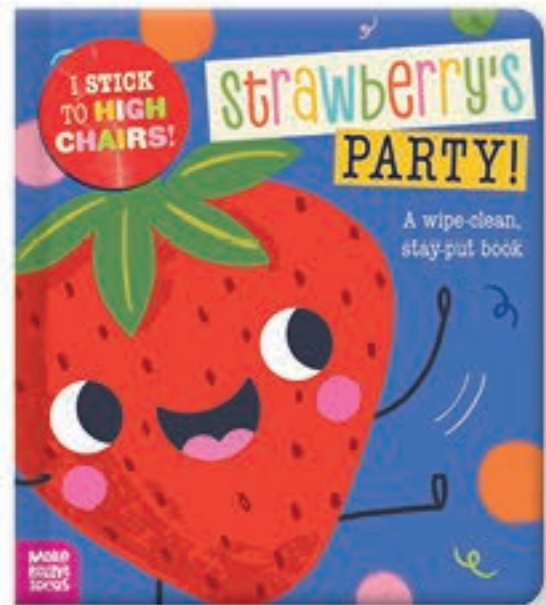
9781836422556  
12 pp cased BB with  
a clicking wheel die-cut  
through to the cover  
230 x 200 x 19 mm  
£6.99

# Strawberry's Party! 0+ NEW TITLE

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.



Available February  
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



Suction cup on reverse

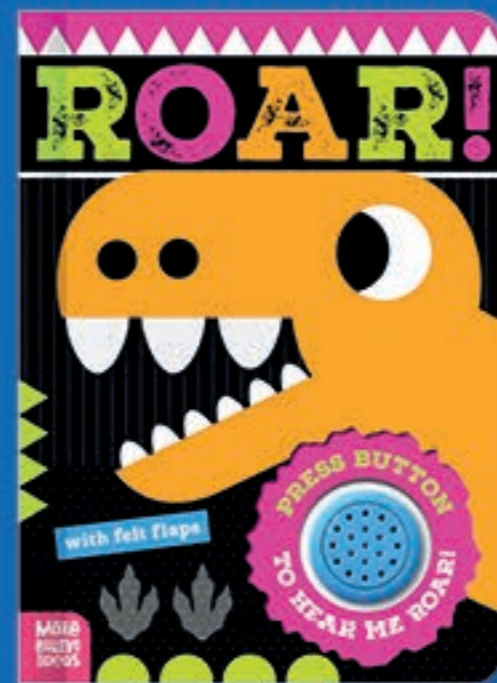


# Neon Sound Books 0+ NEW TITLE

Munch, stomp, roar and snore with the noisy dinosaurs! With eye-catching neon colours, interactive felt flaps and a sound button that plays five dinosaur sounds, this engaging book is perfect for encouraging sensory play.



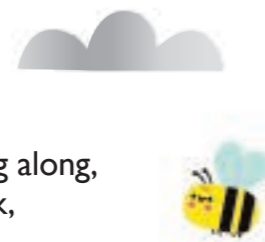
Available March  
Scott Barker  
9781836421221  
12 pp cased BB  
with felt flaps  
and a sound button  
die-cut through  
to the cover  
185 x 134 x 18 mm  
£7.99



# The Toddler Play Book of Everything!

0+ NEW TITLE

Encourage exploratory play and learning by singing along, counting, signing and much more in this busy book, with multiple flaps to find and lift on every page.



OVER 65 FLAPS TO DISCOVER



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



Turn to p35 to see Big Stickers for Toddler Hands



# 10 Super Snacks

3+ NEW TITLE

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.



TOUCH-AND-FEEL SNACKS



Available February  
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



# Strawberry Milk

0+

NEW TITLE

Join Strawberry Milk and her friends on a shake-tastic adventure! This multi-sensory book has an embroidered touch-and-feel cover for curious hands to explore. Read the fun rhymes, and then discover the scratch-and-sniff patches to enjoy the sweet scents.

TOUCH,  
FEEL,  
SCRATCH  
AND SNIFF



Available April  
Hayley Kershaw  
9781836421368  
12 pp shaped BB  
with a multi-touch  
patch on the cover  
and scratch-and-sniff  
areas throughout  
180 x 140 x 16 mm  
£7.99



Also available: Yummy Cupcake



9781805445463  
180 x 148 x 16 mm

# Ready Set Squish!

3+

NEW TITLE

The Squishies have discovered a magical place where all fruit and vegetables exist in harmony . . . the supermarket! But how do they get inside? Find out in this fun first storybook, with five removable squishy toys to touch, feel and squish.

