

MAKE BELIEVE Ideas



SPRING 2026

Penguin's Ice-Cream Adventure 3+

NEW TITLE

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

2 PENGUIN PLUSHIES



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



300 First Words Sound Book 0+

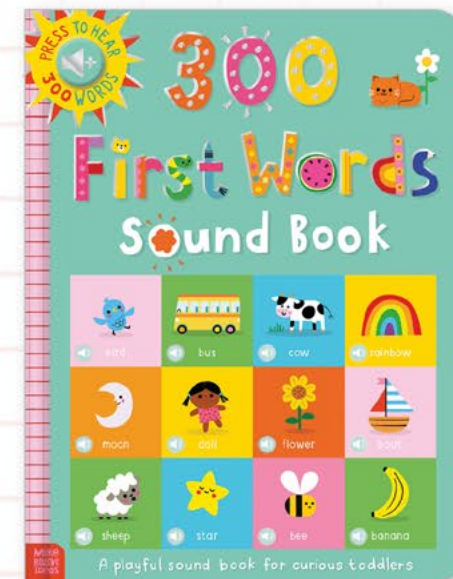
NEW TITLE

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

SOUND BOOK



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



On The Move

3+

NEW
TITLE

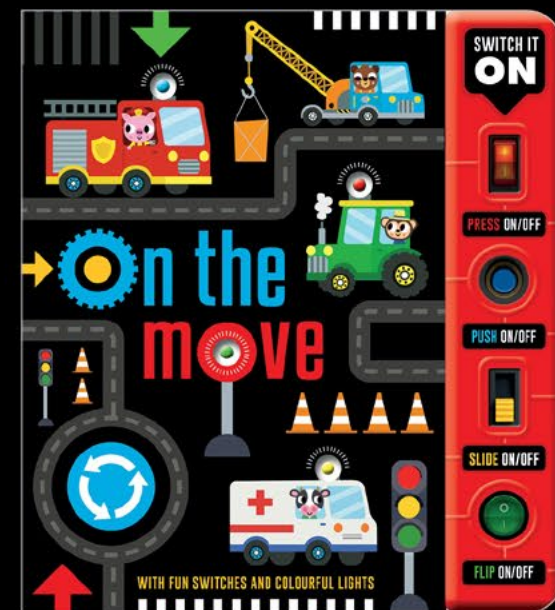
This fun first-electronics book features switches and colourful lights throughout. With emergency vehicles saving the day, and construction vehicles hard at work, each scene lights up when kids interact with the four fun switches.



SWITCHES
AND LIGHTS



Available June
Scott Barker
9781836424697
10 pp BB with
switches and lights
die-cut through
to the cover
233 x 210 x 20 mm
£14.99



Dig! Dig! DinoVrooms!

0+

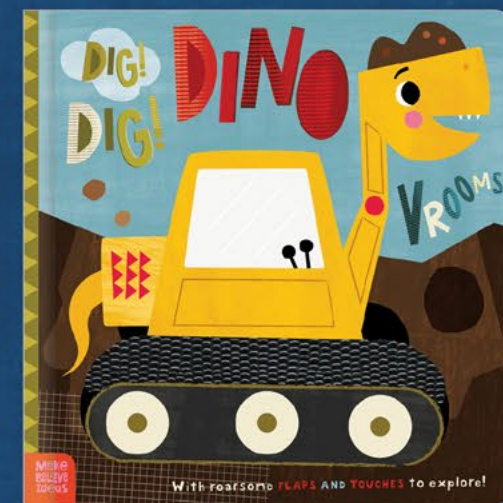
NEW
TITLE

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

TOUCHES
AND
FLAPS



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



Love at First Woof! 0+ NEW TITLE

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

SHAPED FELT FLAPS



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



Mums Love Hugs! 0+ NEW TITLE

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

TOUCH AND FEEL



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



Funny Feet

0+

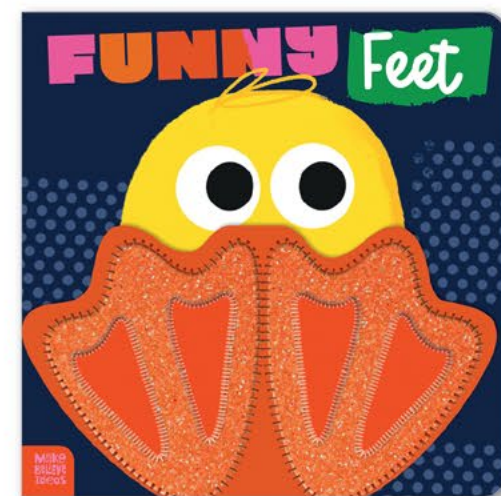
NEW TITLE

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

MULTI-LAYERED FLAPS



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



My First Busy Toolbox

0+

NEW TITLE

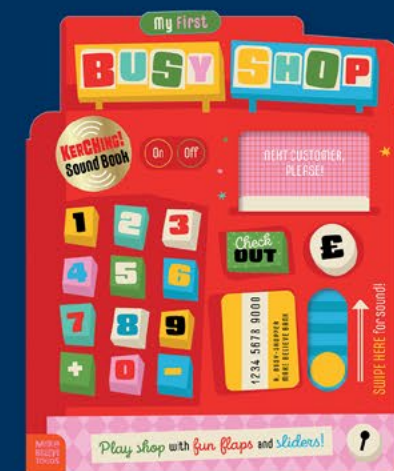
SOUND BOOK



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



Also available:



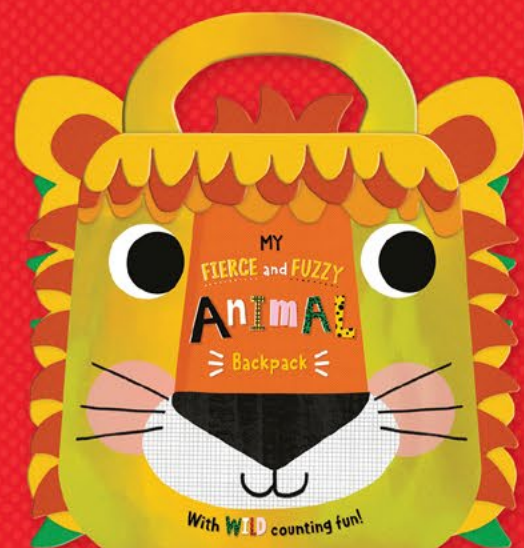
9781836424758

My Fierce and Fuzzy Animal Backpack

3+

NEW TITLE

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



VINYL COVER AND FELT PAGES

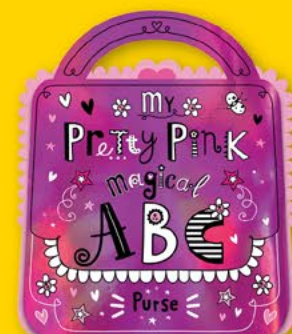


Available January
Clare Fennell
9781836427926
10 pp shaped BB
with a vinyl cover,
felt between die-cut
card pages, and a handle
250 x 230 x 24 mm
£9.99

