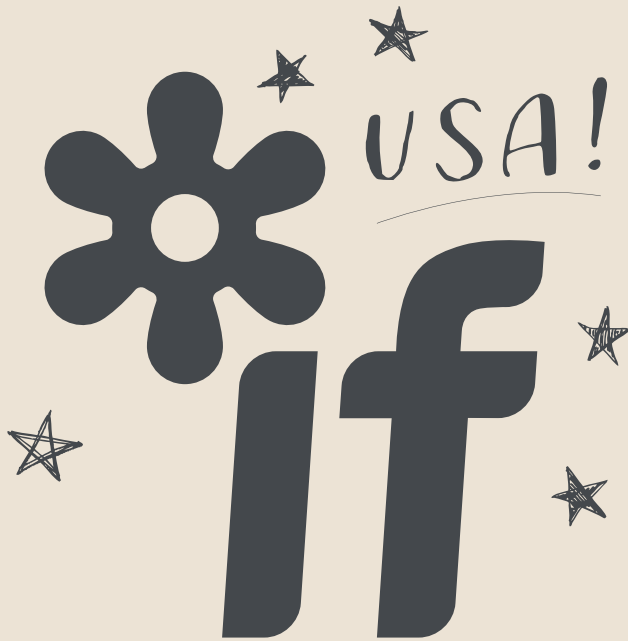


2024/2025 Catalogue



Supplying the
World's Best Retailers

Distributed in Canada



30 Commercial Drive, Toronto, Ontario, M4G 1Z4

Phone: 416-504-8047 Ext:120

Email: stan@thetategroup.com



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V&A Bookaroo Page 44



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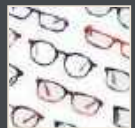
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Bookaroo®

The clever way to carry your stuff



For the organized, disorganized, inspired, studious, creative, savvy & stylish stationery lover.



GET THE **Bookaroo** LOOKAROO

Color coordinate your stationery



Non stationary stationery.

The clever way to carry your stuff

Since launching Bookaroo as just a humble Pen Pouch back in 2018, we have developed and evolved it into something really rather special and incredibly retail-friendly!

The success (we think) is because so few gifts tick as many boxes as Bookaroo does. How often can a range claim to be aspirational, reasonably priced, fashionable, functional and appeal to just about anyone (as long as they like to write things down)?

We have worked really hard on 'keeping it simple' for you to buy too and have some interesting merchandising options which will slip nicely into your retail space whether you are a bookseller, interior shop, stationery store or fashion outlet! **See page 34.**



Teal with a pop of orange. A truly fabulous accent color currently trending in all retail sectors.



Notebook & Pen Display
Wholesale \$101.00 | SRP \$201.82
 See page 36



The smart choice of anyone dreaming of a fresh start. Turquoise & purple scream of a new semester, new job or maybe a new project!



Notebook & Pen Display
Wholesale \$101.00 | SRP \$201.82
 See page 36





Mean business? Traditional tan never let anybody down. Simple and understated but rarely underestimated in sales.



Navy & yellow. A killer combination for impact.

See the Bookaroo product & color reference guide on page 32 for the full range of 16 products in all 15 colorways.

Bookaroo®

Bookaroo®

BIGGER THINGS NOTEBOOK

The big notebook with more room for your even bigger ideas



Our Bigger Things Notebook is a very pleasing size to hold, carry and use, with lined pages for you to stick to (or completely ignore) and a super soft and bendy faux leather cover. It has all the usual useful Bookaroo notebook features but for this model we have added a proper-sized pocket in the back for those random bits of paper you need to keep safe and a pen loop in a very convenient place.



The bigger, bendier and friendlier notebook

THE KEY FEATURES

- **Bigger and bendier notebook - flexible in every way**
- **Lots of useful notebook features inside and outside**
- **With big pocket in the back and pen loop on the spine**
- **Brilliant complementary color combinations**

Available in 15 colors to mix & match with our other Bookaroo products.



PRODUCT INFORMATION

Refill Stock:
Order in singles

SRP

\$29.95

WHOLESALE

\$15.00

Pack:

7.5 x 0.6 x 9.8in

- 53621 BLACK
- 53622 BROWN
- 53623 GOLD
- 53631 AUBERGINE
- 53632 BLUSH
- 53633 CHARCOAL
- 53634 CREAM
- 53635 FERN
- 53636 LIME
- 53641 TURQUOISE
- 53643 PURPLE
- 53646 DARK RED
- 53647 NAVY
- 53649 FOREST GREEN
- 53652 TEAL

DISPLAY OPTIONS

This notebook is available as part of a coordinated set of displays.

See pages 34 - 41 for details



Bookaroo

A5 NOTEBOOK

Scribble, list, note or sketch your important ideas.



All the best people carry a notebook! Never be caught without somewhere to scribble, note, list or sketch your next big idea or important 'to-do's'! A Bookaroo notebook is not just a pretty face though. It's packed from PU cover to cover with 192 pages of smooth, ink-friendly, good quality ivory paper... just waiting for your input. And for the super organized amongst you, we have included contents pages and a place to number your pages. How very useful!

Order Online
ifusa.com



A great color story with the Bigger Things & A6 Notebooks and the rest of the Bookaroo range

THE KEY FEATURES

- Hard back with soft PU cover
- 192 pages of heavier quality lined paper
- Eight perforated tear out and keep pages
- Coordinated ribbon and elasticated strap

Available in 15 colors to mix & match with our other Bookaroo products.



TURQUOISE



BLACK



BROWN



TEAL



YELLOW



FOREST GREEN



GOLD



AUBERGINE



BLUSH



CHARCOAL



CREAM



FERN



LIME



PURPLE



NAVY



DISPLAY OPTION

Accessories for the A5 notebook can be ordered as part of a coordinated display

See page 37 for more information

PRODUCT INFORMATION

Refill Stock:

Order in singles

SRP

\$19.99

WHOLESALE

\$10.00

Pack:

5.3 x 0.6 x 8.5in

Display:

Order: 992431-432

This display is FREE when you order 12 pieces or more.

Choose your own colors.

\$120.00

Display: 6 x 9.4 x 10.6in



992431-432 DISPLAY



5 035393 985707

43201 TURQUOISE



5 035393 432010

43207 TEAL



5 035393 432072

43218 GOLD



5 035393 432188

43233 CHARCOAL



5 035393 432331

43236 LIME



5 035393 432362

43203 BLACK



5 035393 432034

43208 YELLOW



5 035393 432089

43231 AUBERGINE



5 035393 432317

43234 CREAM



5 035393 432348

43243 PURPLE



5 035393 432430

43206 BROWN



5 035393 432065

43215 FOREST GREEN



5 035393 432157

43232 BLUSH



5 035393 432324

43235 FERN



5 035393 432355

43245 NAVY



5 035393 432454

Bookaroo®

A6 POCKET NOTEBOOK

Keep your notes, plans and loose bits of paper in this pocket sized A6 notebook



There are pocket notebooks and then there's a Bookaroo 'pocket' notebook! We know that big ideas often come from small things so this little notebook has all the paper quality and really useful features of the A5 version, like contents pages, numerable pages, and tear-outable perforated sheets at the back for lists and note leaving, BUT at a fraction of the size. Oh and this time we have added a beautifully stitched front pocket for those annoying little loose bits of paper that are so easy to lose and yet such a nightmare if you do! Pop in a train ticket, cash, card, receipt or business card!

A6 Notebook is
3.7x0.6x6.1in

Order Online
ifusa.com



THE KEY FEATURES

- A little product with big impact for display
- With unique stitched front 'pocket'
- A great color story with A5 and the rest of our Bookaroo range
- Hard back soft touch PU
- All the practical features of the A5... just smaller!

Available in 15 colors to mix & match with our other Bookaroo products.



HOT PINK



ORANGE



NAVY



BLACK



BROWN



GOLD



AUBERGINE



BLUSH



CHARCOAL



CREAM



FERN



LIME



PURPLE



DARK RED



CHARTREUSE

A great color story with the Bigger Things & A5 Notebooks and the rest of our Bookaroo range.



PRODUCT INFORMATION

Refill Stock:
Order in singles

SRP
\$15.00

WHOLESALE
\$7.50

Pack:
3.7 x 0.6 x 6.1in

- 43001 HOT PINK
- 43005 ORANGE
- 43006 NAVY
- 43010 BLACK
- 43011 BROWN
- 43013 GOLD
- 43031 AUBERGINE
- 43032 BLUSH
- 43033 CHARCOAL
- 43034 CREAM
- 43035 FERN
- 43036 LIME
- 43042 PURPLE
- 43046 DARK RED
- 43050 CHARTREUSE

Display:
Order: 992432-430

This display is FREE when you order 12 pieces or more.

Choose your own colors.

\$90.00



Display: 4.7 x 9.4 x 9in

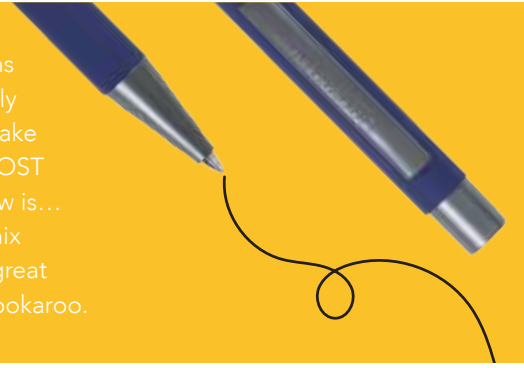


Bookaroo

PEN

Smart black-ink ball point pens to coordinate with the Bookaroo range.

It's just a pen. But it IS a good one. It contains superior German black ink so flows beautifully and the barrel is lovely and soft-coated to make it comfortable to hold blah blah blah. But MOST importantly and what you really need to know is... it LOOKS GOOD! Create a bit of 'penvy' - mix and match with all our other accessories. A great additional purchase for customers buying Bookaroo.



Black ball point pen containing superior German ink



Available in 12 colors to mix & match with our other Bookaroo products.



HOT PINK PURPLE ORANGE NAVY YELLOW BLACK GOLD TURQUOISE CHARCOAL CREAM DARK RED CHARTREUSE

PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

SRP **\$6.99** WHOLESALE **\$3.50**

43101 HOT PINK	43106 NAVY	43111 GOLD	43134 CREAM
43104 PURPLE	43107 YELLOW	43112 TURQUOISE	43145 DARK RED
43105 ORANGE	43110 BLACK	43133 CHARCOAL	43150 CHARTREUSE

THE KEY FEATURES

- **Soft coated barrel - A lovely thing to hold and behold**
- **Presented on a branded hanging card – merchandises easily and nicely with refills & other Bookaroo products**
- **NOW available separately - Pack of 3 refills with each containing 800m of black ink!**

Starter Pack Display:

Order: SP431
Display + 3
of each color

STARTER PACK
\$84.00

Pack:
1.2 x 0.5 x 7.3in

Display:
5.9 x 9.4 x 10.6in



Bookaroo *New*

PEN REFILL

So you have plumped for purple & turquoise, gone for gold or perhaps committed to charcoal and fond of fern? We don't claim to have thought of everything, but we DID think this was a good idea! This little pack of 3 extra black ink refills will keep your favorite coordinated pen going and going and going! Love your Bookaroo pen? Refill and reuse it!



Refill Stock: Order in multiples of 3

43190 PEN REFILL

SRP **\$6.99**

WHOLESALE **\$3.50**

Pack:
1.2 x 0.6 x 7.3in



Bookaroo

New

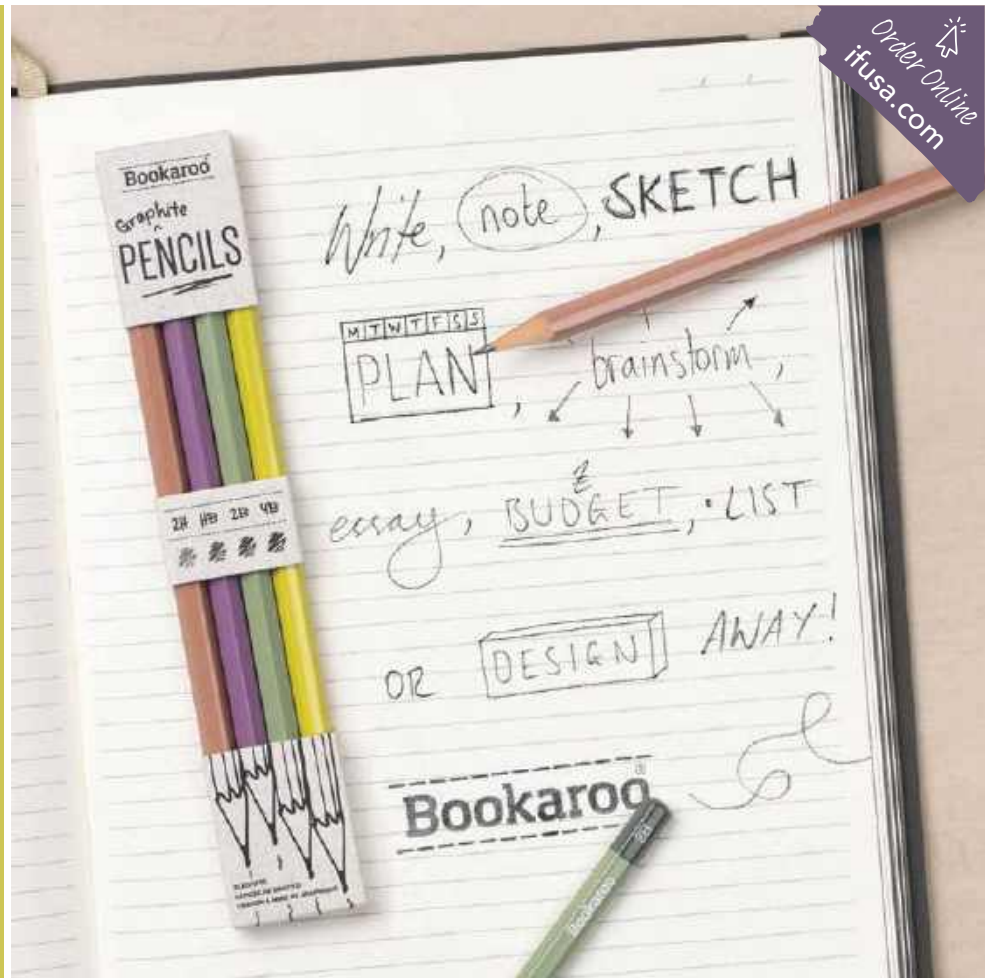
GRAPHITE PENCILS

Quality graphite writing and drawing pencils

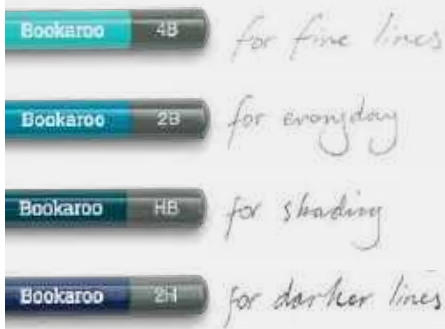
It makes perfect sense! You have a notebook. You have a coordinated pen. Of course you need a good old pencil (or 4) to complete your Bookaroo stationery color collection. Excellent quality graphite in all the most useful weights. So scribble, write, sketch or doodle away in your Bookaroo notebook of choice.

THE KEY FEATURES

- Mix or match the colored barrels with our Bookaroo color sets. There's at least one to match each colorway!
- Displays brilliantly with all our Bookaroo color sets. It will hang or stand!



Order Online
ifusa.com



79601 PINKS 79603 GREENS 79605 GOLD
79602 BLUES 79604 MONO 79606 PASTELS

Starter Pack Display:

Order: SP796
Display +
6 of each
color



STARTER PACK
\$162.00

Display:
5.9 x 9.4 x 10.6in

ORDER INFORMATION

Refill Stock: Order in multiples of 3

SRP
\$8.99

WHOLESALE
\$4.50

Pack: 2.8 x 0.5 x 5.5in



Bookaroo®

New

STICKY TABS

Coordinate your notebooks and organize your thoughts



For the more organized amongst us, these color-coordinated sets of 40 self-adhesive sticky tabs are spot on! Annotate your novel, divide your Bookaroo notebook into subjects, sections or topics or mark your favorite recipe pages with these good quality, gentle but secure, writable and very 'Bookaroo' tabs.



Order Online
ifusa.com

Mix or match with all of our Bookaroo colorways. There's one for each!



PINKS



BLUES



GREENS



MONO



PASTELS

ORDER INFORMATION

Refill Stock: Order in multiples of 6

SRP WHOLESALE
\$7.49 \$3.75

53501 PINKS 53504 MONO
53502 BLUES 53505 PASTELS
53503 GREENS

Pack: 2.6 x 0.2 x 5.5in



Bookaroo®

PEN POUCH FOR NOTEBOOKS

Keeps your writing tools
handily attached to your book.

Does anyone have a pen? This very handy little pouch for the front of your book or notebook will guarantee that your pen or pencil will be just where you need them, just when you need them! Definitely the best thing since sliced bread for students, readers, shoppers, hobbyists, stationery lovers and generally anyone who carries a notebook and hates losing things.



THE KEY FEATURES

- Fits A5 notebooks and popular book sizes
- Color matched elastic for flexibility
- Holds up to 3 pens or pencils
- Superior quality leather effect PU

*Stretchy elastic
for a flexible fit*

Order Online
ifusa.com



Available in 14 colors to mix & match with our other Bookaroo products.



BLACK



BROWN



PINK



TURQUOISE



GOLD



AUBERGINE



BLUSH



CHARCOAL



CREAM



FERN



LIME



NAVY



CHARTREUSE



ORANGE

Mix & Match

Coordinate your Bookaroo Notebooks and accessories

- A6 Pocket Notebook
- A5 Notebook
- Bigger Things Notebook
- Pen
- Graphite Pencils



PRODUCT INFORMATION

Refill Stock:

Order in multiples of 3

SRP

\$16.99

WHOLESALE

\$8.50

- 40701 BLACK
- 40702 BROWN
- 40703 PINK
- 40705 TURQUOISE
- 40706 GOLD
- 40731 AUBERGINE
- 40732 BLUSH
- 40733 CHARCOAL
- 40734 CREAM
- 40735 FERN
- 40736 LIME
- 40746 NAVY
- 40750 CHARTREUSE
- 40751 ORANGE

Pack:

3.9 x 0.4 x 9in

Display:

Order: 992432-407

This display is **FREE** when you order 18 pieces or more.

Choose your own colors.

\$153.00

Display: **4.7 x 9.4 x 9in**



992432-407 DISPLAY
5 035393 985721



40703 PINK
5 035393 407032



40731 AUBERGINE
5 035393 407315



40734 CREAM
5 035393 407346



40746 NAVY
5 035393 407469



40701 BLACK
5 035393 407018



40705 TURQUOISE
5 035393 407056



40732 BLUSH
5 035393 407322



40735 FERN
5 035393 407353



40750 CHARTREUSE
5 035393 407506



40702 BROWN
5 035393 407025



40706 GOLD
5 035393 407063



40733 CHARCOAL
5 035393 407339



40736 LIME
5 035393 407360



40751 ORANGE
5 035393 407513

Bookaroo®

GLASSES CASE FOR NOTEBOOKS

Keeps your reading glasses safely attached to your book cover!



Reading glasses HAVE to be one of the most misplaced items the world over! But slide the flexible elastic over your notebook, journal or novel cover, slide your specs into the velour lined pouch and tah dah! They'll be right there when you need them next! One of the most useful gifts you can give!



Order Online
ifusa.com

Slip your reading glasses snugly inside



BLACK



BROWN



PURPLE



GOLD



CHARCOAL



CREAM



NAVY



FOREST GREEN



ORDER INFORMATION

Refill Stock:

Order in multiples of 3

SRP **\$19.99** WHOLESALE **\$10.00**

- | | | | |
|-------|--------|-------|--------------|
| 41201 | BLACK | 41233 | CHARCOAL |
| 41202 | BROWN | 41234 | CREAM |
| 41203 | PURPLE | 41246 | NAVY |
| 41205 | GOLD | 41249 | FOREST GREEN |

Pack: 4.7 x 0.4 x 9in Display: 5.9 x 9.4 x 11.8in

Display:

Order: 992431-412

This display is FREE when you order 18 pieces or more.

Choose your own colors.

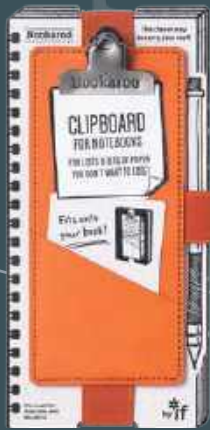
STARTER PACK **\$180.00**



Bookaroo

CLIPBOARD FOR NOTEBOOKS

Keep hold of all those small but important bits of paper you don't want to lose



Possibly the universal symbol for stationery efficiency, our version of the popular classic is even smarter (as you would expect). Slipping snugly onto any A5 notebook, this cool little bookcessory is just waiting for you to start that new project, semester or job.



CHARCOAL



CREAM



TURQUOISE



YELLOW



CHARTREUSE



ORANGE

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

SRP **\$24.99** WHOLESALE **\$12.50**

43433 CHARCOAL	43448 YELLOW
43434 CREAM	43450 CHARTREUSE
43441 TURQUOISE	43451 ORANGE

Product Size: 3.9 x 1 x 8.2in

Display:

Order: 992432-434

This display is FREE when you order 12 pieces or more.

Choose your own colors.

\$150.00

Display: 4.7 x 9.4 x 9in



Order Online
ifusa.com

Bookaroo

NOTEBOOK TIDY FOR NOTEBOOKS

Keeps all the things you use, handily attached to your book!



A super stylish and ingenious gift for stationery lovers and book carriers of all ages and genders. Perfectly positioned, interwoven, non-slip elastic securely holds all the stuff you need for your day at work, college, school or trip! Look... no hands! Part of the Bookaroo range of incredibly practical lifestyle accessories.

Ideal for carrying phones, earbuds, keys, lip balm or just about anything!



PURPLE



BLACK



GOLD



CHARCOAL



NAVY

ORDER INFORMATION

Refill Stock: Order in multiples of 3

40904 PURPLE 40933 CHARCOAL

40906 BLACK 40946 NAVY

40907 GOLD

Pack: 8.7 x 0.8 x 10.4in

SRP
\$24.99

WHOLESALE
\$12.50

Starter Pack Display:

Order: SP409
Display + 15
Notebook Tidies
in various colors.

STARTER PACK
\$187.50

Display:
5.9 x 9.4 x 11.8in



5 035393 996550



5 035393 409043



5 035393 409074



5 035393 409463



5 035393 409067



5 035393 409333

Bookaroo

PHONE HOLDER FOR NOTEBOOKS

The smart way to carry your phone

This very practical and stylish holder simply slips onto your notebook and is definitely the acceptable face of the phone for work, school or college. Traveling incognito, your phone will always be on-hand... just not in hand! Oh and you can slide your other 'can't live without' things under the elastic and off you go. Someone calling? Unclip, pull up the strap and tah dah! Your phone pops up ready to answer (or not)!



Order Online
ifusa.com

Pull-up strap for quick release

"Kind to your screen" velour lining and security clip



BROWN

GOLD

CHARCOAL

CREAM

PURPLE

DARK RED

TEAL



ORDER INFORMATION

SRP
\$29.99

WHOLESALE
\$15.00

Pack: 3.9 x 0.2 x 8.5in

Refill Stock: Order in multiples of 3

53822 BROWN	53843 PURPLE
53823 GOLD	53845 DARK RED
53833 CHARCOAL	53852 TEAL
53834 CREAM	

Display:

Order: 992431-538

This display is **FREE** when you order 9 pieces or more.

Choose your own colors.

\$135.00

Display: 5.9 x 9.4 x 11.8in



Bookaroo

PHONE POCKET

Keep your cards, cash, tickets or important things handy attached to your phone.



Like it or not, none of us can bear to be separated from our phones for very long. So it makes complete sense to travel light and carry some of our other essential daily stuff along with it! Consolidate your necessary bits and your essential bobs into one place and head off into the unknown! Or town, whichever is closer...