REMOVABLE  
SQUISHIES



Available February  
Ian Worrall-Dutton  
9781805442165  
24 pp cased BB  
with 5 removable  
squishy characters  
210 x 210 x 22 mm  
£9.99

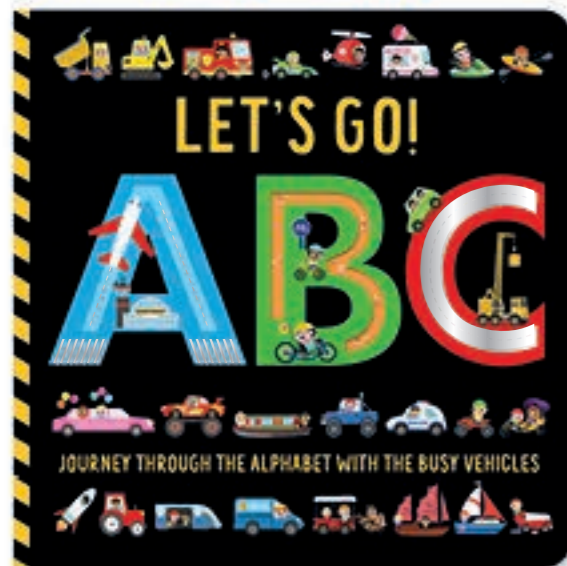


# Let's Go! ABC 0+ NEW TITLE

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.



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



# Squish and Snugg: Noisy Chick 0+ NEW TITLE

Join Little Chick as he learns the importance of using his inside voice. Complete with a super-soft cover and embroidered details, this sweet book doubles up as a plush toy to snuggle and squish.



Available January  
Beverley Hopwood  
9781836421153  
18 pp padded BB  
with details sewn  
onto a velboa cover  
210 x 180 x 35 mm  
£9.99



Over  
260,000  
sold

Also available:  
Groovy Axolotl



9781805441908

Happy Cow



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

# Pop Out Mega Pictures: Vehicles 0+

NEW TITLE

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



Available February  
Teresa Bellón  
9781805441021  
12 pp cased BB with  
pop-out pages throughout  
159 x 159 x 21 mm  
£6.99



Also available:



9781805447474  
235 x 235 x 23 mm  
£8.99



9781805440987

# True Crime Fairy Tales: Little Red Riding Hood 0+

NEW TITLE

SLIDERS AND TOUCHES



Available February  
Stuart Lynch  
9781836421054  
12 pp cased BB with  
a variety of novelties  
throughout  
210 x 176 x 22 mm  
£7.99

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



Also available:



9781805441069



9781805445449

# Squish 'n' Squeeze Capybara! 3+

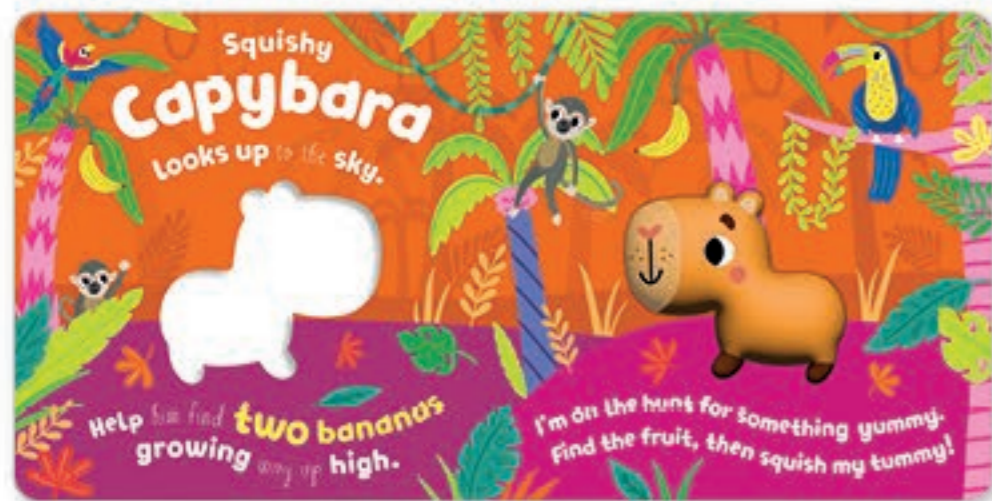
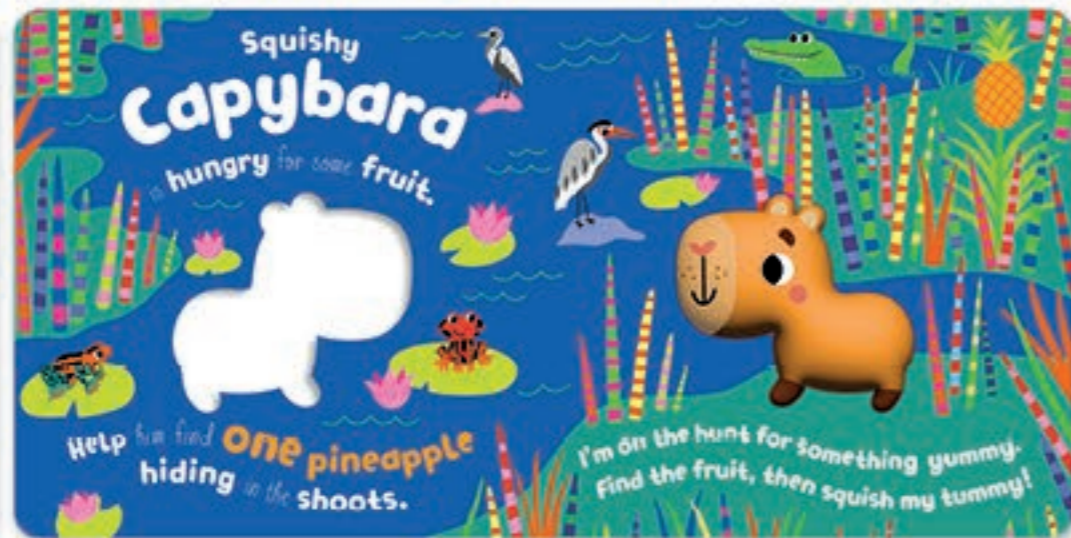
NEW TITLE

SQUISHY CAPYBARA



Available February  
Jess Moorhouse  
9781805444718  
12 pp cased BB with  
a squishy touch die-cut  
through to the cover  
178 x 178 x 15 mm  
£7.99

Join Squishy Capybara on a fruity search-and-find adventure. This adorable book has a capybara-shaped squishy cut through to the cover and sweet rhymes to keep little ones engaged and entertained. Don't forget to give him a squish on every page!



Also available:

Over 420,000 sold



9781803371436



9781805447610



9781789478556



9781789478532



# Spin and Play: Dinosaur Games 5+

NEW TITLE

BUILT-IN DICE



Available March  
Hayley Kershaw  
9781836429968  
12 pp cased BB with  
2 dice attached to the  
spine and 16 counters  
246 x 220 x 20 mm  
£12.99

Play games on the go with this innovative board book. With dice, counters and five roar-some games, it is perfect for dino game fun wherever you are.



Over 350,000 sold

Also available:



9781786926166



9781789470109





# The Very Hungry Worry Monsters

The Worry Monsters are here, ready to make your worries disappear! From beating starting school fears to understanding emotions, these reassuring books in Lara Ede's beautifully illustrated series tackle a range of comforting topics and offer reassurance to little ones.

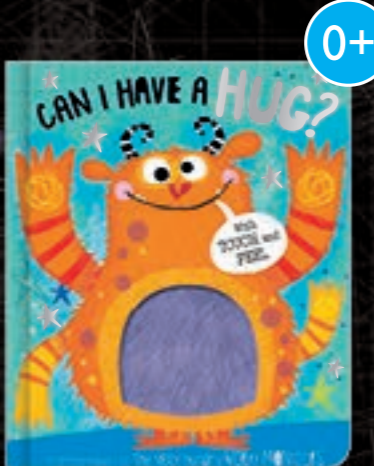


Over 1.6 million sold



0+

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



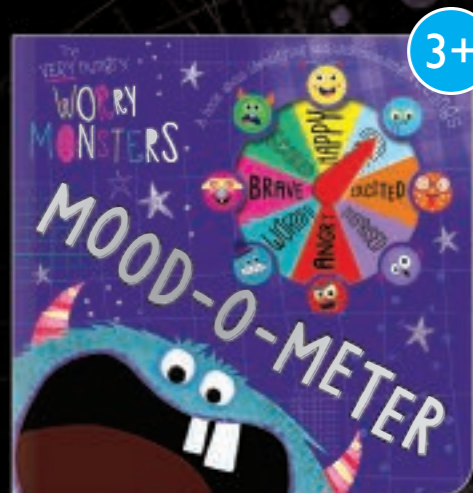
0+

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



2+

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



3+

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



3+

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

3+

NEW TITLE

FUR COVER WITH POCKET



Available January  
Lara Ede  
9781836422020  
18 pp padded BB with a pocket and details sewn onto a faux-fur cover  
225 x 195 x 25 mm  
£9.99

Join Frettie Fluster as she searches for answers in this sweet book that doubles up as a comforting Worry Monster companion. Children will love touching the fur cover and feeding their worries to the monster through the fuzzy mouth pocket.