8

5

Also available:



Lara Ede
9781805445739
250 x 203 x 24 mm



Lara Ede
9781805447450
250 x 220 x 24 mm

Squish and Snugg

0+

NEW TITLE

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



Curious Capybara: 9781836427940



Kind Bunny: 9781836427612



SOFT SQUISHY COVER



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

Also available:



Noisy Chick
9781836421153



Groovy Axolotl
9781805441908



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

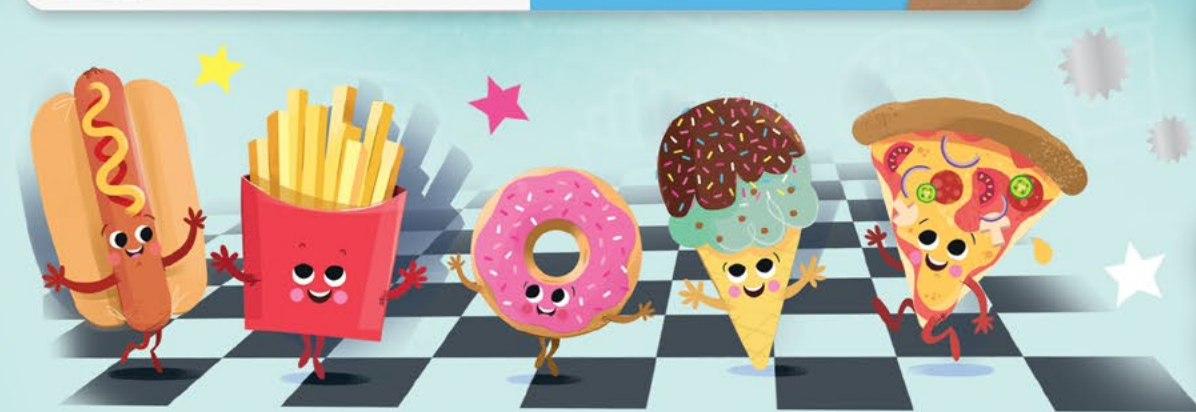
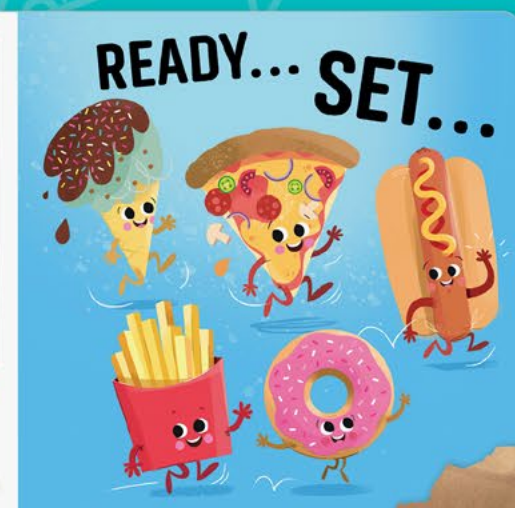
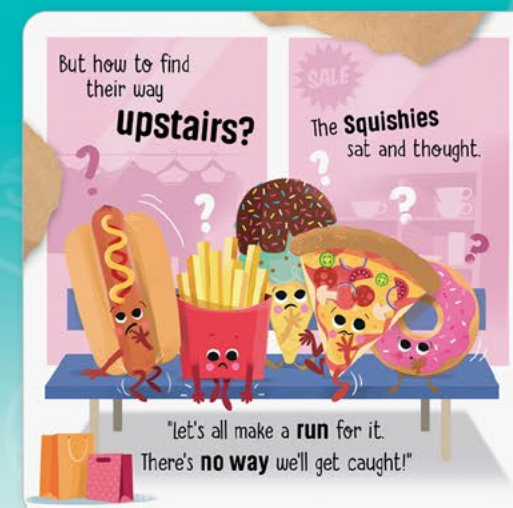
Ready Set Squeeze! 3+ NEW TITLE

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

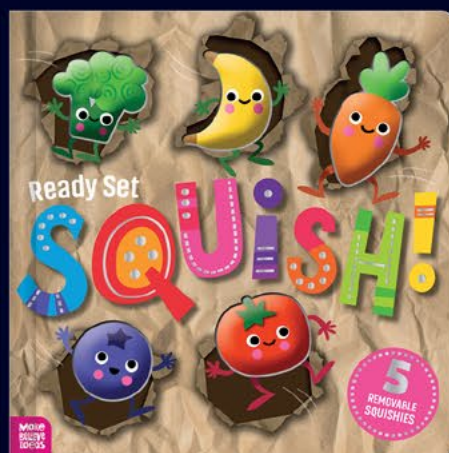
FIVE
REMOVABLE
SQUISHIES



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



Also available:



9781805442165

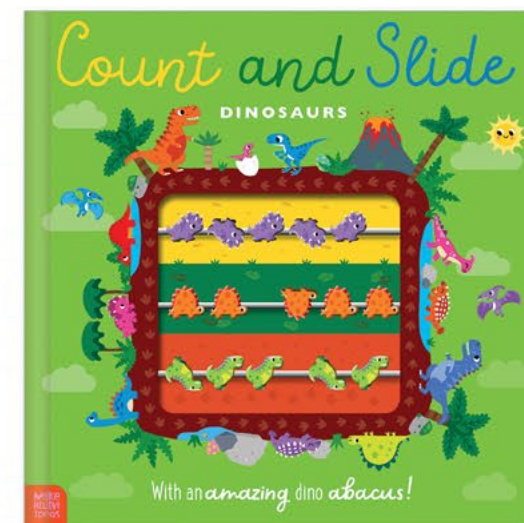
Count and Slide: Dinosaurs 3+ NEW TITLE

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

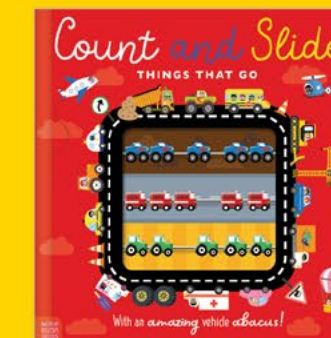
DINOSAUR
ABACUS



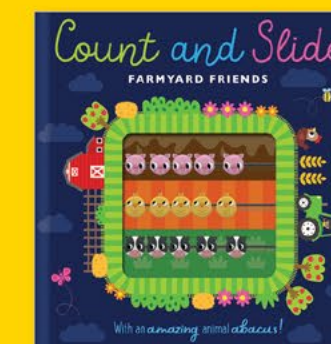
Available January
Scott Barker
9781836428442
10 pp cased BB
with sliding soft
PVC beads die-cut
through to the cover
236 x 236 x 18 mm
£9.99



Also available:



