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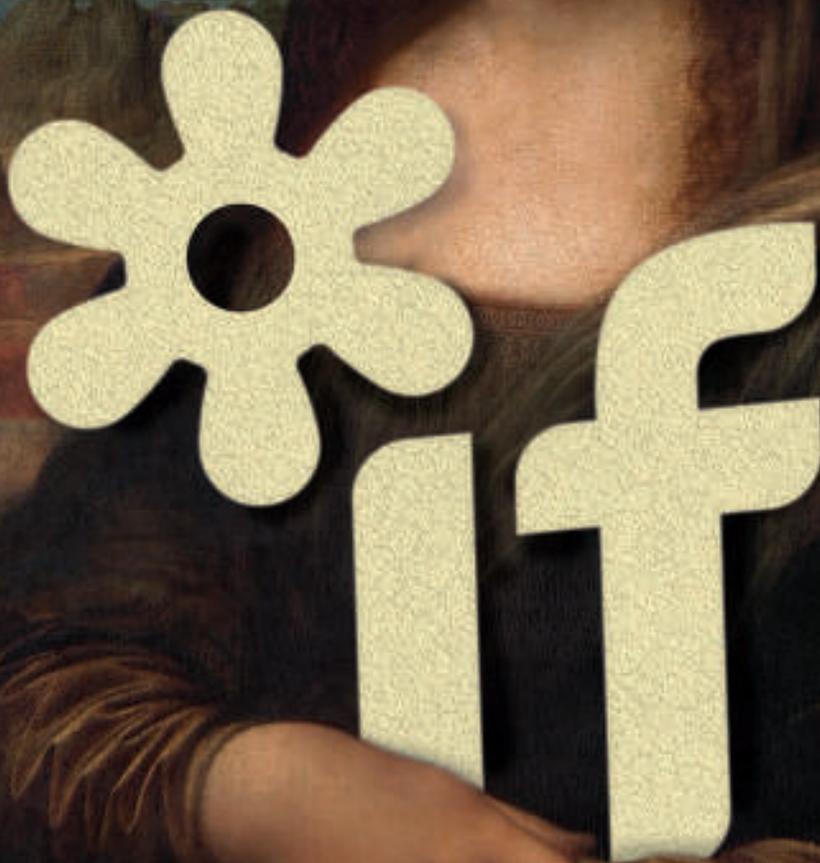
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Email: stan@thetategroup.com

# New Things

by  USA!  
if 



2026

Wholesale Catalog

# *Section Index*



STATIONERY Page 4



BOOKMARKS Page 66



BOOK LIGHTS Page 80



CHILDREN &  
READING  
Page 118



BOOK LOVER'S GIFTS Page 96



OPTICAL Page 128



# *Stationery*

by  if

We are always extolling the virtues and benefits of reading... but we haven't neglected writing! This lovely selection of new and established stationery gifts is designed for everyone to join in with the writing renaissance.

Write a letter, a card, a list, an affirmation, keep a journal, write a diary... make someone's day.

It might even be yours!

*New*

# journals for **life** by \*if

Papery ways to make life just a little bit better

An ingeniously imagined set of completely unique, interactive journalish things that compel anyone to say "Oh that's a good idea!" Something for the mind, booky and soul!



Get started with our loaded ready-to-retail counter display

**Starter Pack Display**

Order: **SP710**  
Display + 3pcs of the 5 Journals

**STARTER PACK**

**\$210.00**



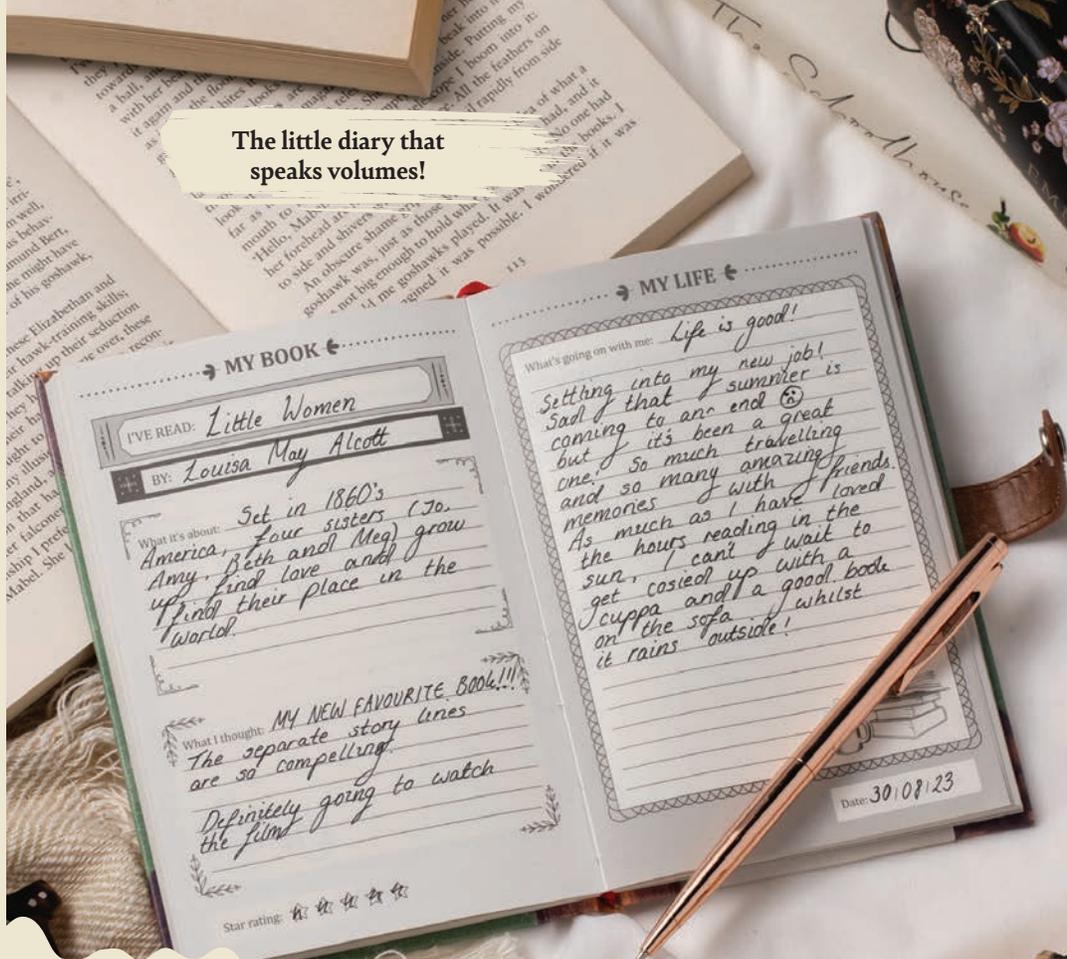
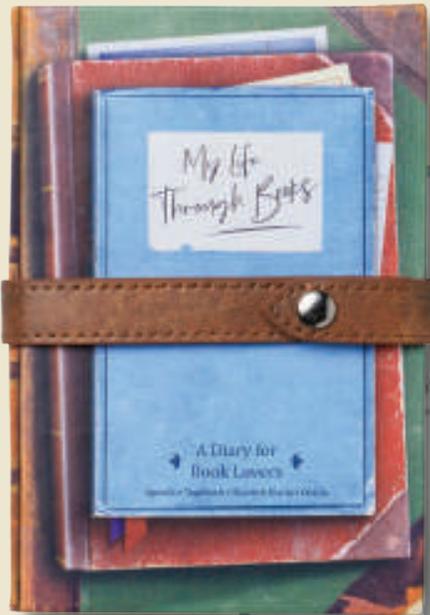
Display: 14.4 x 7.5 x 11.4in

journals  
for life by if

# My Life Through Books

## A Diary for Book Lovers

A lovely gift and precious thing to keep, this little diary really will speak volumes about you in years to come. Each time the reader finishes a book, they note down their thoughts about it and a little about what's happening in their life at that time! In a beautiful vintage style booky hard cover with stud fastener.



The little diary that speaks volumes!

Perfect gift for book lovers - display alongside books!

### ORDER INFORMATION

Refill Stock: Order in singles

71101 MY LIFE THROUGH BOOKS

**WHOLESALE**  
**\$12.00**

71101 MY LIFE THROUGH BOOKS



5 035393 711016

Notes:

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journals for life by if

# Junk Drawer FOLDER

Keep all your (important) papery 'junk' in one organized place

Genius! Hands up who doesn't have a drawer full of random pieces of 'important' paper. Everyone with their hands up needs one of these. A drawer within a draw, this cool vintage style 'wooden' concertina folder has 7 sections and lots of writable tabs to index your stamps, vouchers, tradeperson's cards, receipts, instructions... or whatever junk is lurking in your drawer. Get organized!

### ORDER INFORMATION

Refill Stock: Order in singles

71201 JUNK DRAWER FOLDER

### WHOLESALE

\$13.50



Great way to organise your loose receipts, cards, vouchers, stamps...what's in your junk drawer?



Elastic straps hold it closed and expand with the folder

7 pockets - 9 blank writable tabs



71201 JUNK DRAWER FOLDER



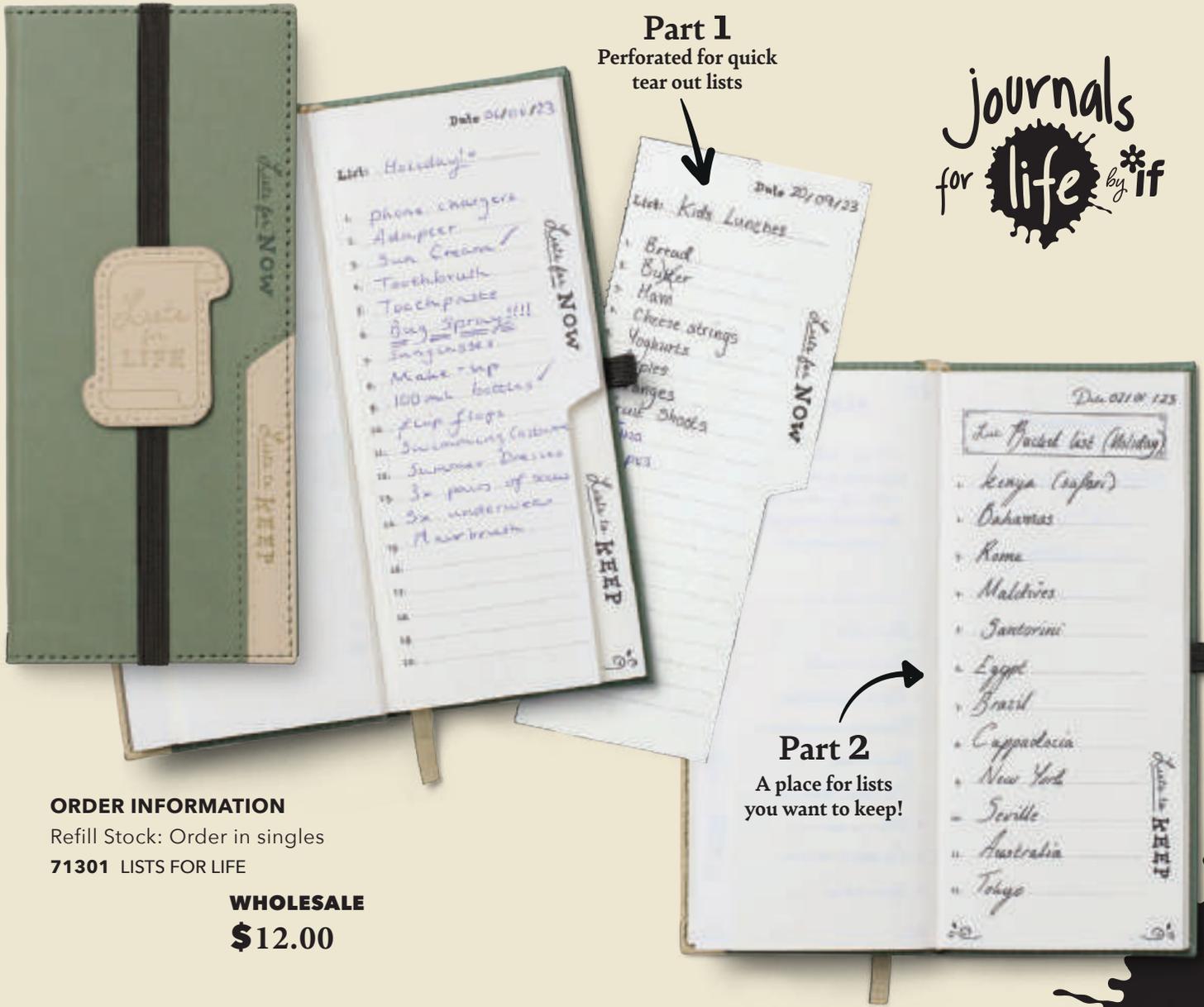
5 035393 712013

Notes:  
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# Lists for LIFE

## One journal for TWO different types of lists

One lovely place for all of life's lists. Part One is perforated for quick tear off lists for food shopping, DIY jobs or 'things to do today'. Part Two is for special lists to keep! This is the place to write down and remember your favorite restaurants, places to visit, names for your future family or favorite quotes. The lists you normally lose! Bound in soft sage and cream faux leather with lots of lovely details. A very nice gift idea for people you love.



**Part 1**  
Perforated for quick  
tear out lists

journals  
for life by if

**Part 2**  
A place for lists  
you want to keep!

**ORDER INFORMATION**  
Refill Stock: Order in singles  
**71301** LISTS FOR LIFE

**WHOLESALE**  
**\$12.00**



Notes:

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journals for **life** by **\*if**

## NIGHT NOTES & MORNING MOTIVATION

Two thoughtful journals in one - keep by your bedside

The perfect bedside companion for those wanting to start and finish the day in a mindful way... with a twist. Created in two individual sections but cleverly stitched together, each section asks the owner to reflect upon and approach life in a positive life affirming way. Reach for Morning Motivations first thing... FLIP IT over... then last thing at night, pick up Night Notes and put your thoughts to bed! Packed with lots of nice features this is a lovely gift.



Affirmations for the new day



Put your thoughts to bed

### ORDER INFORMATION

Refill Stock: Order in singles

**71401** NIGHT NOTES / MORNING MOTIVATION

**WHOLESALE**  
**\$12.00**

Two journals in one!

NIGHT NOTES

MORNING MOTIVATION



71401 NIGHT NOTES / MORNING MOTIVATION



Notes:

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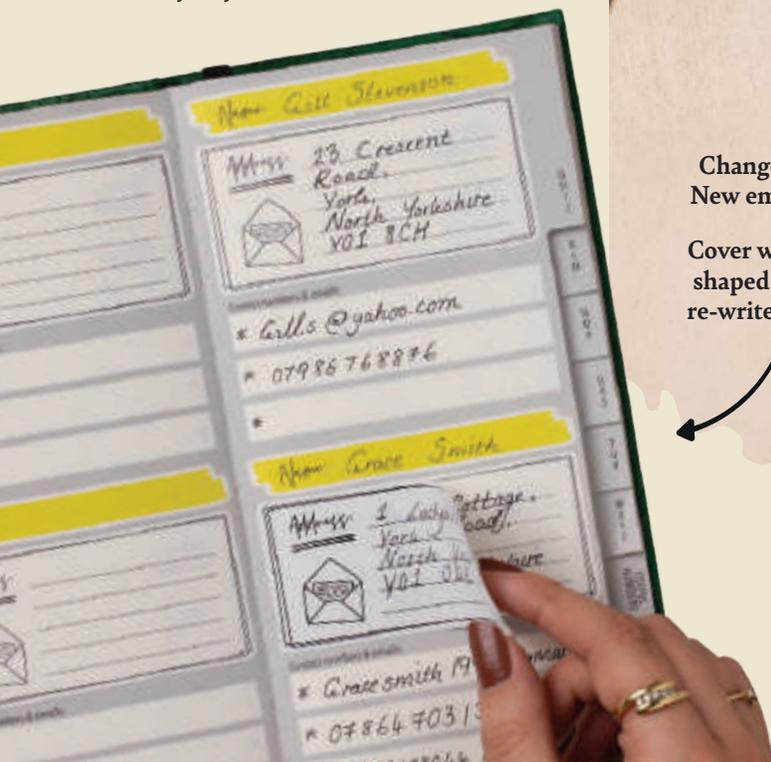
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journals for **life** by \*if

# The Everlasting Address Book

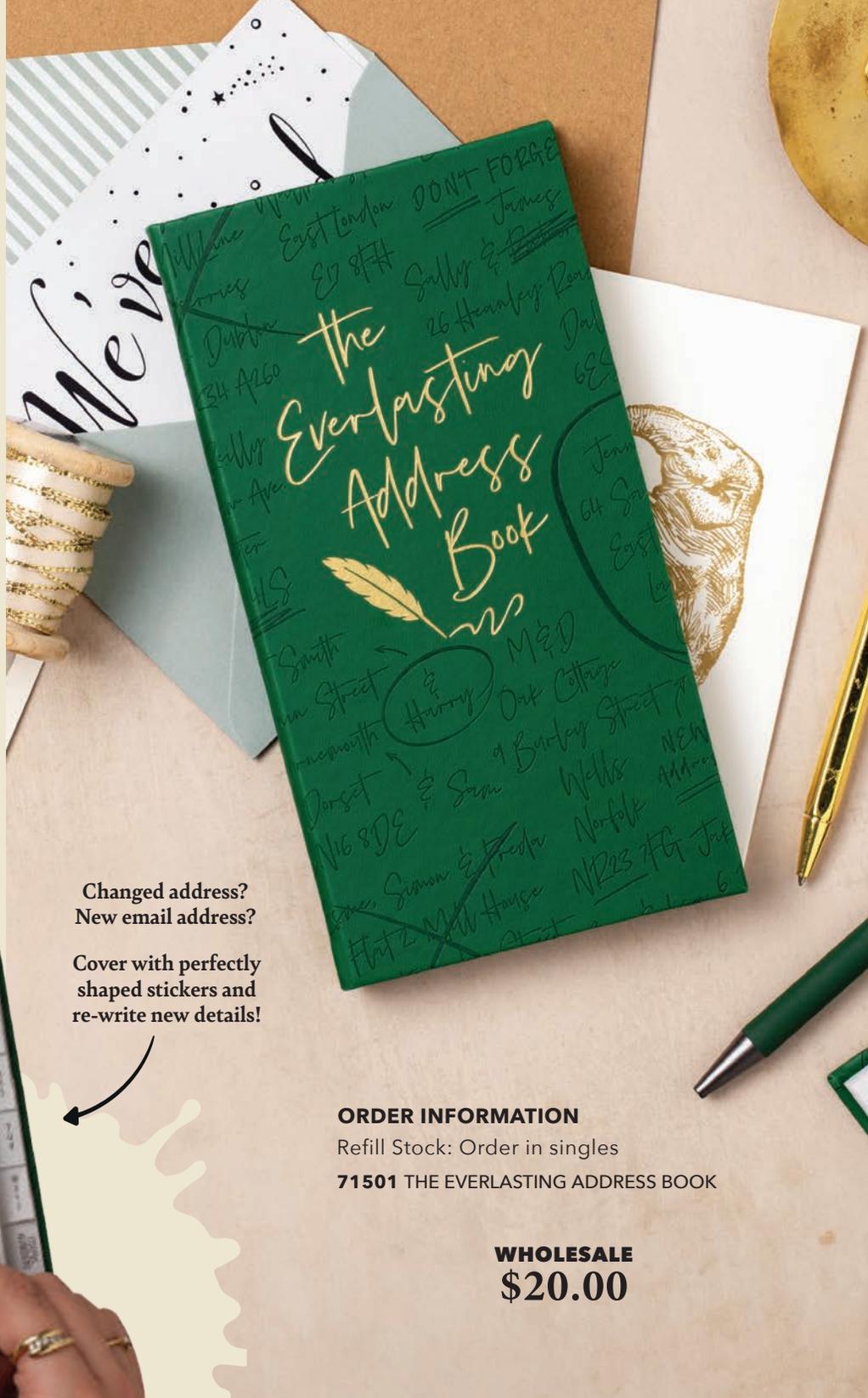
**Keep the contacts in your address book up to date - forever!**

The Everlasting Address Book with its beautifully indexed, alphabetized and useful 'sections' is a thing to be proud of. And why is it 'everlasting'? Well, when family move house, change their number, their partner or even their name, you simply use the perfectly shaped adhesive labels to cover over old details and rewrite the new ones. No scribbles. No running out of space. No sending cards to the wrong address (and wrong name) for years! Be the envy of your friends!