Order Online
ifusa.com

*Two slim pockets
for cards and notes*

Fits most phone sizes



BLACK



BROWN



GOLD



CHARCOAL



CREAM

ORDER INFORMATION

Refill Stock: Order in multiples of 3

SRP WHOLESALE
\$14.99 \$7.50

40501 BLACK 40533 CHARCOAL
40502 BROWN 40534 CREAM
40523 GOLD

Pack: 3.9 x 0.2 x 8.5in

Starter Pack Display:

Order: SP405
Display + 15
Phone Pockets
in various colors.

STARTER PACK
\$112.50

Display:
4.7 x 9.4 x 11in



Bookaroo

TECH-TIDY

Rolls up and neatly stores your cables, chargers and techy things.



Modern digital life means wrestling with an assortment of wires, cables and chargers everyday - if we want to stay connected! This smart and versatile roll-out case is designed to neatly hold your cable spaghetti in the most stylish un-techy looking way.



Order Online
ifusa.com

Various loops and pockets for your essential cables and accessories



BLACK



BROWN



GOLD



CHARCOAL



CREAM

Rolls up and ties neatly.



ORDER INFORMATION

Refill Stock: Order in 3s

SRP **\$39.99** WHOLESALE **\$20.00**

41001 BLACK 41033 CHARCOAL
41002 BROWN 41034 CREAM
41023 GOLD

Pack: 4.7 x 0.4 x 9in

THE KEY FEATURES

- Keeps all the important things in one place
- Quality soft leather look PU finish
- Great for travel!



Order Online
ifusa.com

Bookaroo

**BOOKS & STUFF
POUCH**

Carry your everyday books, work, project or study stuff in this stylish, luxury lined pouch.



Bookaroo is all about cool, clever ways to carry your stuff. So we thought that what everyone really needed now was something smart, colorful and stylish to carry their fabulous notebooks around in! Each soft, luxuriously lined PU sleeve fits a selection of notebooks, papers, journals and even a little tablet.



Great for work, home, college or a project!



BROWN



CHARTREUSE



TURQUOISE



BLUSH



CREAM



FERN



NAVY

ORDER INFORMATION

Refill Stock: Order in multiples of 3

SRP **\$37.99** WHOLESALE **\$19.00**

43301 BROWN

43302 CHARTREUSE

43304 TURQUOISE

43332 BLUSH

43334 CREAM

43335 FERN

43345 NAVY

Pack: 8.7 x 0.8 x 10.4in

THE KEY FEATURES

- With neat elasticated fastener to keep your things safe
- Fits a chunky novel or a selection of notebooks, novels and tablet



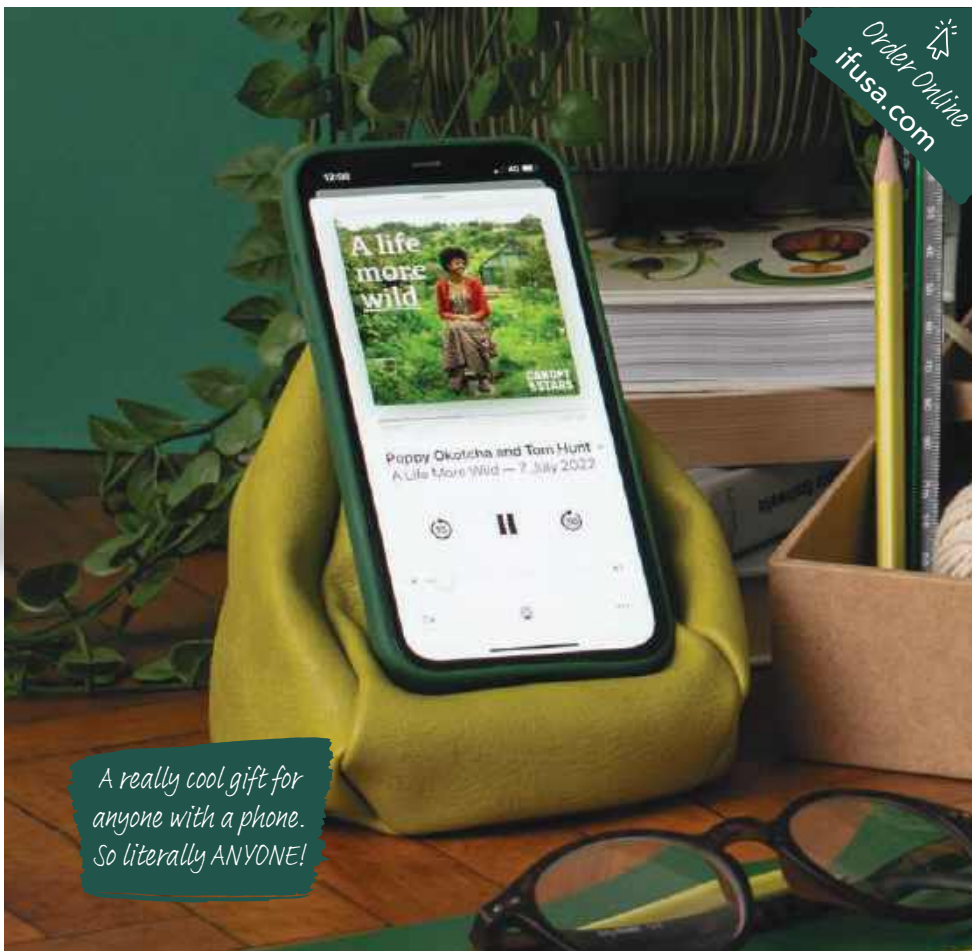
Bookaroo

LITTLE BEAN BAG PHONE REST

The perfect place to put your phone.



The smaller cyber sidekick to our very popular Bean Bag Reading Rest, this little lightweight beanbag is the perfect place for your phone to flop. Made from soft squishy faux leather this little chap will hold your phone in the perfect position for all those essential things, from video calls and Tik Tok to recipe demos.



Order Online
ifusa.com

A really cool gift for anyone with a phone. So literally ANYONE!



BROWN CHARCOAL CREAM PURPLE PINK YELLOW CHARTREUSE TEAL

THE KEY FEATURES

- For desks, tables, bedside cupboards, kitchen tops... all over the place!
- Makes a cool display in store - small enough to hang or stack

ORDER INFORMATION

Refill Stock: Order in 3s

SRP
\$24.99

WHOLESALE
\$12.50

42621 BROWN	42644 PINK
42633 CHARCOAL	42648 YELLOW
42634 CREAM	42650 CHARTREUSE
42642 PURPLE	42652 TEAL

Pack/Product: 5.3 x 4.7 x 5.5in



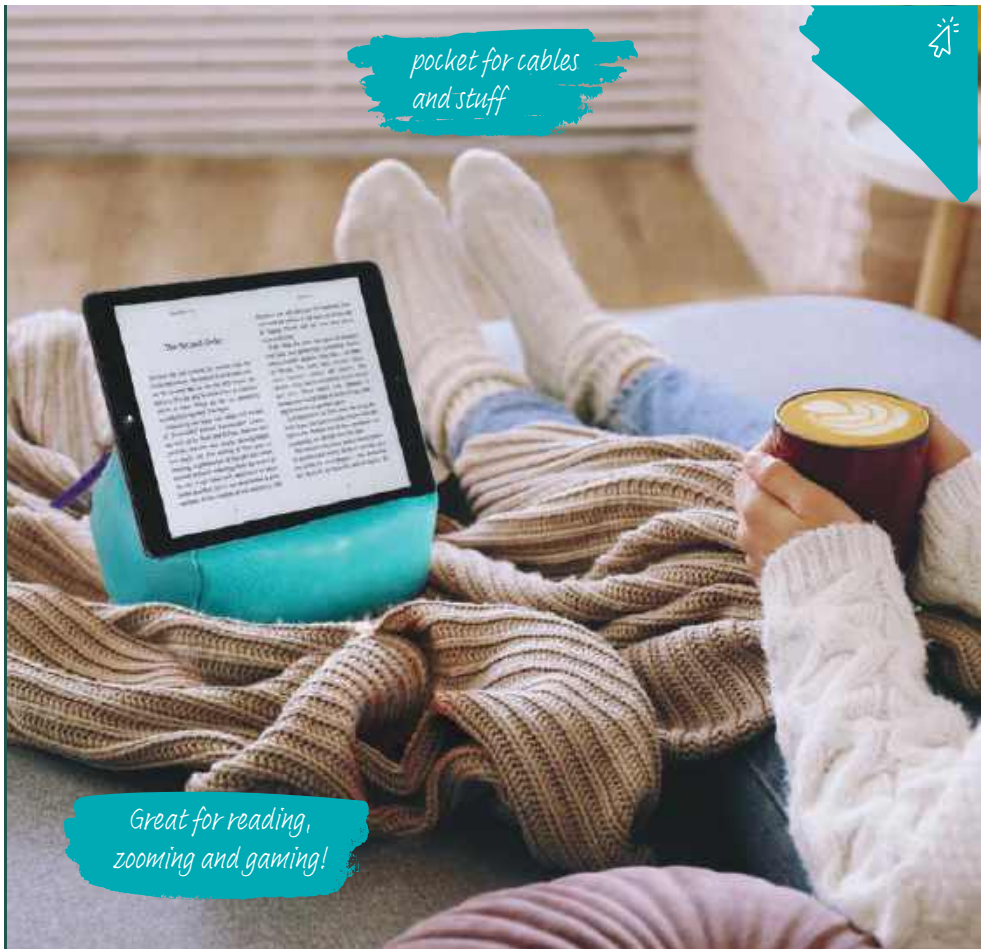
Bookaroo

BEAN BAG READING REST

The comfy way
to watch, read
or play



When you fancy flopping down with your favorite device, this squishy, squashy beanbag will hold your phone, tablet (or even your book) at the perfect angle - wherever that may be...On your knee? On the floor? Perhaps on your desk! Made in the softest leather-effect PU, and in the funkiest on-trend colors this makes a brilliant gift for gamers, readers or Zoomers of all ages!



*pocket for cables
and stuff*

*Great for reading,
zooming and gaming!*



BROWN

FOREST GREEN

NAVY

ORANGE

TURQUOISE

CHARCOAL

CREAM

PURPLE

ORDER INFORMATION

Refill Stock:
Order in singles

SRP **\$37.99** Wholesale **\$19.00**

43801 BROWN	43806 TURQUOISE
43802 FOREST GREEN	43833 CHARCOAL
43803 NAVY	43834 CREAM
43804 ORANGE	43843 PURPLE

Pack/Product: 7.9 x 7.9 x 8.3in

THE KEY FEATURES

- Stuffed with lightweight polystyrene beads
- Pocket for cables and stuff
- Microfiber pocket lining - give that screen a clean!



5 035393 438012



5 035393 438036



5 035393 438067



5 035393 438340



5 035393 438029



5 035393 438043



5 035393 438333










5 035393 438432



4-22
a b c d e f g h i j k
l m n o p q r s t u v
w x y z
A B C D E F
G H I J K L M N O P

Spacing
Bookaroo

Bookaroo Product & Color Reference.

	Turquoise & Purple	Pink & Purple	Navy & Dark Red	Navy & Yellow	Forest Green & Chartreuse	Teal & Orange	Black	Brown	Gold	Aubergine	Blush	Charcoal	Cream	Fern	Lime
 Bigger Things Notebook p10															
 A5 Notebook p12															
 A6 Pocket Notebook p14															
 Ballpoint Pen p16															
 Pen Pouch p20															
 Glasses Case p22															
 Notebook Tidy p24															
 Phone Holder p25															



Clipboard for Notebooks p23



Books & Stuff Pouch p28



Tech-Tidy p27



Phone Pocket p26



Bean Bag Reading Rest p30



Little Bean Bag Phone Rest p29



Graphite Pencils p18



Sticky Tabs p19



Gold



Pastels



Mono



Greens



Blues



Pinks



Pastels



Mono



Greens



Blues



Pinks

All 16 Bookaroo products in all colorways to help you build your Bookaroo collection.

HOW TO MERCHANTISE BOOKAROO

This is such a great, impactful and comprehensive range that we thought we should take a bit of time to make it simpler for our retailers to both choose and merchandise effectively in-store – whatever the retail space may be.

The next few pages will hopefully give you some inspiration and easy options to either start your Bookaroo program or expand where you are now.

From color-themed counter top notebook and pen sets to full floor-standing eye-catching browsable displays, we have tried to think it through and offer you buildable programs for any space and any budget.



Bookaroo®

Bookaroo



Notebook & Pen Display

A compact and punchy display for our best-selling notebooks and pens.

We know how precious space can be, so we have designed this small and yet mightily impactful display at just 7.9in wide. Then we thought it would be fun to put them together in really striking complementary color sets to make it easier for you to buy and hopefully encourage your customers to make multiple 'mix & match' purchases. The display offers a nice little way in to Bookaroo without taking up too much room!

Wholesale
\$150.00
 SRP
\$299.99



BD2001
Turquoise & Purple



BD2002
Purple & Pink



BD2003
Dark Red & Navy



BD2004
Navy & Yellow



BD2005
Forest Green & Chartreuse



BD2006
Teal & Orange



BD2007
Black



BD2008
Brown



BD2009
Gold



BD2010
Aubergine



BD2011
Blush



BD2012
Charcoal



BD2013
Cream



BD2014
Fern



BD2015
Lime

Order online at www.ifusa.com



Key features...

- Our best selling notebooks with matching pens
- Refill notebook stock can be ordered in singles! Pens in 3s!
- Compact display (just 7.9in wide) will fit in almost anywhere
- Lots of on-trend and more traditional colorways to choose from



These displays contain....

- +  Bigger Things Notebook
x4
- +  A5 Notebook
x4
- +  A6 Pocket Notebook
x4
- +  Ballpoint Pen
x6



Notes:

Notebooks, Pen & Accessories Display

A coordinated mix of our best-selling Bookaroo items in a ready to go shop-in-a-box!

Key features...

- Stylish stationery with huge visual impact
- An assortment of clever products with proven sales

Each containing an assortment of A6 Pocket Notebook, A5 Notebook, Bigger Things Notebook, Pen Pouch, Pen, Glasses Case, Clipboard, Phone Holder & Notebook Tidy

Wholesale from
\$390.00

SRP from
\$779.99



BD6001 - Turquoise & Purple
Wholesale \$400 | SRP \$799.99



BD6002 - Purple & Pink
Wholesale \$390.00 | SRP \$779.99



BD6003 - Dark Red & Navy
Wholesale \$418.00 | SRP \$835.99



BD6004 - Navy & Yellow
Wholesale \$390.00 | SRP \$779.99



BD6005 - Forest Green & Chartreuse
Wholesale \$418.00 | SRP \$835.99



BD6006 - Teal & Orange
Wholesale \$390.00 | SRP \$779.99



BD6007 - Black
Wholesale \$390.00 | SRP \$779.99



BD6008 - Brown
Wholesale \$418.00 | SRP \$835.99



BD6009 - Gold
Wholesale \$390.00 | SRP \$779.99

For further information on which products come with each display visit www.ifusa.com

BD6001 TURQUOISE & PURPLE



5 035393 985110

BD6004 NAVY & YELLOW



5 035393 985141

BD6007 BLACK



5 035393 985172

BD6002 PURPLE & PINK



5 035393 985127

BD6005 FOREST GREEN & CHARTREUSE



5 035393 985158

BD6008 BROWN



5 035393 985189

BD6003 DARK RED & NAVY



5 035393 985134

BD6006 TEAL & ORANGE



5 035393 985165

BD6009 GOLD



5 035393 985196



BD6010 - Aubergine & Cream
Wholesale \$418.00 | SRP \$835.99



BD6011 - Blush & Charcoal
Wholesale \$418.00 | SRP \$835.99



BD6012 - Charcoal Wholesale
Wholesale \$390.00 | SRP \$779.99



BD6013 - Cream
Wholesale \$418.00 | SRP \$835.99



BD6014 - Fern & Cream
Wholesale \$418.00 | SRP \$835.99



BD6015 - Lime & Charcoal
Wholesale \$390.00 | SRP \$779.99

For further information on which products come with each display visit www.ifusa.com

BD6010 AUBERGINE & CREAM



5 035393 985202

BD6013 CREAM



5 035393 985233

BD6011 BLUSH & CHARCOAL



5 035393 985219

BD6014 FERN & CREAM



5 035393 985240

BD6012 CHARCOAL



5 035393 985226

BD6015 LIME & CHARCOAL



5 035393 985257

Notebook Accessories Display

A neat display holding our 5 best selling notebook accessories

Already stock A5 notebooks? Why not encourage a multiple purchase and merchandise our Notebook Accessory Display close by? Our really useful bestselling Bookaroo add-ssons fit any A5 notebook or journal (although we think they look best on our Bookaroo versions). Available in really neat branded displays these make a great pick up line.



Dimensions
Width: 15.7in
Depth: 9.4in
Height: 10.6in

These accessory displays contain a mix of our 5 best selling Bookaroo Notebook Accessories.

The perfect stationery organization companions for your A5 Notebook or diary.



Pen Pouch
p20



Glasses Case
p22



Clipboard
p23



Notebook Tidy
p24



Phone Holder
p25



A5 Notebook
p12

BD4091 - Brights Notebook Accessories

Wholesale \$265.00 | SRP \$529.99

6 assorted colors to mix & match with our Bright A5 Notebooks.



BD4012 - Charcoal Notebook Accessories

Wholesale \$265.00 | SRP \$529.99

To match with our Pastel A5 Notebooks



BD4013 - Cream Notebook Accessories

Wholesale \$240.00 | SRP \$479.99

To match with our Pastel A5 Notebooks



Bookaroo Floor Standing Displays

Bookaroo®

New

Slim & Wide Options

Two brand new retail friendly options for displaying bigger ranges of Bookaroo

Created due to popular demand these really robust cardboard displays have been carefully designed to allow you to showcase Bookaroo at its retail best. Versatile, bright and colorful branded shelf units can be pushed up against a wall or placed back-to-back to create a free-standing, double-sided unit.

And not by accident, these two displays are exactly the correct size to fit any combination of our Bookaroo displays onto the shelves... or go freestyle and load the sturdy shelves with your own creative flair!

Key features...

- 2 sizes to choose from
- Small footprint to maximise use of floor space
- Build your own or let us help choose a program that suits your customers.
- Supplied built-up in sturdy shippers



Slim Floor Standing Display Dimensions
 Width: 17.3in
 Depth: 9.8in
 Height: 55.1in

Wide Floor Standing Display Dimensions
 Width: 25.2in
 Depth: 9.8in
 Height: 55.1in

BB040
 BOOKAROO FLOOR STANDING UNIT
 BRIGHT 40CM

5 035393 984540

BP040
 BOOKAROO FLOOR STANDING UNIT
 PASTEL 40CM

5 035393 984564

BB060
 BOOKAROO FLOOR STANDING UNIT
 BRIGHT 60CM

5 035393 984557

BP060
 BOOKAROO FLOOR STANDING UNIT
 PASTEL 60CM

5 035393 984571



MOON & STARS STATIONERY

A (small) galaxy of very giftable stationery and lifestyle things! We have taken some of our key products and added a little bit of cosmic gold to them to create this eye catching retail collection.



A5 NOTEBOOK



A6 NOTEBOOK



PEN POUCH



PENS



BOOKS & STUFF POUCH



READING LIGHT

ORDER INFORMATION

REFILL STOCK:

A5 / A6 Notebooks - Order in singles

Pen Pouch - Order in multiples of 3

Books & Stuff Pouch - Order in multiples of 3

Book Light - Order in multiples of 3

Pen - Order in multiples of 3

	SRP	WHOLESALE
48402 A5 NOTEBOOK	\$29.99	\$15.00
48403 A6 POCKET NOTEBOOK	\$19.99	\$10.00
48405 PEN POUCH	\$22.99	\$11.50
48410 BOOKS & STUFF POUCH	\$44.99	\$22.50
48420 BOOK LIGHT	\$29.99	\$15.00
43106 NAVY PEN	\$6.95	\$3.50
43111 GOLD PEN	\$6.95	\$3.50

Starter Pack Display

Order: SP484

SRP
\$690.00

WHOLESALE
\$345.00

Starter Pack Includes:

- 4x A5 Notebooks
- 4x A6 Pocket Notebooks
- 6x Pen Pouches
- 4x Books & Stuff Pouches
- 3x Gold Pens
- 4x Book Lights
- 3x Navy Pens



See Bookaroo section for full product descriptions (pages 4 - 41)

See Book Light section for full product description (page 64)



SP484 STARTER PACK
5 035393 981990



48402 A5 NOTEBOOK
5 035393 484026



48405 PEN POUCH
5 035393 484057



43106 NAVY PEN
5 035393 431068



48420 READING LIGHT
5 035393 484200



48403 A6 POCKET NOTEBOOK
5 035393 484033



48410 BOOKS & STUFF POUCH
5 035393 484101



43111 GOLD PEN
5 035393 431112

Bookaroo

V&A

Morris



Bookaroo®

V&A MORRIS COLLECTION



A5 NOTEBOOK

PEN POUCH

GLASSES CASE

A6 LITTLE NOTEBOOK

PHONE POCKET

TECH-TIDY

ORDER INFORMATION

REFILL STOCK:

A5 / A6 Notebooks - Order in singles

Pen Pouch - Order in multiples of 3

Glasses Case - Order in multiples of 3

Phone Pocket - Order in multiples of 3

Tech-Tidy - Order in multiples of 3

		SRP	WHOLESALE
49501	A5 NOTEBOOK	\$29.99	\$15.00
49101	PEN POUCH	\$22.99	\$11.50
49401	GLASSES CASE	\$22.99	\$11.50
49601	A6 LITTLE NOTEBOOK	\$19.99	\$10.00
49301	PHONE POCKET	\$22.99	\$11.50
49201	TECH-TIDY	\$59.99	\$30.00

Starter Pack Display

Order: MSD021

SRP
\$749.99

WHOLESALE
\$375.00

Starter Pack Includes:

3 x A5 Notebooks

6 x Pen Pouch

6 x Glasses Cases

3 x A6 Pocket Notebooks

6 x Phone Pockets

3 x Tech-Tidies



See Bookaroo section for full product descriptions (pages 4 - 41)



Bookaroo

V&A Kilburn



Bookaroo®

V&A KILBURN COLLECTION



A5 NOTEBOOK

PEN POUCH

GLASSES CASE

A6 LITTLE NOTEBOOK

PHONE POCKET

TECH-TIDY

ORDER INFORMATION

REFILL STOCK:

A5 / A6 Notebooks - Order in singles

Pen Pouch - Order in multiples of 3

Glasses Case - Order in multiples of 3

Phone Pocket - Order in multiples of 3

Tech-Tidy - Order in multiples of 3

		SRP	WHOLESALE
49502	A5 NOTEBOOK	\$29.99	\$15.00
49102	PEN POUCH	\$22.99	\$11.50
49402	GLASSES CASE	\$22.99	\$11.50
49602	A6 LITTLE NOTEBOOK	\$19.99	\$10.00
49302	PHONE POCKET	\$22.99	\$11.50
49202	TECH-TIDY	\$59.99	\$30.00

Starter Pack Display

Order: MSD022

SRP **\$749.99** WHOLESALE **\$375.00**

Starter Pack Includes:

- 3 x A5 Notebooks
- 6 x Pen Pouch
- 6 x Glasses Cases
- 3 x A6 Pocket Notebooks
- 6 x Phone Pockets
- 3 x Tech-Tidies



See Bookaroo section for full product descriptions (pages 4 - 41)



Bookaroo

V&A

Sundour



Bookaroo®

V&A SUNDOUR COLLECTION



A5 NOTEBOOK

PEN POUCH

GLASSES CASE

A6 LITTLE NOTEBOOK

PHONE POCKET

TECH-TIDY

ORDER INFORMATION

REFILL STOCK:

A5 / A6 Notebooks - Order in singles

Pen Pouch - Order in multiples of 3

Glasses Case - Order in multiples of 3

Phone Pocket - Order in multiples of 3

Tech-Tidy - Order in multiples of 3

		SRP	WHOLESALE
49503	A5 NOTEBOOK	\$29.99	\$15.00
49103	PEN POUCH	\$22.99	\$11.50
49403	GLASSES CASE	\$22.99	\$11.50
49603	A6 LITTLE NOTEBOOK	\$19.99	\$10.00
49303	PHONE POCKET	\$22.99	\$11.50
49203	TECH-TIDY	\$59.99	\$30.00

Starter Pack Display

Order: MSD023

SRP **\$749.99** WHOLESALE **375.00**

Starter Pack Includes:

- 3 x A5 Notebooks
- 6 x Pen Pouch
- 6 x Glasses Cases
- 3 x A6 Pocket Notebooks
- 6 x Phone Pockets
- 3 x Tech-Tidies



See Bookaroo section for full product descriptions (pages 4 - 41)

MSD023 SUNDOUR SHELF DISPLAY



5 035393 981570

49103 PEN POUCH



5 035393 491031

49303 PHONE POCKET



5 035393 493035

49503 A5 NOTEBOOK



5 035393 495039

49203 TECH-TIDY



5 035393 492038

49403 GLASSES CASE



5 035393 494032

49603 A6 NOTEBOOK



5 035393 496036

BOOKMARKS by **if**

OUR SPECIALIST SUBJECT!