9781836424642



9781805445425

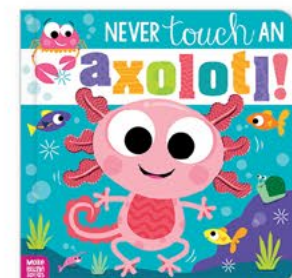
Never Touch 0+

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

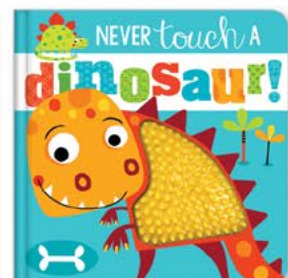
Over 26 million sold of the Never Touch range



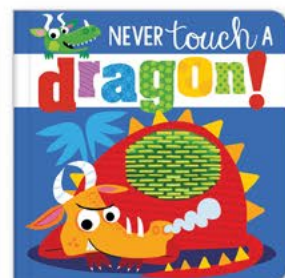
Stuart Lynch
10 pp cased BB
with textured
silicone touches
throughout
186 x 186 x 19 mm
£7.99



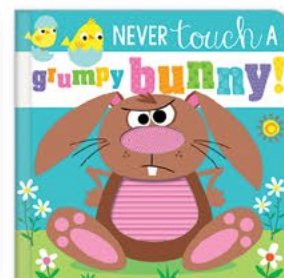
9781805444640



9781785989087



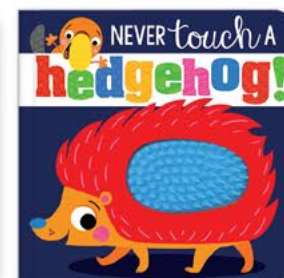
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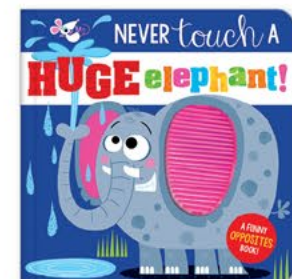
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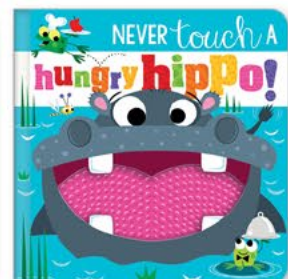
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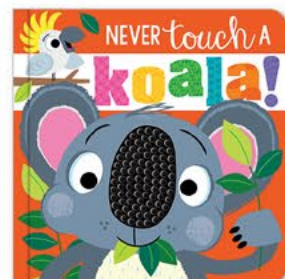
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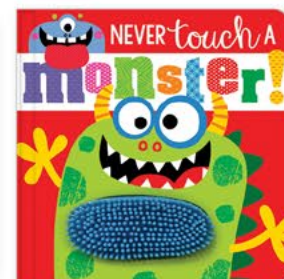
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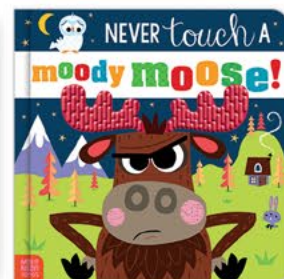
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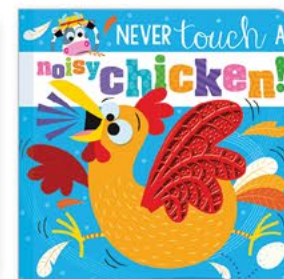
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9781785984280



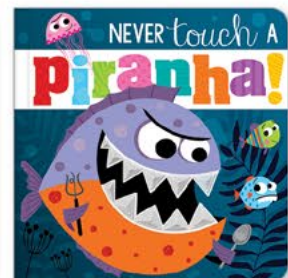
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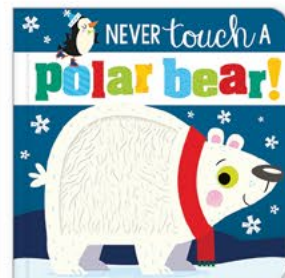
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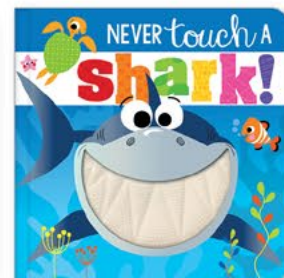
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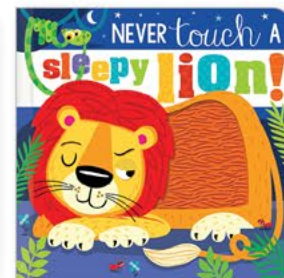
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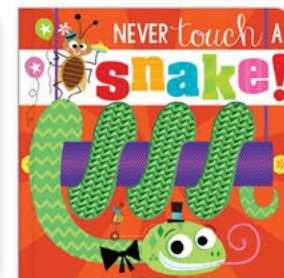
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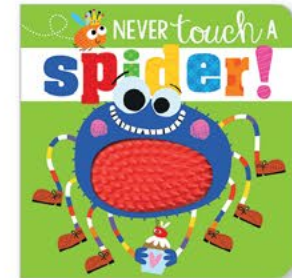
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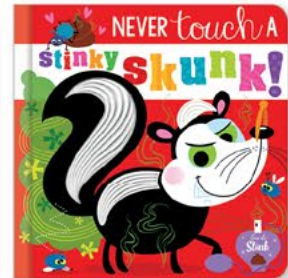
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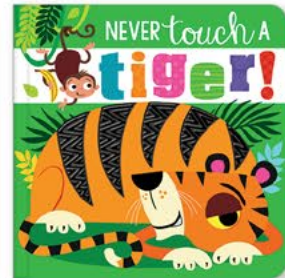
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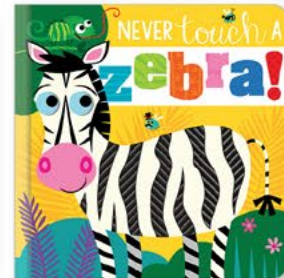
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9781805441823