Changed address?  
New email address?

Cover with perfectly shaped stickers and re-write new details!



### ORDER INFORMATION

Refill Stock: Order in singles

**71501 THE EVERLASTING ADDRESS BOOK**

**WHOLESALE**  
**\$20.00**

71501 EVERLASTING ADDRESS BOOK



5 035393 715014

Notes:

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# 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 in your pocket! Keep in the 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.



Makes an  
intriguing  
display and  
unique gift

20  23

## GIFT OF THE YEAR WINNER



Simply bend  
and tear off  
whenever you  
need a pen!

### ORDER INFORMATION

Refill Stock: Order in multiples of 3  
34101 FABULOUSLY FLAT PAPER PENS

WHOLESALE  
**\$7.00**



### Starter Pack Display

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

STARTER PACK  
**\$84.00**

Display: 4.3 x 6.3 x 11in



PLEASE WRITE <sup>by</sup> **if**



## 5 GREAT NEW WRITING PRODUCTS

We all agree that there is nothing like the feeling of receiving something 'real' in the post that's not a bill or junk. Taking the time to sit and think and devote a few moments of your time to writing a note or letter to a family member or friend who would love to hear from you is good for everyone's wellbeing. We can hear the rumblings of a writing revolution, an inevitable backlash to the soulless emailing era. Please Write is a lovely collection of new and interesting ways to say 'hello' or a bit more! So, Please Write - make someone's day!

*New*



WRITING PAPER  
PAGE 15

ETC  
PAGE 14

PS.  
PAGE 16

BALLPOINT PEN  
PAGE 18

POSTCARDS  
PAGE 17

Get started with our loaded ready-to-retail counter display

**Starter Pack Display**  
Display: 14 x 7.1 x 14.4in

Order: **SP342**  
Display + 6pcs each.

**STARTER PACK**  
**\$182.00**

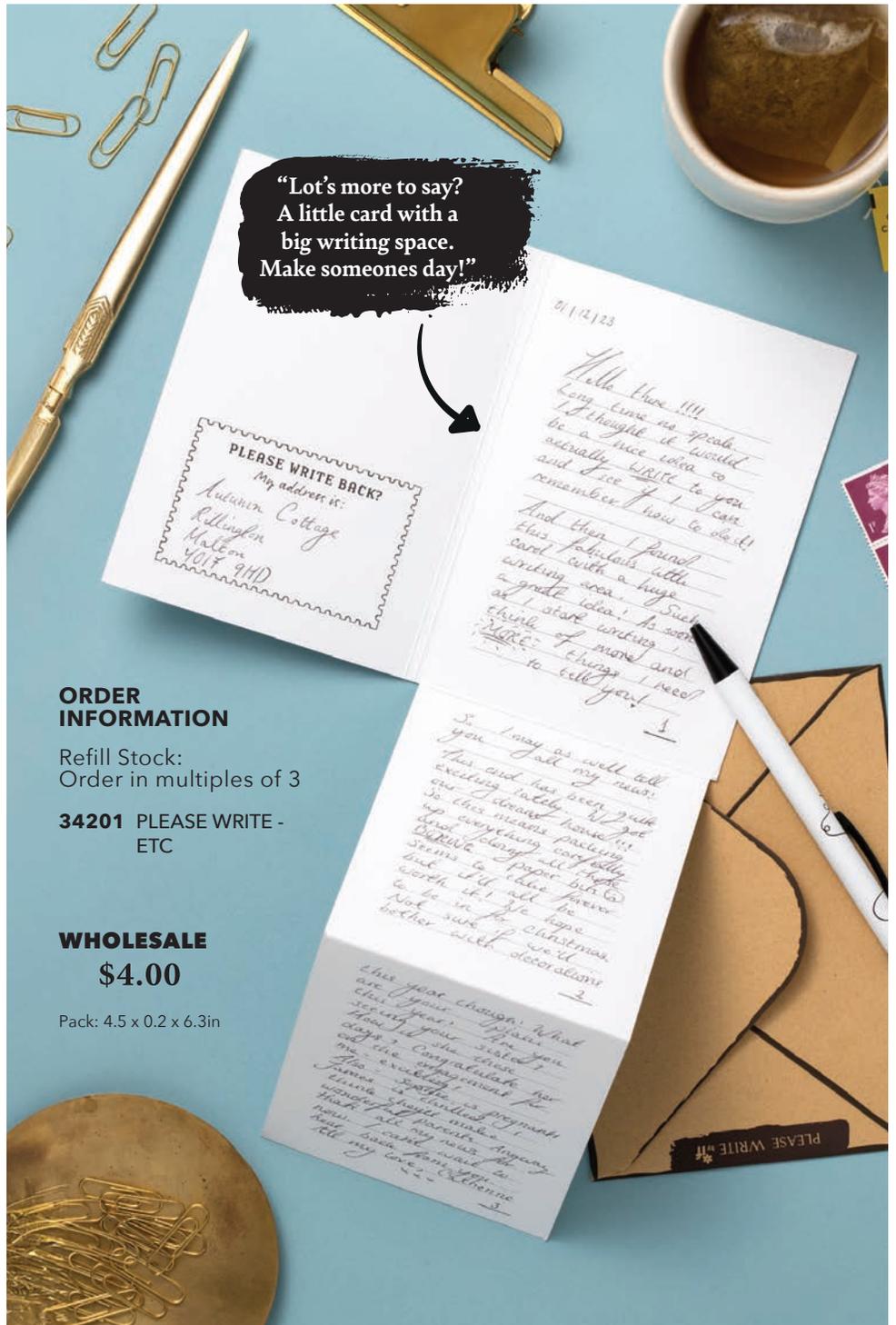


PLEASE WRITE 

# ETC

A little more to say?  
A notecard with a BIG  
writing space.

ETC is a clever and classy notecard designed for those who generally run out of space in a normal card. This one folds out to reveal 5 sides of neatly ruled good quality card! So if you have lots to say and need lots of room to say it ETC is the one for you. Comes with a place for your return address and a natural printed Kraft envelope. Write a loooong note - make someone's day!



### ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**34201** PLEASE WRITE - ETC

### WHOLESALE

**\$4.00**

Pack: 4.5 x 0.2 x 6.3in

34201 PLEASE WRITE - ETC



5 035393 342012

Notes:

PLEASE WRITE 

# WRITING PAPER

Something to write? A modern version of a traditional writing pad with envelopes

Pause and put pen to paper with this lovely hard backed writing pad. Devote some of your precious time to writing to someone who would love to receive a letter from you. This writing paper pad is illustrated beautifully and contains 30 sheets of 100gsm smooth ivory paper. The clever packaging has a magnetic front pocket holding 10 printed Kraft envelopes in precisely the correct size and shape to take your letter.



## ORDER INFORMATION

Refill Stock: Order in multiples of 3

**34202 PLEASE WRITE - WRITING PAPER**

**WHOLESALE**

**\$12.00**

Pack: 5.3 x 0.6 x 8.5in

34202 PLEASE WRITE - WRITING PAPER



5 035393 342029

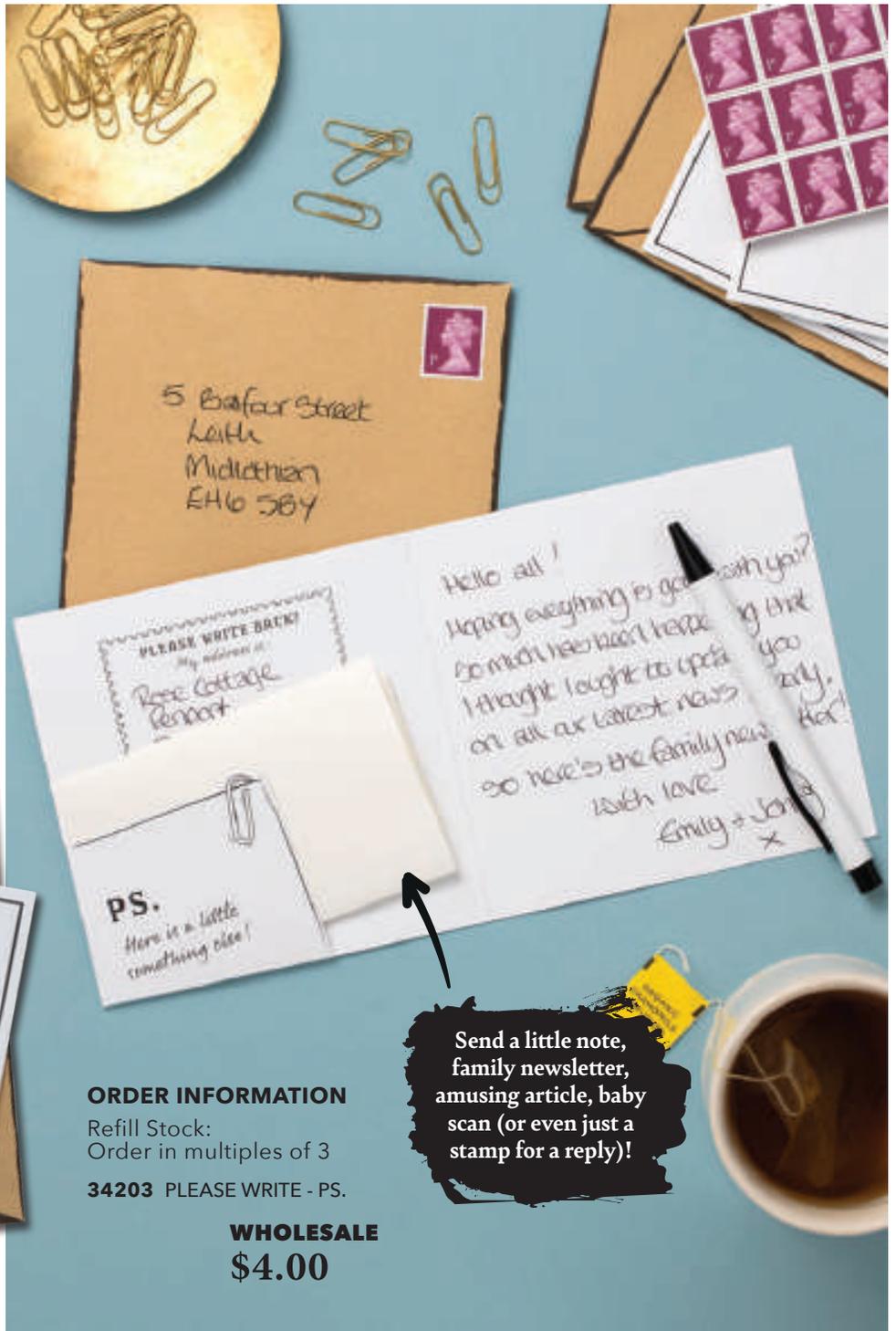
Notes:

PLEASE WRITE <sup>by</sup> *if*

# PS.

**Write a note to someone and enclose an extra little something in the corner pocket.**

P.S. is a notecard with a difference. Enclose a little note, photo, family newsletter, amusing article (or even just a stamp for a reply) in the neat little corner pocket and there's still plenty of room to write your message. Comes with a place to include your return address and a very nice printed Kraft envelope big enough to accommodate your 'PS.!' Send a little something - make someone's day!



### ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**34203** PLEASE WRITE - PS.

### WHOLESALE

**\$4.00**

Send a little note, family newsletter, amusing article, baby scan (or even just a stamp for a reply)!

34203 PLEASE WRITE - PS.



Notes:

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PLEASE WRITE 

7

little

# POSTCARDS

Seven little ways to say a quick 'hello'

A set of seven traditional little postcards, each with a different beautifully illustrated image. Why seven? We thought it would be a nice thing to send one card per day for a week to someone you know would really enjoy receiving it. Seven (not so) random acts of kindness. Take a moment out of your day to make someone else's.



Take a moment out of your day to send a little postcard... and make someone else's.



## ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**34204** PLEASE WRITE - 7 LITTLE POSTCARDS

**WHOLESALE**  
**\$5.50**

34204 PLEASE WRITE - 7 LITTLE POSTCARDS



5 035393 342043

Notes:

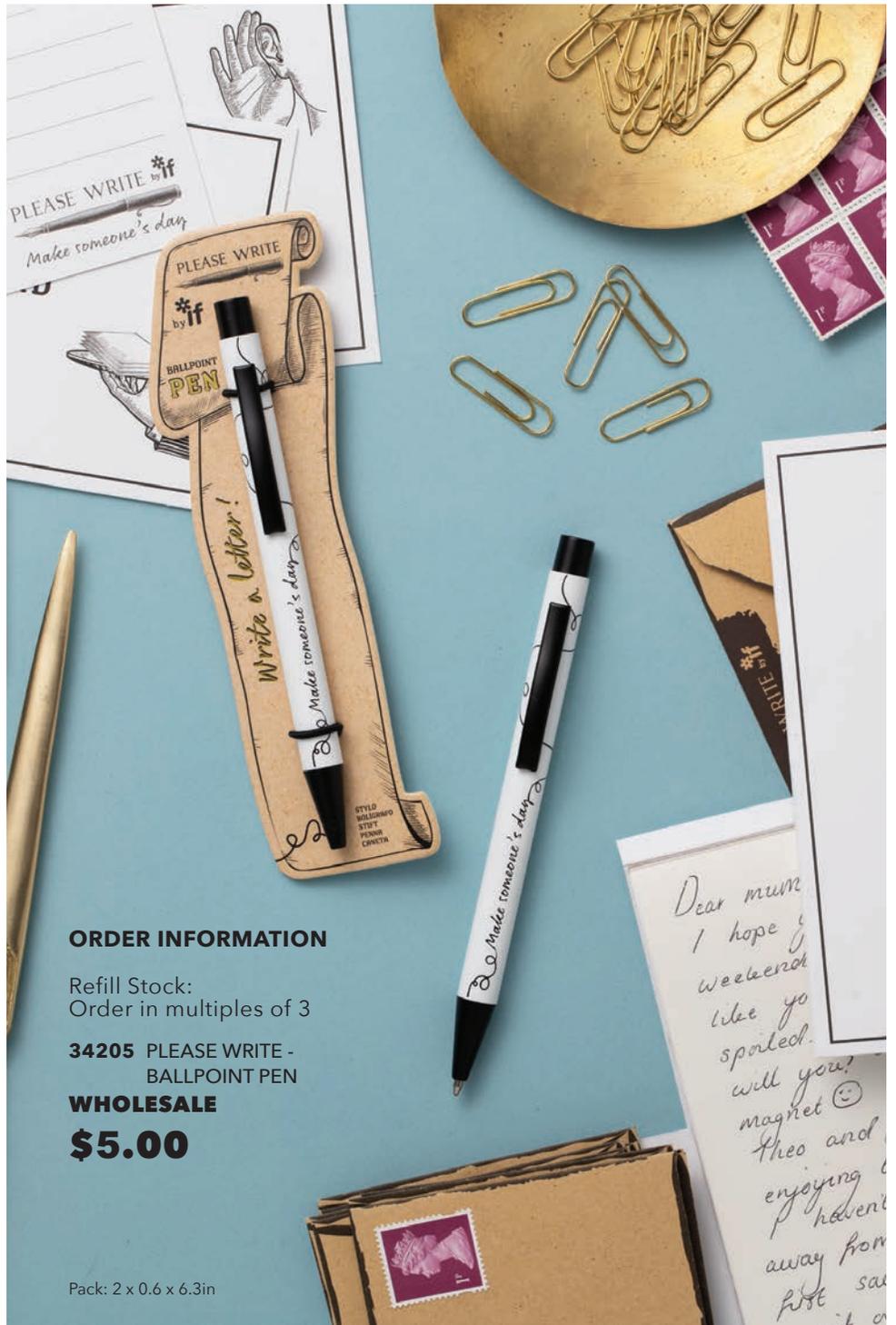
PLEASE WRITE <sup>by</sup> **if**

# BALLPOINT PEN

A pen with the potential  
to make a lot of people  
very happy

To truly enjoy the writing experience a good pen is key. Our Please Write pen is a joy to hold and behold. Its black ink flows through the ballpoint as smoothly as your thoughts come to your head. With plenty of ink it will accompany any of the Please Write papery letter writing cards and notepads. A very nice additional purchase presented on an attractive gift card.