We thought it was time to go back to booky basics and reimagine bookmarks for 2023. The result is a cool, creative and comprehensive program of bookmarks designed to sell anywhere that sells books!





Something for everyone!

Minimum packaging maximum impact!



BOOKMARKS *by if*

BOOK SCARF

collection



BOOK SCARF

The colorful (and cosy) page marker

A scarf completes any look. A book scarf completes any book. Make your own statement and flop one of these perfectly scaled-down stripy woven bookmarks between the pages of your read. Cleverly knotted on its packaging for a fun presentation and incredibly browsable in twelve bright and colorful combinations. There is a 'must have' to suit every taste, passion or outfit. All the best people own a scarf.

ORDER INFORMATION

Refill Stock:

Order in multiples of 3



- 32901 RED, WHITE & BLUE
- 32902 CLASSIC COLORS
- 32903 PINK & PURPLE
- 32904 BLUE & PINK
- 32905 BLACK & WHITE
- 32906 RED & WHITE
- 32907 NAVY & YELLOW
- 32908 BURGUNDY & YELLOW
- 32909 PASTELS
- 32910 TEAL & ORANGE
- 32911 GRAY & CREAM
- 32912 ALL THE BLUES

SRP **\$12.99** WHOLESALE **\$6.50**



BOOKMARKS by *if*

New



MINI MARKS

collection

ring her new freedom and
e, so Flush too was making
om. Before they left Pisa - in
lorence - Flush had faced
at the laws of the Kennel
himself to face the fact
tal 11-1



Our classic mini marks reimagined for 2022 and beyond! We carefully chose 12 popular themes then went big on the quality of card and print but stayed mini in size and amount of packaging, layering card and adding little special embellishments here and there.

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

- 15901 ABC
- 15902 ACADEMIA
- 15903 ALICE
- 15904 ANIMALS
- 15905 BEES
- 15906 BIRDS
- 15907 BOOKS
- 15908 BUTTERFLIES
- 15909 FLOWERS
- 15910 FRAMED CLASSICS
- 15911 SWIMMERS
- 15912 TEA CUPS



SRP **\$6.99** WHOLESALE **\$3.75**



BOOKMARKS by *if*

ACADEMIA

collection

A really creative collection of twelve images and inspirational quotes designed to appeal to younger lovers of books and literary culture. Each strong, thick card bookmark is shaped to give maximum impact on display.

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

- 15201 CARPE DIEM
- 15202 KEYS
- 15203 LETTER PRESS
- 15204 LOVE POTION
- 15205 PILE OF BOOKS
- 15206 QUILL & INK
- 15207 TAROT
- 15208 THE WORLD ONLY EXISTS
- 15209 TONIC FOR THE MIND
- 15210 TYPEWRITER
- 15211 VINTAGE DRAWERS
- 15212 WATCH

SRP **\$5.99** WHOLESALE **\$3.00**





BOOKMARKS by **if**

CLASSIC

collection

A collection of twelve bookmarks featuring classic images of known and loved masterpieces. Printed on superior quality board, each with a snappy magnet designed to hold on to your page beautifully.



15101



15102



15103



15104



15105



15106



15107



15108



15109



15110



15111



15112

ORDER INFORMATION

Refill Stock: Order in multiples of 3

SRP **\$5.99** WHOLESALE **\$3.00**

- 15101 BIRDS NEAR A MOUNTAIN STREAM
- 15102 FLOWERS IN A BLUE VASE
- 15103 GIRL WITH A PEARL EARRING
- 15104 IMPROVISATION NO. 30
- 15105 KIRCHE IN CASSONE
- 15106 LA FEMME

- 15107 THE GREAT WAVE
- 15108 THE KISS
- 15109 THE PINK CLOUD
- 15110 THE SCREAM
- 15111 THE STARRY NIGHT
- 15112 TWO PEACOCKS

15101 BIRDS NEAR A STREAM



5 035393 151010

15104 IMPROVISATION NO.30



5 035393 151041

15107 THE GREAT WAVE



5 035393 151072

15110 THE SCREAM



5 035393 151102

15102 FLOWERS IN A VASE



5 035393 151027

15105 KIRCHE IN CASSONE



5 035393 151058

15108 THE KISS



5 035393 151089

15111 THE STARRY NIGHT



5 035393 151119

15103 GIRL WITH A PEARL EARRING



5 035393 151034

15106 LA FEMME



5 035393 151065

15109 THE PINK CLOUD



5 035393 151096

15112 TWO PEACOCKS



5 035393 151126

BOOKMARKS by if

LITERARY

collection

A collection of twelve designs selected to amuse lovers of literature & language of all ages. Reproduced on good quality thick artboard with gold foiling, and matching eyelet and grosgrain ribbon!

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

- 15501 GRAMMAR POLICE
- 15502 CUP OF TEA
- 15503 INTERRUPT ME
- 15504 ANOTHER OPENS
- 15505 CHECKED MY PHONE
- 15506 BOOKS & A CAT
- 15507 A BOOK A DAY
- 15508 CALL ME OLD FASHIONED
- 15509 LIFE TO YOUR YEARS
- 15510 ALL I WANT IN LIFE...
- 15511 BOOKS & PJS
- 15512 WE'RE ALL MAD HERE

SRP WHOLESALE
\$5.99 \$3.00



BOOKMARKS by *if*

SSSHH

collection



A modern and cool set of 6 illustrative typographical bookmarks. Each faux leather bookmark has an engaging curation of either book titles or bookish phrases debossed into the soft material. With matching eyelet and ribbon.



15601



15602



15603



15604



15605



15606

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

SRP

\$7.49

WHOLESALE

\$3.75

15601 ALICE

15602 EMMA

15603 I'M READING

15604 LES MISERABLES

15605 OFFLINE

15606 QUIET PLEASE





BOOKMARKS by *if*

V&A collection

FAUX
LEATHER

Working In collaboration with the V&A, we have carefully selected a set of twelve bright, colorful and on-trend patterns from the museum's holdings of textile and wallpaper design. They have then been carefully printed onto superior quality faux leather and finished with debossed detailing on the reverse.

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

- 15701 TULIP & WILLOW
- 15702 BLACK FLORAL
- 15703 PHEASANT
- 15704 ACANTHUS
- 15705 ART NOUVEAU TREES
- 15706 CRANE DAY LILY
- 15707 FLORAL ANEMONE
- 15708 KIMONO
- 15709 LEAVES ON HONEYCOMB
- 15710 PAPILLONS
- 15711 PINK BERRY TEXTILE
- 15712 STEINER POPPIES

SRP WHOLESALE
\$9.99 **\$5.00**



15701 TULIP & WILLOW

 5 035393 157012

15704 ACANTHUS

 5 035393 157043

15707 FLORAL ANEMONE

 5 035393 157074

15710 PAPILLONS

 5 035393 157104

15702 BLACK FLORAL

 5 035393 157029

15705 ART NOUVEAU TREES

 5 035393 157050

15708 KIMONO

 5 035393 157081

15711 PINK BERRY TEXTILE

 5 035393 157111

15703 PHEASANT

 5 035393 157036

15706 CRANE DAY LILY

 5 035393 157067

15709 LEAVES ON HONEYCOMB

 5 035393 157098

15712 STEINER POPPIES

 5 035393 157128

BOOKMARKS by **if**

VINTAGE

collection



A beautiful curation of 12 botanical style illustrations, printed on good quality sepia effect card with gold eyelet and grosgrain ribbon. Delicately depicting some lovely and popular imagery in a vintage style. Very appealing.

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

- 15801 ANEMONES
- 15802 BEES & FLOWERS
- 15803 BICYCLES
- 15804 BOTANICAL
- 15805 BUTTERFLIES
- 15806 FLAMINGO
- 15807 FLYCATCHER
- 15808 FUNGI
- 15809 MAP
- 15810 PATISSERIE
- 15811 PEACOCK
- 15812 SLOTH

SRP WHOLESALE
\$5.99 **\$3.00**





BOOKMARKS by **if**

KRAFTY

collection



Printed on good quality Kraft natural brown board, this set of twelve snap-shut magnetic bookmarks feature very 'on trend' themed illustrated images. With fantastic visual impact these have mass booky gift appeal.

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

- 15301 BEE
- 15302 BIKE
- 15303 FLORAL
- 15304 GEO
- 15305 HEART
- 15306 LEAF
- 15307 LEOPARD
- 15308 PARROT
- 15309 POT PLANT
- 15310 RAINBOW
- 15311 RASPBERRY
- 15312 SWIMMER

SRP WHOLESALE
\$5.99 \$3.00



BOOKMARKS by **if**

3D collection



Always a good seller, this collection of twelve 3D bookmarks feature everyone's favorite cute, cuddly (and sometimes deadly) animals. Each includes a few little animal facts (just for fun).

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

- 15401 AFRICAN ELEPHANT
- 15402 AFRICAN LION
- 15403 AFRICAN LION CUBS
- 15404 BENGAL TIGER
- 15405 GIANT PANDA
- 15406 GIRAFFE
- 15407 HARVEST MOUSE
- 15408 HEDGEHOG
- 15409 PIGLET
- 15410 RED FOX
- 15411 SNOWY OWL
- 15412 TWO-TOED SLOTH

SRP **\$7.49** WHOLESALE **\$3.75**



15401 AFRICAN ELEPHANT



5 035393 154011

15404 BENGAL TIGER



5 035393 154042

15407 HARVEST MOUSE



5 035393 154073

15410 RED FOX



5 035393 154103

15402 AFRICAN LION



5 035393 154028

15405 GIANT PANDA



5 035393 154059

15408 HEDGEHOG



5 035393 154080

15411 SNOWY OWL



5 035393 154110

15403 AFRICAN LION CUBS



5 035393 154035

15406 GIRAFFE



5 035393 154066

15409 PIGLET



5 035393 154097

15412 TWO-TOED SLOTH



5 035393 154127

BOOKMARKS *by* **if**

THE DISPLAY



Our cool cardboard counter top spinner is simple to buy!

Build your own by choosing 4 of your favorite Bookmark Collections or let us put a program together for you!

The display holds 144 Bookmarks total
(Each side hold 36 Bookmarks)

Display: 12.6 x 12.6 x 26.2in

BOOK SCARF COLLECTION



PANEL
WHOLESALE COST
\$234.00

MINI MARKS COLLECTION



PANEL
WHOLESALE COST
\$135.00

ACADEMIA COLLECTION



PANEL
WHOLESALE COST
\$108.00

CLASSIC COLLECTION



PANEL
WHOLESALE COST
\$108.00

LITERARY COLLECTION



PANEL
WHOLESALE COST
\$108.00

SSSHH COLLECTION



PANEL
WHOLESALE COST
\$135.00

V&A COLLECTION



PANEL
WHOLESALE COST
\$180.00

VINTAGE COLLECTION



PANEL
WHOLESALE COST
\$108.00

KRAFTY COLLECTION



PANEL
WHOLESALE COST
\$108.00

3D COLLECTION



PANEL
WHOLESALE COST
\$135.00

15000D EMPTY BOOKMARK DISPLAY



5 035393 151003

329PAN BOOK SCARF COLLECTION



5 035393 985462

159PAN MINI MARKS COLLECTION



5 035393 985479

152PAN ACADEMIA COLLECTION



5 035393 985486

151PAN CLASSICS COLLECTION



5 035393 985493

155PAN LITERARY COLLECTION



5 035393 985509

156PAN SSSHH COLLECTION



5 035393 985516

157PAN V&A COLLECTION



5 035393 985523

158PAN VINTAGE COLLECTION



5 035393 985530

153PAN KRAFTY COLLECTION



5 035393 985547

154PAN 3D COLLECTION



5 035393 985554

BOOK LIGHTS

Reading lights are something we have designed and sold for many years. Always a well-received gift, we have produced book lights to suit all kinds of customer, from fun gifts for our younger readers, to cleverly engineered lights to meet the needs of the 'serious readers' who might want a little more light to help them read in comfort.



Book Lights have always sold well for us, we have sold millions of them to over 70 countries around the world.

They sell particularly well in Gift Stores and Book Stores for several reasons.

They make great gifts because encouraging reading is such a positive message. People like to use them for reading at night without disturbing their partners and also as a way of getting back to sleep. From 6-year-olds to 106-year-olds, reading remains one of the world's favorite hobbies and quite uniquely our book lights sell to 'all' genders and all ages, and there aren't many gifts you can say that about!

Our book lights fall into two distinct categories, those which make 'Great Gifts' and those which are bought by, and for, 'Serious Readers'.

BEST SELLERS

Our best-selling light is the Really Tiny Book Light which is available in many colors, followed closely by The Little Book Light and The Blocky Book Light both of which sell very well as cool alternative designs.

REALLY SERIOUS RANGE

For the more serious user, we have developed our "Really..." book light ranges which use AAA Batteries for longer battery life and easier use.

The Really Compact Book Light - a compact twin LED version for variable brightness on the GO - ideal for Travel.

The Really Flexible Book Light for longer battery life, variable brightness and a longer flexible arm suitable for all hardbacks and paperbacks

The Really Bright Book Light Suitable for older users who require more and variable light for longer periods of time. Also great for large print books, music and magazines.

So, whether you are under the covers or under the stars, our book lights will keep you reading wherever you are, for as long as you want... and without disturbing anyone else!

Best Sellers

REALLY TINY
BOOK LIGHT (Page 70)



THE LITTLE
BOOK LIGHT (Page 71)



SUPER BENDY LIGHT
(Page 103)



Really Serious Range

REALLY COMPACT
BOOK LIGHT (Page 72)



REALLY FLEXIBLE
BOOK LIGHT (Page 73)



REALLY BRIGHT
BOOK LIGHT (Page 74)



New Products

BOOK LOVER'S
READING LIGHTS
(Page 66)



THE INCREDIBLE SPACEMAN
BOOK LIGHT (Page 68)



THE UFO BOOK LIGHT
(Page 69)



Book Lover's *New* Reading Lights

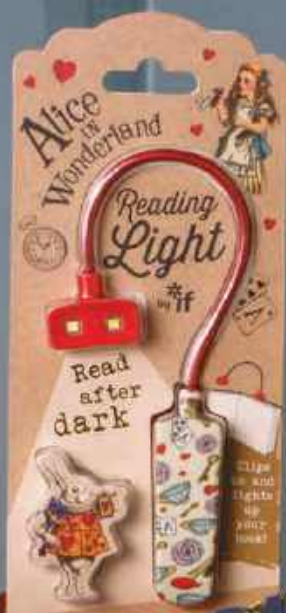
Lovely themed lights that clip on and light up your book!

Book lovers are NOT boring! So why should reading lights be dull? Our lovely little pocket-sized lights are anything but. Of course they have all the same features that you would expect from a 'proper' book light such as a good battery life, dimmable LED (2 actually) bulbs, a secure clip and bendy positionable neck... just in a much nicer form and giftable packaging.

MOON & STARS

ALICE

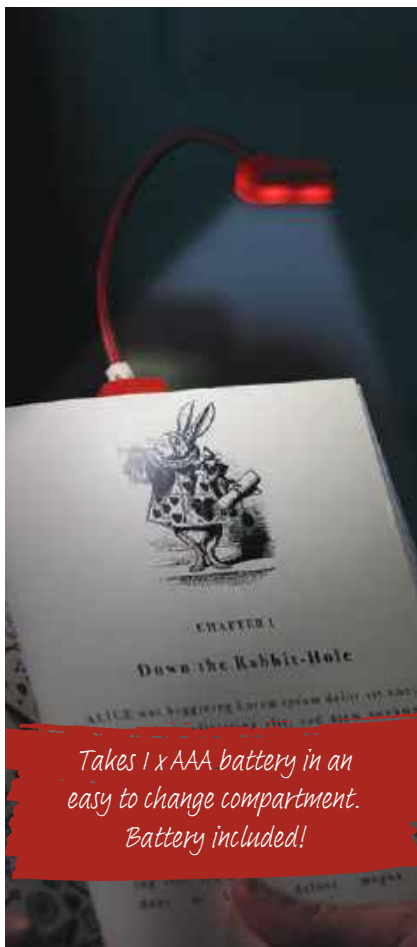
Five themed reading lights with soft coated patterned bodies in really attractive packaging.



FLORAL

BEE

BOTANICAL



Takes 1 x AAA battery in an easy to change compartment. Battery included!



Stand in a display or hang in a program



ORDER INFORMATION

Refill Stock:

Order in multiples of 3

- 43901 ALICE
- 43902 BEE
- 43903 BOTANICAL
- 43904 FLORAL
- 48420 MOON & STARS



SRP WHOLESALE
\$29.99 \$15.00

Pack: 3.4 x 1 x 7.9in

Starter Pack Display

SP439 STARTER PACK

Display + 6pcs of Alice and 3pcs each of Bee, Botanical, Floral and Moon & Stars



STARTER PACK
\$270.00

Display: 13.4 x 7.9 x 11.4in

Mini Starter Pack Displays

- SP439A Display + 6pcs Alice
- SP439B Display + 6pcs Bee
- SP439C Display + 6pcs Botanical
- SP439D Display + 6pcs Floral
- SP484A Display + 6pcs Moon & Stars

STARTER PACK
\$90.00

Display: 4.6 x 7.9 x 10in



THE INCREDIBLE SPACE MAN

New

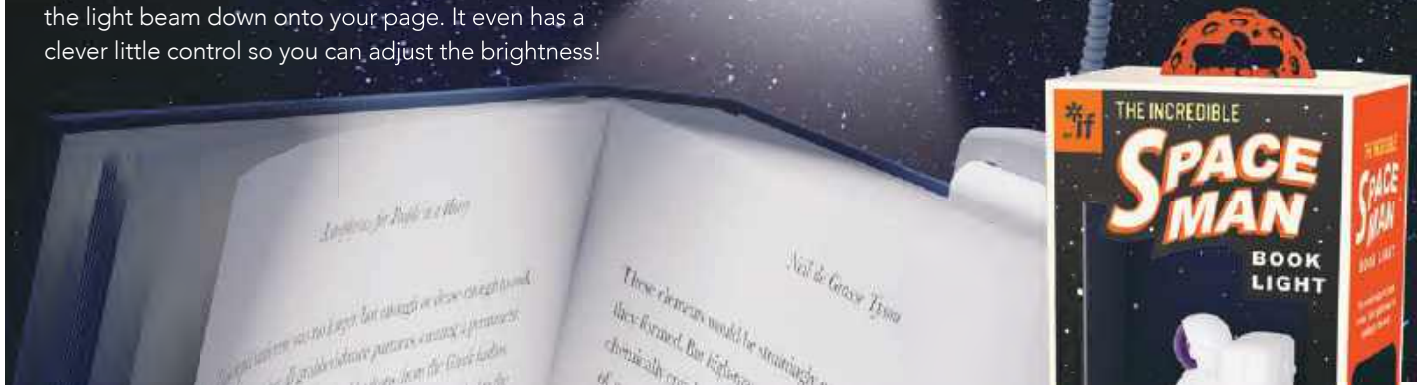
Fab comic book style
card display pack.

BOOK LIGHT

A reading light like nothing on earth.

Our mission: create a really cool reading light. A great geeky gift for any retro-loving grown up, or for grandparents to give and kids to crave. Our 3D astronaut contains 2 LED lights. 'Base control' power pack holds the 3 AAA batteries and clips onto any book securely whilst the flexible 'tube' directs the light beam down onto your page. It even has a clever little control so you can adjust the brightness!

Read without waking
anyone else up... In space,
no one can see you read!



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3
39501 SPACEMAN BOOK LIGHT

SRP	WHOLESALE
\$29.99	\$15.00)

THE KEY FEATURES

- Clips to any book for reading
- Dimmable light switch
- Comes with 3x AAA batteries included



Pack: 3 x 2 x 7.9in

39501 SPACEMAN BOOK LIGHT



Notes:

An out of this world alien spaceship book light.

New

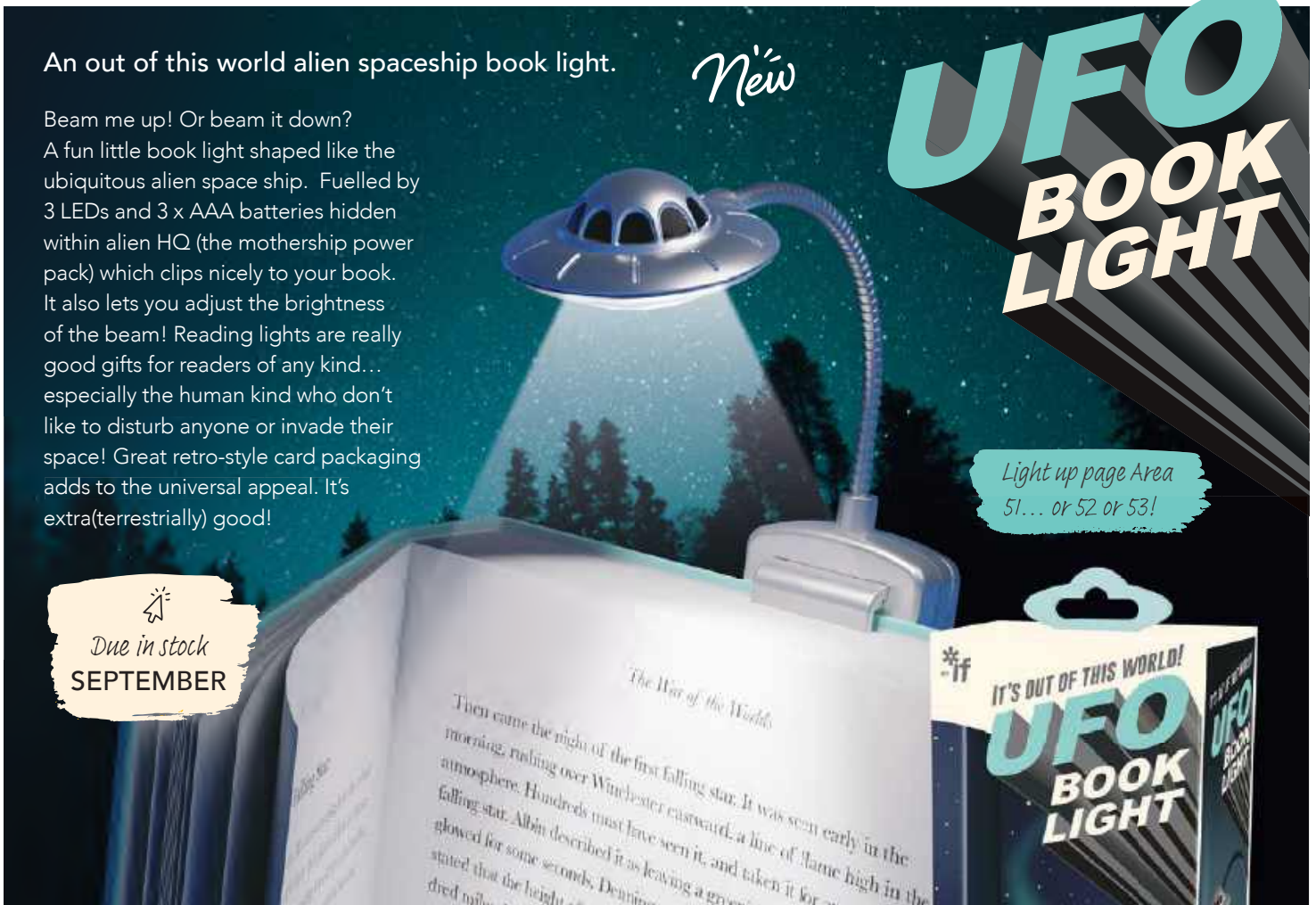
UFO BOOK LIGHT

Beam me up! Or beam it down?
A fun little book light shaped like the ubiquitous alien space ship. Fuelled by 3 LEDs and 3 x AAA batteries hidden within alien HQ (the mothership power pack) which clips nicely to your book. It also lets you adjust the brightness of the beam! Reading lights are really good gifts for readers of any kind... especially the human kind who don't like to disturb anyone or invade their space! Great retro-style card packaging adds to the universal appeal. It's extra(terrestrially) good!