9781789471984



9781803374536

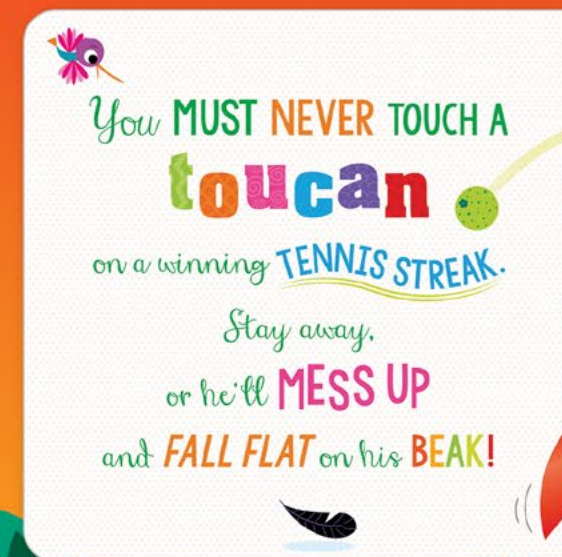
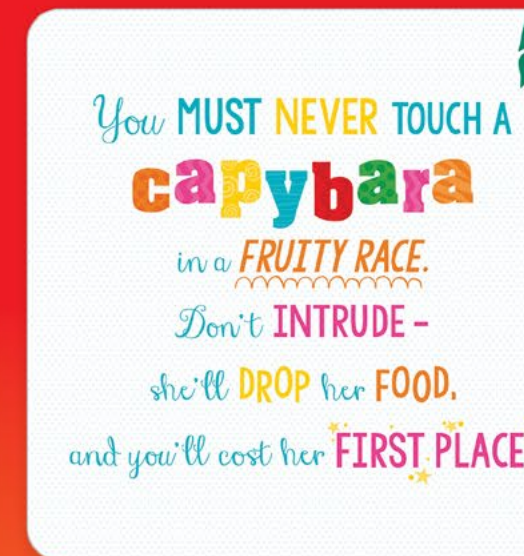
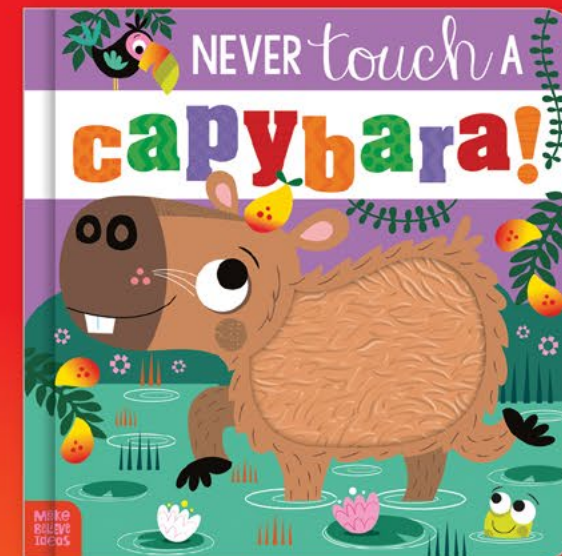
Never Touch a Capybara! 0+

NEW TITLE

BUMPY SILICONE TOUCHES



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



Never Touch a Noisy Monkey! 0+

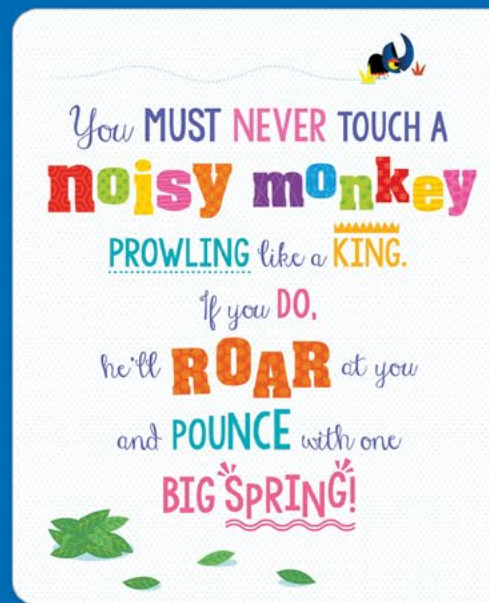
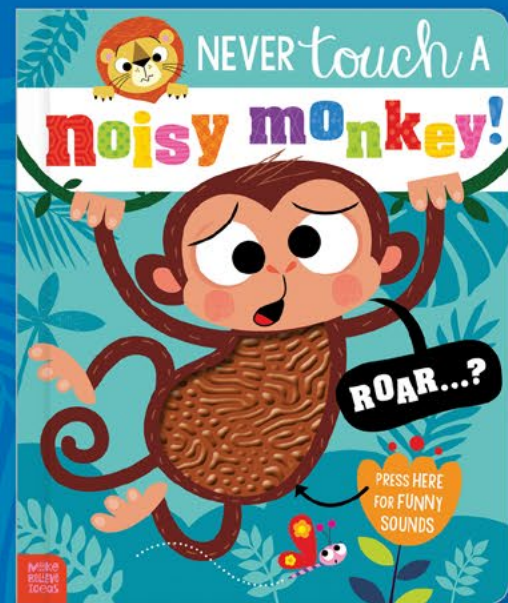
Discover a monkey that goes roar, an elephant that goes oo-oo-ah, and more funny wild animals in this silly sensory sound book. Have fun pressing the bumpy silicone touches to listen to the mismatched animal noises . . . if you dare!

NEW TITLE

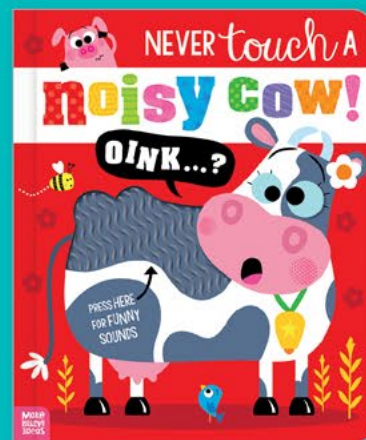
SOUND BOOK



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



Also available:



9781836422013

Never Touch the Lazy Lambs 0+

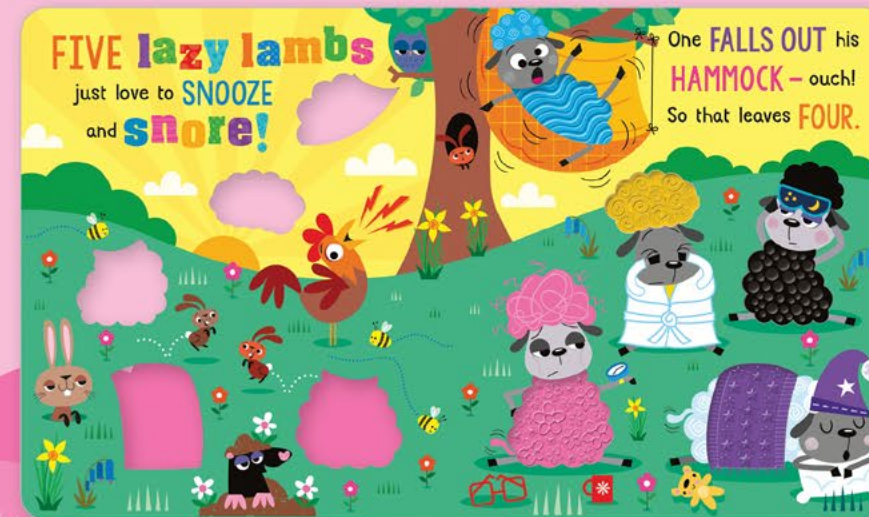
Join the lazy lambs on their ultimate day of relaxation! Practise counting down from five as the silicone touches disappear one by one in this fun addition to our best-selling Never Touch range.