Black ink ballpoint  
pen with 1800  
metres of ink!



## ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**34205** PLEASE WRITE -  
BALLPOINT PEN

**WHOLESALE**

**\$5.00**

Pack: 2 x 0.6 x 6.3in

34205 PLEASE WRITE - BALLPOINT PEN



5 035393 342050

Notes:

# Eclectionery <sup>by if</sup> Bookmark Pens

*New*

Quirky collection of randomly themed bookmarks... that are pens too!

An eclectic collection of very random and totally desirable rummagable bookmarks. Or are they pens? Definitely both. Oh and they're also swimmers, skeletons, whales, no... cowboys... or dogs... parrots... or maybe just Good Vibes? As flat as a card bookmark, with a sneaky little pen inside and ribbon at the top, these are a proper quirky fun gift with real purpose! Presented in an equally interesting POS display these are fab for little retail spaces. Who wouldn't want one?



**Starter Pack Display**

Order: **SP378** - Display +  
72pcs Bookmark Pens

Display Open: 11 x 7.5 x 10.2in

**STARTER  
PACK  
\$216.00**





37801 ARROW

37802 BALLET DANCER

37804 CHESS

37805 COWBOY

37803 CARROT

37812 KNIFE & FORK

37807 FEATHER

**GOOD VIBES**  
37809 GOOD VIBES

37813 TOADSTOOL

**ORDER INFORMATION**  
24 Designs. Refill stock:  
Order in multiples of 3

**WHOLESALE**  
**\$3.00**

37810 HAND

37808 FISH

37811 ICE CREAM

37801 ARROW  
5 035393 378011

37804 CHESS  
5 035393 378042

37807 FEATHER  
5 035393 378073

37810 HAND  
5 035393 378103

37802 BALLET DANCER  
5 035393 378028

37805 COWBOY  
5 035393 378059

37808 FISH  
5 035393 378080

37811 ICE CREAM  
5 035393 378110

37803 CARROT  
5 035393 378035

37806 DOG  
5 035393 378066

37809 GOOD VIBES  
5 035393 378097

37812 KNIFE & FORK  
5 035393 378127





# Bookaroo®

THE CLEVER WAY TO CARRY YOUR STUFF

A collection of teal and purple stationery items is arranged on a white, textured surface. In the foreground, a teal notebook with a purple elastic strap is open, showing a purple pencil and a purple pen. A small purple pouch is attached to the notebook, containing a purple USB cable, a purple charging cable, and a purple stylus. To the right, a package of Bookaroo Graphite Pencils is visible, featuring four pencils in shades of teal and purple. In the background, a teal notebook with a purple elastic strap is partially visible, along with a green glass dish and some dried lavender flowers.

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

# Non stationary stationery.

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!

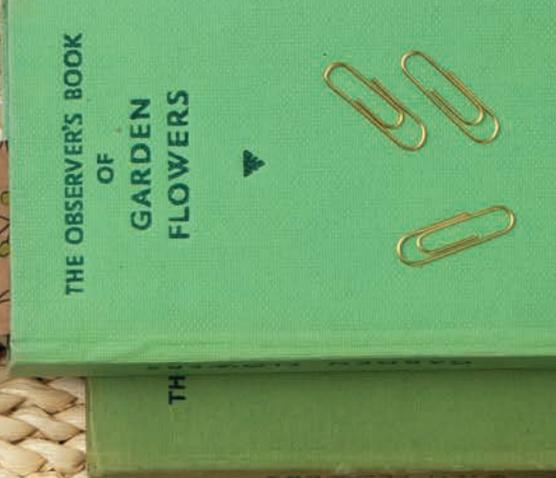
The success (we think) is because so few gifts tick as many boxes as Bookaroo does. How often can a range claim to be aspirational, reasonably priced, fashionable, functional and appeal to just about anyone (as long as they like to write things down)?

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 book seller, interior shop, stationery store or fashion outlet!

## GET THE **Bookaroo**<sup>®</sup> LOOKAROO

Color co-ordinate your stationery





Bookaroo

## PLANTING TIMES

JANUARY	FEBRUARY
<b>Outdoors:</b> <ul style="list-style-type: none"> <li>• PHANITILUS</li> <li>• LOBELIA</li> <li>• CHIVES</li> <li>• SPINACH</li> <li>• THYME</li> </ul>	<b>Indoors:</b> <ul style="list-style-type: none"> <li>• FAVA BEANS 12/2</li> <li>• ONION SETS 12/2</li> </ul> <b>Outside:</b> <ul style="list-style-type: none"> <li>• LETTUCE 20/2</li> <li>• MUSKARD 20/2</li> </ul>
MARCH	APRIL
<b>Indoors:</b> <ul style="list-style-type: none"> <li>• TOMATOES 13/3</li> <li>• COURGETTES 20/3</li> </ul> <b>Outdoors:</b> <ul style="list-style-type: none"> <li>• PEAS</li> <li>• CARROTS (Late)</li> <li>• KALE</li> </ul>	<b>Indoors:</b> <ul style="list-style-type: none"> <li>• PASTILAS</li> <li>• CUCUMBERS</li> </ul> <b>Outdoors:</b> <ul style="list-style-type: none"> <li>• ASPARAGUS</li> <li>• EGGPLANT</li> <li>• CUCUMBERS</li> </ul>



To buy:





**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.



**ORDER INFORMATION**

Refill Stock: Order in singles

**WHOLESALE**  
**\$16.00**

- 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

Pack:  
7.5 x 0.6 x 9.8in



**DISPLAY OPTION**

The Bigger Things notebook is also available as part of a co-ordinated set of displays.

SEE PAGES 50 - 57 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!



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**
- **Co-ordinated ribbon and elasticated strap**

AVAILABLE IN 15 COLORS TO MIX & MATCH WITH OUR OTHER BOOKAROO PRODUCTS.



**DISPLAY OPTIONS**

Accessories for the A5 Notebook can be ordered as part of a co-ordinated display.

SEE PAGE 56 FOR MORE INFORMATION

**ORDER INFORMATION**

Refill Stock: Order in singles

**WHOLESALE**  
**\$10.00**

- 43201** TURQUOISE
- 43203** BLACK
- 43206** BROWN
- 43207** TEAL
- 43208** YELLOW
- 43215** FOREST GREEN
- 43218** GOLD
- 43231** AUBERGINE
- 43232** BLUSH
- 43233** CHARCOAL
- 43234** CREAM
- 43235** FERN
- 43236** LIME
- 43243** PURPLE
- 43245** NAVY

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



Bookaroo®

# A6 POCKET NOTEBOOK

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



Handy stitched front pocket

**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.



**ORDER INFORMATION**

Refill Stock: Order in singles

**WHOLESALE  
\$8.00**

Pack:  
3.7 x 0.6 x 6.1in

- 43001** 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.

**\$96.00**

Display:  
6 x 9.4 x 10.6in



A6 Pocket Notebook

A5 Notebook

Bigger Things Notebook

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





**Bookaroo®**  
**BALL POINT**  
**PEN**

*New colors*

Now a pen for every colorway

**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 Bookaroo accessories.

**ORDER INFORMATION**

Refill Stock: Order in multiples of 3

- **43101** PINK
- **43131** AUBERGINE
- **43104** PURPLE
- **43132** BLUSH
- **43105** ORANGE
- **43133** CHARCOAL
- **43106** NAVY
- **43134** CREAM
- **43107** YELLOW
- **43135** FERN
- **43108** FOREST GREEN
- **43136** LIME
- **43110** BLACK
- **43145** DARK RED
- **43111** GOLD
- **43150** CHARTREUSE
- **43112** TURQUOISE
- **43152** TEAL

**WHOLESALE**  
**\$4.00**

Pack:  
 1.2 x 0.5 x 7.3in





**Display:**

This display is FREE when you order 36 pieces or more. Choose your own colors.



**WHOLESALE \$144.00**

5.9 x 9.4 x 10.6in

**Bookaroo®**

**Pen Refill**

This little pack of 3 extra black ink refills will keep your favorite co-ordinated pen going and going! Love your Bookaroo pen? Refill and reuse it!



Refill Stock:  
Order in multiples of 3  
**43190 PEN REFILL**

**WHOLESALE \$4.50**

Pack: 1.2 x 0.6 x 7.3in



43131 AUBERGINE  
5 035393 431310



43134 CREAM  
5 035393 431341



43145 DARK RED  
5 035393 431457



43190 PEN REFILLS  
5 035393 431907



43132 BLUSH  
5 035393 431327



43135 FERN  
5 035393 431358



43150 CHARTREUSE  
5 035393 431501



43133 CHARCOAL  
5 035393 431334



43136 LIME  
5 035393 431365



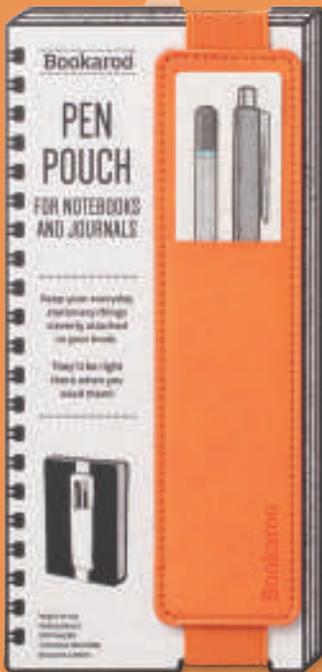
43152 TEAL  
5 035393 431525

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.



Stretchy elastic  
for a flexible fit



AVAILABLE IN 14 COLORS TO MIX & MATCH WITH OUR OTHER BOOKAROO PRODUCTS.



**THE KEY FEATURES**

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

# Mix & Match

Co-ordinate your Bookaroo Notebooks and accessories

- A6 POCKET NOTEBOOK
- A5 NOTEBOOK
- BIGGER THINGS NOTEBOOK
- PEN
- GRAPHITE PENCILS



**ORDER INFORMATION**

Refill Stock:  
Order in multiples of 3

**WHOLESALE**  
**\$9.50**

- 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:**

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

Choose your own colors.

**WHOLESALE**  
**\$172.00**

Display:  
4.7 x 9.4 x 9in



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!



Slip your reading glasses snugly inside



BLACK



BROWN



PURPLE



GOLD



CHARCOAL



CREAM



NAVY



FOREST GREEN

## ORDER INFORMATION

Refill Stock: Order in multiples of 3

41201 BLACK

41202 BROWN

41203 PURPLE

41205 GOLD

41233 CHARCOAL

41234 CREAM

41246 NAVY

41249 FOREST GREEN Pack: 4.7 x 0.4 x 9in

**WHOLESALE**  
**\$10.00**

## Display:

This display is FREE when you order 18 pieces or more. Choose your own colors.

**WHOLESALE**  
**\$187.00**

Display: 5.9 x 9.4 x 11.8in

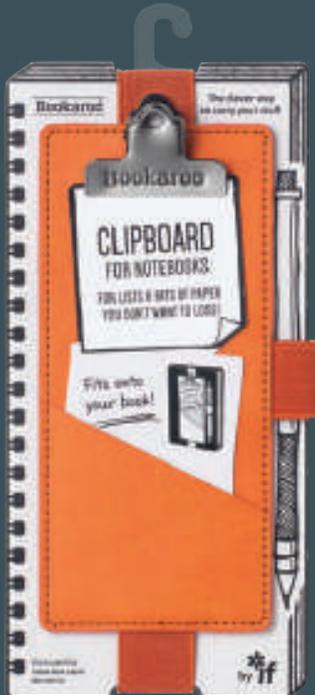


Bookaroo

# 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, term or job.



Slips over any A5 cover and the branded clip holds papers securely



CHARCOAL



CREAM



TURQUOISE



YELLOW



CHARTREUSE



ORANGE

## ORDER INFORMATION

Refill Stock: Order in multiples of 3

- |                        |                         |
|------------------------|-------------------------|
| <b>43433</b> CHARCOAL  | <b>43448</b> YELLOW     |
| <b>43434</b> CREAM     | <b>43450</b> CHARTREUSE |
| <b>43441</b> TURQUOISE | <b>43451</b> ORANGE     |

**WHOLESALE**  
**\$13.50** Product Size: 3.9 x 1 x 8.2in

## Display:

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

Choose your own colors.

**WHOLESALE**  
**\$162.00**

Display: 4.7 x 9.4 x 9in



**TECH-TIDY**

The perfect place to keep all your cables and leads



**PHONE HOLDER**

Carry your phone safely attached to your notebook!



**PHONE POCKET**

Keep your important things handy attached to your phone

**Bookaroo®**  
**PHONE LOVERS' GIFTS**

Not exclusively for 'writers', Bookaroo has some very handy things for texters and mouse manipulators too! Great gifts for anyone who owns a phone...



**BOOKS & STUFF POUCH**

The smart way to carry ALL your stuff - including your phone!



**LITTLE BEAN BAG PHONE REST**

For phones to flop on - great for desks



**NOTEBOOK TIDY**

Non-slip elastic grabs all your daily essentials from phones to felt tips

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, uni, 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

40906 BLACK

40907 GOLD

40933 CHARCOAL

40946 NAVY

WHOLESALE

**\$13.50**

Pack: 8.7 x 0.8 x 10.4in

## Starter Pack Display:

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

**STARTER PACK**  
**\$203.00**

Display: 5.9 x 9.4 x 11.8in



SP409 STARTER PACK



5 035393 996550

40904 PURPLE



5 035393 409043

40907 GOLD



5 035393 409074

40946 NAVY



5 035393 409463

40906 BLACK



5 035393 409067

40933 CHARCOAL



5 035393 409333

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.



Various loops and pockets for your essential cables and accessories

## ORDER INFORMATION



BLACK



BROWN



GOLD



CHARCOAL



CREAM

Refill Stock: Order in 3s

- 41001 BLACK
- 41002 BROWN
- 41023 GOLD
- 41033 CHARCOAL
- 41034 CREAM

**WHOLESALE**  
**24.00**

## THE KEY FEATURES

- Holds phone, wires, chargers and more
- Keeps all the important things in one place
- Rolls up neatly - great for travel
- Quality soft leather look PU finish

Pack: 4.7 x 0.4 x 9in



Bookaroo®

# PHONE POCKET

Keep your cards, cash, tickets or important things handily 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...



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

- 40501** BLACK
- 40502** BROWN
- 40523** GOLD
- 40533** CHARCOAL
- 40534** CREAM

**WHOLESALE**  
**\$8.00**

Pack: 3.9 x 0.2 x 8.5in

## Starter Pack Display:

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

**STARTER PACK**  
**\$120.00**

Display:  
4.7 x 9.4 x 11in



Bookaroo

# PHONE HOLDER FOR NOTEBOOKS & JOURNALS

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 uni. Travelling 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)!



BROWN



GOLD



CHARCOAL



CREAM



PURPLE



DARK RED



TEAL

## ORDER INFORMATION

Refill Stock: Order in multiples of 3

53822 BROWN

53823 GOLD

53833 CHARCOAL

53834 CREAM

53843 PURPLE

53845 DARK RED

53852 TEAL

**WHOLESALE**  
**\$16.00**

Pack: 3.9 x 0.2 x 8.5in

## Display:

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

Choose your own colors.