# Never Touch the Farmyard Friends

0+

NEW TITLE

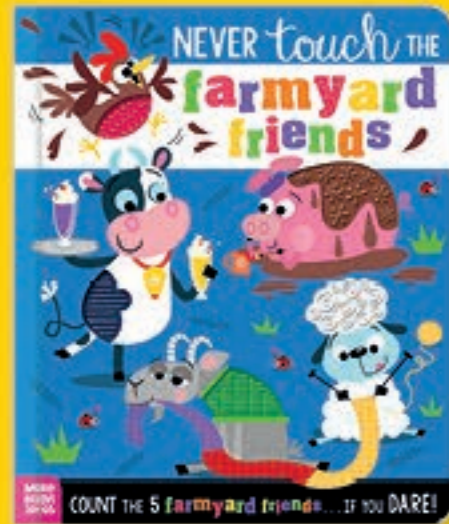
Join the farmyard friends on a tour with a difference in this playful addition to our best-selling series. Practise counting down from five as the silicone touches disappear one by one.



BUMPY SILICONE TOUCHES



Available January  
Stuart Lynch  
9781805444695  
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



Over 3.6 million sold



9781803379807  
£7.99



9781788439848  
£7.99



9781805446279  
£7.99



9781805441786  
£7.99



9781803371672  
£7.99



9781800581876



9781803375489



9781800583870



9781803372617



9781789477474



9781789472714



9781800582460

# Never Touch a Noisy Cow!

0+

NEW TITLE

FUNNY ANIMAL SOUNDS



Available February  
Stuart Lynch  
9781836422013  
10 pp cased BB  
with noisy textured silicone touches throughout  
233 x 193 x 25 mm  
£12.99

Discover a cow that goes oink, a sheep that goes cluck and more funny farmyard friends in this sensory sound book. Have fun pressing the textured silicone touches to listen to the silly animal noises on every page . . . if you dare!



oink!



baa!



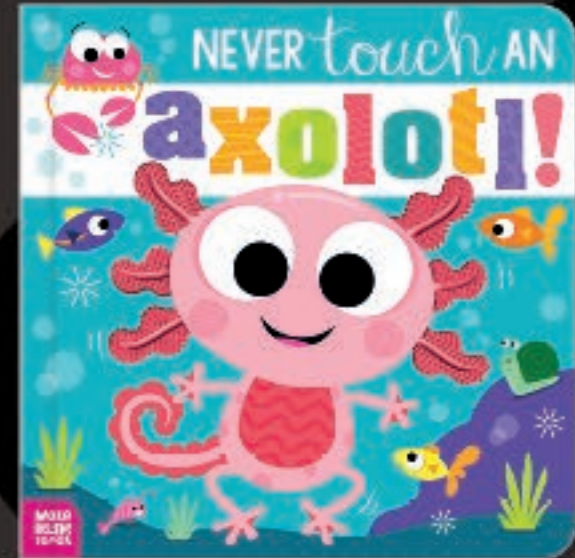
# Never Touch an Axolotl! 0+ NEW TITLE

The little water creatures love to mess around, so watch out when you meet them! Join the fun in this hilarious book with cheeky characters and bumpy silicone touches to discover.

**BUMPY SILICONE TOUCHES**



Available January  
Stuart Lynch  
9781805444640  
10 pp cased BB  
with textured silicone  
touches throughout  
186 x 186 x 19 mm  
£7.99



# Never Touch 0+

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



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

 9781785989087	 9781786922670	 9781800582699	 9781803377438	 9781788437011
 9781800581401	 9781803372631	 9781803375472	 9781785984280	 9781803371658
 9781789477467	 9781800582613	 9781789470963	 9781788436809	 9781805446255
 9781800581869	 9781788432795	 9781805441823	 9781789471984	 9781803374536