Light up page Area
51... or 52 or 53!



Due in stock
SEPTEMBER



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3
39601 UFO BOOK LIGHT

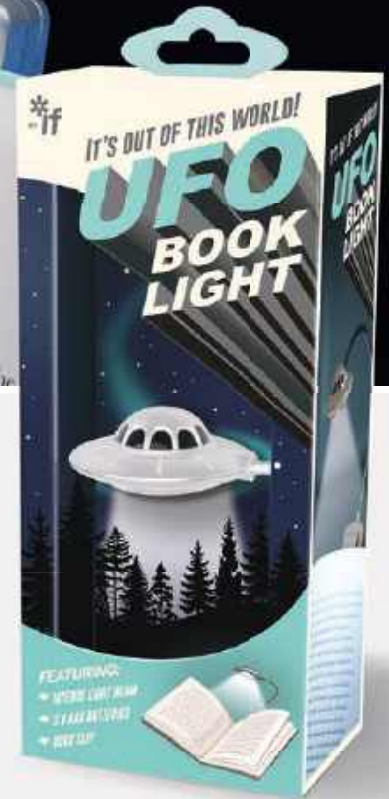
SRP	WHOLESALE
\$29.99	\$15.00

THE KEY FEATURES

- 3x super bright LEDs
- Dimmable light switch
- Comes with 3x AAA batteries included



Alien power pack



Pack: 3 x 2 x 7.9in

39601 UFO BOOK LIGHT



5 035393 396015

Notes:

THE REALLY TINY BOOK LIGHT

Clips onto your book so you can carry on reading when it's dark.

Still the slimmest, trimmest little book light you can buy. Perfectly formed and curved in all the right places, this award-winning little beauty is a consistent best seller. And never one to be left behind in the fashion stakes, it's now available in the very latest colors! Clips onto your book for reading anytime and anywhere.



Angles to a full 90° tilt

Clips onto your book



PRODUCT INFORMATION

Refill Stock: Order in multiples of 6

- | | |
|-----------------|-------------------|
| 5101 PURPLE | 5114 LILAC |
| 5102 PINK | 5115 SKY |
| 5106 GRAY | 5116 SLATE |
| 5107 BLUE | 5118 CHARTREUSE |
| 5111 BLACK | 5119 NAVY |
| 5112 PETAL PINK | 5120 FOREST GREEN |
| 5113 MINT GREEN | |

SRP **\$14.99** WHOLESALE **\$7.50**

Pack: 2 x 1.4 x 6.9in
Display: 6.3 x 6.3 x 7.1in

Starter Pack Display Options

- Order: SP51B
Display + 18 Really Tiny Book Lights (6 each of Pink, Blue & Mint)
Display holds 12 Book Lights
- Order: 5100CDU
Display + 18 Really Tiny Book Lights (Choose your own colors.)
Display holds 12 Book Lights



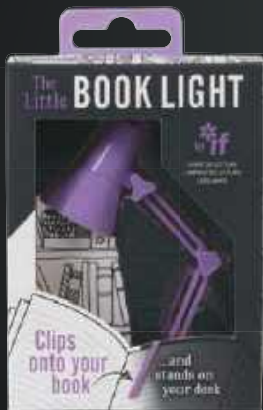
STARTER PACK \$135.00



THE LITTLE BOOK LIGHT

Clips to your book or stands on your desk!

Clips onto your book...



Flexible in every way, this stylish little classic will confidently clip to your book and angle to light your page... but is equally at home slipping into its weighty little base and sitting pretty on your desk. Super gifty color-coordinated packaging makes these little chaps very easy to love.



...and stands on your desk



BLUE



GRAY



LILAC



MINT



PINK

THE KEY FEATURES

- Stands up in its weighted base
- Angles just like the real thing
- Comes fitted with replaceable batteries

PRODUCT INFORMATION

	44301	BLUE	44304	MINT		
	44302	GRAY	44305	PINK	SRP	WHOLESALE
Refill Stock: Order in multiples of 3	44303	LILAC			\$14.99	\$7.50
						Pack: 3.3 x 1.4 x 5.3in



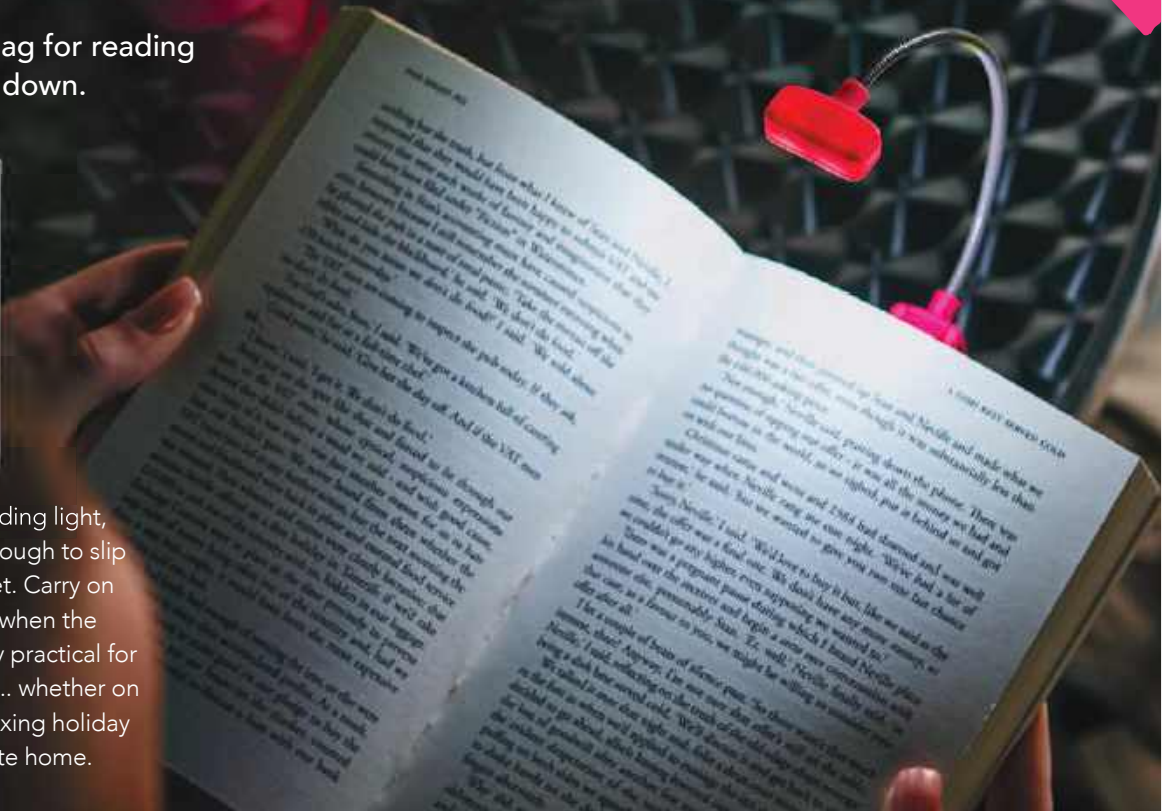


THE REALLY COMPACT TRAVEL BOOK LIGHT

Slip in your travel bag for reading when the sun goes down.



A handy little clip-on reading light, small and lightweight enough to slip inside your bag or pocket. Carry on reading anywhere, even when the sun goes down. Perfectly practical for travel of any description... whether on an exotic adventure, relaxing holiday or simply on the commute home.



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

- 39701 GRAY
- 39702 MINT
- 39703 PINK
- 39704 PURPLE
- 39705 TURQUOISE

SRP **\$19.99** WHOLESALE **\$10.00**

Pack: 3 x 1.4 x 7.1in



GRAY



MINT



PINK



PURPLE



TURQUOISE

THE KEY FEATURES

- Clips to any book for reading
- Flexible neck for best light position
- Comes with AAA battery fitted
- 3 different brightness settings
- Small and lightweight design



Notes:



THE REALLY FLEXIBLE BOOK LIGHT

Read in comfort at bedtime, without disturbing others.



An intelligent little clip-on reading light with some well-designed features to make your bedtime reading experience as comfortable as possible. The extra long flexible neck bends to your ideal position, whilst the light dimmer allows you to adjust the light intensity, creating your perfect reading environment.

PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

- 39801 GRAY
- 39802 BLUE
- 39803 PURPLE
- 39804 TURQUOISE

SRP **\$23.99** WHOLESALE **\$12.00**

Pack: 4.1 x 1.4 x 7.1in



GRAY



BLUE



PURPLE



TURQUOISE

THE KEY FEATURES

- Great light for prolonged use
- Extra long flexible neck for best lighting
- Clips to any book for reading
- Dimmable light switch
- Comes fitted with 3 AAA batteries



5 035393 398019



5 035393 398026



5 035393 398033



5 035393 398040

Notes:

THE REALLY BRIGHT BOOK LIGHT

a wider beam, ideal for lighting bigger books, music or maps.



A very useful clip-on reading light, featuring an extra wide light beam – ideal for lighting bigger areas including larger format books, plans and maps. Often used by music performers! Combined with a flexible, positionable neck and longer battery life, this is a very practical multipurpose book light!



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

- 39901 GRAY
- 39902 BLUE
- 39903 WHITE
- 39904 PURPLE

SRP **\$29.99** WHOLESALE **\$15.00**

Pack: 5.1 x 1.4 x 7.1in



GREY



BLUE



WHITE



PURPLE

THE KEY FEATURES

- Extra wide beam for spread lighting
- Clips to any book for reading
- Dimmable light switch
- Flexible neck to position beam
- 3 AAA batteries for prolonged use



Notes:

REALLY USEFUL LIGHT UP READERS

Reading glasses with LED lights for reading after dark!

If you need reading glasses and enjoy a little bit of quiet reading when the big lights go out, our illuminated LED reading glasses are designed to give you your own personal reading space. Each arm is independently switchable to cast just the right amount of light for your environment. The benefits of a book light and readers wrapped up in one brilliant idea!



- Lights up the page for reading
- Read without disturbing others
- 3 classic frame styles
- Available in 3 lens strengths
- Comes with batteries fitted



MIDNIGHT



TORTOISESHELL



CONCEPT

PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

46401	TORTOISESHELL	+1.5	46404	MIDNIGHT	+1.5	46407	CONCEPT	+1.5
46402	TORTOISESHELL	+2.0	46405	MIDNIGHT	+2.0	46408	CONCEPT	+2.0
46403	TORTOISESHELL	+2.5	46406	MIDNIGHT	+2.5	46409	CONCEPT	+2.5

Available in these lens strengths



SRP
\$29.99

WHOLESALE
\$15.00

Pack:
2.4 x 1.4 x 7.1in



+1.5
46401 TORTOISESHELL +1.5
5 035393 464011

+2.0
46402 TORTOISESHELL +2.0
5 035393 464028

+2.5
46403 TORTOISESHELL +2.5
5 035393 464035



46404 MIDNIGHT +1.5
5 035393 464042

46405 MIDNIGHT +2.0
5 035393 464059

46406 MIDNIGHT +2.5
5 035393 464066



46407 CONCEPT +1.5
5 035393 464073

46408 CONCEPT +2.0
5 035393 464080

46409 CONCEPT +2.5
5 035393 464097

BOOK LOVERS' GIFTS

A collection of ingenious & unique booky themed gifts in beautifully designed, high quality packaging. Classically brilliant product ideas with a design twist.



The SECRET SPECTACLE SOCIETY

A delightfully decorative, surprisingly sturdy, mildly amusing table top stand for your spectacles

New

Desk? Bedside table? Mantelpiece? Where do you put your specs when you take them off? Do you remember? Well fear not! The Secret Spectacle Society will take the next shift and wear them for you. Fabulous fun to be had with this cleverly designed, sturdy (sand filled) home accessory. Just add specs and a character is created.

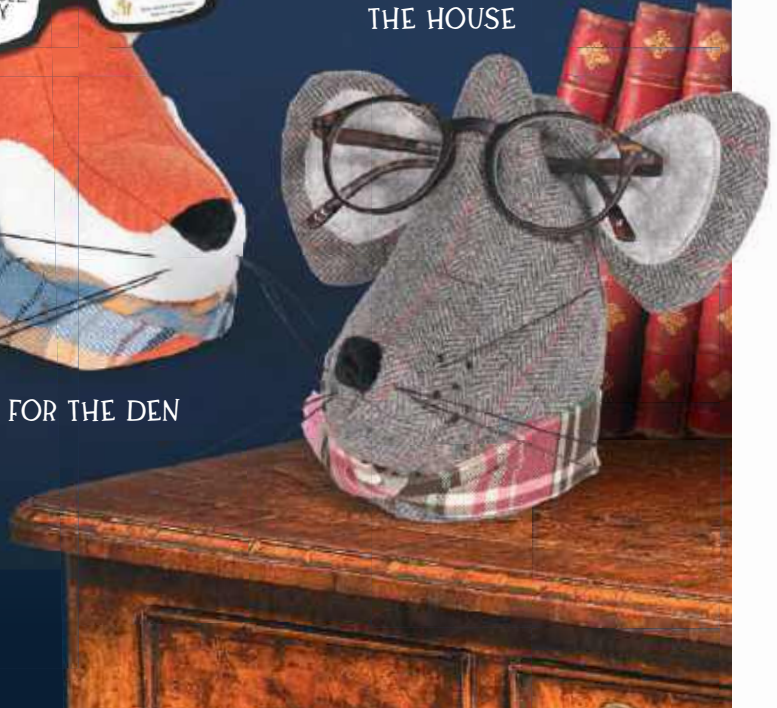
HARE FOR THE DRESSER



FOX FOR THE DEN



MOUSE FOR THE HOUSE



THE KEY FEATURES

- They wear your spectacles when you don't!
- Created in lots of lovely fabrics designed to complement your home décor.
- Slip the folded arms into the slot. Your frame will find its natural position on the animal's nose.

ORDER INFORMATION

Refill Stock:
Order in singles

SRP	WHOLESALE
\$37.99	\$19.00

32801	FOX FOR THE DEN
32802	HARE FOR THE DRESSER
32803	MOUSE FOR THE HOUSE

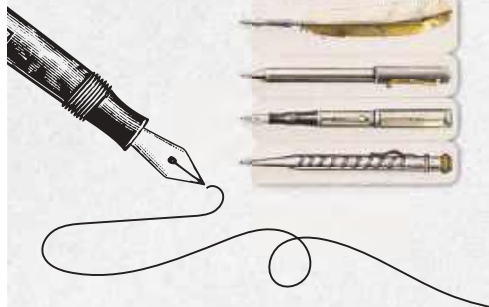
Product: 6.7 x 6.7 x 8.3in



Notes:

Fabulously Flat PAPER PENS

Tear off and keep a pen in your book, pocket or bag!



A set of paper-encased pens that are flat enough to use as a bookmark and sneakily slender enough to slip into your pocket! Keep them in your drawer or on your desk and choose one of the six lovely designs any time you are looking for a writing implement... or indeed a way to mark your page.



New

Printed & gold foiled on both sides

All with black ink

THE KEY FEATURES

- Simply bend and tear off whenever you need a pen!
- Comes with wax tips to prevent unwanted scribbles at retail
- Make an intriguing display and unique gift

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

34101 FABULOUSLY FLAT PAPER PENS

SRP WHOLESALE
\$29.99 \$6.50

Pack: 4.7 x 0.1 x 9in

Starter Pack Display

Order: SP341
Display + 12pcs of
Fabulously Flat
Paper Pens

STARTER PACK
\$78.00

Display: 4.7 x 6.1 x 11in

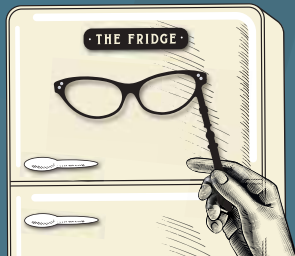


Notes:

SIMPLY MARVELLOUS MAGNETIC SPECTACLES

Vintage style magnifying lenses with handy hidden magnets

A very nice thing to own for anyone who reaches for their glasses whenever there is small print to read. Shaped and styled like vintage lorgnettes but contemporary enough to sit on an IKEA desk or magnetize to a modern fridge door. Keep them handy for when you need a little bit of help with warnings, ingredients or instructions!



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

- 42901 BLACK DIAMANTE
- 42902 TORTOISESHELL ROUND

SRP ~~\$18.99~~ WHOLESALE ~~\$9.50~~



Pack: 6.9 x 0.3 x 7.5in

BOOK FANS

A book fan for a fan of books or lover of lovely things!

An exquisitely made gift designed to be put on show and much admired. Bound in a quality buckram cloth and embellished with gold foil filigree detail, inside you will discover a patchwork of beautiful old book text and period illustrations.



Reproduction of a vintage book in each one

PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

- 34801 BLUE BOOK
- 34802 GREEN BOOK
- 34803 PURPLE BOOK
- 34804 RED BOOK
- 34805 ROSE GOLD & GRAY BOOK

SRP ~~\$9.99~~ WHOLESALE ~~\$5.00~~

Pack: 6.3 x 0.5 x 1.1in

Starter Pack Display

Order: SP348
Display + 24 Book Fans
(6 each of 4 colors)

STARTER PACK
\$120.00

Display: 7 x 6.8 x 6.8in



SIMPLY MARVELLOUS MAGNETIC SPECTACLES



BOOK FANS



WOODEN READING REST

Adjustable book rest for the home. Suitable for tablets too!



Our showpiece book rest is equally happy in the kitchen, study or on display anywhere around your home. Holds all manner of fine literature from recipe books to coffee table journals beautifully, securely and with ease. And with the cut-out ledge design to allow for charging cables, it can accommodate tablets too!

Holds large heavy books



Made from European Beech

ORDER INFORMATION

Refill Stock:

Order in multiples of 6

8300 WOODEN READING REST

SRP

\$59.99

WHOLESALE

\$30.00

Product/Pack: **13.4 x 0.8 x 9.4in**

Starter Pack Display

Order: SP83
Display + 24pcs
Wooden Reading
Rests. Plus 1 extra
for presentation.

STARTER PACK

\$735.00

Display: **15 x 10.6 x 35.4in**



Starter Pack Display Rack

Order: SP83R
Display + 12 Wooden
Reading Rests (Rack
holds 5 Wooden
Reading Rests)

STARTER PACK

\$350.00

Display Rack: **13.4 x 7.5 x 10.6in**



SP83 STARTER PACK



5 035393 992071

SP83R STARTER PACK - RACK



5 035393 992453

8300 WOODEN READING REST - REFILL



5 035393 083007

Notes:

CURLED UP CORNERS

Curl up with a good book and a charming metal animal bookmark.

Made in brass with antique effect plated finishes and simple etched detail, the set comprises of a drowsy dog, cozy cat, quiet mouse, furred fox and sleepy owl. What could be more snug for an evening's relaxing read?

STARTER PACK



SLEEPY OWL



PRODUCT INFORMATION

Refill Stock:

Order in multiples of 3

SRP **\$11.99** WHOLESALE **\$6.00**

- 36501 COSY CAT
- 36502 DROWSY DOG
- 36503 FURLED FOX
- 36504 QUIET MOUSE
- 36505 SLEEPY OWL



Pack: 3.5 x 0.2 x 3.9in

Starter Pack Display

Order: SP365
Display + 24 Curled Up
Corners (6 each of 4 Designs)

STARTER PACK
\$144.00

Display: 8.3 x 8.3 x 10.6in

BOOKMINDERS PAGE MARKERS

Brass page markers, minding the important places in your books.

Every Bookminder tells a different story! Position them on the top or sides of your pages and bold as brass they will turn a dull closed book into a miniature story scene.



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

- 40301 ALICE IN WONDERLAND
- 40302 CAT & MOUSE
- 40303 MOON & STARS
- 40304 TUMBLING BOOKS

SRP **\$12.99** WHOLESALE **\$6.50**

Pack: 2.6 x 0.2 x 7in



Starter Pack Display

Order: SP403
Display + 24
Bookminder packs

STARTER
\$156.00

Display: 12.2 x 3.5 x 7.1in



CURLED UP CORNERS

SP365 STARTER PACK



5 035393 992774

36503 FURLED FOX



5 035393 365035

36501 COSY CAT



5 035393 365011

36504 QUIET MOUSE



5 035393 365042

36502 DROWSY DOG



5 035393 365028

36505 SLEEPY OWL



5 035393 365059

BOOKMINDERS PAGE MARKERS

SP403 STARTER PACK



5 035393 994822

40303 MOON & STARS



5 035393 403034

40301 ALICE IN WONDERLAND



5 035393 403010

40304 TUMBLING BOOKS



5 035393 403041

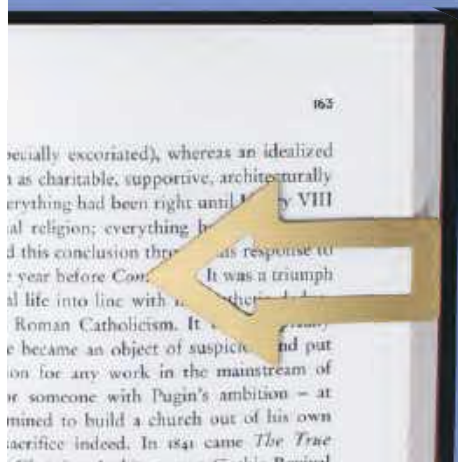
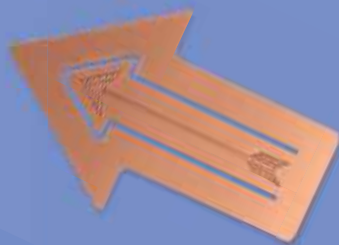
40302 CAT & MOUSE



5 035393 403027

KNOW YOUR PLACE PAGE MARKERS

Stylishly slips onto your page and marks the last line you read.



Gifty and nifty, these solid metal arrow page markers are beautifully designed to slip onto any page and mark your place... in style! Crafted from solid brass and copper, the little arrows will point precisely to where you finished reading!

PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

47201 BRASS PAGE MARKER

47202 COPPER PAGE MARKER



COPPER

BRASS

SRP WHOLESALE
\$11.99 \$6.00

Pack Size: 3.3 x 0.2 x 4.7in

BUCKET LIST BOOKMARK

A lifetime's reading etched into a copper bookmark.



Everyone loves a list! And this particular one is a lovingly curated selection of classic works. It comes in rather contemporary, eye-catching clip board packaging and would be as at home in a gallery, gift shop or book store.



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

47101 BUCKET LIST BOOKMARK

SRP WHOLESALE
\$17.99 \$9.00

Pack: 3 x 0.2 x 9.3in

Starter Pack Display

Order: SP471
Display + 12 Bookmarks

STARTER PACK
\$108.00

Display: 11 x 16 x 28cm



KNOW YOUR PLACE PAGE MARKERS

47201 BRASS PAGE MARKER



5 035393 472016

47202 COPPER PAGE MARKER



5 035393 472023

BUCKET LIST BOOKMARK

SP471 STARTER PACK



5 035393 996581

47101 BUCKET LIST BOOKMARK



5 035393 471019

Notes:

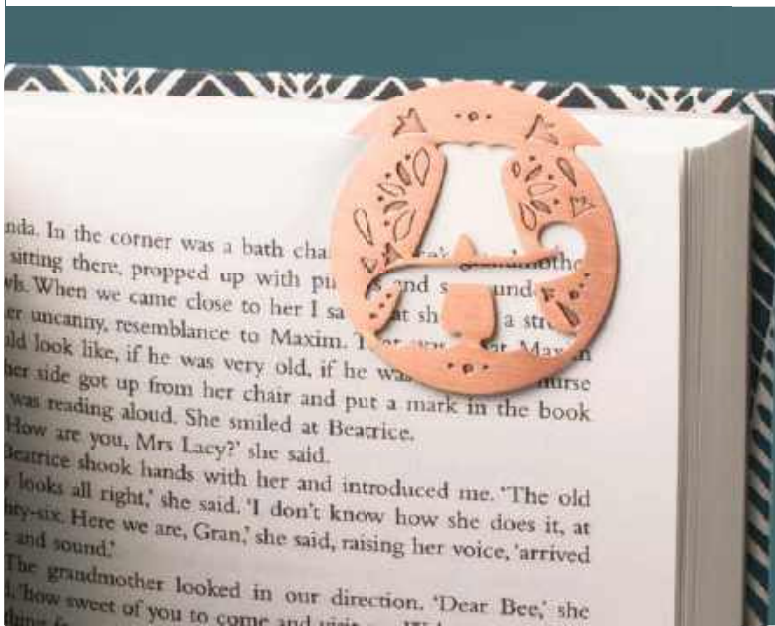
LITERARY LETTERS

METAL BOOKMARKS

Antique style decorative initials to clip-on and keep your place.