NEW TITLE

BUMPY SILICONE TOUCHES



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



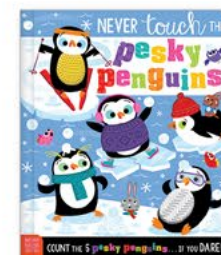
Never Touch the... 0+

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

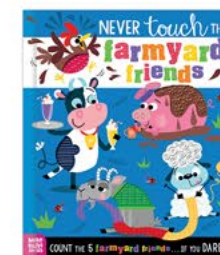
Over 3.8 million sold



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



9781836424413
£7.99



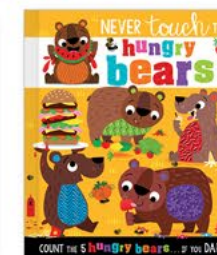
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£7.99



9781788439848
£7.99



9781805446279
£7.99



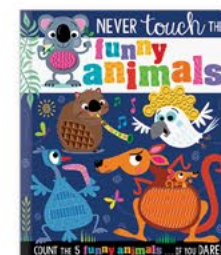
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£7.99



9781803371672
£7.99



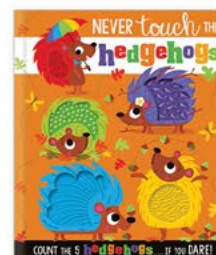
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9781803375489



9781800583870



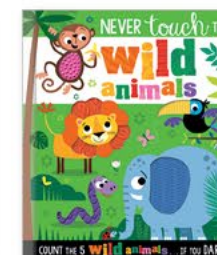
9781803372617



9781789477474



9781789472714



9781800582460



Squish and Snugg Gift Sets 0+ NEW TITLE

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



9781836429531



9781836429609

BOOK
AND PLUSH
GIFT SET



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

Squish and Snugg Cutie Fruities Set 0+ NEW TITLE

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



SQUISHY COVER
SUPER-CUTE ART
EASY TO HOLD



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

HANDY CLIP

TOUGH TEETHER
MIXED TEXTURES
NOISY RATTLE



Squish and Snugg: On the Go 0+

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

PERFECT
FOR ON
THE GO



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

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

Over
95,000
sold



Sensory Snuggables: My First Sensory Blankie Gift Set 0+

Cuddle up and explore these lovable Sensory Snuggables gift sets, containing a soft blankie and plush toy. Perfectly portable and cute all over, little ones will love exploring the surprise crinkles, ribbon tags, and colourful patterns.



5060236483010



5060236486363

BLANKIE
AND PLUSH
TOY SET

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



TOUCH-AND-FEEL CRINKLES
to stimulate hearing

LUXURY MIXED TEXTURES
to touch and explore

SILKY RIBBON TAGS
to tug and feel



Sensory Snuggables: Cuties Sensory Plush 0+

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

Over
2.66 million
sold



Tan Bunny:
5060236487070
Grey Bunny:
5060236487087
Pink Bunny:
5060236486325

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



Sensory Snuggables: Classic Sensory Plush 0+

These cuddly plush toys offer a fun, sensory experience that's sure to delight little ones.

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

Sensory Snuggables: Plush and Cloth Book Set 0+

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



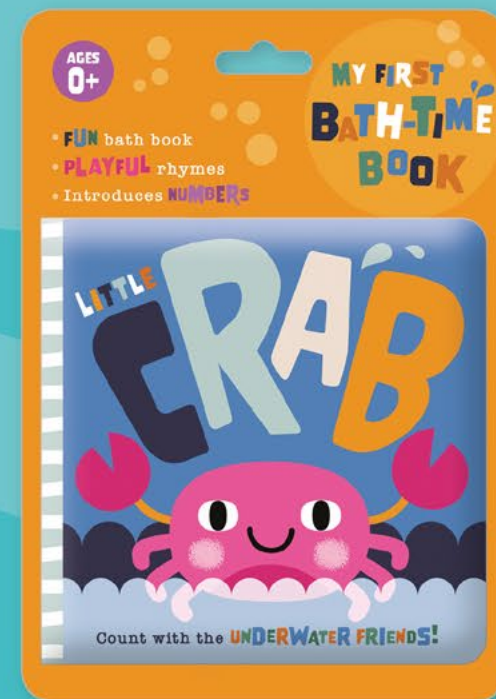
My First Bath-time Books 0+ NEW TITLE

Introduce little ones to numbers, colours, and ocean creatures in these fun bath books! With simple rhymes and water-resistant pages, these books are the perfect addition to your bath-time routine.

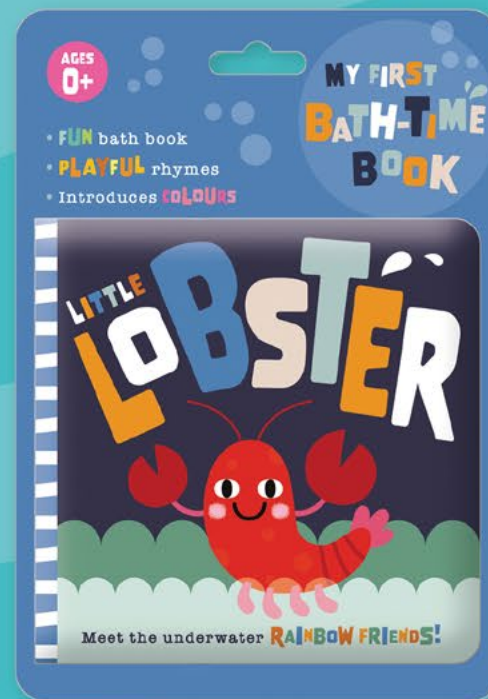
WATERPROOF
PAGES



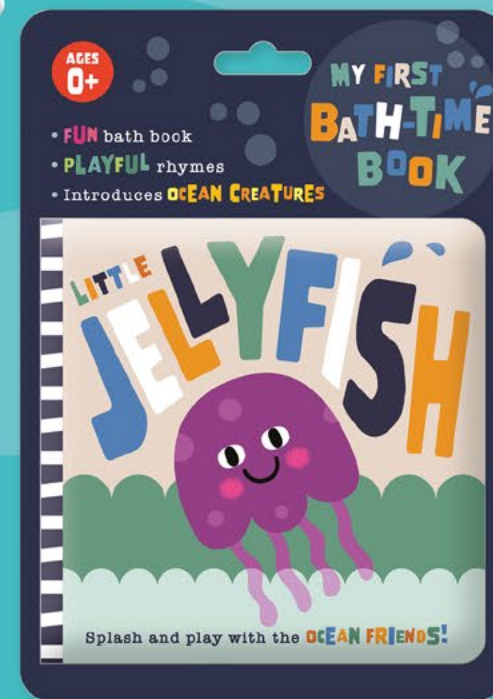
Scott Barker
8 pp bath book,
packaged on a
backing board
220 x 154 x 27 mm
£6.99