## Little Stars Cloth Books 0+

0+

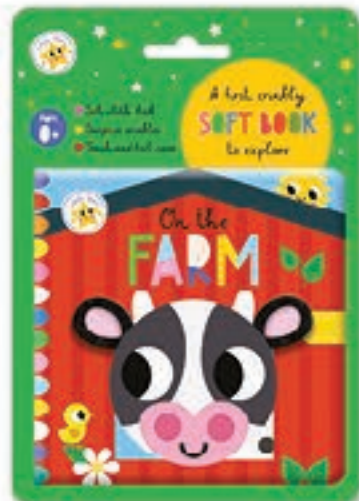
NEW TITLE

TOUCH-AND-FEEL COVERS



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

Little ones will love these sweet cloth books. With surprise crinkles, a tactile touch on each cover and delightful illustrations from Scott Barker, these colourful books are perfect for adults and babies to share together.



9781805448525



9781805448563



9781805448549



9781805448556



## Little Stars 0+

0+



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



9781803372396  
12 pp cased BB with a sound button die-cut through to the cover  
192 x 190 x 15 mm  
£7.99



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

Over 715,000 sold



9781805447276



9781805447283



9781803372426



9781805447269



9781803372419  
12 pp cased BB with a handle and touches throughout  
158 x 129 x 19 mm  
£5.99



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



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

FUN BATH BOOKS



# Squish and Snugg: Cutie Fruities 0+

NEW TITLE



WITH SHAPED FELT PAGES



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

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!



# Squish and Snugg: On the Go 0+

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.



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

PERFECT FOR ON THE GO



APPLE

5060236483973



AVOCADO

5060236483874



CACTUS

5060236483867



WATERMELON

5060236483980

# Squish and Snugg: Cuddlies 0+

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

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.



## Sensory Snuggables: Cuties Sensory Plush 0+

Proving that good things come in small packages, the gorgeous Cuties Sensory plush are perfectly portable for everyday play.



SWING TAG



Giraffe: 5060236483782  
 Bunny: 5060236486325  
 Fox: 5060236486332  
 175 x 100 x 100 mm  
 £9.99

## Sensory Snuggables: Classic Sensory Plush 0+

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



BACKING BOARD

SWING TAG



Elephant: 5060236483997 360 x 177 x 160 mm £14.99  
 Elephant: 5060236486349 360 x 177 x 160 mm £14.99  
 Dinosaur: 5060236483799 230 x 140 x 160 mm £14.99

## Sensory Snuggables: Super Sensory Plush 0+

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

Over 2.4 million sold



PACKAGING SWING TAG



Astronaut: 5060236483805  
 Bear: 5060236483812  
 Bunny: 5060236483829  
 Unicorn: 5060236483898  
 250 x 150 x 140 mm  
 £19.99

## Sensory Snuggables: Blankies 0+

Unicorn: 5060236483928  
 Dragon: 5060236483911  
 Plush blankie with touch-and-feel and ribbon tags, packaged with a swing tag  
 270 x 150 x 150 mm  
 £12.99



# Sensory Snuggables: Cloth Books

0+

NEW TITLE

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!



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



Over 965,000 sold

## Also available:



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

# Little Cub's Club

1½+

NEW TITLE

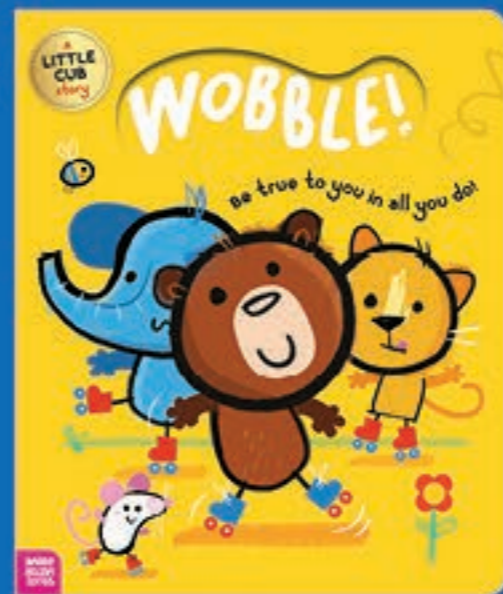
When playing alone in her new tent isn't much fun, Little Cub starts a club and invites her friends to join. Follow the animals through their everyday adventures and discoveries in these adorable books, designed with toddlers in mind to encourage an early love of story time.



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



Available March  
9781805442370



Available April  
9781836421269



# The Real T. Rex 3+ NEW TITLE

Miss T. Rex lives alone, and she is happy with that. But when another "T. Rex" appears at her door, Miss T. Rex is shocked, then confused. There is only one T. Rex in her town: her! As more T. Rex visitors arrive at her door, she begins to question life as she knows it: is she the real T. Rex after all?