This delightful range of bookmarks blends classic nostalgia with a twist of contemporary modern charm. Fashioned from brass and seasoned with hand-applied vintage finishes it is a welcome gift for any book lover. Or yourself! The bookmarks are flexible to clip and stay in place for when you return.



THE KEY FEATURES

- Clips on to the top or side of your page
- Brass core with antiqued finishes
- Etched decorative detailing
- Antique Brass, Nickel and Copper finishes
- 12 popular letters available



PRODUCT INFORMATION

Refill Stock:	98301 LETTER A	98310 LETTER J
Order in multiples of 3	98302 LETTER B	98311 LETTER K
	98303 LETTER C	98312 LETTER L
	98304 LETTER D	98313 LETTER M
	98305 LETTER E	98318 LETTER R
	98308 LETTER H	98319 LETTER S

SRP WHOLESALE
\$8.99 \$4.50

Pack: 3.5 x 0.2 x 4.3in

Starter Pack Display

Order: SP983
 Display + 36 Bookmarks
 (3 each of the 12 Designs)

STARTER PACK
\$162.00

Display: 12 x 8.3 x 12.2in



THE MILLIONAIRE'S BOOKMARKS

Mark your page with the most valuable bookmarks in the world...



Possibly the most decadent (and fun) way to keep your place. Coolly slip one of these bookmarks between the pages of your Crime Thriller, Who's Who or Vacation Chic Lit and join the ranks of the rich, famous and faux! Get rich quick... on paper at least!



Quality printed paper, front and back

ORDER INFORMATION

Refill Stock: Order in multiples of 3

- 35701 THE MILLION DOLLAR BOOKMARK
- 35702 THE MILLION POUND BOOKMARK
- 35703 THE MILLION EURO BOOKMARK

SRP WHOLESale
\$4.99 \$2.50

Pack: 3.3 x 0.1 x 8.3in



MILLION DOLLAR



MILLION POUND



MILLION EURO

THE KEY FEATURES

- 3 currency designs
- Foiled lettering on both sides
- Realistic design (but not legal tender!)
- Larger than life note size



Notes:

COPPER LETTER KEYRINGS / BAG TAGS

The stylish way to personalize your keys or bag.



Unlike flares and sideburns, keyrings never ever go out of fashion! Reimagined in uber-popular metallic copper color plating, these heavy metal letter key rings are the perfect personalized gift.



12 most popular letters

Personalize your keys or bag



ORDER INFORMATION

Refill Stock:

Order in multiples of 3

SRP

\$14.99

WHOLESALE

\$7.50

Pack: 2.6 x 0.4 x 4.5in

47301 LETTER A
47302 LETTER B
47303 LETTER C
47304 LETTER D
47305 LETTER E
47308 LETTER H

47310 LETTER J
47311 LETTER K
47312 LETTER L
47313 LETTER M
47318 LETTER R
47319 LETTER S

Starter Pack Display

Order: SP473

Display + 36 keyrings (3 each of the 12 letters)

STARTER PACK

\$270.00

Display: 9.6 x 7.7 x 11.8in



ALPHABOOKS®

Love your letter with these delightful shaped and patterned books.

A handsomely decorated book in letter form but without words. All 26 letters are represented (plus ampersand), perfectly bound with buckram spine and embellished with gold foil detail. For putting on show or writing in. Makes a beautiful gift.



STAND UP & DISPLAY

beautifully



THE KEY FEATURES

- Books stand up for display
- Buckram bound with gold foil decoration
- 120gsm blank inner pages
- 24 assorted patterns
- 14 most popular letters to choose from (plus &)



37301 Letter A



37302 Letter B



37303 Letter C



37304 Letter D



37305 Letter E



37307 Letter G



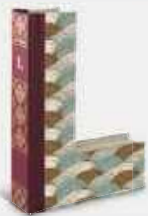
37308 Letter H



37310 Letter J



37311 Letter K



37312 Letter L



37313 Letter M



37314 Letter N



37318 Letter R



37319 Letter S



37327 Letter &

ORDER INFORMATION

Refill Stock: Order in singles

SRP WHOLESALE
\$29.99 \$15.00

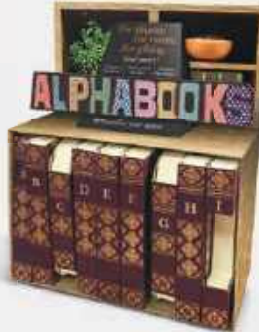
Alphabooks® : 5.5 x 1.2 x 7.5in

Starter Pack Options

COUNTER TOP SMALL DISPLAY

Condensed and concise. The display holds 9 books.

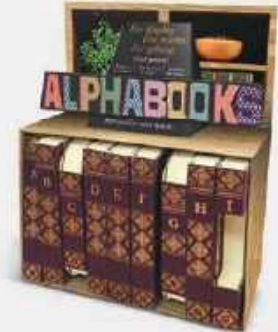
Choose the individual letters you want.



Alpha Mini

Order: SP373E
 Display + 9 ALPHABOOKS®
 (one each of A, B, C, G, J,
 K, M, S &)

WHOLESALE
!\$135.00



Alpha Mini (Custom)

Order: SP37399D
 Display + 9 ALPHABOOKS®
 (Choose your own letters)

Alpha Pack

Order: 37300P:
 Consists of 55 mixed letter
 ALPHABOOKS®

WHOLESALE
\$825.00
 SRP
\$1649.99



SP37399D ALPHA MINI (CUSTOM)



5 035393 373344

37301 LETTER A



5 035393 373016

37304 LETTER D



5 035393 373047

37308 LETTER H



5 035393 373085

37312 LETTER L



5 035393 373122

37318 LETTER R



5 035393 373184

SP37300P ALPHA PACK



5 035393 995218

37302 LETTER B



5 035393 373023

37305 LETTER E



5 035393 373054

37310 LETTER J



5 035393 373108

37313 LETTER M



5 035393 373139

37319 LETTER S



5 035393 373191

SP373E ALPHA MINI SP



5 035393 995348

37303 LETTER C



5 035393 373030

37307 LETTER G



5 035393 373078

37311 LETTER K



5 035393 373115

37314 LETTER N



5 035393 373146

37327 LETTER &



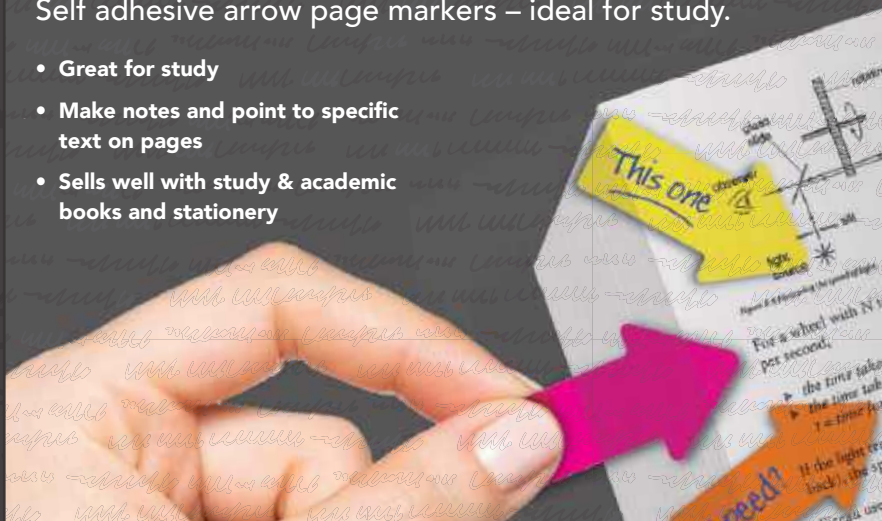
5 035393 373276

AND OUR POINT IS?...

STICKY HIGHLIGHTER TABS

Self adhesive arrow page markers – ideal for study.

- Great for study
- Make notes and point to specific text on pages
- Sells well with study & academic books and stationery



PRODUCT INFORMATION

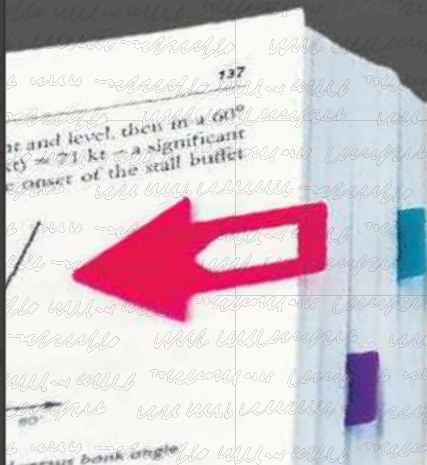
Refill Stock: Order in multiples of 6
45701 STICKY HIGHLIGHTER TABS

SRP
\$6.99
WHOLESALE
\$3.50



Pack: 3.1 x 0.2 x 7.9in

MULTI-REFERENCE BOOKMARKS



8 colorful arrows for clipping on your books and magazines.

- An evergreen bestseller
- Mark multiple pages
- Sells well in all types of retail environments

PRODUCT INFORMATION

Refill Stock: Order in multiples of 6
45801 MULTI-REFERENCE BOOKMARKS

SRP
\$5.99
WHOLESALE
\$3.00



Pack: 3.1 x 0.2 x 7.9in

STICKY HIGHLIGHTER TABS



MULTI-REFERENCE BOOKMARKS



Notes:

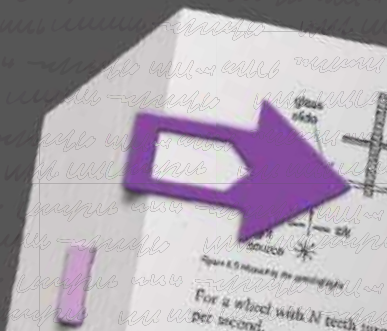
Whilst these products may appear to be very similar, they sell very well and for different reasons.

PAGE POINTERS

Mark important pages with these clippy pointers.



- A more contemporary version of our best selling multi-reference bookmark
- Sells well in museum stores and upmarket book & gift shops.



PRODUCT INFORMATION

Refill Stock: Order in multiples of 6

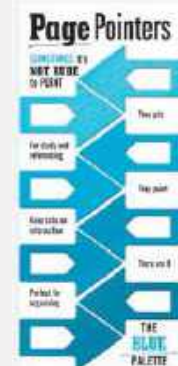
32001 GRAY 32004 PINK
 32002 BLUE 32005 ORANGE
 32003 PURPLE 32006 GREEN Pack: 3.1 x 0.2 x 7.9in

SRP WHOLESALE
\$6.99 \$3.50

Starter Pack Display

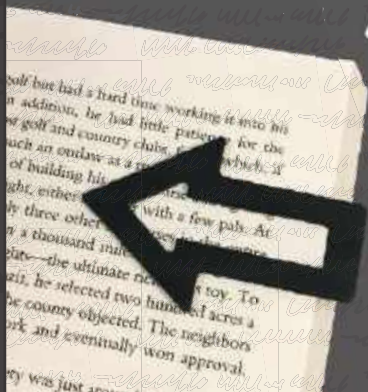
Order: SP320
 Display + 72 Packs

STARTER PACK
\$252.00
 Pack: 7.5 x 7.9 x 11.8in



TO BE CONTINUED... PLACE KEEPERS

Marks the exact line you need to find next time.



- A great gift for book lovers
- Ideal for novels and for people who like to be specific about where they got to!

PRODUCT INFORMATION

Refill Stock: Order in multiples of 6

SRP WHOLESALE
\$5.99 \$3.00

42301 BLACK & WHITE
 42302 BLUES
 42303 PINKS
 42304 PURPLES

Starter Pack Display

Order: SP423
 Display + 48 Packs
 (12 each of the 4 Designs)

STARTER PACK
\$144.00
 Pack: 7.5 x 7.7 x 13in



PAGE POINTERS



TO BE CONTINUED PLACE KEEPERS





THE BRILLIANT READING REST

A colorful way to hold bigger books & tablets in the kitchen, study or office.



An even cleverer and even more colorful way to hold bigger books – and now tablets - in the kitchen, study or office. Due to popular demand we have re-engineered this consistently popular product and added a few features which improve both form AND function! And they said you can't improve on perfection...!



ORDER INFORMATION

Refill Stock: Order in multiples of 6

42003 SAGE GREEN

SRP
\$49.99

WHOLESALE
\$25.00

Product/Pack: **13.4 x 9.4 x 0.8in**

Starter Pack Display

Order: SP420R
Chrome Display + 10
Brilliant Reading Rests
(Rack holds 5 Brilliant
Reading Rests)

STARTER PACK
\$250.00

Reading Rest Rack: **13.4 x 7.4 x 11in**



SP420R STARTER PACK - RACK



42003 SAGE GREEN



Notes:

THE LITTLE BOOK HOLDER

Holds open the pages of your book. Hands-free and pocket-sized.

Punching well above his weight, this David amongst Goliaths will hold your hardback and paperback books open - leaving your hands completely free for coffee and donuts or writing that important essay!



Very strong, sturdy design



PRODUCT INFORMATION

Refill Stock: Order in multiples of 6

- 7003 PINK
- 7006 BLUE
- 7007 MINT
- 7008 LILAC
- 7009 GREY

SRP **\$7.49** WHOLESALE **\$3.75**

Pack: 3.3 x 0.1 x 8.3in



Starter Pack Display

Order: SP70B
Display Stand +
30 Little Book Holders
(6 each of 5 Colors)

STARTER PACK

\$112.50

Display: 3.5 x 7.9 x 5.7in



GIMBLE THE ADJUSTABLE BOOK HOLDER

Holds your book open to read - leaving your hands completely free!

The perfect reading partner at home or away on your travels. From your smaller paperbacks up to the larger textbooks, Gimble will handle them all with ease leaving you completely 'hands free'.



Folds down for pocket or bag



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

- 36801 MINT
- 36802 PURPLE
- 36803 PINK
- 36804 BLUE
- 36805 GREY

SRP **\$11.99** WHOLESALE **\$6.00**

Pack: 7.7 x 0.4 x 5.7in



Starter Pack Display

Order: SP368
Display + 12 Gimbles
(3 each of Mint, Purple, Pink & Blue)

STARTER PACK

\$72.00

Display: 7.7 x 6.3 x 8.7in



LITTLE BOOK HOLDER



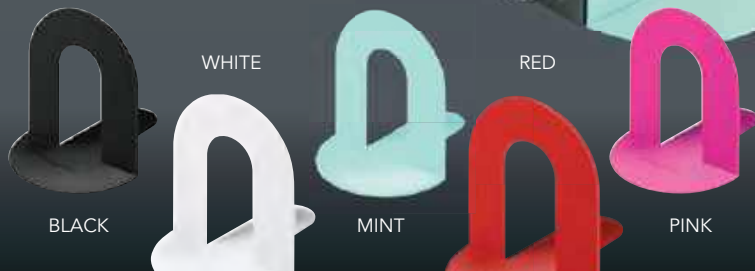
GIMBLE BOOK HOLDER



THE POP UP BOOK END

A smart way to organize your books at home and office.

A solution to bookend retailing. Sold flat to save on precious store space - 'pops' up to hold your hardback and paperback books securely. Cool and contemporary colors to brighten up your home or office.



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

- 93001 BLACK
- 93002 WHITE
- 93005 PINK
- 93006 RED
- 93008 MINT



SRP
\$11.99
WHOLESALE
\$6.00

Pack: 7.5 x 0.4 x 6.9in

Starter Pack Display

Order: SP930
Display + 32 Book Ends

STARTER PACK

\$192.00

Display: 13 x 5.9 x 17.7in

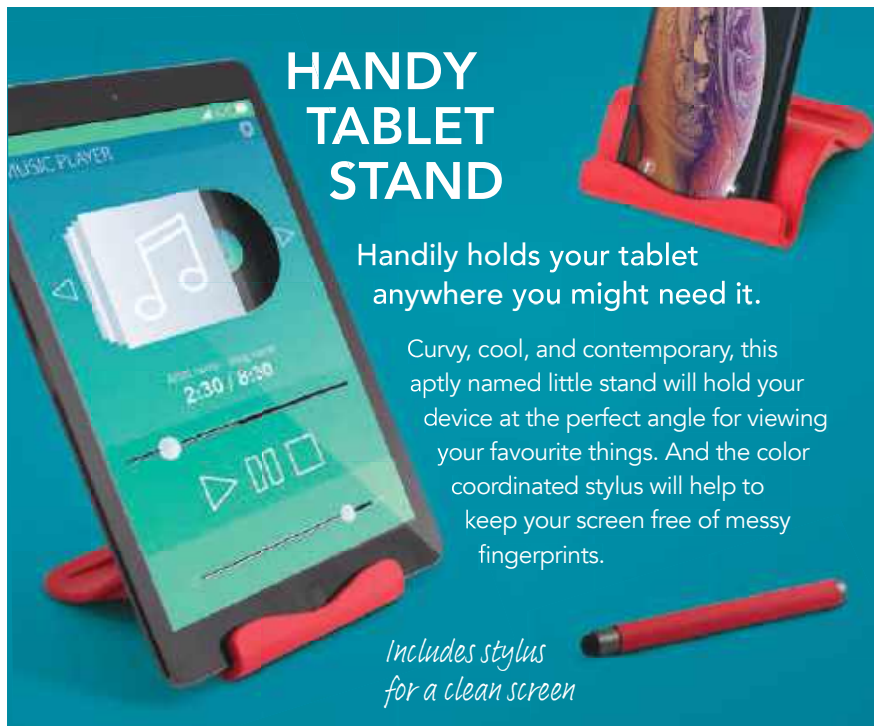


HANDY TABLET STAND

Handily holds your tablet anywhere you might need it.

Curvy, cool, and contemporary, this aptly named little stand will hold your device at the perfect angle for viewing your favourite things. And the color coordinated stylus will help to keep your screen free of messy fingerprints.

Includes stylus for a clean screen



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

- 32501 GRAY HANDY TABLET STAND
- 32502 RED HANDY TABLET STAND

SRP
\$19.99 WHOLESALE
\$10.00

Pack: 3.3 x 0.7 x 7.7in



THE POP UP BOOK END



THE HANDY TABLET STAND





TRAVEL BOOK REST

Reading 'on the go' for books and tablets. A travel essential!

Out in the city, exploring the country or enjoying a sunny day at the beach, don't forget this handy and portable reading rest to aid your enjoyment. Just add a book or tablet and hit the relax button!



PRODUCT INFORMATION

Refill Stock: Order in multiples of 6

- 35801 BLUE
- 35804 GREY
- 35805 MINT

SRP
\$14.99

WHOLESALE
\$7.50

Pack: 7.1 x 0.4 x 5.5in

Starter Pack Display

Order: 35899D
Display + 12 Book Rests

STARTER PACK
\$90.00

Display: 7.5 x 4.1 x 8.3in



Shhh! EARPLUGS

For when you need a little bit of Shhh!

In an increasingly beepy, pingy, chatty, ringy 'I'm on the train' kind of digital world, is there any gift greater than the sound of silence? Our super quality, easy-to-use earplugs will (very quietly) amuse and be used by travelers, readers, exam takers and snoozers of all ages.



Easy to use

Fully compliant quality foam

PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

- 42701 I'M OFFLINE (RED)
- 42702 I'M READING (BLUE)
- 42703 QUIET PLEASE (GREEN)

SRP WHOLESALE
\$6.99 \$3.50

Pack: 2.3 x 0.6 x 3.5in

Starter Pack Display

Order: SP427
Display + 36 Ear Plug Packs (12 each of the 3 designs)

STARTER PACK
\$126.00

Pack: 8.2in diameter x 10.6in



TRAVEL BOOK REST



Shhh! EARPLUGS



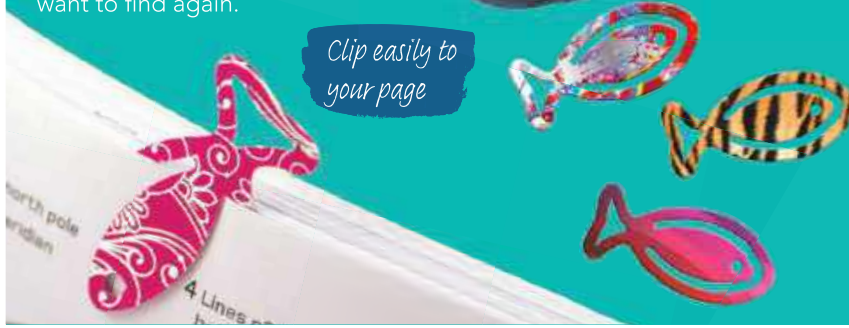
TIN of SARDINES PAGE MARKERS

Little card 'sardines' for clipping to books and magazines.

You've never seen fish like this! 50 jazzy clip-on page markers to decoratively mark your books and magazines. More art gallery than ocean galley, these fun flip-ons will brightly tag the bits you'll want to find again.



Clip easily to your page



PRODUCT INFORMATION

Refill Stock: Order in multiples of 6
95301 TIN OF SARDINES

SRP
\$11.99
WHOLESALE
\$6.00



Pack: 4.2 x 2.5 x 0.6in

Starter Pack Display

Order: SP953A
Display + 12 Tins of Sardines

STARTER PACK
\$72.00

Display: 4.1 x 8.1 x 5.5in



THE LITTLE LANTERN

A 'little' version of the classic style lantern

It seemed a shame not to give this much loved little lamp another pocket-sized lease of life. So we took every classic detail, made it smaller, put it all back together and popped it into some vintage-style Kraft packaging.



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3
42401 THE LITTLE LANTERN

SRP
\$12.99
WHOLESALE
\$6.50



Pack: 3.5 x 1.6 x 5.3in

Starter Pack Display

Order: SP424
Display + 6 lanterns

STARTER PACK
\$39.00

Display: 8.3 x 6.1 x 9.3in



TIN OF SARDINES



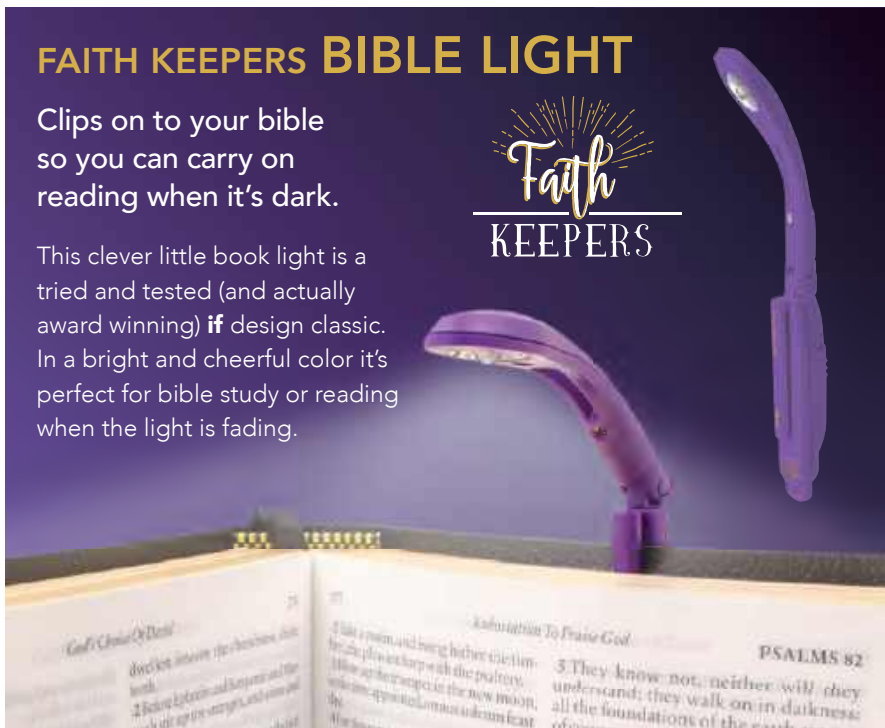
THE LITTLE LANTERN



FAITH KEEPERS BIBLE LIGHT

Clips on to your bible so you can carry on reading when it's dark.