**WHOLESALE**

**\$144.00**

Display: 5.9 x 9.4 x 11.8in



5 035393 985752



5 035393 538231



5 035393 538347



5 035393 538453



5 035393 538224



5 035393 538330



5 035393 538439



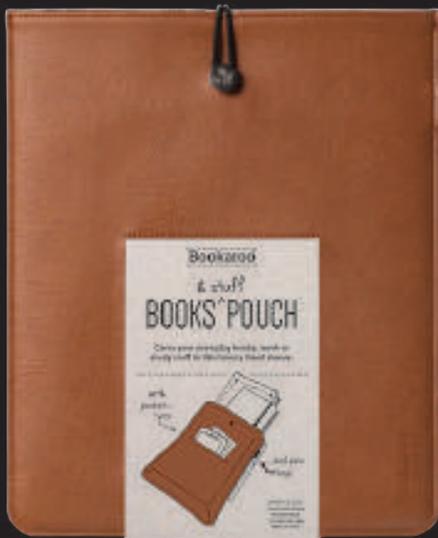
5 035393 538521

**Bookaroo**

# & stuff BOOKS^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.



BROWN



CHARTREUSE



TURQUOISE



BLUSH



CREAM



FERN



NAVY

## ORDER INFORMATION

Refill Stock: Order in multiples of 3

- 43301 BROWN
- 43302 CHARTREUSE
- 43304 TURQUOISE
- 43332 BLUSH
- 43334 CREAM
- 43335 FERN
- 43345 NAVY

**WHOLESALE**  
**\$20.00**

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
- Soft & supple good quality PU and luxury velour lining with high perceived value



Little **Bookaroo**  
**BEAN BAG**  
**PHONE REST**

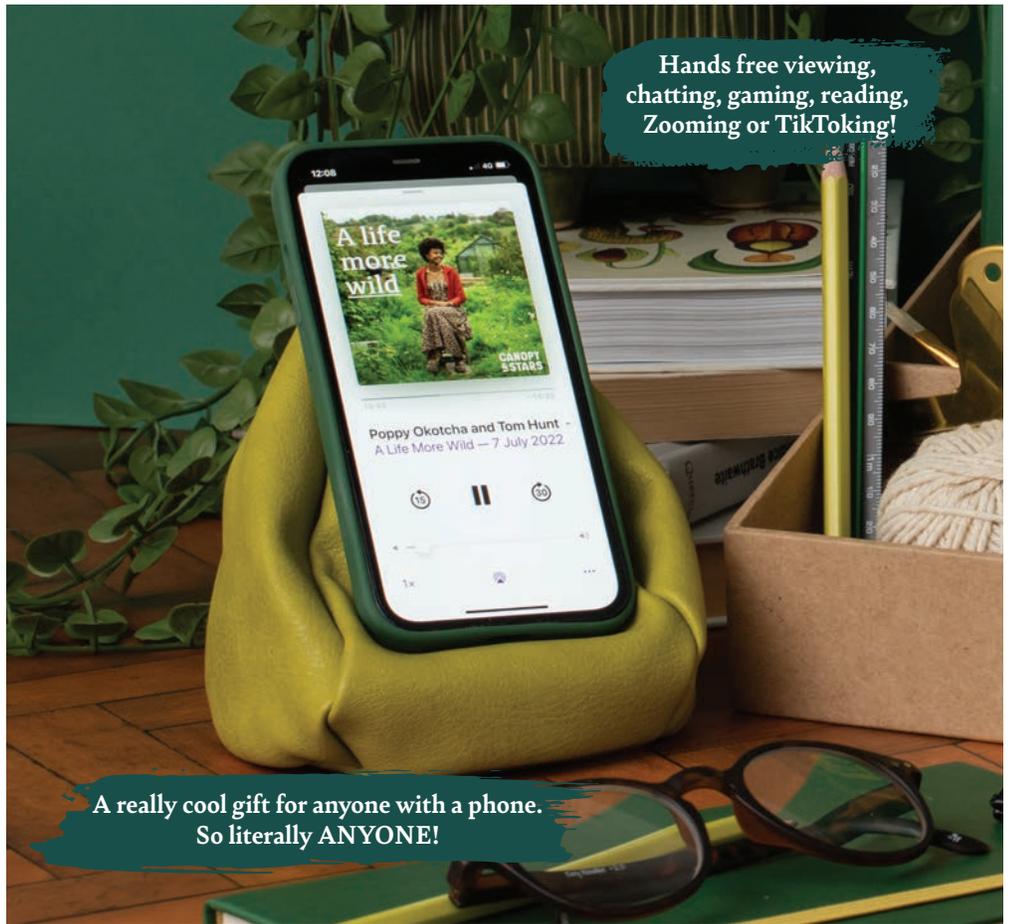
The perfect place to put your phone.

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.



Great desk accessory for anyone with a phone.

Hands free viewing, chatting, gaming, reading, Zooming or TikToking!



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

-  BROWN
-  CHARCOAL
-  CREAM
-  PURPLE
-  PINK
-  YELLOW
-  CHARTREUSE
-  TEAL

**ORDER INFORMATION**

Refill Stock: Order in 3s

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

**WHOLESALE**  
**\$13.50**

MIX AND MATCH WITH OUR OTHER BOOKAROO ACCESSORIES, ESPECIALLY BEAN BAG READING REST (P47)

BEAN BAG READING REST

LITTLE BEAN BAG PHONE REST



Pack/Product: 5.3 x 4.7 x 5.5in

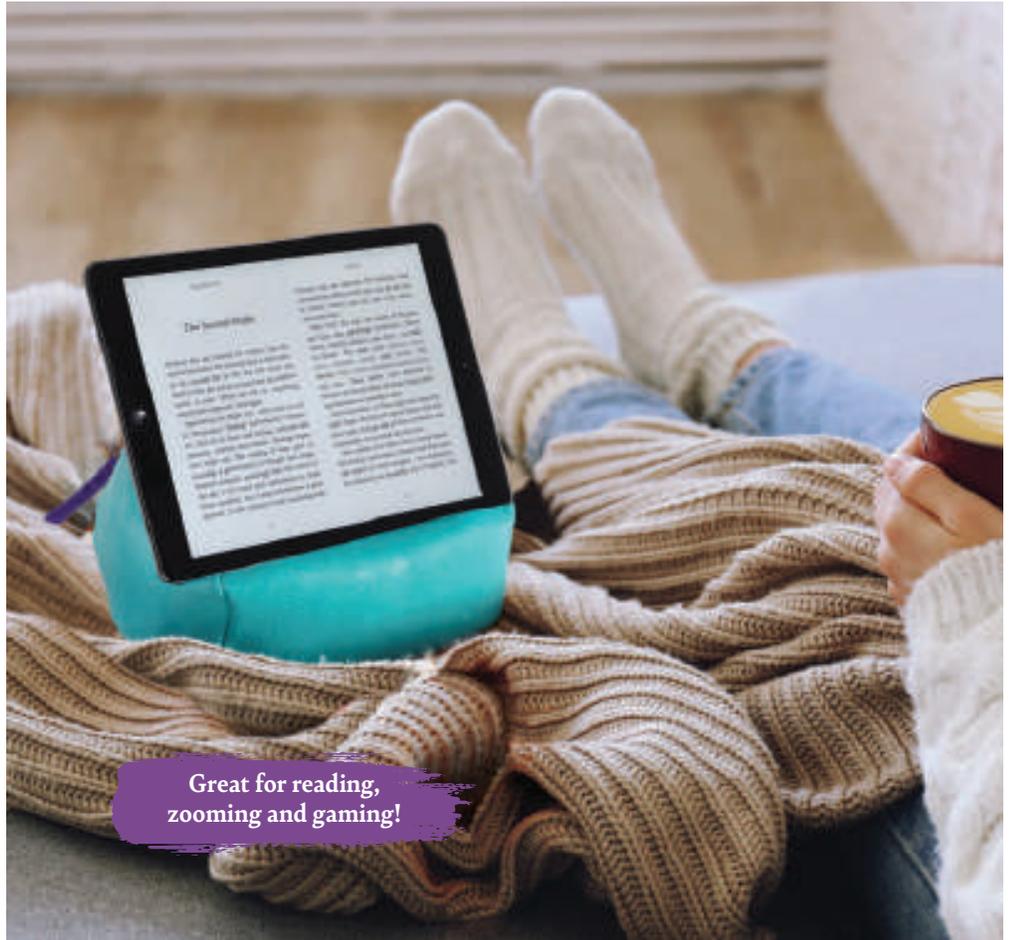


Bookaroo®

# BEAN BAG READING REST

The comfy way to  
watch, read or play

When you fancy flopping down with your favourite 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!



Great for reading,  
zooming and gaming!



-  BROWN
-  FOREST GREEN
-  NAVY
-  ORANGE
-  TURQUOISE
-  CHARCOAL
-  CREAM
-  PURPLE

### ORDER INFORMATION

Refill Stock: Order in singles

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

**WHOLESALE**  
**\$20.00**

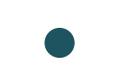
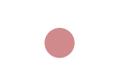
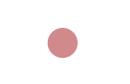
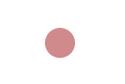
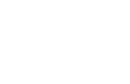
Pack/Product:  
7.9 x 7.9 x 8.3in



Pocket for cables and stuff



# 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
 <b>Bigger Things Notebook</b> p26															
 <b>A5 Notebook</b> p28															
 <b>A6 Pocket Notebook</b> p30															
 <b>Ballpoint Pen</b> p32															
 <b>Pen Pouch</b> p36															
 <b>Glasses Case</b> p38															
 <b>Notebook Tidy</b> p41															
 <b>Phone Holder</b> p44															



Clipboard for Notebooks p39



Books & Stuff Pouch p45



Tech-Tidy p42



Phone Pocket p43



Bean Bag Reading Rest p47



Little Bean Bag Phone Rest p46



Graphite Pencils p34



Sticky Tabs p35



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.

Call us to talk about any of our merchandising programs  
1-866-729-6160

**Bookaroo®**



# Booka



# Notebook & Pen Display - 20cm wide

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 20cm in width. 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**  
**\$160.00**



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

BD2001 TURQUOISE & PURPLE



5 035393 984960

BD2004 NAVY & YELLOW



5 035393 984991

BD2007 BLACK



5 035393 985028

BD2010 AUBERGINE



5 035393 985059

BD2013 CREAM



5 035393 985080

BD2002 PURPLE & PINK



5 035393 984977

BD2005 FOREST GREEN & CHARTREUSE



5 035393 985004

BD2008 BROWN



5 035393 985035

BD2011 BLUSH



5 035393 985066

BD2014 FERN



5 035393 985097

BD2003 DARK RED & NAVY



5 035393 984984

BD2006 TEAL & ORANGE



5 035393 985011

BD2009 GOLD



5 035393 985042

BD2012 CHARCOAL



5 035393 985073

BD2015 LIME



5 035393 985103

## Key features...

- Our best selling notebooks with matching pens
- Refill notebook stock can be ordered in singles! Pens in 3s!
- Compact display (just 27.9in 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

# Notebooks, Pen & Accessories Display - 60cm wide

A co-ordinated 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  
**\$385.00**



BD6001 - Turquoise & Purple  
WHOLESALE \$437.00



BD6002 - Purple & Pink  
WHOLESALE \$408.00



BD6003 - Dark Red & Navy  
WHOLESALE \$437.00



BD6004 - Navy & Yellow  
WHOLESALE \$398.00



BD6005 - Forest Green & Chartreuse  
WHOLESALE \$427.00



BD6006 - Orange & Teal  
WHOLESALE \$387.00



BD6007 - Black  
WHOLESALE \$386.00



BD6008 - Brown  
WHOLESALE \$437.00



BD6009 - Gold  
WHOLESALE \$408.00

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 \$437.00



BD6011 - Blush & Charcoal  
WHOLESALE \$437.00



BD6012 - Charcoal  
WHOLESALE \$408.00



BD6013 - Cream  
WHOLESALE \$437.00



BD6014 - Fern & Cream  
WHOLESALE \$437.00



BD6015 - Lime & Charcoal  
WHOLESALE \$408.00



# 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 ons 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 organisation companions for your A5 Notebook or diary.



Pen Pouch  
p36



Glasses Case  
p38



Clipboard  
p39



Notebook Tidy  
p41



Phone Holder  
p44



A5 Notebook  
p28

BD4091 - Brights Notebook Accessories

**WHOLESALE \$275.00**

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



BD4012 - Charcoal Notebook Accessories

**WHOLESALE \$275.00**

To match with our Pastel A5 Notebooks



BD4013 - Cream Notebook Accessories

**WHOLESALE \$253.00**

To match with our Pastel A5 Notebooks



# Bookaroo Floor Standing Displays

Bookaroo®

## Slim & Wide options

*New*

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 measure 40cm and 60cm wide. That means you can simply fit any combination of our 60cm, 40cm and 20cm 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



40cm Floor Standing Display Dimensions  
Width: 17.3in  
Depth: 9.8in  
Height: 55.1in

60cm Floor Standing Display Dimensions  
Width: 25.2in  
Depth: 9.8in  
Height: 55.1in





# 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

	WHOLESALE
<b>48402</b> A5 NOTEBOOK	<b>\$16.00</b>
<b>48403</b> A6 POCKET NOTEBOOK	<b>\$10.00</b>
<b>48405</b> PEN POUCH	<b>\$12.00</b>
<b>48410</b> BOOKS & STUFF POUCH	<b>\$24.00</b>
<b>48420</b> BOOK LIGHT	<b>\$16.00</b>
<b>43106</b> NAVY PEN	<b>\$4.00</b>
<b>43111</b> GOLD PEN	<b>\$4.00</b>

### Starter Pack Display

Order: SP484

## WHOLESALE

**\$362.00**

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 22 - 57)

See Book Lover's Light (p84) for Book Light product description



Bookaroo

# V&A Morris



# 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 singles

	WHOLESALE
<b>49501</b> A5 NOTEBOOK	<b>\$16.00</b>
<b>49101</b> PEN POUCH	<b>\$12.00</b>
<b>49401</b> GLASSES CASE	<b>\$12.00</b>
<b>49601</b> A6 LITTLE NOTEBOOK	<b>\$10.00</b>
<b>49301</b> PHONE POCKET	<b>\$12.00</b>
<b>49201</b> TECH-TIDY	<b>\$32.00</b>



### Starter Pack Display

Order: MSD021

**WHOLESALE**  
**\$390.00**

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

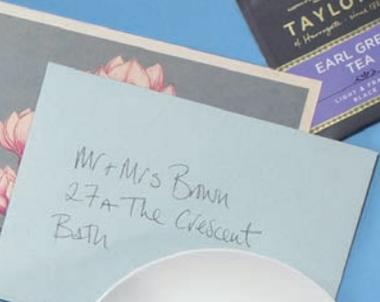


See Bookaroo section for full product descriptions (pages 22 - 57)



Bookaroo

# V&A Kilburn



# 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 singles

	WHOLESALE
49502 A5 NOTEBOOK	\$16.00
49102 PEN POUCH	\$12.00
49402 GLASSES CASE	\$12.00
49602 A6 LITTLE NOTEBOOK	\$10.00
49302 PHONE POCKET	\$12.00
49202 TECH-TIDY	\$32.00



### Starter Pack Display

Order: MSD022

**WHOLESALE**  
**\$390.00**

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 22 - 57)

MSD022 KILBURN SHELF DISPLAY



5 035393 981563

49102 PEN POUCH



5 035393 491024

49302 PHONE POCKET



5 035393 493028

49502 A5 NOTEBOOK



5 035393 495022

49202 TECH-TIDY



5 035393 492021

49402 GLASSES CASE



5 035393 494025

49602 A6 NOTEBOOK



5 035393 496029

Bookaroo

# V&A

Sundour



# 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 singles

	WHOLESALE
49503 A5 NOTEBOOK	\$16.00
49103 PEN POUCH	\$12.00
49403 GLASSES CASE	\$12.00
49603 A6 LITTLE NOTEBOOK	\$10.00
49303 PHONE POCKET	\$12.00
49203 TECH-TIDY	\$32.00

### Starter Pack Display

Order: MSD023

**WHOLESALE**  
**\$390.00**

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 22 - 57)





# Bookmarks

by  if

The demand for bookmarks has never been greater, and that is why we put so much time and effort into creating exciting new ideas. Our specially curated collection of bookmarks is designed to sell anywhere that sells books!



# BOOK SCARF collection



14

YOU HAVE YOURSELF A DEAL

5.30, people from all countries of the world will continue to walk down the traffic-clogged street and shop-window gaze, admiring old prints, the leather bound books, the linen, the expensive cameras and the de luxe gifts displayed at Asprey's.

Among the stream of people moving down Bond Street at the cocktail hour of 7 p.m. was a giant of a man wearing a shabby, foreign cut suit, scuffed shoes and a Mark & Spencer shirt and tie. This man had silver coloured hair, cut close, a square-shaped face, high cheek bones and flat green eyes. His age might be between thirty and forty, but not more. His muscular body was a shade under six foot five. His sun-tanned face was relaxed and expressionless. He walked easily with the light step of a trained fighter, his big hands thrust into his trouser pockets.

This man whose known name was Malik was Ruma's most successful agent. He had been in London now for a work. He had been told to look at the City, get the feel of it and to behave like a tourist. It was possible he might have work to do here.

So Malik was relaxing. He was staying at a small nondescript hotel in Grosvenor Road. He was fully aware that M.I.5 was watching him. He was also aware that his own people had a man following him. All this Malik accepted with indifference. It was part of the game, and he regarded his job as a game, exciting, satisfying, each pandered to his satanic instincts.

This evening, strolling down Grosvenor Road, he was indulging his suppressed longing for a woman. He was now and then, he would pause before a shop window. He would stare at her flat green eyes, but he could never possess.

There was a portable roulette set that he had bought for himself. In another corner of the window, he had played, was a leather-embossed blotter covered with silver and ivory pen sets that beckoned to him. He had bought a set that beckoned to him. He had bought a set that beckoned to him. He had bought a set that beckoned to him. He had bought a set that beckoned to him.

YOU HAVE YOURSELF A DEAL

15

YOU HAVE YOURSELF A DEAL

big knuckled fist clenched out of sight in the air. He moved on, walking slowly, fighting the traffic and looking again at things displayed in the shop windows, but now mindful that there was a man watching him, ready to make a move, and watching him, ready to make a move, and watching him, ready to make a move.

He touched rooster horn made him look at the big knuckled fat clenched out of sight in the air. He moved on, walking slowly, fighting the traffic and looking again at things displayed in the shop windows, but now mindful that there was a man watching him, ready to make a move, and watching him, ready to make a move, and watching him, ready to make a move.

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32901

32902

32903

32904

32905

32906



**The colorful (and cosy) page marker**

BOOKMARKS <sup>by</sup> **ff**

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.