9781836426691



9781836426707



9781836426714



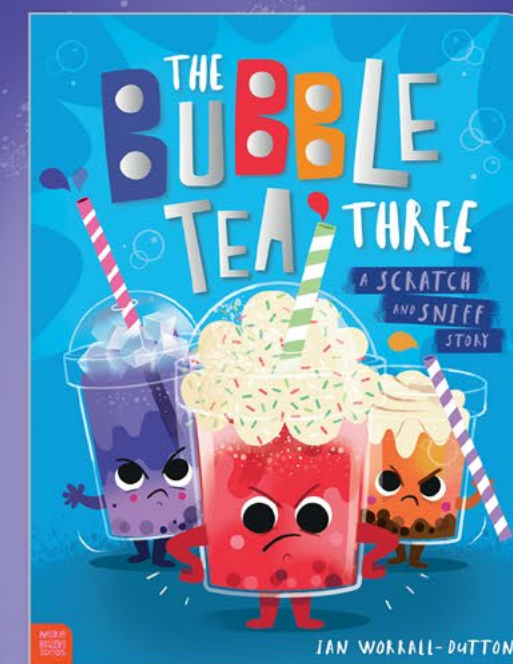
The Bubble Tea Three 3+ NEW TITLE

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

SCRATCH-
AND-SNIFF
AREAS



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



Also available:



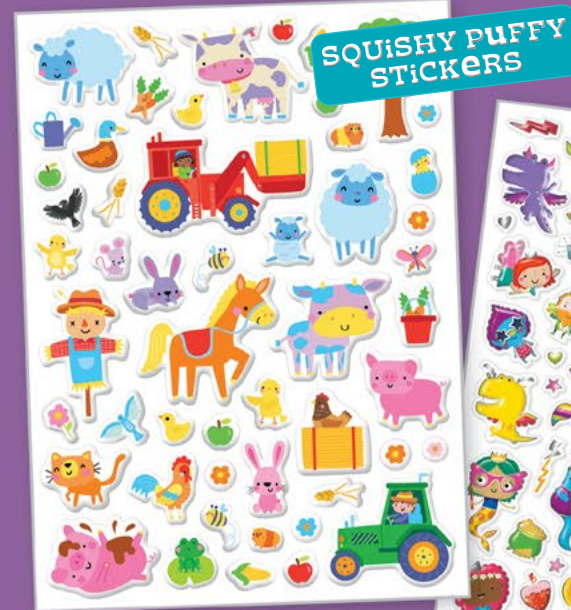
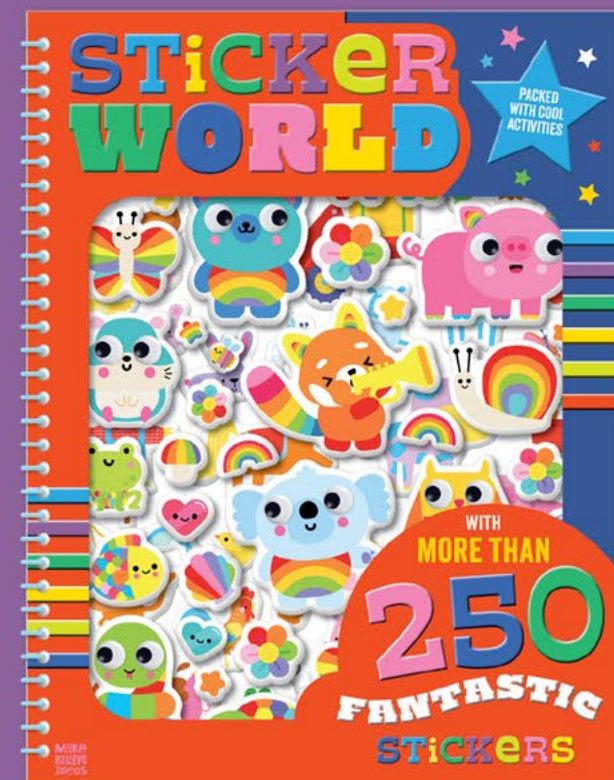
9781805442394
36 pp PB with neon ink throughout



9781805442417
36 pp PB with flaps throughout

Sticker World 4+ NEW TITLE

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



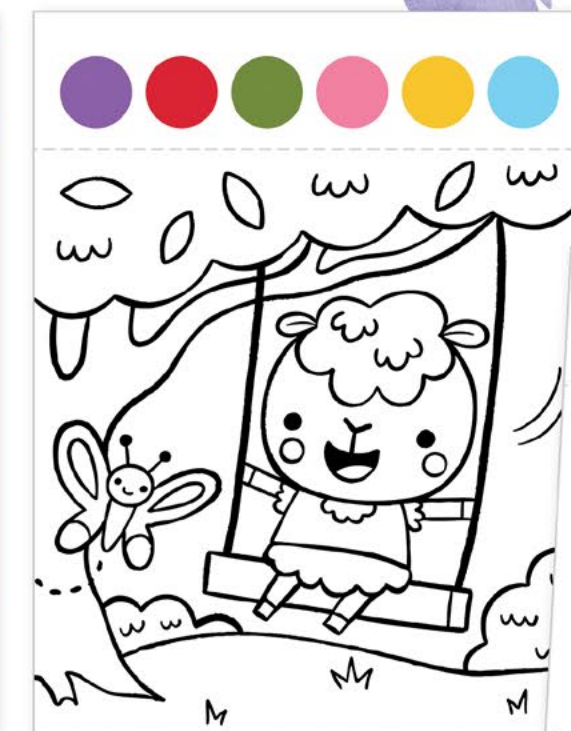
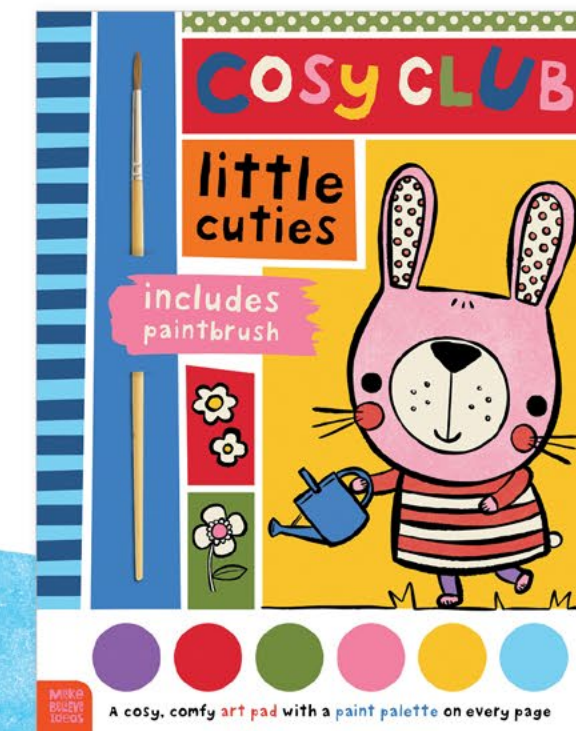
OVER 250 NOVELTY STICKERS