This clever little book light is a tried and tested (and actually award winning) **if** design classic. In a bright and cheerful color it's perfect for bible study or reading when the light is fading.



PRODUCT INFORMATION

Refill Stock: Order in multiples of 6

33502 PURPLE BIBLE LIGHT

SRP
\$14.99

WHOLESALE
\$7.50

Pack: 2.3 x 0.5 x 7.8in



PACK

FAITH KEEPERS BIBLE STUDY PEN POUCH

Keeps your study tools handily attached to your bible.

A very handy little pouch to fit your bible, book or notebook that will guarantee your highlighters or pens will be just where you need them, when you need them! Brilliant for bible study and perfect for people who don't like to lose things!



PACK



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

33402 BROWN 33404 PURPLE
33403 PINK

SRP
\$14.99 WHOLESALE
\$7.50

Pack: 3.9 x 0.2 x 9.7in

Starter Pack Display

Speak to us about our starter pack option →

Display: 5.1 x 4.9 x 11.7in



FAITH KEEPERS BIBLE LIGHT



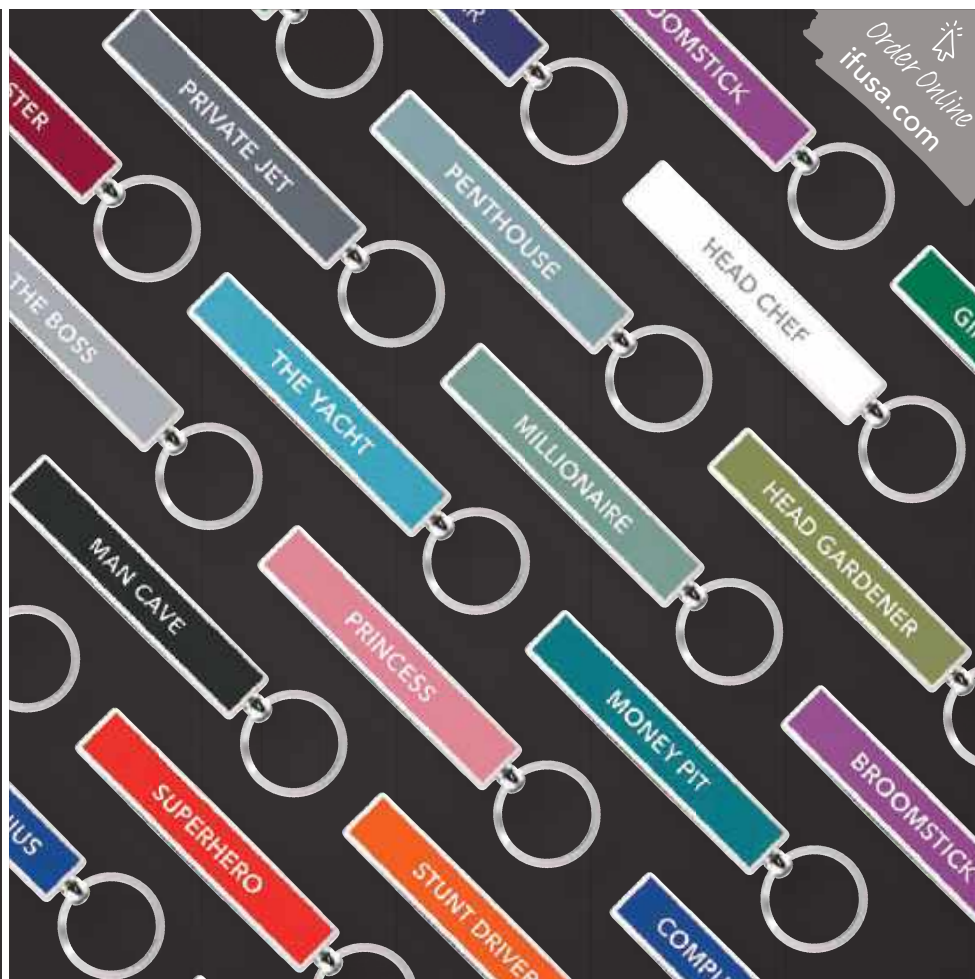
FAITH KEEPERS BIBLE STUDY PEN POUCH



SHOW OFFS KEYS

Chunky metal keyrings that say something about you!

Don't let the truth get in the way of a good chuckle - if you haven't got it, flaunt it anyway! A remarkably stylish metal keyring set with enamel color infill and satirical wording to show the world just who you are. (Even if you're not)



Order Online
ifusa.com

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

SRP WHOLESALE
\$7.49 **\$3.75**

- Chunky but slender design
- Polished solid metal
- Enamel color infill
- A great novelty item gift

32703 BROOMSTICK	32733 GIN CUPBOARD
32705 GETAWAY CAR	32734 HEAD CHEF
32709 PENTHOUSE	32735 HEAD GARDENER
32710 PRIVATE JET	32736 MILLIONAIRE
32718 THE YACHT	32737 MONEY PIT
32721 THE BOSS	32738 PRINCESS
32726 MAN CAVE	32739 STUNT DRIVER
32731 WINE TASTER	32740 SUPERHERO
32732 COMPUTER GENIUS	32741 ROCKET SCIENTIST

Product: 0.4 x 0.2 x 2.2in (excluding 0.8in diameter ring)

Starter Pack Display

Order: SP327
Display + 108
Keyrings (6 each
of the 18 design)



STARTER PACK
\$405.00

Display: 8.3 x 8.3 x 10.2in



CHILDREN & READING

Make reading as much fun as possible with our range of inspiring children's products. Designed to be non-technical, work offline and simple to use. Great gifts to feel good about giving.



BOOK-TAILS BOOKMARKS

Furry friends bookmarks for little book lovers.

The furriest fun to be had at reading time. These plush bespectacled bookmarks will faithfully keep your page with their dangly tails, but secretly can't wait for you to pick up your book and continue the story. Fun to display at home too!



SLOTH

THE KEY FEATURES

- Detailed facial features
- Miniature metal rimmed glasses
- CE mark approved



DRAGON

High quality plush

UNICORN

Marks your page!

ORDER INFORMATION

Refill Stock:
Order in multiples of 6

SRP
\$14.99

WHOLESALE
\$7.50

Pack: 3.1 x 2.6 x 7.7in

BLACK CAT



96807 BLACK CAT
96808 CORGI

CORGI



96809 RABBIT
96810 SLOTH

RABBIT



96811 DRAGON
96812 UNICORN

Starter Pack Display

Order: SP968A
Display + 36
Bookmarks
(6 of each design)

STARTER PACK
\$270.00

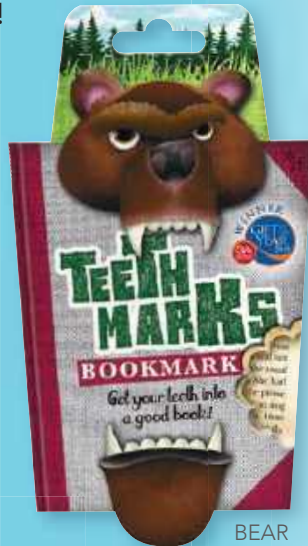
Display: 12.6 x 8.7 x 18in



TEETHMARKS BOOKMARKS

Cleverly designed to help children read in bite-sized pieces!

Get your teeth into a good book! Great fun for all ages at reading time. The gentle jaws clip onto the front cover and the dangly elasticated tail loops down to keep your place.



BEAR



BAT

Clips to the cover & marks your page!

HIPPO



ORDER INFORMATION

Refill Stock:

Order in multiples of 3

SRP

\$12.99

WHOLESALE

\$6.50

Pack: 3.9 x 0.6 x 7.5in

SHARK



T-REX



WOLF



36901 BAT

36902 BEAR

36903 HIPPO

36904 SHARK

36905 T-REX

36906 WOLF

Starter Pack Display

Order: SP369

Display + 36

Bookmarks

(6 of each design)

STARTER PACK

\$234.00

Display: 15.7 x 8.3 x 19.3in



SP369 STARTER PACK



5 035393 991739

36901 BAT



5 035393 369019

36903 HIPPO



5 035393 369033

36905 T-REX



5 035393 369057

36902 BEAR



5 035393 369026

36904 SHARK



5 035393 369040

36906 WOLF



5 035393 369064

THE HANDS STAND

The handiest way to hold tablets and books.

Designed to hold and hug, this safe pair of soft-touch hands will gently grip the pages of an open reading book, comic or text book. Not to miss a trick, they are perfectly positioned to grip a tablet snugly too! And when you're finished? Fold it up and slip it into your bag!



Great for reading, homework, gaming and traveling!

Holds tablets, hugs books



DUCK EGG BLUE

ORDER INFORMATION

Refill Stock:
Order in multiples of 6

94201 AUBERGINE
94202 CORAL
94203 DUCK EGG BLUE

94204 LIME
94205 SCARLET

SRP
\$21.99

WHOLESALE
\$11.00

Pack: 3.3 x 1.7 x 9in

THE KEY FEATURES

- Works with books and tablets
- Soft touch grippy 'hands'
- Tension sprung for thicker books
- Folds up to carry around

AUBERGINE

CORAL

LIME

SCARLET



Notes:

BLOCKY BOOK LIGHT

Carry on reading after the lights go out!

Surely the coolest reading light on the block, this little, bold and bendy book lamp is built to clip on to any book cover! It'll illuminate the page just enough to let you carry on reading at bedtime... even when the big lights have gone out! It's even got a flexible neck so you can sneak under the covers (sssshhhhhhh) and angle the beam so it's just right! A fab gift for reluctant OR regular readers. If this doesn't encourage children to read, what will?

THE KEY FEATURES

- Clips onto your book to read
- Flexible neck for best lighting
- Comes with batteries fitted



ORDER INFORMATION

Refill Stock:

Order in multiples of 3

SRP

\$14.99

WHOLESALE

\$7.50

Pack: 3.1 x 2.6 x 7.7in



46201 BLUE BLOCKY BOOK LIGHT

46202 PURPLE BLOCKY BOOK LIGHT

Starter Pack Display

Order: SP462
Display + 12
Book Lights
(6 of each color)

STARTER PACK

\$90.00

Display: 9 x 6.7 x 12.2in



SP462 STARTER PACK



5 035393 998967

46201 BLOCKY BOOK LIGHT - BLUE



5 035393 462017

46202 BLOCKY BOOK LIGHT - PURPLE



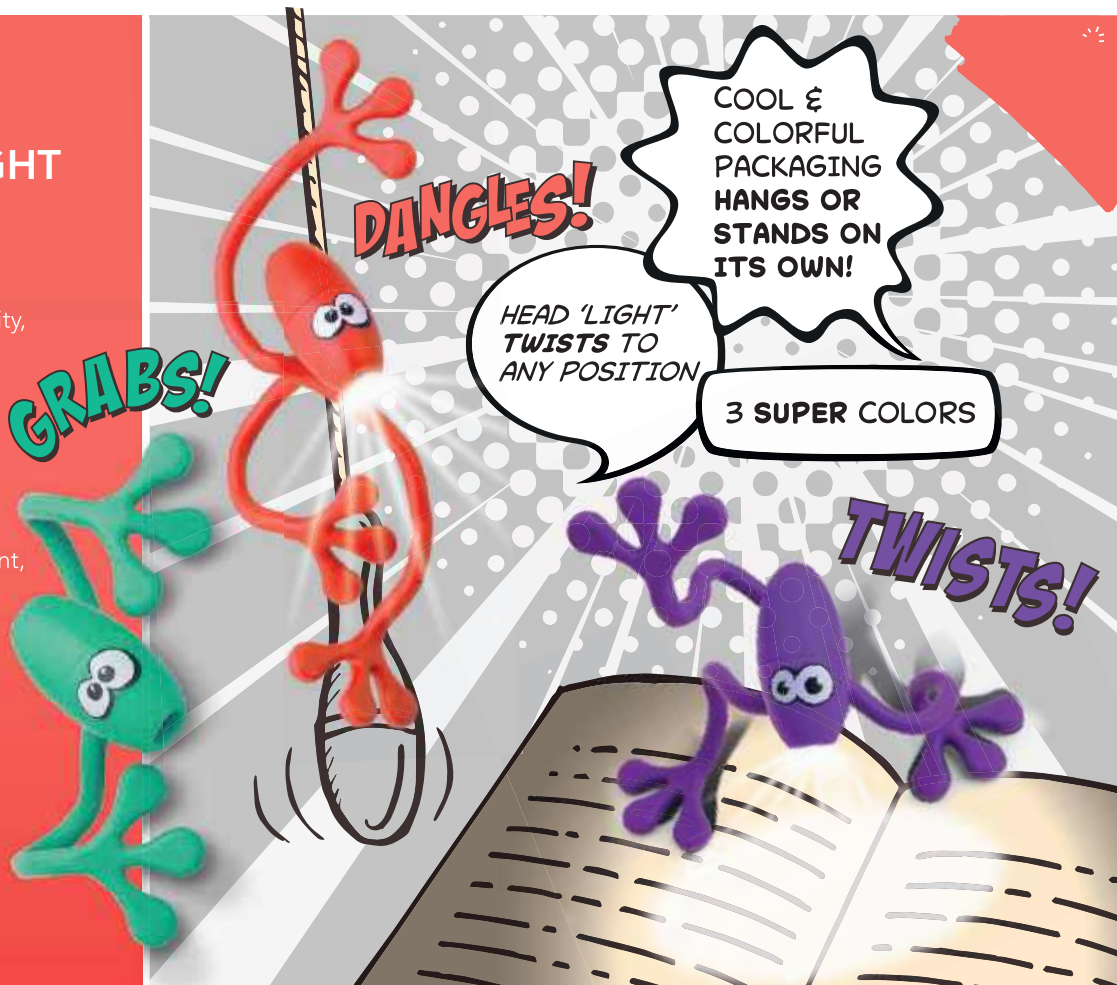
5 035393 462024

Notes:

THE SUPER BENDY LIGHT

Boldly glows where other lights just can't!

A present with real personality, this flexible and friendly little light is a true HERO when you are looking for gift ideas for kids. A very practical purchase disguised as a fun stocking filler or pocket money present, it bends, dangles, twists or grips to just about anything... great for that extra little bit of light for finding things, reading things or making things!



ORDER INFORMATION

Refill Stock: 46101 GREEN BENDY LIGHT
 Order in multiples of 3 46102 PURPLE BENDY LIGHT
 46103 RED BENDY LIGHT

SRP
\$14.99

WHOLESALE
\$7.50

Pack: 4.9 x 0.8 x 7.1in

THE KEY FEATURES

- Cool & Colorful packaging
- Display hanging or stands on its own
- Batteries included



Notes:

CHILDREN'S ELECTRONIC DICTIONARY

A great way for children to pick up the meaning of words as they read.

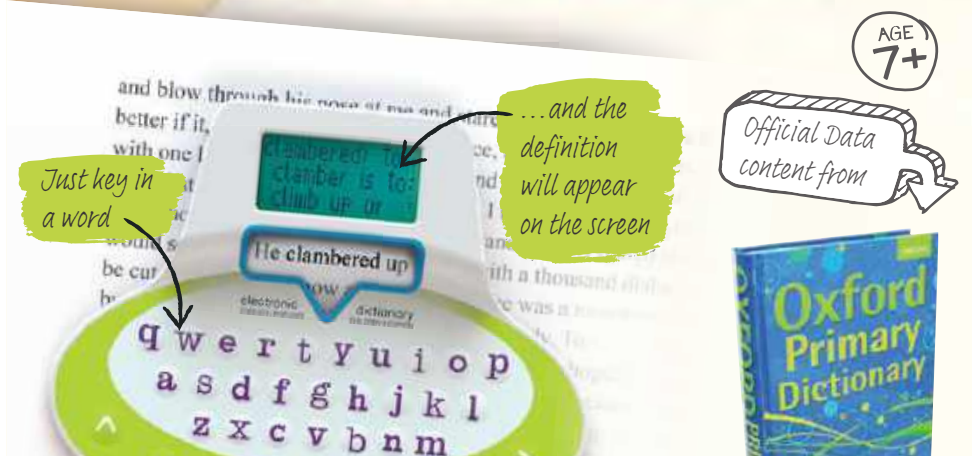
An easy-to-use English language dictionary enabling quick look up and understanding of the words children encounter every day during their formative years. Data content from the best-selling Oxford Primary Dictionary. Makes learning extra fun!

THE KEY FEATURES

- Suitable for ages 7+
- 30,000 word definitions
- Helpful word isolation window
- Comes with battery fitted



Learning... but much more fun!



AGE 7+

Official Data content from



ORDER INFORMATION

Refill Stock:

Order in multiples of 3

35001 ELECTRONIC DICTIONARY BOOKMARK

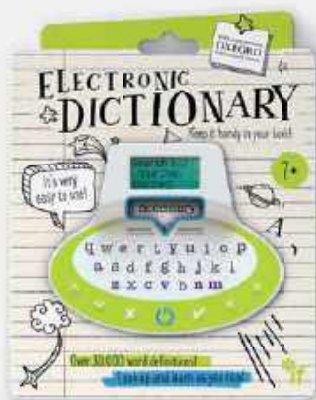
SRP

\$39.99

WHOLESALE

\$20.00

Pack: 5.9 x 0.6 x 7.9in



Starter Pack Display

Order: SP350
Chrome Display
Stand + 6
Dictionaries

STARTER PACK
\$120.00

Display: 5.9 x 6.1 x 8.7in



Notes:

ELECTRONIC DICTIONARY BOOKMARK

Award-winning, easy to use, English language dictionary.

International English version. This award-winning super-slim but powerful electronic dictionary has literally thousands of word definitions at your fingertips. With content from the best-selling Collins Gem dictionary, this easy-to-use little gadget can slip between the pages of your book until you need to call on its cleverness again. Selected by the Independent newspaper as a 'Top Ten' educational product.

THE KEY FEATURES

- 1,000s of word definitions
- Great gift for school & college students
- Comes with battery fitted included



Thin and lightweight - can be used as a bookmark

ORDER INFORMATION

Refill Stock:

Order in multiples of 3

45301 ELECTRONIC DICTIONARY BOOKMARK

SRP

\$39.99

WHOLESALE

\$20.00

Pack: 4.2 x 0.6 x 8.7in



Starter Pack Display

Order: SP453
Display + 6 Electronic Dictionary Bookmarks

STARTER PACK

\$120.00

Display: 4.3 x 6.3 x 11in



Notes:

CHILDREN'S READING TIMER

A cool way to encourage children's reading in timed sessions.

Time flies when your head's in a book! But if you need to know precisely how much time has flown, this booky shaped Reading Timer will keep tabs on it for you. Encouraging young people to read at bedtime or anytime is no mean feat with today's distractions and a little help goes a long way. And did you know? Children who read regularly for pleasure do better at school. That's not marketing - it's a fact! Timer can be set to count up or count down.

Encourages children's reading



THE KEY FEATURES

- Clips to a book or stands upright
- Simple to use - counts up or down
- Comes with battery fitted

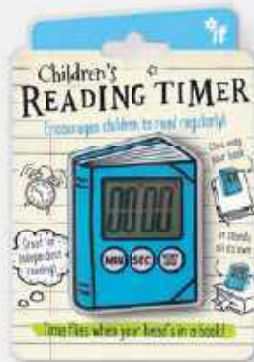
ORDER INFORMATION

Refill Stock:
Order in multiples of 3

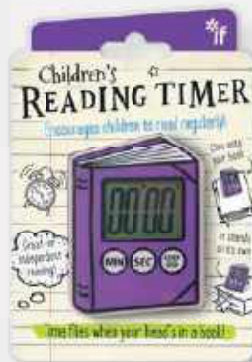
SRP
\$14.99

WHOLESALE
\$7.50

Pack: 4.9 x 0.8 x 7.1in



36401 BLUE TIMER



36402 PURPLE TIMER

Starter Pack Display

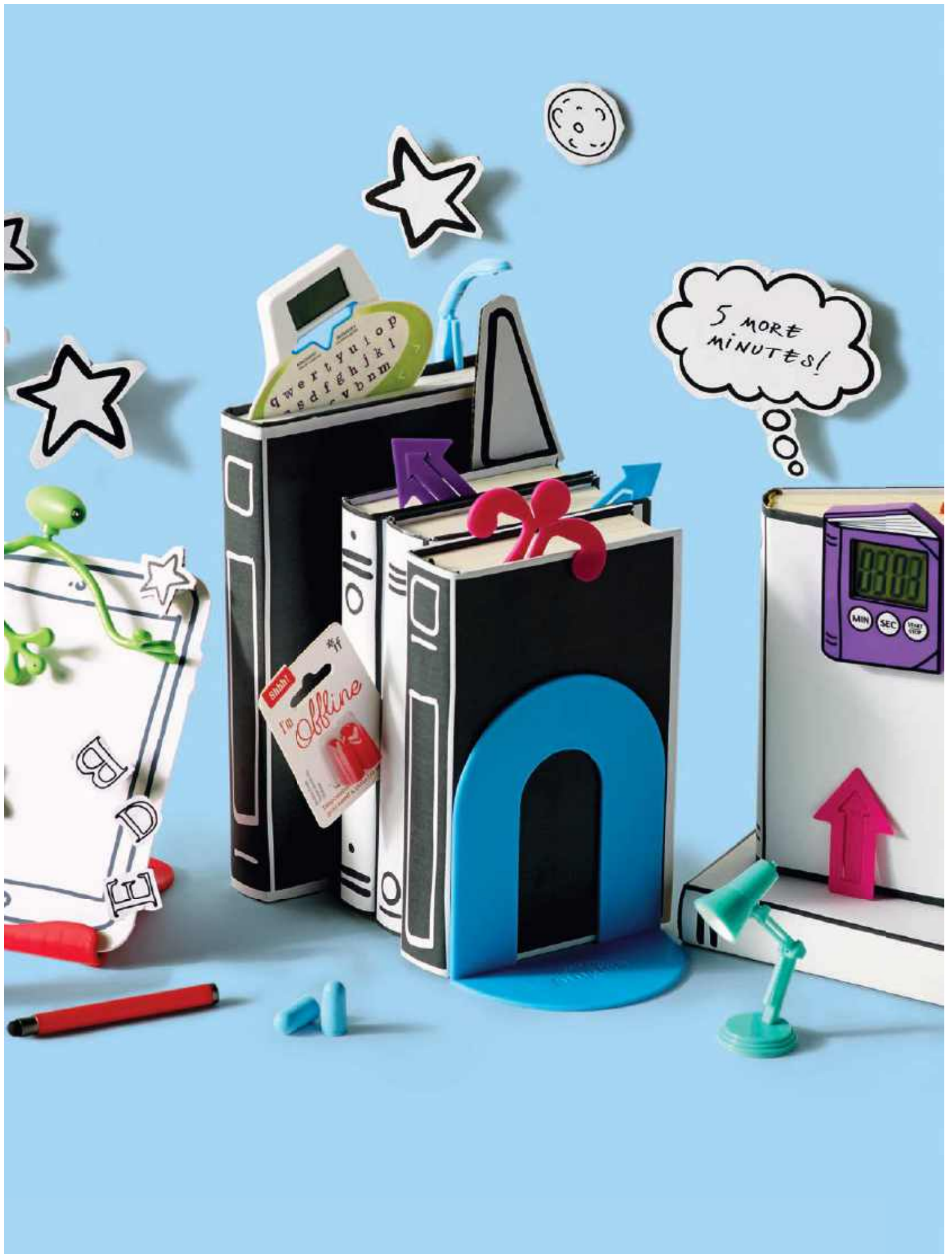
Order: SP364A
Chrome Display
Stand + 12 Timers
(6 of each colour)

STARTER PACK
\$90.00

Display: 4.9 x 5.1 x 8.7in



Notes:



EASY READERS & OPTICAL

At IF we have deliberately positioned ourselves as manufacturers of on-trend, better-quality, reading glasses and optical products at very competitive SRPs.



Easy Readers

READING GLASSES

Easy to choose. Easy to use.