**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

**WHOLESALE  
\$7.00**



32907

32908

32909

32910

32911

32912



32901 RED, WHITE & BLUE



5 035393 329013



32904 BLUE & PINK



5 035393 329044



32907 NAVY & YELLOW



5 035393 329075



32910 TEAL & ORANGE



5 035393 329105



32902 CLASSIC COLORS



5 035393 329020



32905 BLACK & WHITE



5 035393 329051



32908 BURGUNDY & YELLOW



5 035393 329082



32911 GRAY & CREAM



5 035393 329112



32903 PINK & PURPLE



5 035393 329037



32906 RED & WHITE



5 035393 329068



32909 PASTELS



5 035393 329099



32912 ALL THE BLUES



5 035393 329129

# MINI MARKS 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.



## ORDER INFORMATION

Refill Stock: Order in multiples of 3

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

**WHOLESALE**  
**\$4.00**



# 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.

Hanging display hook



15201



15202



15203



15204



15205



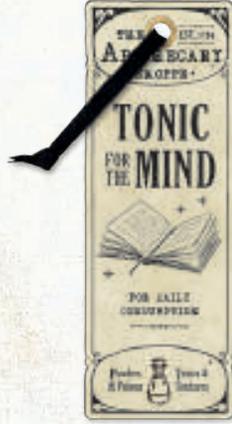
15206



15207



15208



15209



15210



15211



15212

## 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

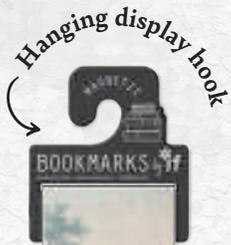
**WHOLESALE**  
**\$4.00**



# CLASSICS 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

- 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

**WHOLESALE**  
**\$3.00**

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

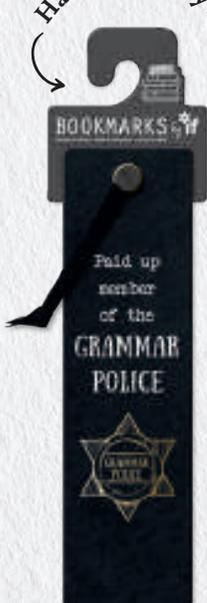


5 035393 151126

# 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.

Hanging display hook



15501



15502



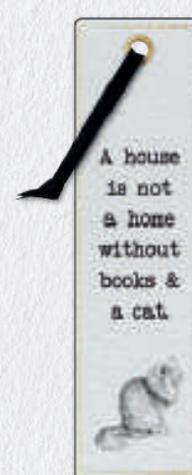
15503



15504



15505



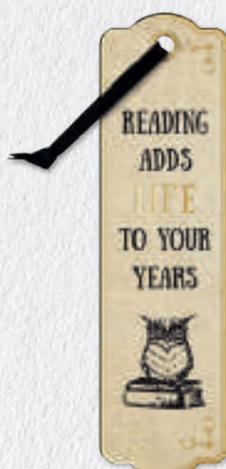
15506



15507



15508



15509



15510



15511



15512

## 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

**WHOLESALE**  
**\$3.00**



# Ssshhh 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.

## ORDER INFORMATION

Refill Stock: Order in multiples of 3

- 15601 ALICE
- 15602 EMMA
- 15603 I'M READING
- 15604 LES MISERABLES
- 15605 OFFLINE
- 15606 QUIET PLEASE

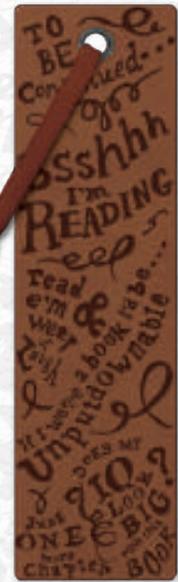
**WHOLESALE**  
**\$4.00**



15601



15602



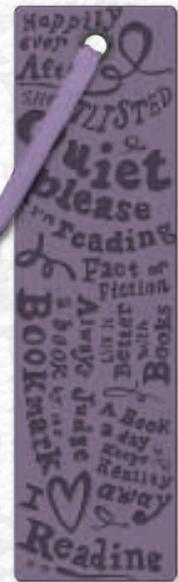
15603



15604



15605



15606



# V&A COLLECTION

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.



Hanging display hook



15701



15702



15703



15704



15705



15706



15707



15708



15709



15710



15711



15712

## 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

**WHOLESALE**  
**\$5.50**



# VINTAGE COLLECTION

Hanging display hook

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.



15801



15802



15803



15804



15805



15806



15807



15808



15809



15810



15811



15812

## 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

**WHOLESALE**  
**\$3.00**



BOOKMARKS *by if*

# Krafty COLLECTION



Hanging display hook



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



15301



15302



15303



15304



15305



15306



15307



15308



15309



15310



15311



15312

## 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

**WHOLESALE**

**\$3.00**



# 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 WHOLESAL COST  
**\$260.00**

## MINI MARKS COLLECTION



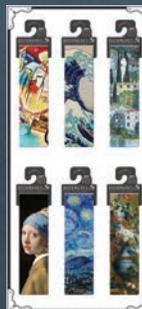
PANEL WHOLESAL COST  
**\$144.00**

## ACADEMIA COLLECTION



PANEL WHOLESAL COST  
**\$115.00**

## CLASSIC COLLECTION



PANEL WHOLESAL COST  
**\$115.00**

## LITERARY COLLECTION



PANEL WHOLESAL COST  
**\$115.00**

## SSSHH COLLECTION



PANEL WHOLESAL COST  
**\$144.00**

## V&A COLLECTION



PANEL WHOLESAL COST  
**\$201.00**

## VINTAGE COLLECTION



PANEL WHOLESAL COST  
**\$115.00**

## KRAFTY COLLECTION



PANEL WHOLESAL COST  
**\$115.00**

## 3D COLLECTION



PANEL WHOLESAL COST  
**\$144.00**

15000D EMPTY BOOKMARK DISPLAY



5 035393 151003

152PAN ACADEMIA COLLECTION



5 035393 985486

151PAN CLASSICS COLLECTION



5 035393 985493

157PAN V&A COLLECTION



5 035393 985523

158PAN VINTAGE COLLECTION



5 035393 985530

329PAN BOOK SCARF COLLECTION



5 035393 985462

155PAN LITERARY COLLECTION



5 035393 985509

153PAN KRAFTY COLLECTION



5 035393 985547

159PAN MINI MARKS COLLECTION



5 035393 985479

156PAN SSSHHH COLLECTION



5 035393 985516

154PAN 3D COLLECTION



5 035393 985554



# 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 colours, 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 90)



THE LITTLE  
BOOK LIGHT (Page 91)



SUPER BENDY LIGHT  
(Page 124)



## Really Serious Range

REALLY COMPACT  
BOOK LIGHT (Page 92)



REALLY FLEXIBLE  
BOOK LIGHT (Page 93)



REALLY BRIGHT  
BOOK LIGHT (Page 94)



## New Products

BOOK LOVER'S  
READING LIGHTS  
(Page 84)



THE INCREDIBLE SPACEMAN  
BOOK LIGHT (Page 86)



THE UFO BOOK LIGHT  
(Page 88)



# Book Lover's Reading Lights

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

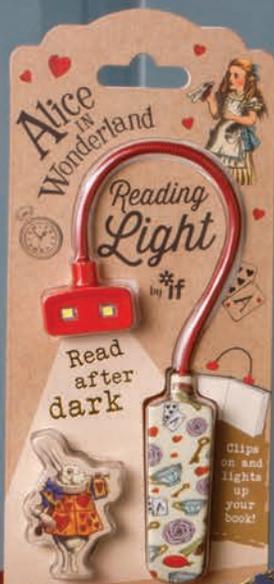
Book lovers are NOT boring! So why should reading lights be dull? Our lovely little pocket sized lights are anything but. Of course they have all the same features that you would expect from a 'proper' book light such as a good battery life, dimmable LED (2 actually) bulbs, a secure clip and bendy positionable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

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

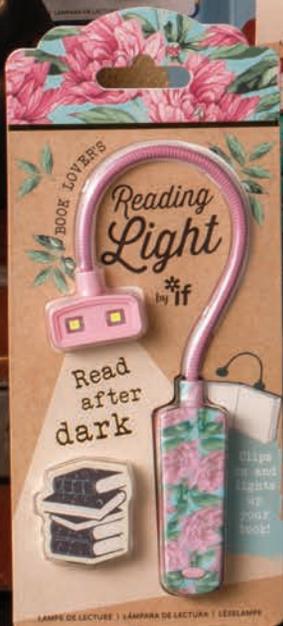
MOON & STARS



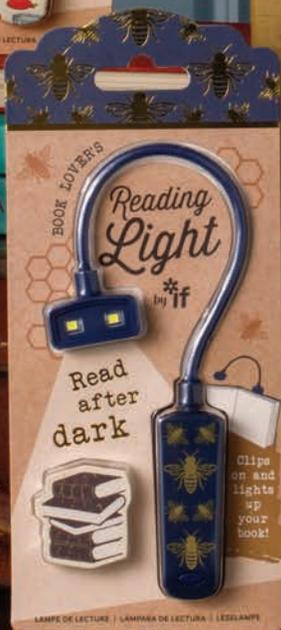
ALICE



BOTANICAL



FLORAL



BEE





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



**WHOLESALE**  
**\$16.00**

**Starter Pack Display**

**SP439 STARTER PACK**  
Display + 6pcs of Alice  
and 3pcs each of Bee,  
Botanical, Floral  
and Moon & Stars



Display: 13.4 x 7.9 x 11.4in

**STARTER  
PACK  
\$288.00**

**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  
\$96.00**

Display: 4.6 x 7.9 x 10in

SP439 STARTER PACK  
5 035393 984410

SP439A MINI STARTER PACK  
5 035393 984427

SP439B MINI STARTER PACK  
5 035393 984434

SP439C MINI STARTER PACK  
5 035393 984441

SP439D MINI STARTER PACK  
5 035393 984458

SP484A MINI STARTER PACK  
5 035393 984465

43901 ALICE  
5 035393 439019

43902 BEE  
5 035393 439026

43903 BOTANICAL  
5 035393 439033

43904 FLORAL  
5 035393 439040

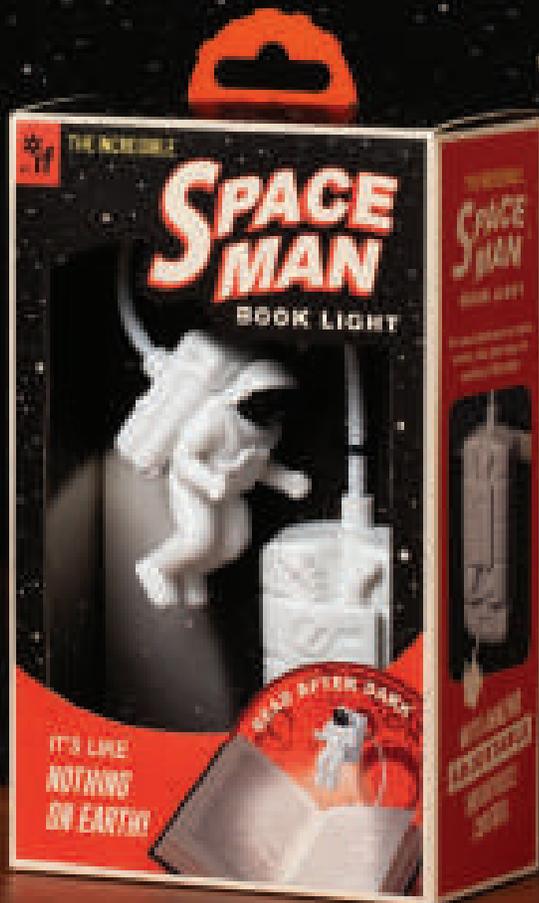
48420 MOON & STARS  
5 035393 484200

*New*

# THE INCREDIBLE **SPACE MAN**

**BOOK LIGHT**

*LIGHT UP YOUR  
READING SPACE*



# ONE SMALL STEP FOR BOOK LOVERS - ONE GIANT LEAP FOR READING IN THE DARK

Desired by retro loving readers and space geeks of any age, this 3D astronaut casts a 2 LED light beam onto your book. And fuelled by 3 AAA batteries for a longer life, this light won't leave you out in the dark. Clip the 'base control' unit safely onto your book, adjust the brightness level and move the bendy 'air hose' to create the right reading atmosphere for you! In a really cool retro style all-cardboard display box with moulded 'Planet' shaped hook and available with an out of this world counter top display. One small step for book lovers - one giant leap for reading in the dark!

## ORDER INFORMATION

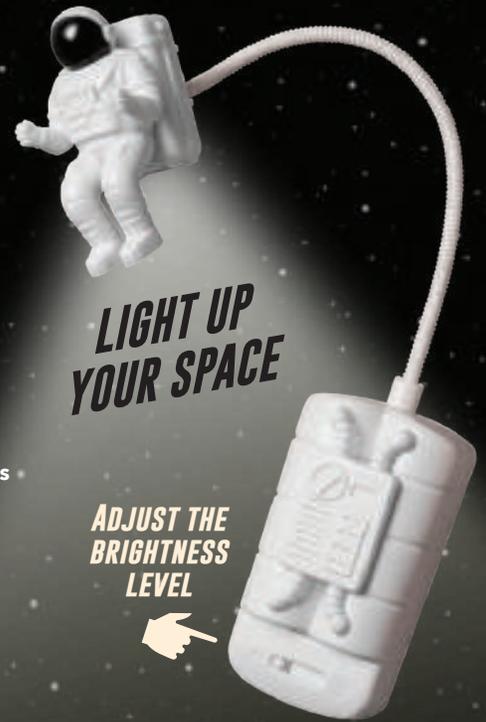
Refill Stock: Order in 3s

**39501** THE INCREDIBLE SPACEMAN  
BOOK LIGHT

**WHOLESALE**  
**\$16.00**

## THE KEY FEATURES

- Out of this world 3D reading light with 2 LEDs
- Clips to any book and lights up your reading space lovely features and detailing.
- Takes 3 x AAA batteries (included).
- In an all- card retro style display box with show-stopping counter display available



## Starter Pack Display

Order: **SP395**  
Display + 6 Space Man  
Book Lights.

**STARTER PACK**  
**\$96.00**



**ALSO AVAILABLE AS A MIXED  
DISPLAY WITH THE UFO BOOKLIGHT**

## Starter Pack Display

Order: **SP395M**  
Display + 3 each of  
the 2 Book Lights.

**STARTER  
PACK**  
**\$96.00**

SP395 SPACEMAN BOOK LIGHT STARTER PACK



5 035393 986445

39501 SPACEMAN BOOK LIGHT



5 035393 395018

SP395M SPACEMAN / UFO MIXED STARTER PACK



5 035393 986476

Notes:

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# UFO

BY **if**

## BOOK LIGHT

*New*

**OUT OF THIS WORLD  
READING LIGHT  
FOR AFTER DARK**



### THEY CAME FROM MARS!

Capt. David Potter, aboard a C-47 military aircraft, spotted two objects in formation, about four miles apart, and watched them for seven minutes. They changed color from red to white.

Two airmen from F.E. Warren Air Force Base said that while parked in a car on U.S. Highway 85 over a 30-minute period, they spotted four objects slightly larger than baseballs flying in formation. Two were slender and rectangular, in a vertical position.

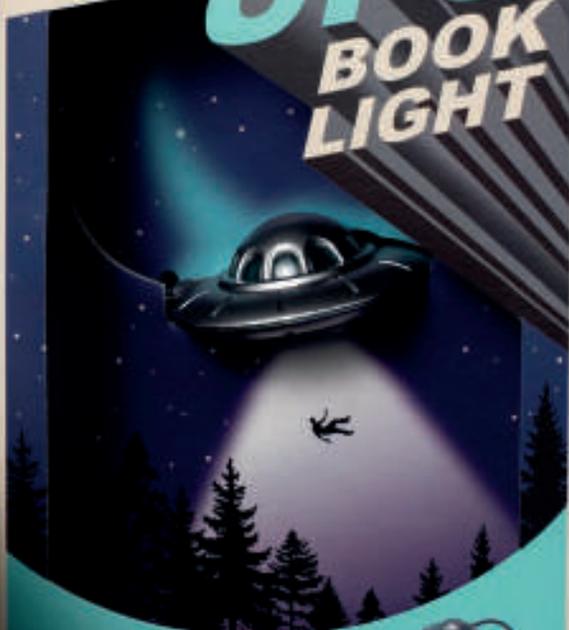


**if**

IT'S OUT OF THIS WORLD!

# UFO

## BOOK LIGHT



TAKE ME TO YOUR READER...



No need to visit Area 51 to grab yourself an alien light source! This 3D UFO spacecraft is fuelled by 3AAA batteries for a longer life so it won't leave you out in the dark. Clip your 'mothership' control panel to any book and this 'out of this world' light (with 3 LEDs) will cast a light beam down onto your page, so you can carry on reading after dark. In a really cool retro style all-cardboard display box with moulded 'UFO' shaped hook and available with an earthling counter top display. Take me to your reader!

**ORDER INFORMATION**

**39601** THE UFO BOOK LIGHT

Refill Stock: Order in 3s

Pack: 4.1 x 2.2 x 7.7in

**WHOLESALE  
\$16.00**

**THE KEY FEATURES**

- Extra terrestrial 3D reading light with 3 LEDs
- Clips to any book and lights up your reading space
- Takes 3 x AAA batteries (included).
- With adjustable brightness control and a flexible neck



**LIGHT UP  
YOUR SPACE**

**ADJUST THE  
BRIGHTNESS  
LEVEL**



**Starter Pack Display**

Order: **SP396**  
Display + 6 UFO  
Book Lights.

**STARTER  
PACK  
\$96.00**



**ALSO AVAILABLE AS A MIXED  
DISPLAY WITH THE SPACEMAN BOOKLIGHT**

**Starter Pack Display**

Order: **SP395M**  
Display + 3 each of  
the 2 Book Lights.

**STARTER  
PACK  
\$96.00**

SP396 UFO BOOK LIGHT STARTER PACK



5 035393 986452

39601 UFO BOOK LIGHT



5 035393 396015

SP395M SPACEMAN / UFO MIXED STARTER PACK



5 035393 986476

Notes:

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# 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



## AVAILABLE IN THESE COLORS



## ORDER INFORMATION

Refill Stock: Order in multiples of 6

- 5101 PURPLE
- 5102 PINK
- 5106 GRAY
- 5107 BLUE
- 5111 BLACK
- 5112 PETAL PINK
- 5113 MINT
- 5114 LILAC
- 5115 SKY
- 5116 SLATE
- 5118 CHARTREUSE
- 5119 NAVY
- 5120 FOREST GREEN
- 5121 ORANGE
- 5122 FERN

**WHOLESALE**  
**\$8.00**

Pack: 2 x 1.4 x 6.9in

## Starter Pack Display Options

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



**STARTER PACK**  
**\$144.00**

Display: 6.3 x 6.3 x 7.1in

<p>SP51B STARTER PACK</p> <p>5 035393 993955</p>	<p>5101 PURPLE</p> <p>5 035393 051013</p>	<p>5111 BLACK</p> <p>5 035393 051112</p>	<p>5115 SKY</p> <p>5 035393 051150</p>	<p>5120 FOREST GREEN</p> <p>5 035393 051204</p>
<p>5100CDU CUSTOM STARTER PACK</p> <p>5 035393 051990</p>	<p>5102 PINK</p> <p>5 035393 051020</p>	<p>5112 PETAL PINK</p> <p>5 035393 051129</p>	<p>5116 SLATE</p> <p>5 035393 051167</p>	<p>5121 ORANGE</p> <p>5 035393 051211</p>
<p>5106 GRAY</p> <p>5 035393 051068</p>	<p>5113 MINT</p> <p>5 035393 051136</p>	<p>5118 CHARTREUSE</p> <p>5 035393 051181</p>	<p>5122 FERN</p> <p>5 035393 051228</p>	
<p>5107 BLUE</p> <p>5 035393 051075</p>	<p>5114 LILAC</p> <p>5 035393 051143</p>	<p>5119 NAVY</p> <p>5 035393 051198</p>		

# The Little BOOK LIGHT

Clips to your book or stands on your desk!