Available July  
Ian Worrall-Dutton  
9781805442417  
32 pp PB  
300 x 230 x 4 mm

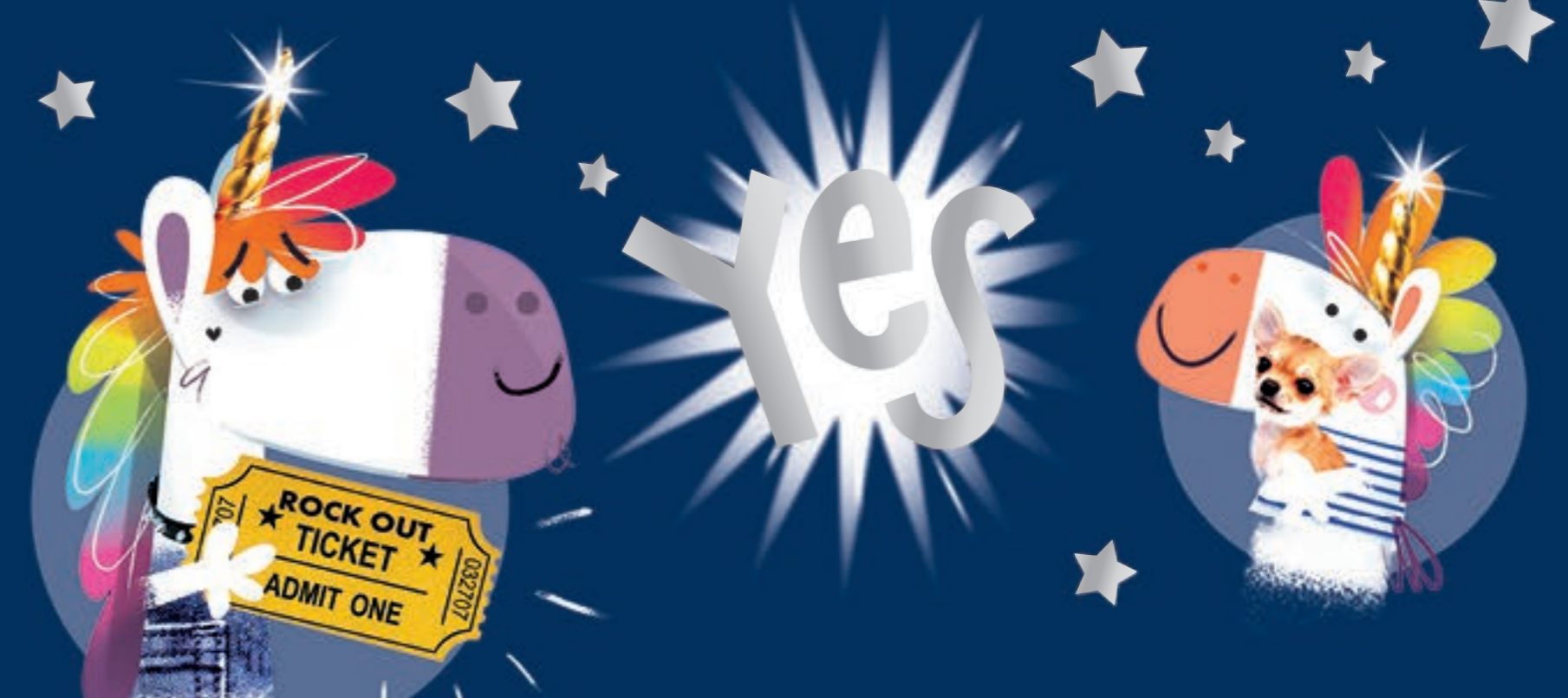


# Unicorn Yes Day! 3+ NEW TITLE

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



Available July  
Ian Worrall-Dutton  
9781805442394  
32 pp PB  
300 x 230 x 4 mm





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

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



## Things That Go Sponge Art 3+ NEW TITLE

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+ NEW TITLE

Create two bubble tea string-art designs using colourful thread, pom-poms, pins and stickers, plus 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



## My First Dinosaur Popedia Collection 0+ NEW TITLE

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



Also available:



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

## Neon Snap Bracelets 6+ NEW TITLE

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+ NEW TITLE

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+ NEW TITLE

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

# My Farmyard Play Book 3+ NEW TITLE

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

REUSABLE STICKY PLAY PIECES



Available February  
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



Also available:



Danielle Mudd  
9781805442080



# Big Stickers for Toddler Hands 2+ NEW TITLE

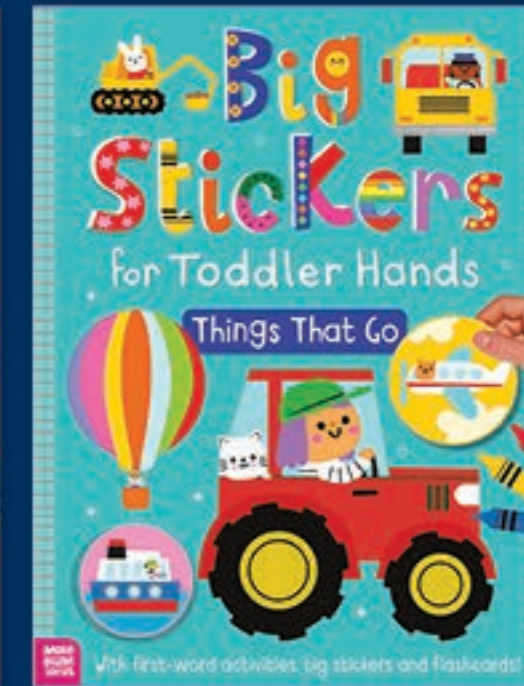
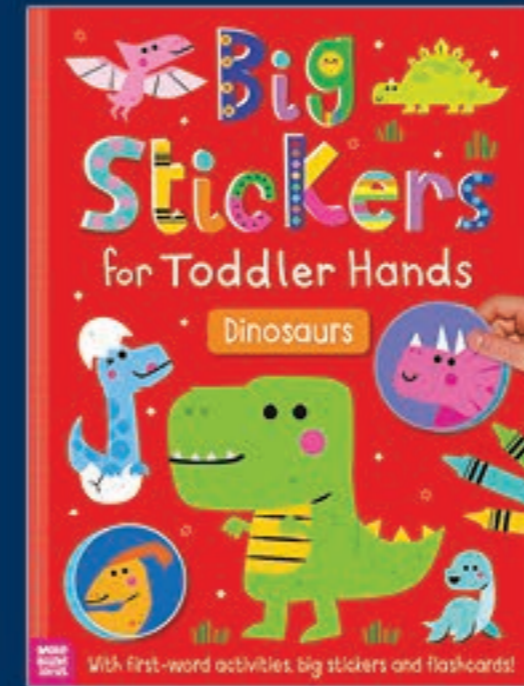
With big stickers, simple activities and fun flashcards to press out, these engaging activity books are perfect for introducing toddlers to first words.

BIG STICKERS FOR SMALL HANDS



Available February  
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



Turn to p6 to see The Toddler Play Book of Everything!

# Googly-Eye Stickers: DinosauRS

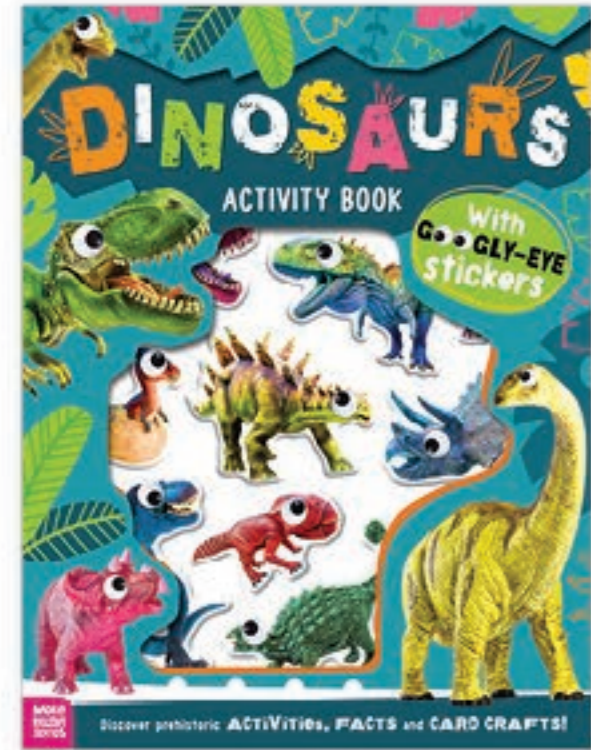
4+

NEW TITLE

Stomp and roar through a dinosaur kingdom in this jaw-some activity book, complete with prehistoric puzzles, ferocious facts, wild googly-eye stickers and cool card crafts.