We distribute our Reading Glasses through good Pharmacies, Gift Stores and Book Stores, which gives those retailers a clear point of difference over the Dollar Stores, Market Stalls and Supermarket offerings. We also support our retail partners by offering 48-hour stock replenishment in single pieces with No Minimum order value, so you can keep a sensible offering without tying up too much money in stock! - You can't say fairer than that!

Available in just the popular strengths.

+1.5

+2.0

+2.5

+3.0



THE KEY FEATURES

- Supplied on a 'retail ready' display hook
- Quality tested to all US, EU and UK standards
- Sprung hinge arms
- Buy one style only, or as part of an Easy Reader program

Individually CE tested

Fashionable Frames

Stylish Colors



High Quality Lenses

Sprung Temples

DAYFARER BLACK

Ever-popular frame style in matt black finish.



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47901 +1.5	\$24.99
47902 +2.0	
47903 +2.5	WHOLESALE
47904 +3.0	\$12.50

SPORTY BLUE

Lightweight, comfortable 'soft touch' two tone frame



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47905 +1.5	\$24.99
47906 +2.0	WHOLESALE
47907 +2.5	\$12.50

SPORTY BLACK

Lightweight, comfortable 'soft touch' two tone frame



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47908 +1.5	\$24.99
47909 +2.0	WHOLESALE
47910 +2.5	\$12.50

HALF METAL FRAME

Traditional style, strong metal frame with rimless bottoms



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47911 +1.5	\$29.99
47912 +2.0	WHOLESALE
47913 +2.5	\$15.00

		47901 DAYFARER BLACK +1.5 		47902 DAYFARER BLACK +2.0 		47903 DAYFARER BLACK +2.5 		47904 DAYFARER BLACK +3.0
		47905 SPORTY BLUE +1.5 		47906 SPORTY BLUE +2.0 		47907 SPORTY BLUE +2.5 		
		47908 SPORTY BLACK +1.5 		47909 SPORTY BLACK +2.0 		47910 SPORTY BLACK +2.5 		
		47911 HALF FRAME METAL +1.5 		47912 HALF FRAME METAL +2.0 		47913 HALF FRAME METAL +2.5 		

CLASSIC TORTOISESHELL

Classic midi-sized frame shape in gloss tortoiseshell.



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47914 +1.5	\$19.99
47915 +2.0	WHOLESALE
47916 +2.5	\$10.00
47917 +3.0	

ROUND BLACK

On-trend 'academic' look round frames in matt black.



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47918 +1.5	\$19.99
47919 +2.0	WHOLESALE
47920 +2.5	\$10.00

ROUND TORTOISESHELL

On-trend 'academic' look round frames in tortoiseshell.



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47921 +1.5	\$19.99
47922 +2.0	WHOLESALE
47923 +2.5	\$10.00

OVER THE TOP RED

Half moon style frames in opaque red acrylic.



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47924 +1.5	\$17.99
47925 +2.0	WHOLESALE
47926 +2.5	\$9.00

	+1.5 47914 CLASSIC TORTOISESHELL +1.5 5 035393 479145	+2.0 47915 CLASSIC TORTOISESHELL +2.0 5 035393 479152	+2.5 47916 CLASSIC TORTOISESHELL +2.5 5 035393 479169	+3.0 47917 CLASSIC TORTOISESHELL +3.0 5 035393 479176
	47918 ROUND BLACK +1.5 5 035393 479183	47919 ROUND BLACK +2.0 5 035393 479190	47920 ROUND BLACK +2.5 5 035393 479206	
	47921 ROUND TORTOISESHELL +1.5 5 035393 479213	47922 ROUND TORTOISESHELL +2.0 5 035393 479220	47923 ROUND TORTOISESHELL +2.5 5 035393 479237	
	47924 OVER THE TOP RED +1.5 5 035393 479244	47925 OVER THE TOP RED +2.0 5 035393 479251	47926 OVER THE TOP RED +2.5 5 035393 479268	

OVER THE TOP BLUE

Half moon style frames in opaque blue acrylic



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47927 +1.5	\$17.99
47928 +2.0	WHOLESALE
47929 +2.5	\$9.00

METAL BRIDGE TORTOISESHELL

Matt tortoiseshell frames with metal bridge



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47930 +1.5	\$24.99
47931 +2.0	WHOLESALE
47932 +2.5	\$12.50

METAL BRIDGE BLACK

Matt black frames with metal bridge



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47933 +1.5	\$24.99
47934 +2.0	WHOLESALE
47935 +2.5	\$12.50

CLASSIC PURPLE

Classic midi-sized frame shape in gloss purple



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47936 +1.5	\$19.99
47937 +2.0	WHOLESALE
47938 +2.5	\$10.00
47939 +3.0	

 +1.5 47927 OVER THE TOP BLUE +1.5 5 035393 479275	 +2.0 47928 OVER THE TOP BLUE +2.0 5 035393 479282	 +2.5 47929 OVER THE TOP BLUE +2.5 5 035393 479299	+3.0 47930 METAL BRIDGE TORTOISESHELL +1.5 5 035393 479305	+2.0 47931 METAL BRIDGE TORTOISESHELL +2.0 5 035393 479312	+2.5 47932 METAL BRIDGE TORTOISESHELL +2.5 5 035393 479329	
 +2.0 47933 METAL BRIDGE BLACK +1.5 5 035393 479336	+2.0 47934 METAL BRIDGE BLACK +2.0 5 035393 479343	+2.5 47935 METAL BRIDGE BLACK +2.5 5 035393 479350	+3.0 47936 CLASSIC PURPLE +1.5 5 035393 479367	+2.0 47937 CLASSIC PURPLE +2.0 5 035393 479374	+2.5 47938 CLASSIC PURPLE +2.5 5 035393 479381	+3.0 47939 CLASSIC PURPLE +3.0 5 035393 479398

DUO TORTOISESHELL/RED

High-gloss tortoiseshell with a bright red accent color



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47940 +1.5	\$24.99
47941 +2.0	WHOLESALE
47942 +2.5	\$12.50

DUO TORTOISESHELL/BLUE

High-gloss tortoiseshell with on-trend 'academic' look



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47943 +1.5	\$24.99
47944 +2.0	WHOLESALE
47945 +2.5	\$12.50

ROUND BEIGE/BROWN

Pretty gloss frames in subtle chocolate & nude hues



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47946 +1.5	\$19.99
47947 +2.0	WHOLESALE
47948 +2.5	\$10.00

ROUND BLUE/BLACK

Pretty gloss frames in subtle turquoise and charcoal hues



Available in these lens strengths



PRODUCT INFORMATION

Refill Stock: Order in singles

Order No.	SRP
47949 +1.5	\$19.99
47950 +2.0	WHOLESALE
47951 +2.5	\$10.00

	+1.5	+2.0	+2.5	+3.0
47940 DUO RED / TORTOISESHELL +1.5 5 035393 479404	47941 DUO RED / TORTOISESHELL +2.0 5 035393 479411	47942 DUO RED / TORTOISESHELL +2.5 5 035393 479428		
47943 DUO BLUE / TORTOISESHELL +1.5 5 035393 479435	47944 DUO BLUE / TORTOISESHELL +2.0 5 035393 479442	47945 DUO BLUE / TORTOISESHELL +2.5 5 035393 479459		
47946 ROUND BEIGE / BROWN +1.5 5 035393 479466	47947 ROUND BEIGE / BROWN +2.0 5 035393 479473	47948 ROUND BEIGE / BROWN +2.5 5 035393 479480		
47949 ROUND BLUE / BLACK +1.5 5 035393 479497	47950 ROUND BLUE / BLACK +2.0 5 035393 479503	47951 ROUND BLUE / BLACK +2.5 5 035393 479510		

Easy Readers

MERCHANDISING OPTIONS

Get started with our retail ready programs.

OUR EASY READERS RANGE CAN BE SUPPLIED IN 2 READY-TO-GO DISPLAYS

THE KEY FEATURES

- Free Stand
- Re-order in singles
- Full SOR terms
- No MOQ
- Re-order online for 48 hour refill service

COUNTER TOP SPINNER

INCLUDES 36 PAIRS OF GLASSES
A COMBINATION OF +1.5, +2.0,
+2.5 AND +3.0 DIOPTRIS.

ORDER CODE - SP479

TOTAL SRP VALUE
\$799.99

WHOLESALE
\$400.00

SP479 STARTER PACK



EYE CHART

Your lens strength EYE CHART

Hold this test chart at a comfortable reading distance away from you (approximately 35cm / 14"). Read the text **WITHOUT GLASSES**.

YOU NEED IF YOU CAN READ THE LINE COMFORTABLY...

+1.0	In a good book the best is between the lines.
+1.5	In a good book the best is between the lines.
+2.0	In a good book the best is between the lines.
+2.5	In a good book the best is between the lines.
+3.0	In a good book the best is between the lines.

CE Eye Reader Content: Oct 11 2010 09:00 AM #035393980528 1.00 1.50 2.00 2.50 3.00 For more information visit us at www.thetategroup.com or call 416-504-8047. All rights reserved. © 2010 TheTate Group. All rights reserved. All trademarks are the property of their respective owners. All other trademarks are the property of their respective owners.



COUNTER TOP SPINNER
Size: 13.8 x 13.8 x 22.8in



SLIM FLOOR STANDING SPINNER
Size: 19.3 x 19.3 63in

EYE CHART included with all stands

SLIM FLOOR STANDING SPINNER

INCLUDES 108 PAIRS OF GLASSES

A COMBINATION OF +1.5, +2.0, +2.5 AND +3.0 DIOPTRIS.

ORDER CODE - SP479S

TOTAL SRP VALUE

\$2400.00

WHOLESALE

\$1200.00

SP479S STARTER PACK



Easy Readers can be added to our Hexagonal Spinner as part of a broader range of product.w

See page 134



Easy Readers

READ IN THE SUN *New*

Reading glasses with tinted magnifying lenses so you can read in the sun in comfort.

If you fancy reading outdoors on a bright day, these are all you need. Our stylish 'Read in the Sun' Easy Readers are just that! Easy! No need to mess about wearing sunglasses over your normal readers, or fiddle with clip-over filters, simply slip on one of the three contemporary frame styles. All lenses feature CAT 2 filters that are just dark enough to protect from the bright sun but still light enough to be able to see your book and come in the most popular diopters.



Three really smart frame styles.

Ideal for vacation and summer reading!



RIVIERA

Good quality frames with sprung hinges



NOVELLA



JARDIN



ORDER INFORMATION

Refill Stock:
Order in singles

SRP
\$24.99
WHOLESALE
\$12.50

- 47952 RIVIERA +1.5
- 47953 RIVIERA +2.0
- 47954 RIVIERA +2.5
- 47955 JARDIN +1.5
- 47956 JARDIN +2.0
- 47957 JARDIN +2.5
- 47958 NOVELLA +1.5
- 47959 NOVELLA +2.0
- 47960 NOVELLA +2.5

Available in these lens strengths

- +1.5
- +2.0
- +2.5

THE KEY FEATURES

- Read in the sun in comfort
- CAT 2 lenses filter out just enough bright light to allow you to read
- Lenses conform to EN14139 & ANSI Z80.31
- Will retail alone or as part of our Easy Reader program.

	+1.5	+2.0	+2.5
RIVIERA	 47952 RIVIERA +1.5 5 035393 479527	 47953 RIVIERA +2.0 5 035393 479534	 47954 RIVIERA +2.5 5 035393 479541
JARDIN	 47955 JARDIN +1.5 5 035393 479558	 47956 JARDIN +2.0 5 035393 479565	 47957 JARDIN +2.5 5 035393 479572
NOVELLA	 47958 NOVELLA +1.5 5 035393 479589	 47959 NOVELLA +2.0 5 035393 479596	 47960 NOVELLA +2.5 5 035393 479602

Easy Readers

BLUE BLOCK *New*

Zero magnification 'blue light' blocking glasses for screen users.

Blue light? It's not a new thing but is becoming more recognized as a cause of eye fatigue, disturbed sleep patterns and headaches in anyone using a screen. And who do you know that doesn't look at a TV, tablet, phone or monitor for a good proportion of the day? Our blue block Easy Readers filter out some of the harmful rays emitted from these devices hopefully reducing the effects we don't need in our lives.

Make your screen time more comfortable.



ICON



BROWSE



APPY

Blue block lenses have a yellow tint

ORDER INFORMATION

Refill Stock:
Order in singles

- 47961 ICON +0.0
- 47962 BROWSE +0.0
- 47963 APPY +0.0

SRP **\$24.99** WHOLESALE **\$12.50**

0.0 Zero magnification lenses suitable for any screen users.

THE KEY FEATURES

- Protects against blue light from TVs, Tablets, Laptops, Phones and desk top computers
- Conforms to BS EN ISO12312-1 & ANSI Z80.3. Filters out over 40% of harmful blue light between 400-460nm
- You don't need to use glasses to read to wear a pair of these.



ICON



BROWSE



APPY



UNDERSTANDING READING GLASSES

AND HOW TO SELL THEM



The US reading glasses market is growing strongly because of the ever-increasing demand for fashionable frames.

According to Statista.com, the value of the reading glasses market in the United States in 2018 amounted to about 13.13 billion U.S. dollars. The value of the U.S. reading glasses market was expected to rise to almost 18 billion U.S. dollars by 2026.



Nearly everyone will need some form of vision aid by the time they are 50

TODAYS TRENDS

The stark reality, whether we like it or not is that nearly everyone will need some form of vision aid for close up reading by the time they are 50.... and 50+ year olds are the new 25 year olds when it comes to keeping up with trends today! **One surprising fact is that on average typical users purchase more than 4 pairs each year!**

READY READERS

Whilst consumers may choke at the cost of prescription readers from Opticians, the market for "ready-readers" is booming. A consumer might have to pay more than \$100 for a pair of reading glasses from an optician which might easily be lost or broken, whereas the comparatively inexpensive ready readers mean that people can afford to take risks with fashionable frames, often buying more than one pair.

CAUTIONARY NOTE!

One cautionary note however, often reported by the likes of Which? magazine and the Tabloids, is that very cheap readers can be potentially damaging to the eyes and should be approached carefully. The most common fail is that the lenses are not properly tested and the centres of the lenses not correctly positioned which can cause blurred or double vision, headaches and worse!

Which? magazine advises people who have a prescription above +2.0 to test 'ready' reading glasses for two minutes to check the centre points of each lens are aligned correctly.

GREAT OPPORTUNITY

So this growing market represents a great opportunity for Book Stores and Gift Stores, to capitalize on this trend, with an appropriate offering. Fashionable frames and quality lenses at competitive SRPs that suit the profile of their customers.

Notes:

DIOPTR STRENGTH EXPLAINED

+1.0

+1.5

+2.0

+2.5

+3.0

Diopter strength refers to the optical power of a lens. It's commonly applied to reader-strength eyeglasses or bifocals, as well as telescopes & other magnifying lenses. Lenses with a focal length – defined as the distance between the center of a lens and its focal point – of 1 meter (about 39 inches) have a diopter strength of 1. Since diopter strength is based

on the inverse of the focal length, a 2 diopter lens is not 2 meters but 1/2 meter, a 3 diopter lens is 1/3 meter and so forth. This is important because magnification increases as the lens focal length gets shorter, which is why wearing higher diopter strength lenses allows for sharper, clearer images closer to your eyes.

PRESBIOPIA EXPLAINED

A Younger, more flexible eyes can adjust to focus on both near and far objects.



B As we get older, our eyes lose flexibility and can no longer focus on near objects without readers, bifocals or prescription eyeglasses with appropriate diopter strength lenses.



A GLOSSARY OF TERMS

ANTI-SCRATCH

A hardy lens coating to minimize scuff and micro scratches on the surface of your lenses

AVERAGE PD

This is a singular measurement of the distance between both of your pupils and can be averaged based on your gender.
Average male PD = 64mm
Average female PD = 62mm

BRIDGE

The central section of a glasses frame which arcs over your nose. Sometimes called a nose-bridge.

CE MARK

Conformité Européenne is French which is French for "European Conformity. Spectacles and sunglasses which are compliant with EU regulations must bear the CE mark.

CLOSE VISION

Close vision is determined by visual tasks that are within 35cm from your eyes. Reading glasses are specifically designed to help your close reading which is why they aren't useful for intermediate or distance tasks such as computer work or driving.

DIOPTR

A measurement that refers to the optical power of a lens.

LENS CLOTH

A small square lens cloth made from a micro-fiber material used to clean your lenses. Best stored inside your glasses hard-case.

NOSE PAD

There for comfort, these small sections of your glasses rest on your nose for comfort and to secure the glasses on your face.

OPTICAL CENTRE

The geometric center of a curved lens. This is the absolute apex of the lens which is aligned with your pupil according to your pupillary distance, ocular height and distance between lenses

PRESBYOPIA

This common condition that tends to occur during middle age. The ciliary muscles in your eye begin to weaken whilst the crystalline lens in your eye begins to harden. Simultaneously, these effects hinder your ability to see things closely which is the main cause for wearing reading glasses.

READING GLASSES

A glasses frame fitted with ready-reader or prescription reading lenses to correct the affects of presbyopia.

READY READER GLASSES

Frames with ready-reader lenses have matching focal powers. These are measured in dioptres ranging from +1.00 up to +3.50 increasing in +0.25 increments. Ready-readers are intended as a low cost solution to assist your close reading and are something of a "one size fits all".

SPRUNG HINGES

A hinge with an in-built spring mechanism which allows a greater amount of let back angle to the arms, or temples, thus making the frames more likely to fit a wider range of head sizes.

TEMPLE

A name given to the arms of a glasses frame, the temples are the thin protrusions that help secure the glasses to your head by resting and hooking behind your ears.

Notes:

SPARE PAIR READING GLASSES

Because three pairs of readers are definitely better than one!



This really does exactly what it says on the tin... a set of three pairs of reading glasses (all the same strength) to keep in three of the places where you might need glasses... in the kitchen, garage, handbag, the office, in the car, the bedroom... or somewhere slightly more obscure. If you need reading glasses, or know someone who can't live without them, you'll need Spare Pair!

THE KEY FEATURES

- A pack of 3 pairs of reading glasses
- Excellent quality lenses and frames
- One frame style in 3 smart colors
- 3 most popular lens strengths
- Conforms to EN 14139:2010



PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

SRP **\$29.99** WHOLESALE **\$15.00**

Pack: 4.5 x 1 x 7.7in

40402	+1.5
40403	+2.0
40404	+2.5
40407	+1.5 BRIGHTS
40408	+2.0 BRIGHTS
40409	+2.5 BRIGHTS



Available in these lens strengths

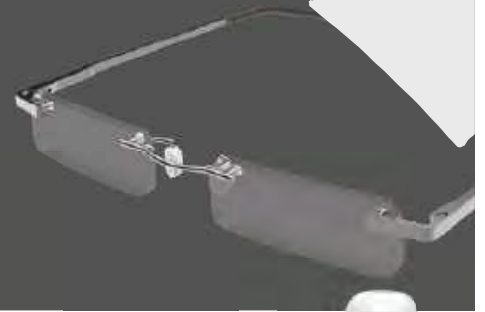


SKINNY READERS

Compact convenience combines with high quality optical engineering.



Read thinner! With their clean, confident lines and minimalist designer looks our ultra-thin reading glasses are 'going large' on style. High-quality aspheric lenses and lightweight plated frames ensure that they have the technical substance to match.



Available in these lens strengths



With handy slim case



Super-slim, pocket-sized & practical



PRODUCT INFORMATION

Refill Stock:

Order in multiples of 3

SRP WHOLESALE
\$21.99 \$11.00

Pack: 2.8 x 1 x 6.9in

44201	+1.0
44202	+1.5
44203	+2.0
44204	+2.5
44205	+3.0

THE KEY FEATURES

- High quality aspheric lenses
- Extremely thin and lightweight
- Gunmetal grey frame finish
- Test-tube style case
- 5 lens strengths available

+1.0



+1.5



+2.0



+2.5



+3.0



Notes:

POCKET READERS

Reading glasses small enough to slip inside your pocket.



If you need glasses for reading, you'll know how frustrating it is when you don't have them with you. Pop a pair of these very wearable and on-trend specs in your pocket or bag and never be without! Deliberately small, but definitely not compromised on comfort or quality, Pocket Readers are manufactured to a high spec by a top optical manufacturer and are designed in six of the top-selling frame colors... something for everyone!



THE KEY FEATURES

- Conform to US, EU and UK safety standards
- Bespoke designed plastic rigid case
- Sprung hinges
- Microfiber cloth
- Easy to try packaging!

Available in these lens strengths



PRODUCT INFORMATION

Refill Stock:
Order in singles

SRP **\$19.99** WHOLESALE **\$10.00**

Pack: 3.7 x 1 x 7.6in

47601 +1.5 BLACK	47610 +1.5 RED
47602 +2.0 BLACK	47611 +2.0 RED
47603 +2.5 BLACK	47612 +2.5 RED
47604 +1.5 BLUE	47613 +1.5 TEAL
47605 +2.0 BLUE	47614 +2.0 TEAL
47606 +2.5 BLUE	47615 +2.5 TEAL
47607 +1.5 PURPLE	47616 +1.5 TORTOISESHELL
47608 +2.0 PURPLE	47617 +2.0 TORTOISESHELL
47609 +2.5 PURPLE	47618 +2.5 TORTOISESHELL



MAGNIFYING MAKE-UP GLASSES

See clearly to apply make up in the mirror.

A great gift idea designed by one glasses wearer for fellow frustrated glasses wearers. Make up one eye, flip the magnifying lens over to the other eye and do it all again – perfectly. And as one magnification strength suits all, retailers only need one variant!



Flip over lens...
Works for left & right eye!

Perfect for mascara,
contact lenses &
false eye lashes!

PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

42201 MAKE-UP GLASSES

SRP

\$14.99

WHOLESALE

\$7.50

Pack: 18 x 2.5 x 11.3cm



Starter Pack Display

Order: SP422

Display + 6 pairs
of make-up glasses

STARTER PACK

\$45.00

Display: 7.3 x 7.3 x 7.5in



LIGHT UP MENU MAGNIFIER

For reading the menu clearly in dimly lit restaurants.

Ever noticed how many people struggle to see the menu in trendy dark restaurants? Glasses alone just don't work... you need light too! Slip the Menu Magnifier out of its pouch, press the 'on' button and this eye-wateringly obvious gift will illuminate AND magnify the small print on any menu or wine list.



If you need glasses
you'll love this

PRODUCT INFORMATION

Refill Stock: Order in multiples of 3

46001 AQUA

46002 WINE

SRP

\$17.99

WHOLESALE

\$9.00

Product/Pack:
2.6 x 0.6 x 3.9in



Luxury velour lined carry pouch for bags & pockets

Starter Pack Display

Order: SP460

Display + 12 Menu Magnifiers
+ 1 extra for display purposes
(6 each of 2 Designs)

STARTER PACK

\$108.00

Display: 7.1 x 8.5 x 8.6in



MAGNIFYING MAKE UP GLASSES

SP422 STARTER PACK



5 035393 998936

42201 MAKE-UP GLASSES



5 035393 422011

LIGHT UP MENU MAGNIFIER

SP460 STARTER PACK



5 035393 998738

46001 AQUA MAGNIFIER



5 035393 460013

46002 WINE MAGNIFIER



5 035393 460020

\$2

COMPACT LENSES

FOLD FLAT READING GLASSES

Space-saving reading.



Designed with a devilishly clever double-folding hinge, these reading glasses fold completely flat! And each pair fits snugly inside its own color coordinated super slim case – perfect for slipping inside a pocket or bag. With form, function and funkiness in equal abundance, these award-winning readers are made with high quality optical grade lenses, work brilliantly and come in twelve contemporary colors. Merchandised as a mini or comprehensive range they make a very attractive splash of color in any retail environment, even in places you wouldn't normally expect to find reading glasses!

5 lens strengths available



PRODUCT INFORMATION

Refill Stock: Order in singles

SRP **\$29.99** WHOLESALE **\$15.00**)



Starter Pack Displays

60 HOOK FLOOR SPINNER

White presentation floor spinner with mirrors. Holds 180 pairs, 3 per hook. 10 tester pairs are supplied with this floor standing spinner only.

ORDER CODE - SP917

WHOLESALE **\$2,500.00**



Size: 15.3 x 15.3 x 63in



24 HOOK COUNTER-TOP SPINNER

White presentation spinner with mirror. Holds 72 pairs 3 per hook.