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 co-ordinated packaging makes these little chaps very easy to love.

Clips onto your book...



...and stands on your desk

## ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**WHOLESALE**  
**\$8.00**

Pack: 3.3 x 1.4 x 5.3in

- 44301** BLUE
- 44302** GRAY
- 44303** LILAC
- 44304** MINT
- 44305** PINK



## THE KEY FEATURES

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



# 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.



## ORDER INFORMATION

Refill Stock: Order in multiples of 3

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

**WHOLESALE**  
**\$11.00**



## THE KEY FEATURES

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

Pack: 3 x 1.4 x 7.1in



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.



## ORDER INFORMATION

Refill Stock: Order in multiples of 3

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

**WHOLESALE**  
**\$12.00**

Pack: 4.1 x 1.4 x 7.1 in



GRAY



BLUE



PURPLE



TURQUOISE

## THE KEY FEATURES

- Great light for prolonged use
- Clips to any book for reading
- Extra long flexible neck for best lighting
- 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!



## ORDER INFORMATION

Refill Stock: Order in multiples of 3

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

**WHOLESALE**  
**\$16.00**

Pack: 5.1 x 1.4 x 7.1in

## 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



GRAY



BLUE



WHITE



PURPLE



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 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

## ORDER INFORMATION

Refill Stock: Order in multiples of 3

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

Available in these lens strengths



**WHOLESALE**  
**\$16.00**

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*

by  if

A collection of ingenious & unique  
booky themed gifts in beautifully designed,  
high quality packaging.

Classically brilliant product ideas  
with a designy twist.

# DRY HUMOUR TEA TOWEL *by if*

The Classic Tea Towel with a twist. Wash up or hang up!

A classic gift for the more discerning washer-upper! Turn your galley (kitchen) into a gallery or (more traditionally) dry the pots in style. This collection of 100% cotton tea towels are printed depicting a dish-washing twist on a classic painting. Amusing AND you can dry the dishes with them. What's not to love?

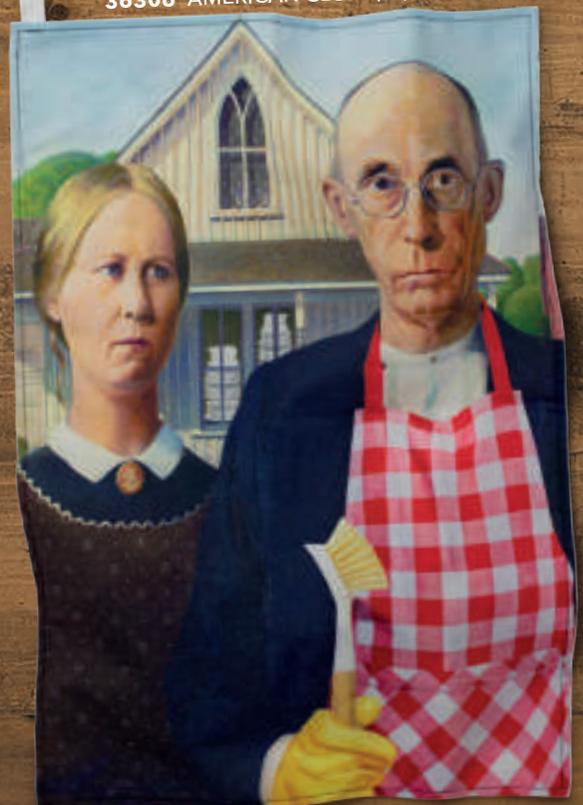
*New*



36304 THE AFTER DINNER SCREAM



36302 THE CREATION OF BUBBLES



36306 AMERICAN CLOTH(IC)

36305 MOP ART



100% cotton tea towels  
size: 17.5 in x 25.8in



36303 THE GREAT WASH UP

For the more  
discerning  
washer-upper!



**ORDER INFORMATION**

Refill Stock: Order in singles

**WHOLESALE**

**\$12.00**

Pack: 6.1 x 0.8 x 19.7in

8oz Printed cotton soft  
enough to dry properly



36301 GIRL WITH A YELLOW GLOVE



36301 GIRL WITH A YELLOW GLOVE



5 035393 363017

36302 THE CREATION OF BUBBLES



5 035393 363024

36303 THE GREAT WASH UP



5 035393 363031

36304 THE AFTER DINNER SCREAM



5 035393 363048

36305 MOP ART



5 035393 363055

36306 AMERICAN CLOTH(IC)



5 035393 363062

*New*

# The SECRET SPECTACLE SOCIETY

&

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



# THEY WEAR YOUR SPECTACLES WHEN YOU DON'T

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.



**FOX FOR THE DEN**



**MOUSE FOR THE HOUSE**



**HARE FOR THE DRESSER**

The Pack

## ORDER INFORMATION

Refill Stock: Order in singles

**WHOLESALE**  
**\$20.00**

Product: 6.7 x 6.7 x 6.7in

**32801** FOX FOR THE DEN

**32802** HARE FOR THE DRESSER

**32803** MOUSE FOR THE HOUSE



Notes:

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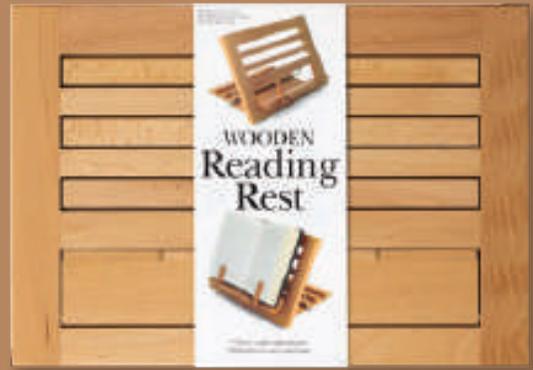


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# WOODEN READING REST

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!



Made from European Beech



Holds large heavy books

## ORDER INFORMATION

Refill Stock:  
Order in multiples of 6

**8300 WOODEN READING REST**

Product/Pack: 13.4 x 0.8 x 9.4in

**WHOLESALE**  
**\$32.00**

### Starter Pack Display

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

**STARTER PACK**  
**\$768.00**

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**  
**\$384.00**

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

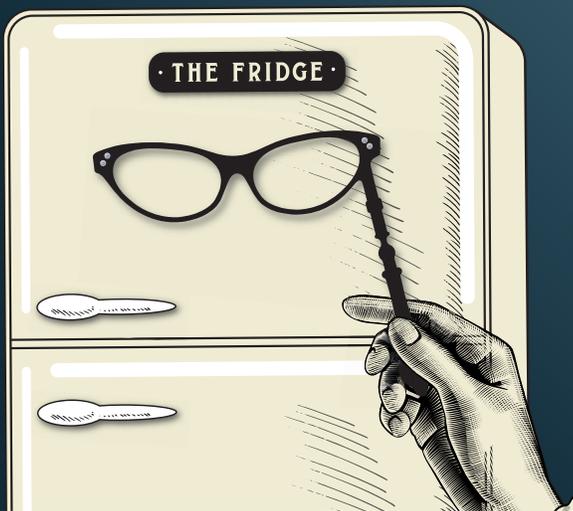
Notes:

# 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 magnetise to a modern fridge door. Keep them handy for when you need a little bit of help with warnings, ingredients or instructions!

For magnifying the ridiculously small print around the house!



Keep them on the fridge, or on your desk!

## ORDER INFORMATION

Refill Stock: Order in multiples of 3

**42901** BLACK DIAMANTE

**42902** TORTOISESHELL ROUND

**WHOLESALE  
\$10.00**



BLACK DIAMANTE



TORTOISESHELL ROUND

## THE KEY FEATURES

- Cool 'try me' packaging
- Sells well with gifts, books or homeware!
- One strength suits all (+2.5)
- Quality magnifying lens and hidden magnets - keep them on the fridge!
- Two vintage styles

42901 BLACK DIAMANTE



5 035393 429010

42902 TORTOISESHELL ROUND



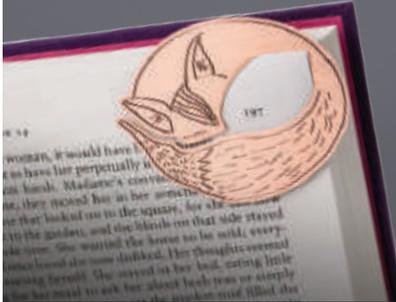
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Notes:

# 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, cosy cat, quiet mouse, furred fox and sleepy owl. What could be more snug for an evening's relaxing read?



FURRED FOX



## ORDER INFORMATION

Refill Stock: Order in multiples of 3

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

**WHOLESALE**  
**\$6.00**

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.



## ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

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

**WHOLESALE**  
**\$7.00**

## Starter Pack Display

Order: **SP403**  
Display + 24  
Bookminder packs

**STARTER PACK**  
**\$168.00**

Display: 12.2 x 3.5 x 7.1in



## CURLED UP CORNERS

SP365 STARTER PACK



5 035393 992774

36503 FURRED 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

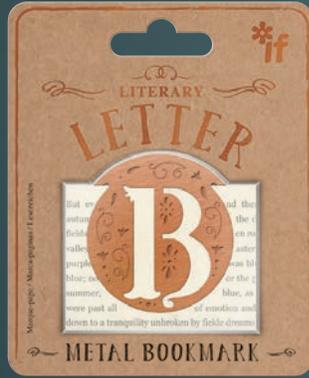


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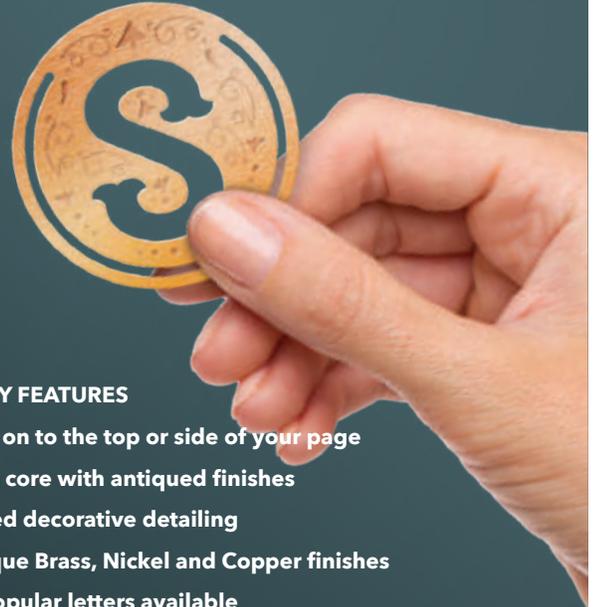
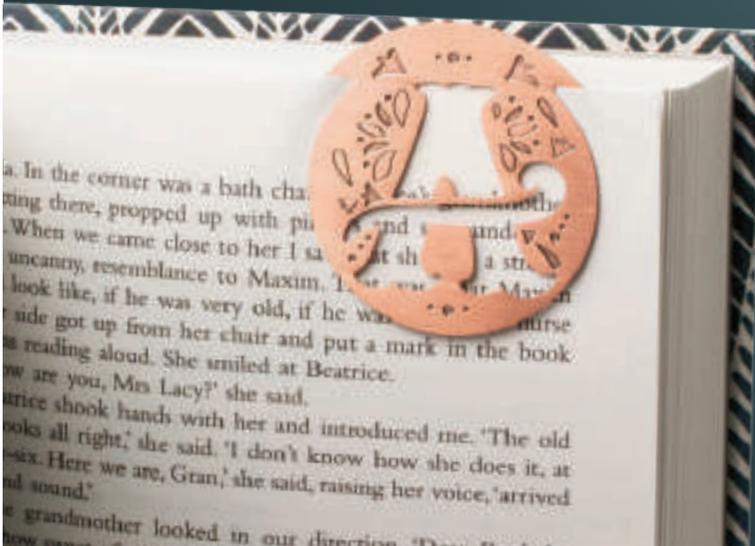


# LITERARY LETTERS METAL BOOKMARKS

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



### ORDER INFORMATION

Refill Stock: Order in multiples of 3

**WHOLESALE**  
**\$4.50**

Pack: 3.5 x 0.2 x 4.3in

<b>98301</b> LETTER A	<b>98310</b> LETTER J
<b>98302</b> LETTER B	<b>98311</b> LETTER K
<b>98303</b> LETTER C	<b>98312</b> LETTER L
<b>98304</b> LETTER D	<b>98313</b> LETTER M
<b>98305</b> LETTER E	<b>98318</b> LETTER R
<b>98308</b> LETTER H	<b>98319</b> LETTER S

### Starter Pack Display

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

**STARTER PACK**  
**\$172.00**

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 Holiday 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

**WHOLESALE**  
**\$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:

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# 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 keyrings are the perfect personalized gift.

Personalize your  
keys or bag



12 most popular letters

## ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

### WHOLESALE

**\$8.00**

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**  
**\$288.00**

Display: 9.6 x 7.7 x 11.8in



# 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



### ORDER INFORMATION

Refill Stock:  
Order in multiples of 6

**45701**  
STICKY HIGHLIGHTER  
TABS

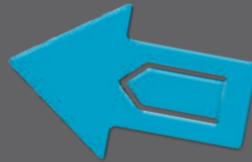
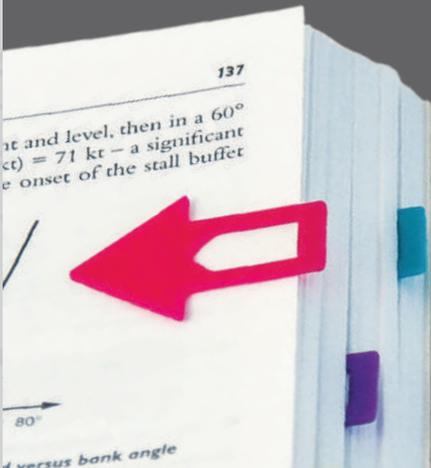
**WHOLESALE**  
**\$4.00**

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

### ORDER INFORMATION

Refill Stock:  
Order in multiples of 6

**45801**  
MULTI-REFERENCE  
BOOKMARKS

**WHOLESALE**  
**\$3.00**

Pack: 3.1 x 0.2 x 7.9in



### STICKY HIGHLIGHTER TABS

45701 STICKY HIGHLIGHTER TABS



5 035393 457013

### MULTI-REFERENCE BOOKMARKS

45801 MULTI-REFERENCE BOOKMARKS



5 035393 458010

Notes:

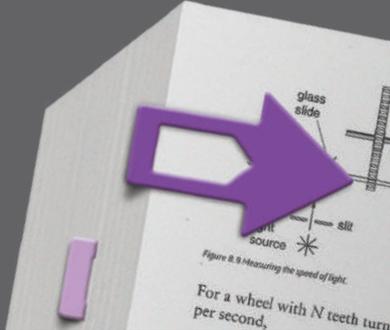
Whilst these products may appear to be very similar, they sell very well and for different reasons.