Available February  
Hayley Kershaw  
9781836429784  
42 pp PB inc. 8 pp  
card and 1 sheet of  
googly-eye stickers  
280 x 215 x 5 mm  
£6.99



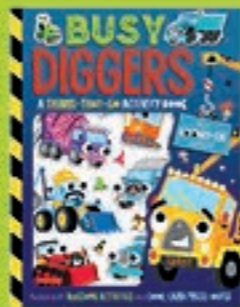
Also available:



Danielle Mudd  
9781803373072



Beverley Hopwood  
9781803373096



Stuart Lynch  
9781803370743



# Googly-Eye Stickers: Cutie Fruities

4+

NEW TITLE

Explore the cute and colourful world of the Cutie Fruities! Follow their adventures in this super-fun book, with adorable activities, sweet googly-eye stickers and playful card crafts.



Available February  
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



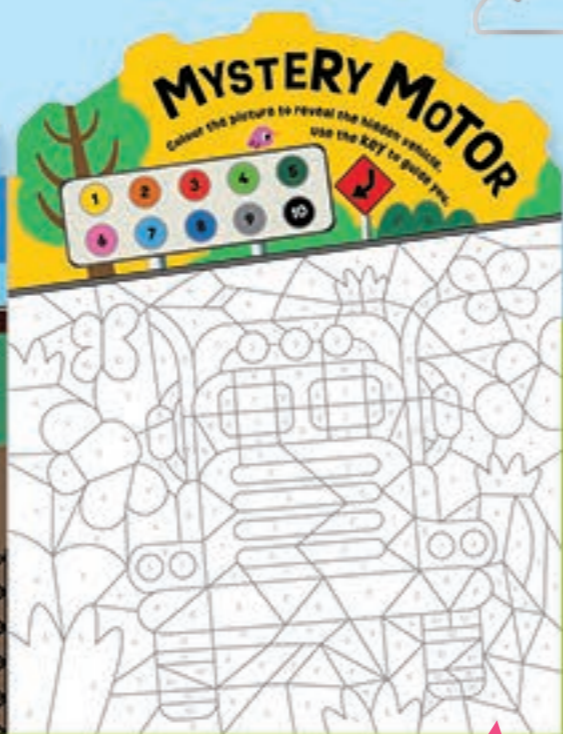
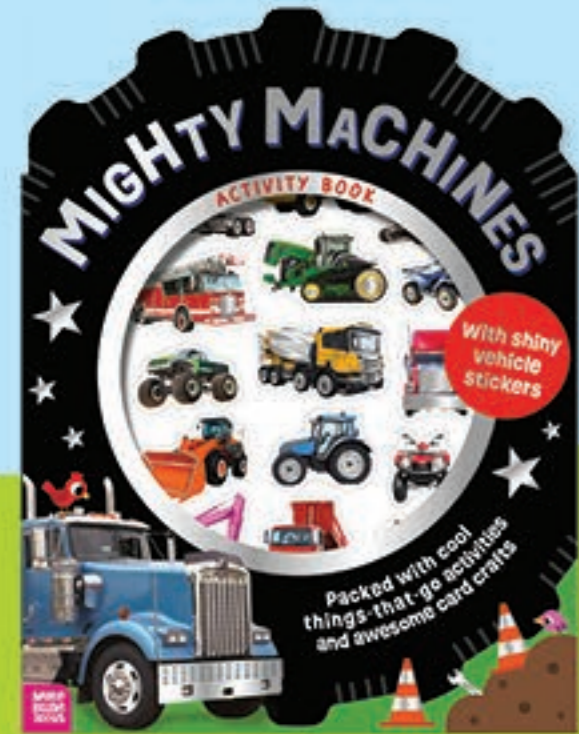
# Shiny Stickers: Mighty Machines

4+ NEW TITLE

Start your engines with the vehicles in this things-that-go activity book! Packed with powerful puzzles, fun facts, super-cool shiny stickers and speedy card press-outs.



Available April  
Scott Barker  
9781836429890  
42 pp PB inc. 8 pp card and 1 sheet of foiled stickers  
280 x 215 x 5 mm  
£6.99



Also available:



Scott Barker  
9781805442790



Jess Moorhouse  
9781805442776



Jess Moorhouse  
9781803370781



# Easter Sticker Activity Books

4+ NEW TITLE

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



Available February  
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



9781836420958



9781836420941



9781836420934



9781836420927