ORDER CODE - 91700D24

WHOLESALE **\$1,100.00**



Size: 8.2 x 8.2 x 18.7in



BERRY



91701 BERRY +1.0
5 035393 917012

91702 BERRY +1.5
5 035393 917029

91703 BERRY +2.0
5 035393 917036

91704 BERRY +2.5
5 035393 917043

91705 BERRY +3.0
5 035393 917050

CHILLI



91716 CHILLI +1.0
5 035393 917166

91717 CHILLI +1.5
5 035393 917173

91718 CHILLI +2.0
5 035393 917180

91719 CHILLI +2.5
5 035393 917197

91720 CHILLI +3.0
5 035393 917203

PORT



91731 PORT +1.0
5 035393 917319

91732 PORT +1.5
5 035393 917326

91733 PORT +2.0
5 035393 917333

91734 PORT +2.5
5 035393 917340

91735 PORT +3.0
5 035393 917357

STORM



91746 STORM +1.0
5 035393 917463

91747 STORM +1.5
5 035393 917470

91748 STORM +2.0
5 035393 917487

91749 STORM +2.5
5 035393 917494

91750 STORM +3.0
5 035393 917500

SURF



91706 SURF +1.0
5 035393 917067

91707 SURF +1.5
5 035393 917074

91708 SURF +2.0
5 035393 917081

91709 SURF +2.5
5 035393 917098

91710 SURF +3.0
5 035393 917104

CINNAMON



91721 CINNAMON +1.0
5 035393 917210

91722 CINNAMON +1.5
5 035393 917227

91723 CINNAMON +2.0
5 035393 917234

91724 CINNAMON +2.5
5 035393 917241

91725 CINNAMON +3.0
5 035393 917258

ORCHID



91736 ORCHID +1.0
5 035393 917364

91737 ORCHID +1.5
5 035393 917371

91738 ORCHID +2.0
5 035393 917388

91739 ORCHID +2.5
5 035393 917395

91740 ORCHID +3.0
5 035393 917401

JET



91751 JET +1.0
5 035393 917517

91752 JET +1.5
5 035393 917524

91753 JET +2.0
5 035393 917531

91754 JET +2.5
5 035393 917548

91755 JET +3.0
5 035393 917555

FROST



91711 FROST +1.0
5 035393 917111

91712 FROST +1.5
5 035393 917128

91713 FROST +2.0
5 035393 917135

91714 FROST +2.5
5 035393 917142

91715 FROST +3.0
5 035393 917159

OLIVE



91726 OLIVE +1.0
5 035393 917265

91727 OLIVE +1.5
5 035393 917272

91728 OLIVE +2.0
5 035393 917289

91729 OLIVE +2.5
5 035393 917296

91730 OLIVE +3.0
5 035393 917302

TWILIGHT



91741 TWILIGHT +1.0
5 035393 917418

91742 TWILIGHT +1.5
5 035393 917425

91743 TWILIGHT +2.0
5 035393 917432

91744 TWILIGHT +2.5
5 035393 917449

91745 TWILIGHT +3.0
5 035393 917456

ESPRESSO



91756 ESPRESSO +1.0
5 035393 917562

91757 ESPRESSO +1.5
5 035393 917579

91758 ESPRESSO +2.0
5 035393 917586

91759 ESPRESSO +2.5
5 035393 917593

91760 ESPRESSO +3.0
5 035393 917609

MAGNIF-I

A smart, coordinated range of well-designed magnifying products for everyday use. From hobbies, DIY and specialist professional uses to simply eating out, getting about and reading the small print.



MAGNIF-i by *if*

CREDIT CARD MAGNIFIER

A super slim, super useful magnifier as small as a credit card.



The compact Credit Card Magnifier is ideal for countless everyday uses when discrete extra magnification is needed, from menus and timetables, to maps or any small print.

- 2x magnification
- Discrete and convenient
- Good quality rigid acrylic
- A great till point 'pick up' item
- 70mm large lens area



PRODUCT INFORMATION

45001 CREDIT CARD MAGNIFIER

Refill Stock: Order in multiples of 3

SRP WHOLESALE

\$5.99 \$3.00

Pack: 2.4 x 0.2 x 4.3in



MAGNIF-i by *if*

MAGNIFYING BOOKMARK

A multipurpose flat fresnel lens, bookmark shaped and sized.



Conveniently slips between the pages of a book. Includes imperial and metric ruler markings which come in handy for all sorts of study, hobby and DIY uses. Ideal for keeping your place and magnifying the important parts of your book, magazine or document.

- 2x magnification
- Convenient bookmark with ribbon
- Quality rigid fresnel lens
- Less image distortion
- 6"/15cm ruler markings



PRODUCT INFORMATION

45002 MAGNIFYING BOOKMARK

Refill Stock: Order in multiples of 3

SRP WHOLESALE

\$5.99 \$3.00

Pack: 2.6 x 0.4 x 8.5in



CREDIT CARD MAGNIFIER

45001 CREDIT CARD MAGNIFIER



5 035393 450014

MAGNIFYING BOOKMARK

45002 MAGNIFYING BOOKMARK



5 035393 450021

Notes:

MAGNiF-i by *if*

FLEXIBLE MAGNIFYING SHEET

Convenient, lightweight enlarger in a standard book size.



Designed to slip inside the pages of a standard book, this lightweight flexible magnifying sheet is 'page sized', making it easy to magnify whole sides of text at once. Ideal for reading, puzzling and deciphering the small print on bills and documents.

- 2x magnification
- Flexible and lightweight
- A5 size with clear magnified image
- Increased page visibility
- Discrete and easy to carry



PRODUCT INFORMATION

45003 FLEXIBLE MAGNIFYING SHEET

Refill Stock: Order in multiples of 3

SRP WHOLESALE
\$6.99 \$3.50

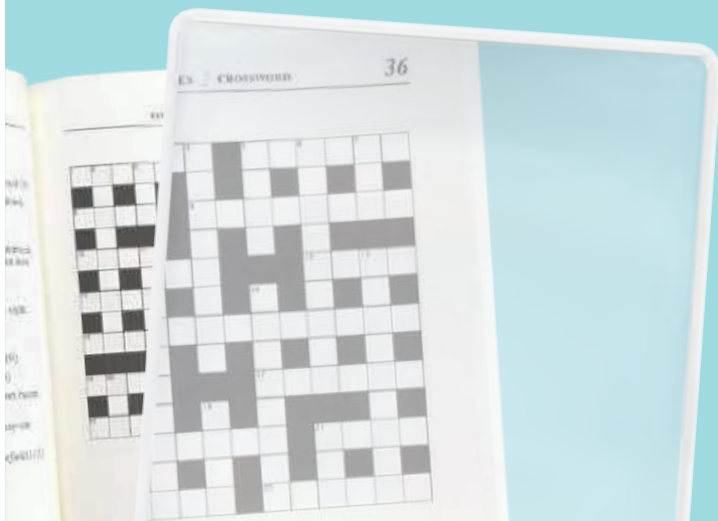
Pack: 5.5 x 0.2 x 9.1in



MAGNiF-i by *if*

FULL PAGE MAGNIFIER

A4 sized for magnifying more of the page at once.



An extra large, good quality rigid magnifying sheet, designed for those needing to view larger areas with ease. Rigid acrylic construction allows the sheet to be held steadily with one hand. Extremely handy for viewing bigger books, maps, pictures or any larger format subjects.

- 2x magnification
- A4 sized sheet
- Enlarges whole pages
- Rigid framed lens so no distortion
- Quality acrylic for extra clarity



PRODUCT INFORMATION

45004 FULL PAGE MAGNIFIER

Refill Stock: Order in multiples of 3

SRP WHOLESALE
\$19.99 \$10.00

Pack: 8.9 x 0.2 x 12.4in



FLEXIBLE MAGNIFYING SHEET



FULL PAGE MAGNIFIER



Notes:

MAGNiF-i by *if*

PROFESSIONAL LOUPE

A small domed powerful desktop magnifying lens.



A small domed desktop lens giving powerful 6x magnification. Clear acrylic sides cleverly allow the light to flood in, illuminating the subject matter naturally.

- Powerful desktop inspection lens
- 6x strong magnification
- 1.6" clear acrylic dome
- Smooth base for gliding over surfaces
- Perfect for collectors and hobbyists



PRODUCT INFORMATION

45005 PROFESSIONAL LOUPE

Refill Stock: Order in multiples of 3

SRP WHOLESALE

\$13.99 \$7.00

Pack: 3.3 x 1.2 x 4.9in



MAGNiF-i by *if*

POCKET LIGHTED MAGNIFIER

Pocket-sized magnifier with long lasting LED bulb.



An extremely handy pocket sized magnifier with the added benefit of an LED bulb designed to illuminate the subject area and make the image even clearer. Ideal for popping in a handbag or pocket for many everyday uses including reading menus and general small print.

- 2x main magnification lens
- 4x inset lens for extra detail
- Switchable LED light
- Comes fitted with AA batteries
- Ideal for reading menus



PRODUCT INFORMATION

45006 POCKET LIGHTED MAGNIFIER

Refill Stock: Order in multiples of 3

SRP WHOLESALE

\$13.99 \$7.00

Pack: 3.1 x 0.8 x 6.3in



PROFESSIONAL LOUPE

45005 PROFESSIONAL LOUPE



5 035393 450052

POCKET LIGHTED MAGNIFIER

45006 POCKET LIGHTED MAGNIFIER



5 035393 450069

Notes:

MAGNIF-i by *if*

LARGE DUAL FOCUS MAGNIFIER

A conveniently, versatile hand held magnifier.



With comfort-hold handle and large lightweight lens, suitable for all types of household and hobby purposes where prolonged use might be required. With higher strength inset lens for tasks that need extra magnification. Ideal for older people, close-up work hobbies and tasks requiring prolonged use such as reading, jigsaws and study.

- 2x main magnification**
- 4x inset lens for extra detail**
- Comfortable handle**
- 2.6" diameter**
- Lightweight acrylic lens**

PRODUCT INFORMATION

45007 LARGE DUAL FOCUS MAGNIFIER

Refill Stock: Order in multiples of 3

SRP WHOLESALE
\$17.99 \$9.00

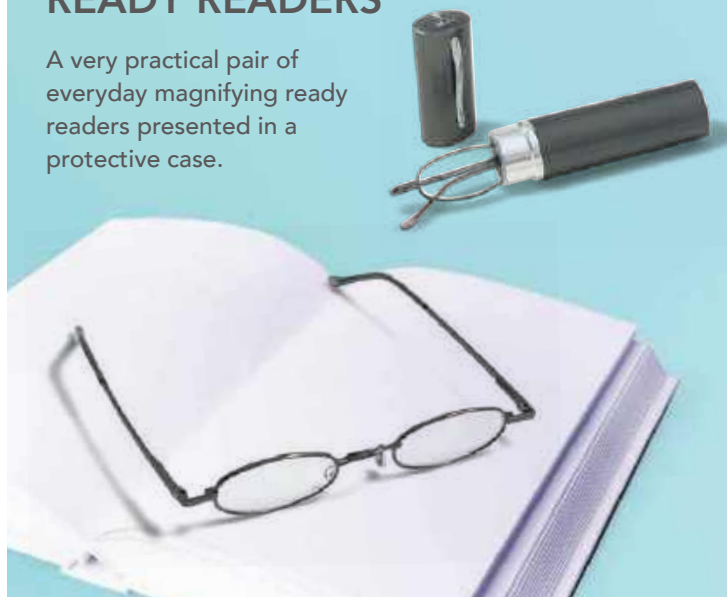
Pack: 4.3 x 1.2 x 9.6in



MAGNIF-i by *if*

READY READERS

A very practical pair of everyday magnifying ready readers presented in a protective case.



A very useful pair of everyday reading glasses in a strong protective case, ideal to keep anywhere, from kitchen drawers and toolboxes to glove compartments and bedside tables. Practical, robust and unisex, these no nonsense glasses are an evergreen best seller.

- **Quality & safety tested lenses**
- **Unisex frame**
- **Sprung temples & strengthened bridge**
- **Available in the 5 most popular strengths**
- **With slim, tough protective case**

PRODUCT INFORMATION

45011	+1.0	45013	+2.0	45015	+3.0
45012	+1.5	45014	+2.5		

Refill Stock: Order in multiples of 3

SRP WHOLESALE
\$14.99 \$7.50

Pack: 2.5 x 1.2 x 8.1in



LARGE DUAL FOCUS MAGNIFIER

45007 LARGE DUAL FOCUS MAGNIFIER



5 035393 450076

READY READERS

+1.0



45011 READY READERS +1.0
5 035393 450113

+1.5



45012 READY READERS +1.5
5 035393 450120

+2.0



45013 READY READERS +2.0
5 035393 450137

+2.5



45014 READY READERS +2.5
5 035393 450144

+3.0



45015 READY READERS +3.0
5 035393 450151

MAGNiF-i by *if*

THEMED SHELF DISPLAYS

MINI displays are ideal for till points!

Ideal for Pharmacies, Book Shops and Gift Shops, our smart coordinated range of well-designed magnifying products provide magnifying solutions for every day use. These products sell very well to us over-50s, whether it's for hobbies, DIY, reading the menu or just checking the 'use by' date on those tins at the back of the cupboard!



16" VERSION

MSD005

SRP
\$288.00

WHOLESALE
\$144.00

Display contents:

3 x Magnifying Bookmark
6 x Credit Card Magnifier

6 x Flexible Magnifying Sheet

6 x Pocket Lighted Magnifier

4 x Large Dual Focus Magnifier

24" VERSION

MSD006

SRP
\$539.99

WHOLESALE
\$270.00

Display contents:

6 x Magnifying Bookmark

6 x Credit Card Magnifier

6 x Flexible Magnifying Sheet

6 x Full Page Magnifiers

6 x Pocket Lighted Magnifier

3 x Large Dual Focus Magnifier

3 x Professional Loupe



16" DISPLAY

MSD005 MAGNiF-i MINI DISPLAYS (16"/40CM)



5 035393 981396

24" DISPLAY

MSD006 MAGNiF-i MINI DISPLAYS (24"/60CM)



5 035393 981402

Notes:

MERCHANDISING OUR PRODUCTS AND RANGES

We know that it's important for you to be able to display our products efficiently and attractively in-store. So we design all our packaging so that it will stand in a display or hang on a peg and most of our products are available in their own (free) attractive counter POS display for quick and easy merchandising on shelves or busy till points (see individual product pages for details).

Please ask us to help you develop bespoke programs for wall space, aisle ends, clip strips and queue lines!

We also know how busy retailers are and so we've really tried to make both buying decisions and display as simple as possible for you. Whether you have a small spot at a till point, a nice space on a themed table-top or prime real estate in a high-footfall area, we have a quick and easy merchandising option for you.

Take a look at the next few pages for ideas and inspiration!

9920
HEXAGONAL ROTATING FLOOR STAND
EMPTY DISPLAY



9923D
SHOP IN A BOX DISPLAY - EMPTY



HEXAGONAL
ROTATING
FLOOR STAND

THEMED SHELF
DISPLAYS

SHOP IN A BOX
FLOOR DISPLAY

COUNTERTOP
DISPLAYS



MERCHANDISING OUR PRODUCTS AND RANGES

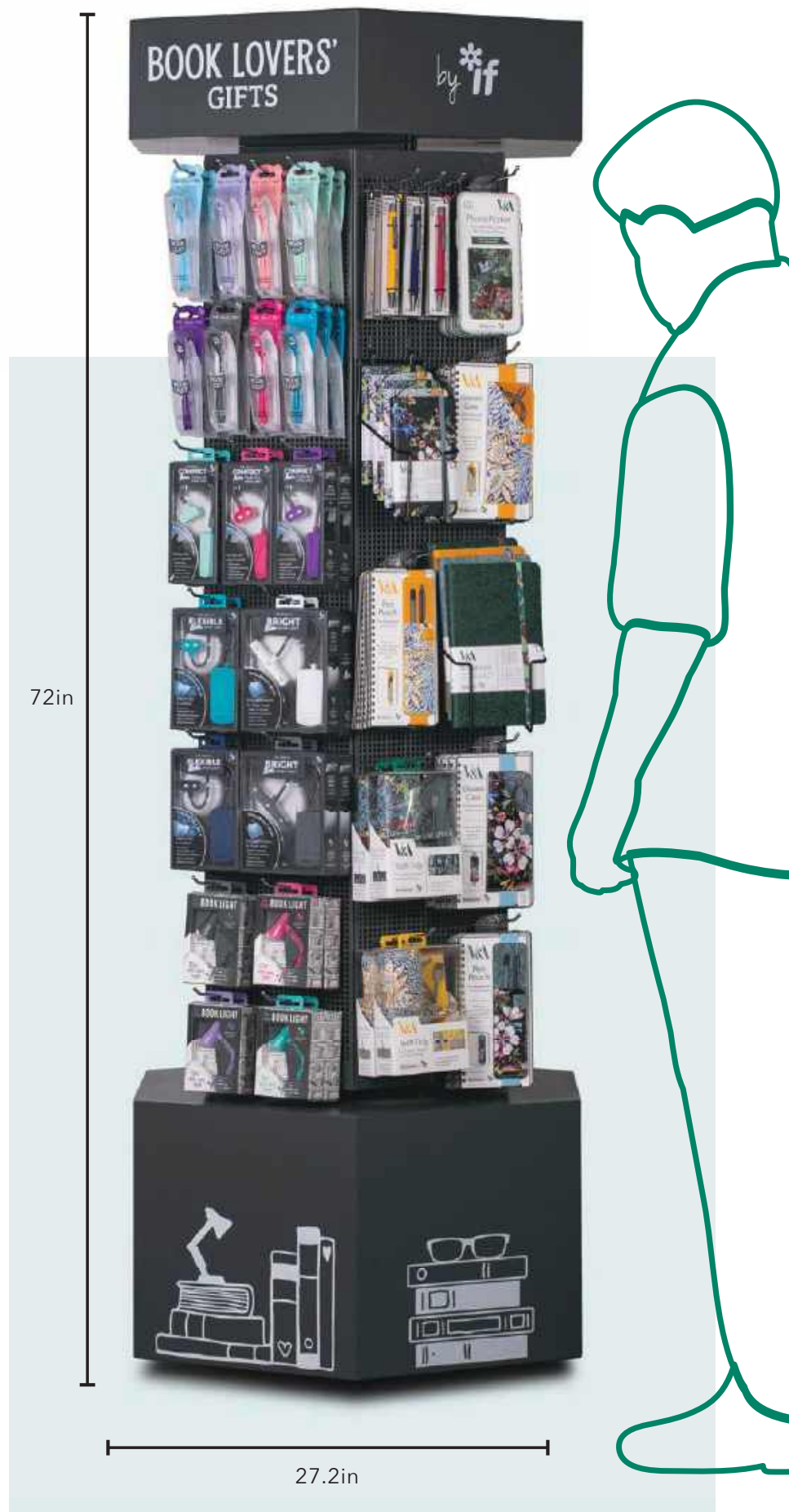
HEXAGONAL ROTATING FLOOR STAND

Fun to browse, this compact, creative stand is a better class of spinning display. The innovative shape gives you 6 distinct sides (rather than the traditional 4) to be merchandised clearly by theme, topic or color and it looks at home anywhere from department stores and farm shops to book shops and garden centers.

The stand is supplied free-on-loan & the products can be re-ordered individually. We also offer merchandising support where required.

Key features...

- High-quality powder coated steel
- Easily moveable - 6 wheels (2 can lock)
- Graphics on base and header
- Easily configurable 3.9in metal hooks
- Supplied with 150 hooks



Create your own
bespoke planogram
or ask us to help
you build a program
that suits your
customer profile.



Hexagonal Rotating Floor Stand Panel Examples

We can work with you to build your own version panel by panel or you can choose from our curated panel examples.



Bookaroo Notebooks



SRP: \$599.99
Wholesale: \$300.00

BNAPAN
BOOKAROO
NOTEBOOKS PANEL



5 035393 985561

Bookaroo Notebook Accessories



SRP: \$969.99
Wholesale: \$485.00

BNAPAN
BOOKAROO NOTEBOOK
ACCESSORIES PANEL



5 035393 985578

V&A Bookaroo



SRP: \$919.99
Wholesale: \$460.00

VAPAN
V&A BOOKAROO
PANEL



5 035393 985585

*On average, a program like this revenues over \$5500 per store, per year**

*Data taken from average sales through the till across 600 stores from Jan 1st 2019 - Dec 31st 2019

Book Lights



SRP: \$969.99
Wholesale: \$485.00

BLPAN
BOOK LIGHT
PANEL



Optical



SRP: \$969.99
Wholesale: \$485.00

OPTPAN
OPTICAL
PANEL



Bookmarks
by IF



SRP: \$639.99
Wholesale: \$320.00

BKMPAN
BOOKMARKS BY IF
PANEL



Reading
Accessories



SRP: \$999.99
Wholesale: \$500.00

RAPAN
READING ACCESSORIES
PANEL



Children &
Reading



SRP: \$849.99
Wholesale: \$425.00

CRPAN
CHILDREN & READING
PANEL



SHOP IN A BOX FLOOR DISPLAY

Great for ready-to-retail themed or seasonal programs. It's a convenient, low-cost way to showcase any range of gifts!

Easy to assemble, the shop in a box pop-up display has a small footprint but big impact in-store.

Key features...

- Highly robust printed cardboard
- Flat-packable for overseas shipping
- Supplied with 3.9in plastic display hooks
- Curated configurations to choose from
- Easily configurable for a new theme

Create your own bespoke planogram, choose from our pre-selected panels or ask us to help you build a program that suits your retail space.

67in



Children & Reading

SRP: \$999.99 | Wholesale: \$500.00



CRSIAB
CHILDREN & READING
SHOP IN A BOX



5 035393 985646

Lights to Read By

SRP: \$1,149.99 | Wholesale: \$575.00



LTRBSIAB
LIGHTS TO READ BY
SHOP IN A BOX



5 035393 985653

Optical

SRP: \$1,249.99 | Wholesale: \$625.00



OPTSIAB
OPTICAL
SHOP IN A BOX



5 035393 985660

Shop in a Box Panels

We can work with you to build your own shop in a box or you can choose from our curated panel examples.



Book Lovers' Gifts

SRP: \$1549.99 | Wholesale: \$775.00



BLGSIAB
BOOK LOVER'S GIFTS
SHOP IN A BOX



5 035393 985677

Magnif-i

SRP: \$699.99 | Wholesale: \$350.00



MSIAB
MAGNIF-I
SHOP IN A BOX



5 035393 985684

Bookmarks by IF

SRP: \$959.99 | Wholesale: \$480.00



BKMSIAB
BOOKMARKS BY IF
SHOP IN A BOX



5 035393 985691

THEMED SHELF DISPLAYS

These really lovely branded shelf displays are a simple way to fill a space on a shelf, on a themed table top or till point with some brilliant IF bestsellers. No time to choose individual products? Just simply pick the themed display that suits your retail space.

Each display is a one-stop-shop for our top selling items in each theme.



GIFTS FOR BOOK LOVERS - METAL (16in)
A neat display containing some lovely gift ideas for Book Lovers.
SRP: \$649.99 | Wholesale: \$325.00 Order No. MSD015



LOVE TRAVEL (16in)
A neat display to inspire Holiday Reading!
SRP: \$359.99 | Wholesale: \$180.00 Order No. MSD007



INSPIRING CHILDREN TO READ - (24in)
9 of our top selling children's reading products in a neat display. **SRP: \$549.99 | Wholesale: \$263.00**
Order No. MSD004



LIGHTS TO READ BY (16in)
A neat display of our Book Lights for serious readers.
SRP: \$399.99 | Wholesale: \$200.00 Order No. MSD001





GREAT IDEAS FOR CHILDREN (24in)

A neat display containing some great gift ideas for children.

SRP: \$399.99 | Wholesale: \$200.00 Order No. MSD020



FATHER'S DAY BROWN (24in)

A cool display of things DAD would ACTUALLY want

SRP: \$599.99 | Wholesale: \$300.00 Order No. MSD014



MAGNiF-i (24in)





















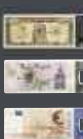






















A smart display of our Top 7 magnifying products.

SRP: \$830.00 | Wholesale: \$415.00 Order No. MSD006



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