## 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.



### ORDER INFORMATION

Refill Stock: Order in multiples of 6

- 32001 GRAY
- 32002 BLUE
- 32003 PURPLE
- 32004 PINK
- 32006 GREEN

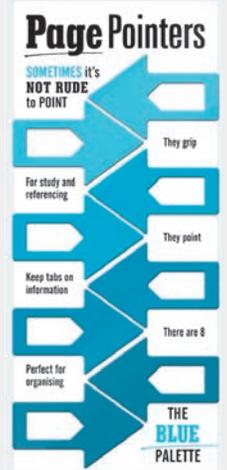
**WHOLESALE**  
**\$4.00**

### Starter Pack Display

Order: **SP320**  
Display + 72 Packs

**STARTER PACK**  
**\$288.00**

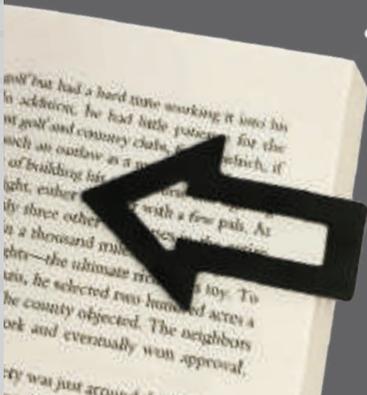
Display: 7.5 x 7.9 x 11.8in



Pack: 3.1 x 0.2 x 7.9in

## 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!

### ORDER INFORMATION

Refill Stock: Order in multiples of 6

- 42301 BLACK & WHITE
- 42302 BLUES
- 42303 PINKS
- 42304 PURPLES

**WHOLESALE**  
**\$3.00**

### Starter Pack Display

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

**STARTER PACK**  
**\$144.00**

Display: 7.5 x 7.7 x 13in



Pack: 3.2 x 0.2 x 7.5in

### PAGE POINTERS

### TO BE CONTINUED PLACE KEEPERS



# 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 tea and biscuits or writing that important essay!



## ORDER INFORMATION

Refill Stock: Order in multiples of 6

7003 PINK

7006 BLUE

7007 MINT

7008 LILAC

7009 GRAY

**WHOLESALE**  
**\$4.00**

Pack: 3 x 0.4 x 5.1in

## Starter Pack Display

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



**Starter Pack**  
**\$120.00**

Display: 3.6 x 8 x 5.9in

# 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'.



MINT



PINK



BLUE



GRAY



FOREST GREEN



ORANGE

## ORDER INFORMATION

Refill Stock: Order in multiples of 3

36801 MINT

36803 PINK

36804 BLUE

36805 GRAY

36806 FOREST GREEN

36807 ORANGE

*New  
colours*

**WHOLESALE**  
**\$8.00**

Pack: 7.7 x 0.4 x 5.7in

## Starter Pack Display

Order: **SP368**  
Display + 12 Gimbles  
(2 each of the 6 colors)



**STARTER PACK**  
**\$96.00**

Display: 7.7 x 6.3 x 8.7in

## LITTLE BOOK HOLDER



5 035393 998721



5 035393 070038



5 035393 992767



5 035393 070069



5 035393 070076



5 035393 368012



5 035393 368043



5 035393 368067



5 035393 070083



5 035393 070090



5 035393 368036



5 035393 368050



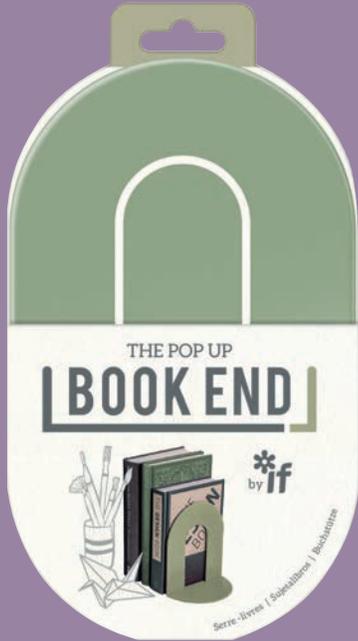
5 035393 368074

## 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.



**ORDER INFORMATION**

Refill Stock:  
Order in multiples of 3



RED



MINT



FOREST GREEN



ORANGE



FERN



BLUSH



CHARCOAL

**WHOLESALE**

**\$6.00**

**93006** RED

**93008** MINT

**93009** FOREST GREEN

**93010** ORANGE

**93011** FERN

**93012** BLUSH

**93013** CHARCOAL

Product/Pack: 4.9 x 0.2 x 8.9in

**Starter Pack Display**

Order: **SP930**  
Display + 21 Book Ends  
(3 each of the 7 colors)

**STARTER PACK**  
**\$126.00**

Display: 13 x 5.9 x 17.7in



# 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!



Works with books and tablets



## THE KEY FEATURES

- Works with books and tablets
- Lightweight and portable
- Folds down flat to carry
- Easy wipe clean

**Folds down flat to carry**

## ORDER INFORMATION

Refill Stock:  
Order in multiples of 6

- 35801 BLUE
- 35804 GRAY
- 35805 MINT

## WHOLESALE

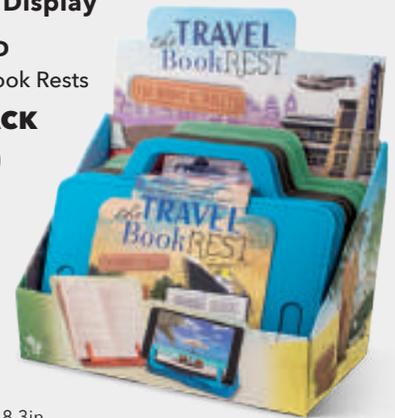
**\$8.00**

Pack: 7.1 x 0.4 x 5.5in

## Starter Pack Display

Order: 35899D  
Display + 12 Book Rests

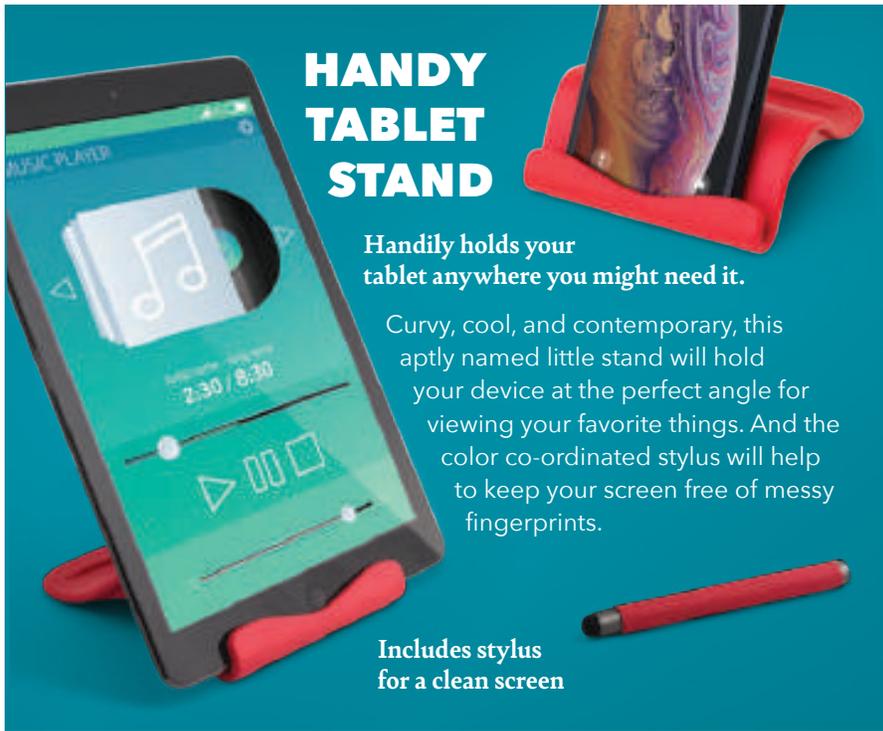
**STARTER PACK**  
**\$96.00**



Display: 7.5 x 4.1 x 8.3in



# 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 favorite things. And the color co-ordinated stylus will help to keep your screen free of messy fingerprints.

**Includes stylus for a clean screen**

### ORDER INFORMATION

Refill Stock: Order in multiples of 3

**32501** GRAY HANDY TABLET STAND

**32502** RED HANDY TABLET STAND

### WHOLESALE

**\$12.00**



Pack: 5.1 x 1.8 x 6.5in

# 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.



### ORDER INFORMATION

Refill Stock: Order in multiples of 3

**42401** THE LITTLE LANTERN

### WHOLESALE

**\$7.00**

Pack: 3.5 x 1.6 x 5.3in



### Starter Pack Display

Order: **SP424**  
Display + 6 lanterns

**STARTER PACK**  
**\$43.00**

Display: 8.3 x 6.1 x 9.3in



### THE HANDY TABLET STAND



### THE LITTLE LANTERN



# 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

New Display!



Fully compliant quality foam

## ORDER INFORMATION

Refill Stock: Order in multiples of 3

42701 I'M OFFLINE (RED)

42702 I'M READING (BLUE)

**WHOLESALE**  
**\$4.00**

Pack: 2.3 x 0.6 x 3.5in

## Starter Pack Display

Order: **SP427**

Display + 36 Ear Plug Packs (18 each of the 3 designs)

**STARTER PACK**

**\$144.00**

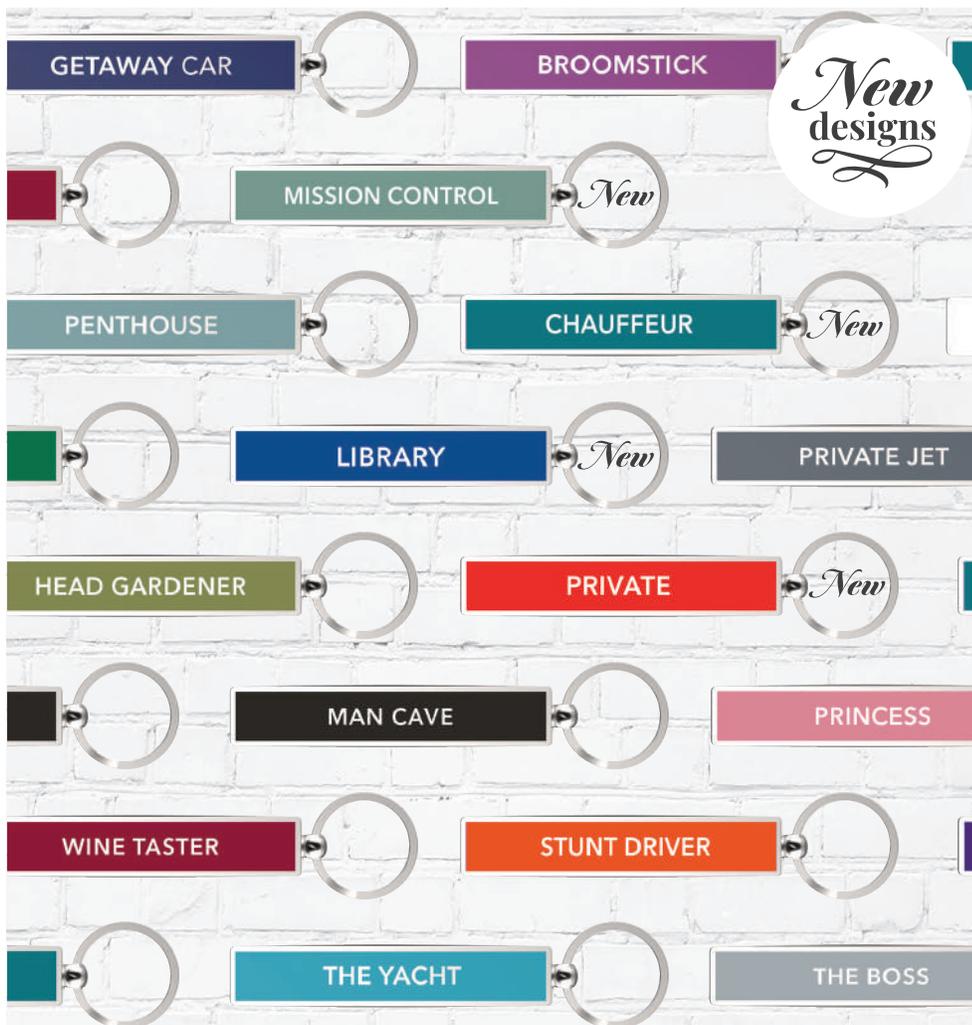
Display: 9.3 x 7.9 x 8.5in



# 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 posh metal keyring set with enamel color infill and satirical wording to show the world just who you are. (Even if you're not)



*New designs*

## ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**WHOLESALE**  
**\$4.00**

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

- |                    |                        |
|--------------------|------------------------|
| 32703 BROOMSTICK   | 32734 HEAD CHEF        |
| 32705 GETAWAY CAR  | 32735 HEAD GARDENER    |
| 32709 PENTHOUSE    | 32738 PRINCESS         |
| 32710 PRIVATE JET  | 32739 STUNT DRIVER     |
| 32718 THE YACHT    | 32741 ROCKET SCIENTIST |
| 32721 THE BOSS     | 32742 PRIVATE          |
| 32726 MAN CAVE     | 32743 LIBRARY          |
| 32731 WINE TASTER  | 32744 MISSION CONTROL  |
| 32733 GIN CUPBOARD | 32745 CHAUFFEUR        |

Product: 1.2 x 0.2 x 3.1in (excluding 0.8in diameter ring)

## Starter Pack Display

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

**STARTER PACK**  
**\$432.00**

Display: 8.3 x 8.3 x 10.2in





# *Children & Reading*

by  if

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!



BLACK CAT



CORGI



SLOTH



RABBIT



DRAGON



UNICORN



DISPLAY

High quality plush

## ORDER INFORMATION

Refill Stock:  
Order in multiples of 6

- 96807 BLACK CAT
- 96808 CORGI
- 96809 RABBIT
- 96810 SLOTH
- 96811 DRAGON
- 96812 UNICORN

Pack: 3.1 x 2.6 x 7.7in

**WHOLESALE**  
**\$8.00**

## Starter Pack Display

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

**STARTER PACK**  
**\$288.00**

Marks your page



SP968A STARTER PACK

5 035393 999063



96807 BLACK CAT

5 035393 968076



96809 RABBIT

5 035393 968090



96811 DRAGON

5 035393 968113



96808 CORGI

5 035393 968083



96810 SLOTH

5 035393 968106



96812 UNICORN

5 035393 968120

# 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

T-REX

BAT

HIPPO

SHARK

WOLF

Clips to the cover & marks your page!

Elasticated to fit all book sizes

**ORDER INFORMATION**  
Refill Stock: Order in multiples of 3

**WHOLESALE**  
**\$7.00**

**Starter Pack Display**  
Order: **SP369**  
Display + 36 Bookmarks  
(6 of each design)

**STARTER PACK**  
**\$252.00**  
Display: 15.7 x 8.3 x 19.3in



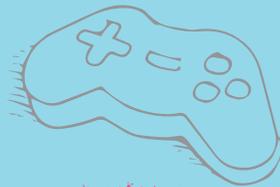
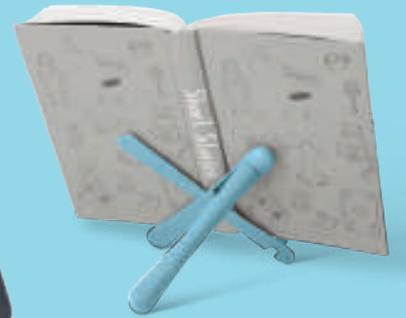
# THE HANDS STAND

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!



Holds tablets, hugs books



Great for reading, homework, gaming and travelling!



## ORDER INFORMATION



AUBERGINE



CORAL



DUCK EGG BLUE



LIME



SCARLET

Refill Stock:  
Order in multiples of 6

**WHOLESALE**  
**\$12.00**

- 94201 AUBERGINE
- 94202 CORAL
- 94203 DUCK EGG BLUE
- 94204 LIME
- 94205 SCARLET

## THE KEY FEATURES

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

Pack: 3.3 x 1.7 x 9in



Notes:

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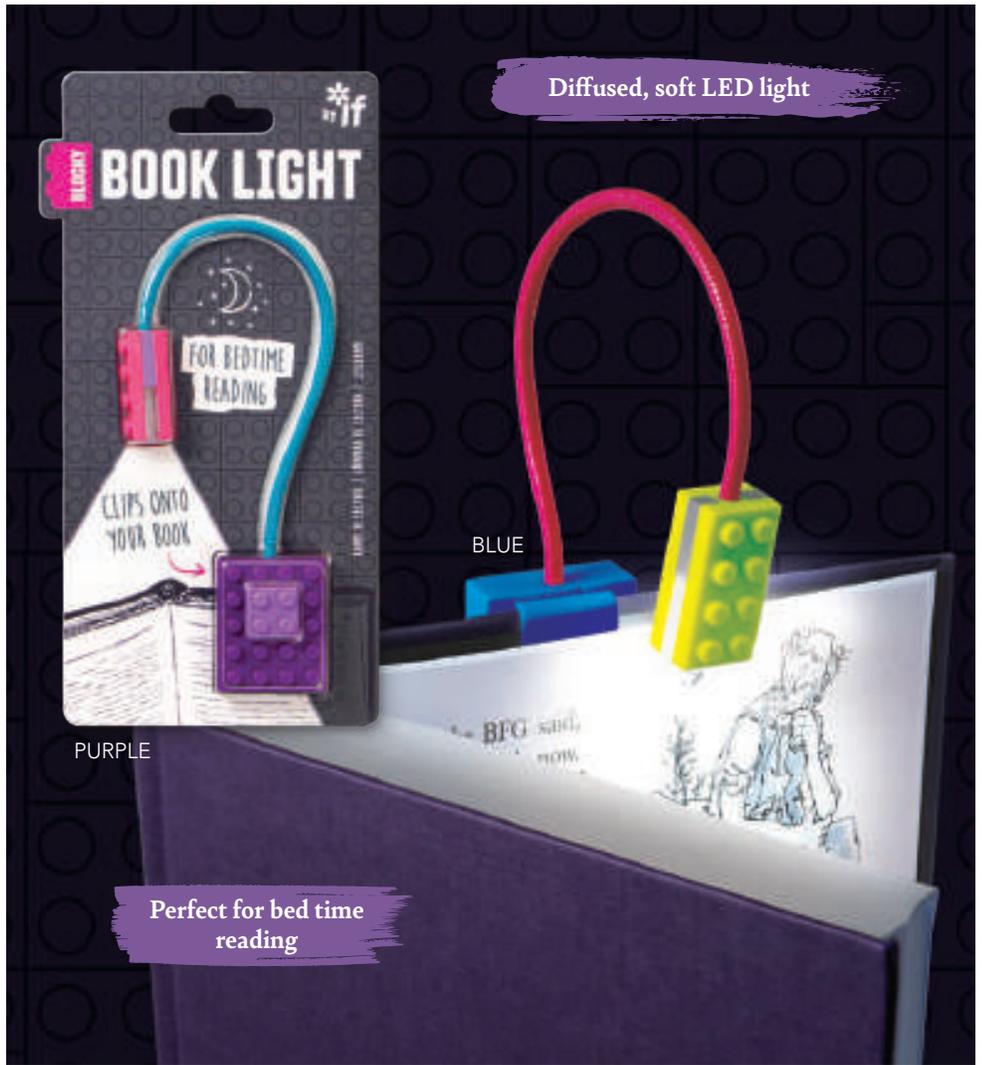
# BLOCKY BOOK LIGHT

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 (sssshhhhhh) 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