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

Cosy Club: Little Cuties 4+ NEW TITLE

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



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

Bubble Stickers: Capybara Club

4+

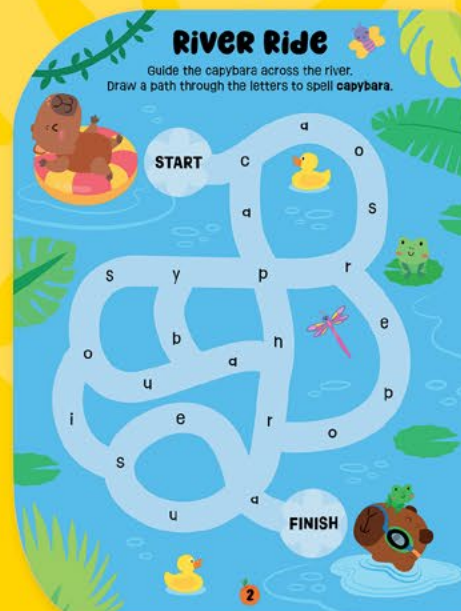
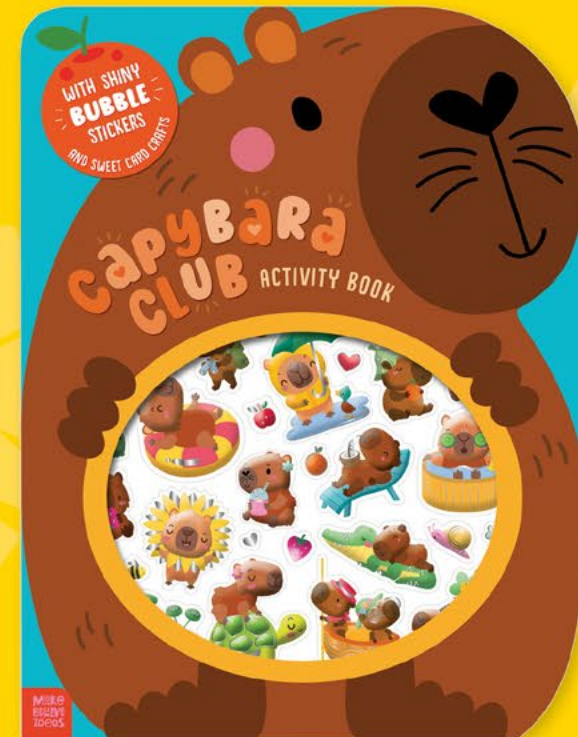
NEW TITLE

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

SHINY BUBBLE STICKERS



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



Glow in the Dark Stickers: Underwater Wonders

4+

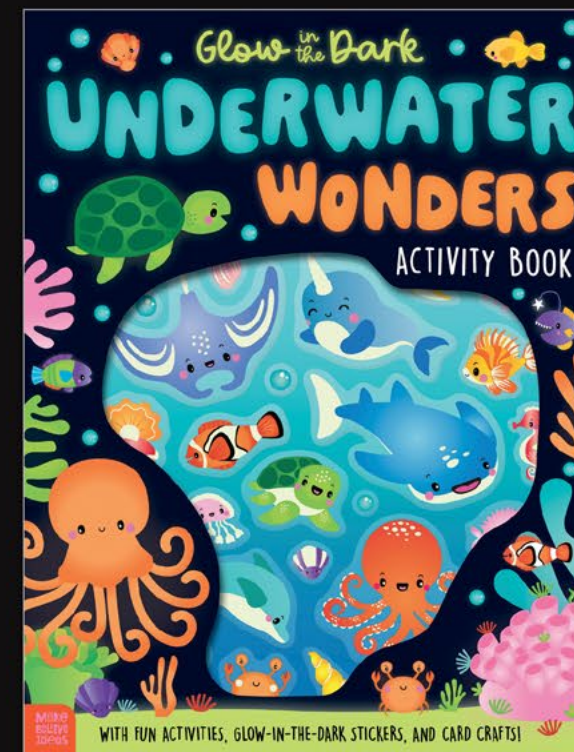
NEW TITLE

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

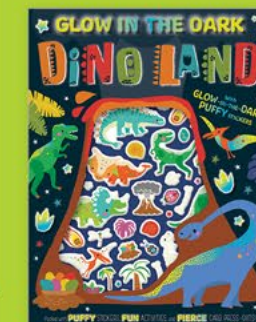
GLOW-IN-THE-DARK STICKERS



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



Also available:



Hayley Kershaw
9781803373409



Jess Moorhouse
9781805444473



Danielle Mudd
9781800589964
£5.99

Over 420,000 sold

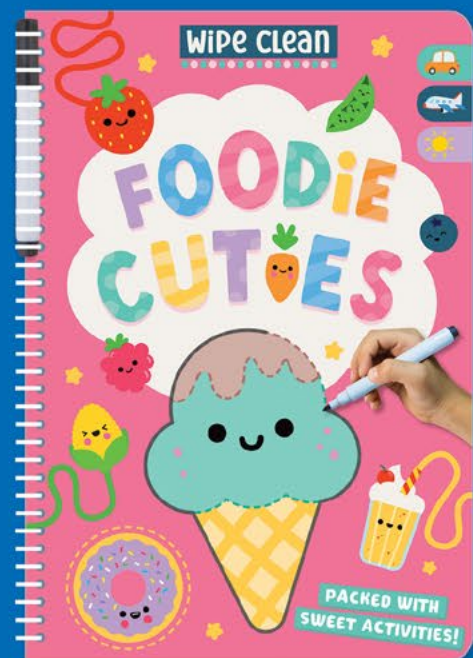
Wipe Clean Activity Books 4+ NEW TITLE

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

WIPE-CLEAN PAGES



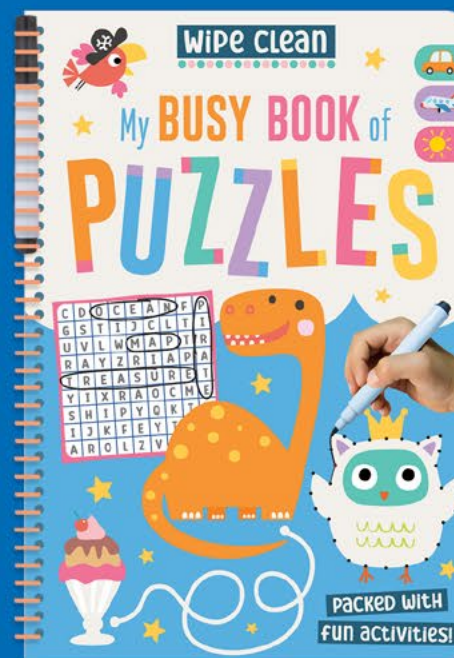
Available February
24 pp spiralbound with
a wipe-clean pen
295 x 203 x 15 mm
£8.99



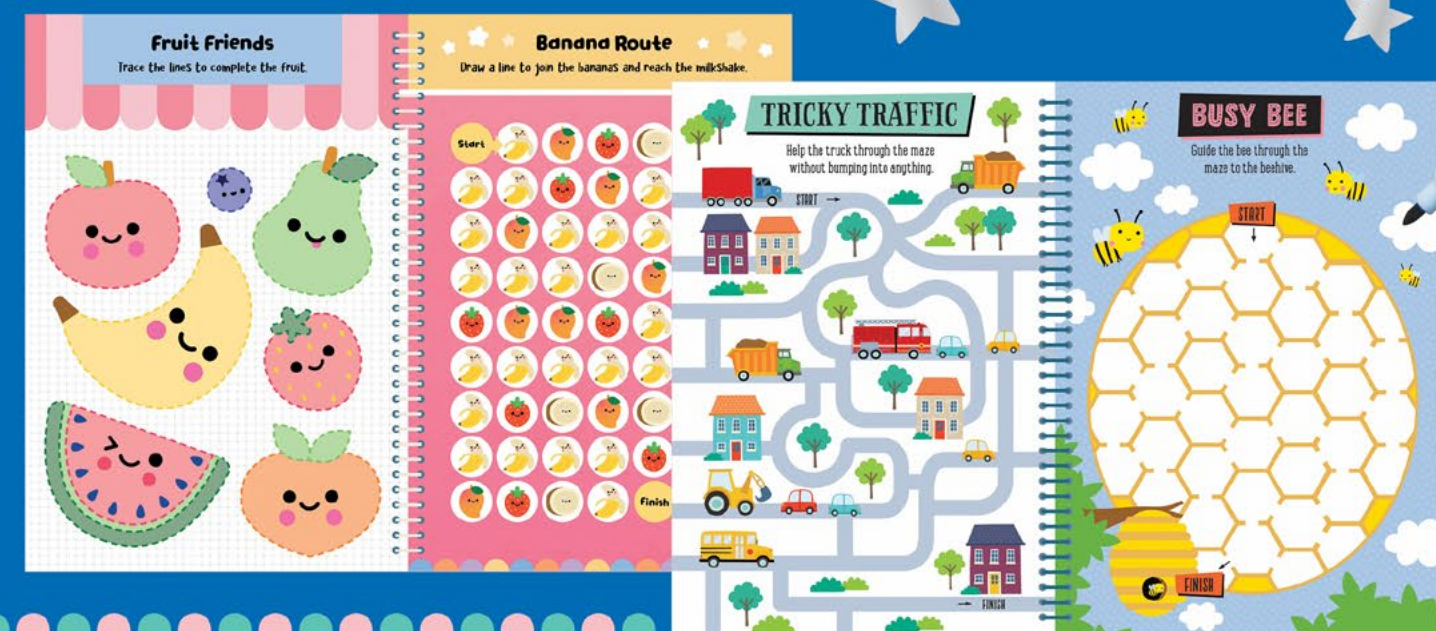
Danielle Mudd
9781836428626



Lara Ede, Charly Lane,
and Stuart Lynch
9781836428633



Lara Ede, Charly Lane,
and Stuart Lynch
9781836428664



Novelty Journals and Sketchbooks 3+ NEW TITLE

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



Available January
Journals and diaries:
£9.99
Sketchbooks:
£12.99



Furry Capybara Diary
9781836428597
160 pp CB with removable plush toy inside pocket
203 x 152 x 19 mm



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



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



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



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



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

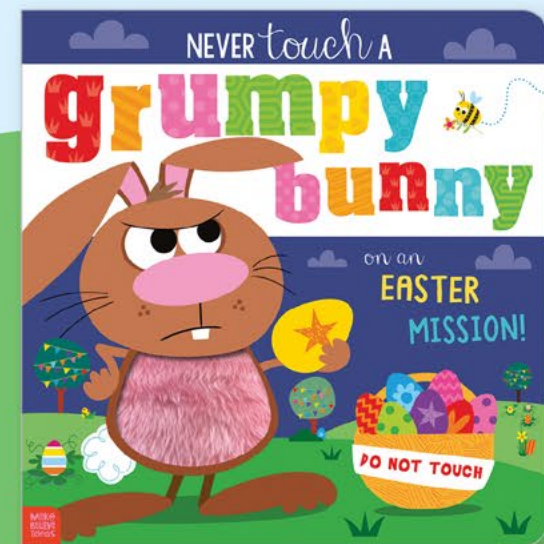


Never Touch a Grumpy Bunny ... on an Easter Mission!

3+

NEW
TITLE

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



Also available:



0+

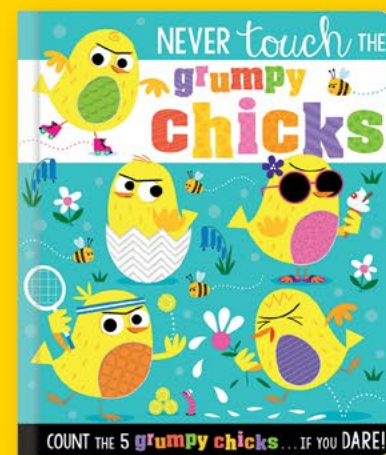
9781800582699
10 pp cased BB with
textured silicone
touches throughout
186 x 186 x 19 mm
£7.99

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

Never Touch the Grumpy Chicks

0+

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



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

Squish 'n' Squeeze: Bunny!

3+

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



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

My Easter Sticker Book

3+

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

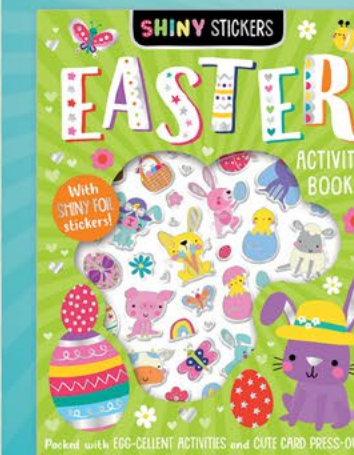


9781786924636
48 pp PB inc.
4 pp card
and 12 pp stickers
280 x 215 x 6 mm
£5.99

Shiny Stickers: Easter

4+

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



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

Squish and Snugg: Kind Bunny

0+

NEW
TITLESOFT
SQUISHY
COVER

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



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

Also available:



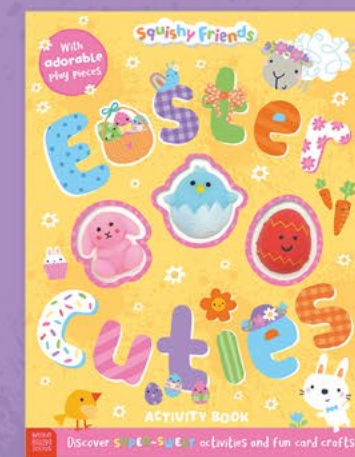
Noisy Chick
9781836421153

Squishy Friends: Easter Cuties

4+

NEW
TITLESQUISHY
PLAY
PIECES

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



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

Easter Sticker Activity Books

4+

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



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