**WHOLESALE**  
**\$8.00**



Pack: 3.1 x 2.6 x 7.7in

## Starter Pack Display

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

**STARTER PACK**  
**\$96.00**

Display: 9 x 6.7 x 12.2in



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: Order in multiples of 3

**46101** GREEN BENDY LIGHT

**46102** PURPLE BENDY LIGHT

**46103** RED BENDY LIGHT

**WHOLESALE  
\$8.00**

## THE KEY FEATURES

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

Pack: 4.9 x 0.8 x 7.1in



GREEN



PURPLE



RED

46101 GREEN BENDY LIGHT



5 035393 461010

46102 PURPLE BENDY LIGHT



5 035393 461027

46103 RED BENDY LIGHT



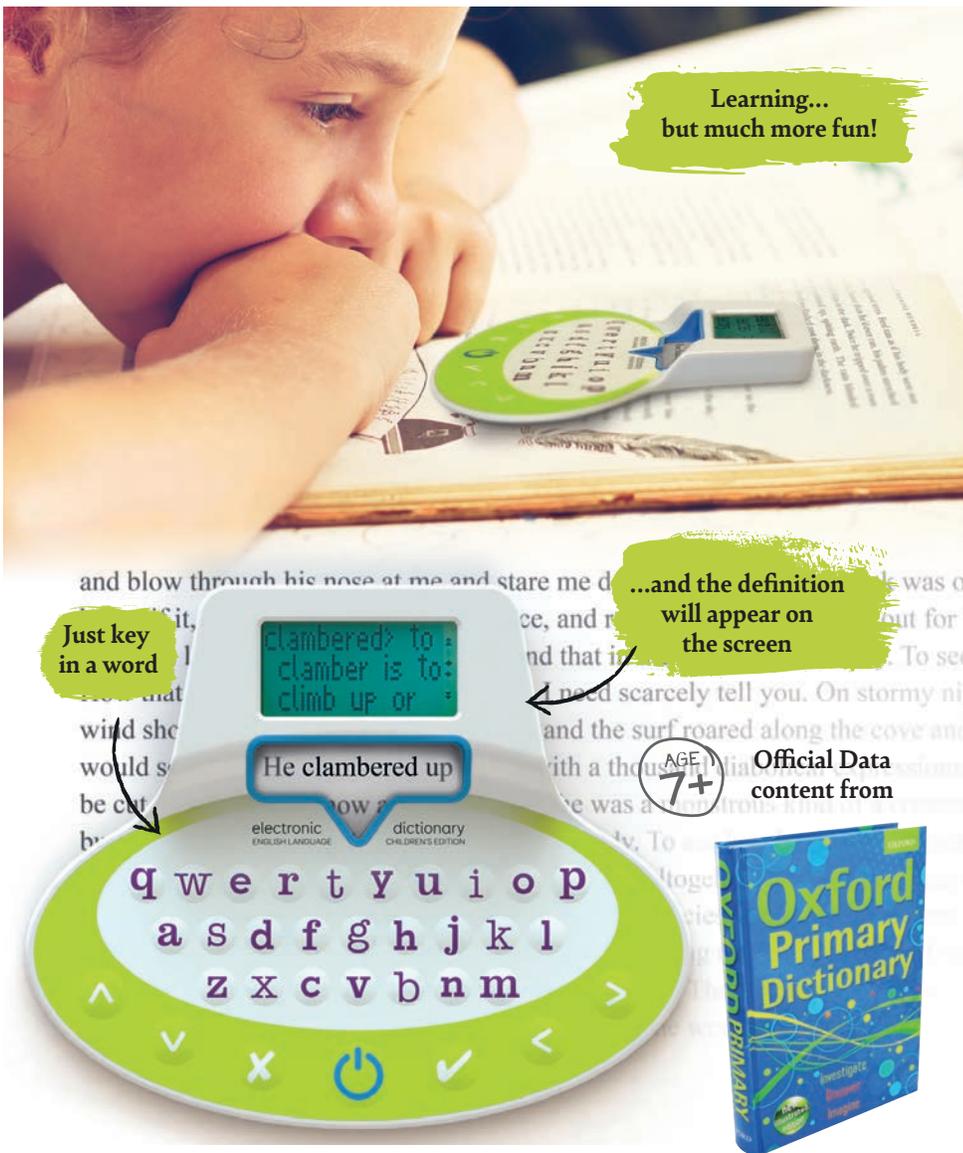
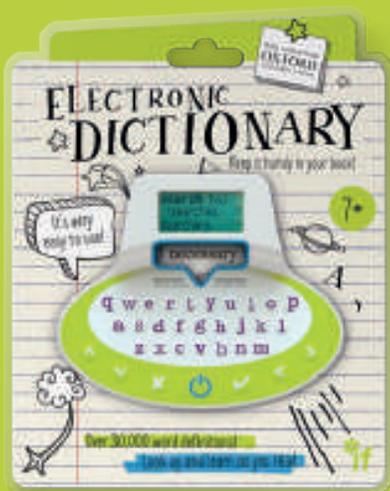
5 035393 461034

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!



## ORDER INFORMATION

Refill Stock: Order in 3s

**35001** ELECTRONIC DICTIONARY BOOKMARK

**WHOLESALE**  
**\$24.00**

## Starter Pack Display

Order: **SP350**  
Chrome Display Stand  
+ 6 Dictionaries

**STARTER PACK**  
**\$144.00**

Display: 5.9 x 6.1 x 8.7in



## THE KEY FEATURES

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

SP350 STARTER PACK



35001 ELECTRONIC DICTIONARY BOOKMARK



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.

## 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

**36401** BLUE TIMER

**36402** PURPLE TIMER

**WHOLESALE  
\$8.00**

Pack: 4.9 x 0.8 x 7.1in



## Starter Pack Display

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

**STARTER PACK  
\$96.00**

Display: 4.9 x 5.1 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.



Thin and lightweight - can be used as a bookmark

Great gift for school & college students

Comes with battery fitted included

## ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**45301** ELECTRONIC DICTIONARY BOOKMARK

**WHOLESALE**  
**\$24.00**

Pack: 4.2 x 0.6 x 8.7in

## Starter Pack Display

Order: **SP453**  
Display + 6 Electronic Dictionary Bookmarks

**STARTER PACK**  
**\$144.00**

Display: 4.3 x 6.3 x 11in



Notes:



# *Optical*

by \*if

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 Drug Stores, 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!



**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

Available in just the popular strengths.



INDIVIDUALLY CE TESTED

FASHIONABLE FRAMES

STYLISH COLORS



HIGH QUALITY LENSES

SPRUNG TEMPLES

# Easy Readers

NEW RELEASES!

Six fresh new frames added to the range



## DESIGNER CLEAR GRAY

Very on-trend, round GRAY tinted clear acrylic frames with good lens area

Available in these lens strengths



## ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
47964 +1.5  
47965 +2.0  
47966 +2.5

**WHOLESALE**  
**\$13.50**

## BIG CATS PINK

Funky cats eye gloss frames in pink, blending to tortoiseshell

Available in these lens strengths



## ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
47967 +1.5  
47968 +2.0  
47969 +2.5

**WHOLESALE**  
**\$13.50**

	+1.5	+2.0	+2.5
	47964 DESIGNER CLEAR +1.5 5 035393 479640	47965 DESIGNER CLEAR +2.0 5 035393 479657	47966 DESIGNER CLEAR +2.5 5 035393 479664
	47967 BIG CATS PINK +1.5 5 035393 479671	47968 BIG CATS PINK +2.0 5 035393 479688	47969 BIG CATS PINK +2.5 5 035393 479695

### BOLD BLUE/GRAY

Bold, chunky statement frames in a neutral blue/GRAY



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
47970 +1.5  
47971 +2.0  
47972 +2.5

**WHOLESALE**  
**\$13.50**

### METAL CAT EYE TORTOISESHELL

Tortoiseshell metal cats eye eye frames with metal arms and matching end pieces



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
47973 +1.5  
47974 +2.0  
47975 +2.5

**WHOLESALE**  
**\$16.00**

### LIBRARIAN ROUND TORTOISESHELL

Small, round thick frames in a matt tortoiseshell finish



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
47976 +1.5  
47977 +2.0  
47978 +2.5

**WHOLESALE**  
**\$13.50**

### ROUND METAL BLACK

Round black wire frames with comfort nose pads



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
47979 +1.5  
47980 +2.0  
47981 +2.5

**WHOLESALE**  
**\$16.00**

	<b>+1.5</b> 47970 BOLD BLUE/GRAY +1.5 5 035393 479701	<b>+2.0</b> 47971 BOLD BLUE/GRAY +2.0 5 035393 479718	<b>+2.5</b> 47972 BOLD BLUE/GRAY +2.5 5 035393 479725
	47973 METAL CAT EYE TORTOISESHELL +1.5 5 035393 479732	47974 METAL CAT EYE TORTOISESHELL +2.0 5 035393 479749	47975 METAL CAT EYE TORTOISESHELL +2.5 5 035393 479756
	47976 LIBRARIAN ROUND TORTOISESHELL +1.5 5 035393 479763	47977 LIBRARIAN ROUND TORTOISESHELL +2.0 5 035393 479770	47978 LIBRARIAN ROUND TORTOISESHELL +2.5 5 035393 479787
	47979 ROUND METAL BLACK +1.5 5 035393 479794	47980 ROUND METAL BLACK +2.0 5 035393 479800	47981 ROUND METAL BLACK +2.5 5 035393 479817

### DAYFARER BLACK

Ever-popular frame style  
in matt black finish



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO. **WHOLESALE**  
**\$13.50**  
**47901** +1.5  
**47902** +2.0  
**47903** +2.5  
**47904** +3.0

### SPORTY BLUE

Lightweight, comfortable  
'soft touch' two tone frame



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO. **WHOLESALE**  
**\$13.50**  
**47905** +1.5  
**47906** +2.0  
**47907** +2.5

### CLASSIC TORTOISESHELL

Classic midi-sized  
frame shape in  
gloss tortoiseshell



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO. **WHOLESALE**  
**\$10.00**  
**47914** +1.5  
**47915** +2.0  
**47916** +2.5  
**47917** +3.0

### ROUND BLACK

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



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO. **WHOLESALE**  
**\$10.00**  
**47918** +1.5  
**47919** +2.0  
**47920** +2.5

	<b>+1.5</b> 47901 DAYFARER BLACK +1.5 5 035393 479015		<b>+2.0</b> 47902 DAYFARER BLACK +2.0 5 035393 479022		<b>+2.5</b> 47903 DAYFARER BLACK +2.5 5 035393 479039		<b>+3.0</b> 47904 DAYFARER BLACK +3.0 5 035393 479046
	47905 SPORTY BLUE +1.5 5 035393 479053		47906 SPORTY BLUE +2.0 5 035393 479060		47907 SPORTY BLUE +2.5 5 035393 479077		
	47914 CLASSIC TORTOISESHELL +1.5 5 035393 479145		47915 CLASSIC TORTOISESHELL +2.0 5 035393 479152		47916 CLASSIC TORTOISESHELL +2.5 5 035393 479169		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		

### ROUND TORTOISESHELL

On-trend 'academic' look round frames in tortoiseshell



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO. **WHOLESALE**  
**47921** +1.5 **\$10.00**  
**47922** +2.0  
**47923** +2.5

### OVER THE TOP RED

Half moon style frames in opaque red acrylic



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO. **WHOLESALE**  
**47924** +1.5 **\$10.00**  
**47925** +2.0  
**47926** +2.5

### OVER THE TOP BLUE

Half moon style frames in opaque blue acrylic



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO. **WHOLESALE**  
**47927** +1.5 **\$10.00**  
**47928** +2.0  
**47929** +2.5

### METAL BRIDGE TORTOISESHELL

Matt tortoiseshell frames with metal bridge



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO. **WHOLESALE**  
**47930** +1.5 **\$13.50**  
**47931** +2.0  
**47932** +2.5

	+1.5	+2.0	+2.5	+3.0
	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	
	47927 OVER THE TOP BLUE +1.5 5 035393 479275	47928 OVER THE TOP BLUE +2.0 5 035393 479282	47929 OVER THE TOP BLUE +2.5 5 035393 479299	
	47930 METAL BRIDGE TORTOISESHELL +1.5 5 035393 479305	47931 METAL BRIDGE TORTOISESHELL +2.0 5 035393 479312	47932 METAL BRIDGE TORTOISESHELL +2.5 5 035393 479329	

### METAL BRIDGE BLACK

Matt black frames with metal bridge



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
**47933** +1.5  
**47934** +2.0  
**47935** +2.5

**WHOLESALE**  
**\$13.50**

### CLASSIC PURPLE

Classic midi-sized frame shape in gloss purple



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
**47936** +1.5  
**47937** +2.0  
**47938** +2.5  
**47939** +3.0

**WHOLESALE**  
**\$10.00**

### DUO TORTOISESHELL/RED

High-gloss tortoiseshell with a bright red accent color



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
**47940** +1.5  
**47941** +2.0  
**47942** +2.5

**WHOLESALE**  
**\$13.50**

### DUO TORTOISESHELL/BLUE

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



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
**47943** +1.5  
**47944** +2.0  
**47945** +2.5

**WHOLESALE**  
**\$13.50**

			
47933 METAL BRIDGE BLACK +1.5 5 035393 479336	47934 METAL BRIDGE BLACK +2.0 5 035393 479343	47935 METAL BRIDGE BLACK +2.5 5 035393 479350	
			
47936 CLASSIC PURPLE +1.5 5 035393 479367	47937 CLASSIC PURPLE +2.0 5 035393 479374	47938 CLASSIC PURPLE +2.5 5 035393 479381	47939 CLASSIC PURPLE +3.0 5 035393 479398
			
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	

### ROUND BEIGE/BROWN

Pretty gloss frames in subtle chocolate & nude hues



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
47946 +1.5  
47947 +2.0  
47948 +2.5

**WHOLESALE**  
**\$10.00**

### ROUND BLUE/BLACK

Pretty gloss frames in subtle turquoise and charcoal hues



Available in these lens strengths



### ORDER INFORMATION

Refill Stock: Order in singles

ORDER NO.  
47949 +1.5  
47950 +2.0  
47951 +2.5

**WHOLESALE**  
**\$10.00**



+1.5

+2.0

+2.5

+3.0



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

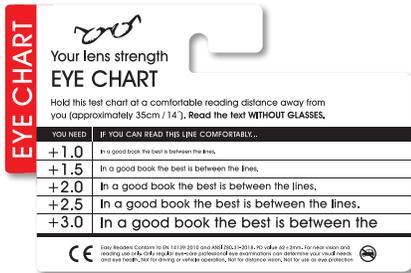
# Easy Readers **MERCHANDISING OPTIONS**

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
- No MOQ
- Re-order in singles
- 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.

**WHOLESALE**  
**\$427.00**



### SLIM FLOOR STANDING SPINNER

INCLUDES 108 PAIRS OF GLASSES  
A COMBINATION OF +1.5, +2.0, +2.5  
AND +3.0 DIOPTRIS.

**WHOLESALE**  
**\$1280.00**



# Easy Readers

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

See page 162 for more information about our Hexagonal Spinner.



Easy Readers®

# READ IN THE SUN

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 sun glasses 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.



### ORDER INFORMATION

Refill Stock:  
Order in singles

**WHOLESALE**  
**\$13.50**

- 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



### 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

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

Make your screen time more comfortable.

Blue light? It's not a new thing but is becoming more recognised 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.



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

**WHOLESALE \$13.50**

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



# 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 2022 amounted to about 14.86 billion U.S. dollars. The value of the U.S. reading glasses market was expected to rise to almost 21 billion U.S. dollars by 2029.



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 capitalise on this trend, with an appropriate offering. Fashionable frames and quality lenses at competitive SRP's that suit the profile of their customers.

Notes:

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# DIOPTR STRENGTH EXPLAINED

+1.0

+1.5

+2.0

+2.5

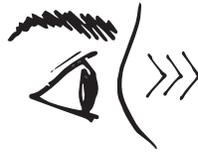
+3.0

Dioptr 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 dioptr strength of 1. Since dioptr strength is based

on the inverse of the focal length, a 2 dioptr lens is not 2 meters but 1/2 meter, a 3 dioptr 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 dioptr 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 dioptr strength lenses.



## A GLOSSARY OF TERMS

### ANTI-SCRATCH

A hardy lens coating to minimise 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-fibre 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 centre 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 which 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 affects 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 dioptr 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. Sprung Temples - see Spring Hinge.

Notes:

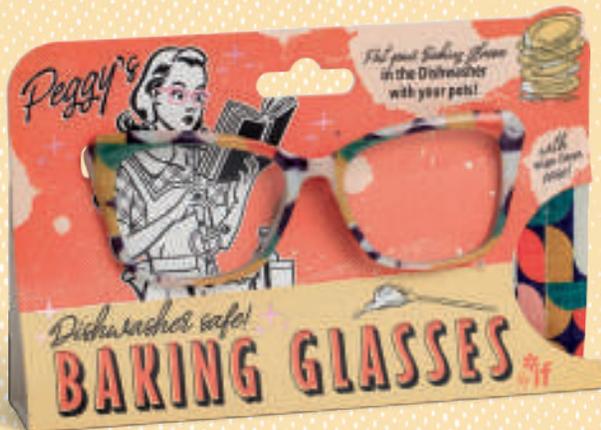
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# Peggy's BAKING GLASSES



Save your  
Regular  
Glasses from  
sticky fingers!

## Dishwasher safe reading glasses for recipe reading on messy baking days

Love to bake? Save your regular reading glasses from sticky fingers! Peggy's specially coated glasses are designed to handle the delicious mess of baking days. When your creation is in the oven, pop your glasses in the dishwasher with the pots! And between baking days keep them safely in their matching wipe clean case and slip them in the kitchen drawer. A thoughtful gift for any baker.

## ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**Wholesale**  
**\$13.50**

- 36202** BLACK +1.5
- 36203** BLACK +2.0
- 36204** BLACK +2.5
- 36207** PATTERN +1.5
- 36208** PATTERN +2.0
- 36209** PATTERN +2.5

Pack: 18 x 3.5 x 11.5cm



*Pattern*

Available in  
these lens  
strengths

+1.5

+2.0

+2.5



*Black*

*Dishwasher  
safe!*



+1.5

BLACK +1.5



5 035393 362027

+2.0

BLACK +2.0



5 035393 362034

+2.5

BLACK +2.5



5 035393 362041



+1.5

PATTERN +1.5



5 035393 362072

+2.0

PATTERN +2.0



5 035393 362089

+2.5

PATTERN +2.5



5 035393 362096

# SPARE PAIR READING GLASSES

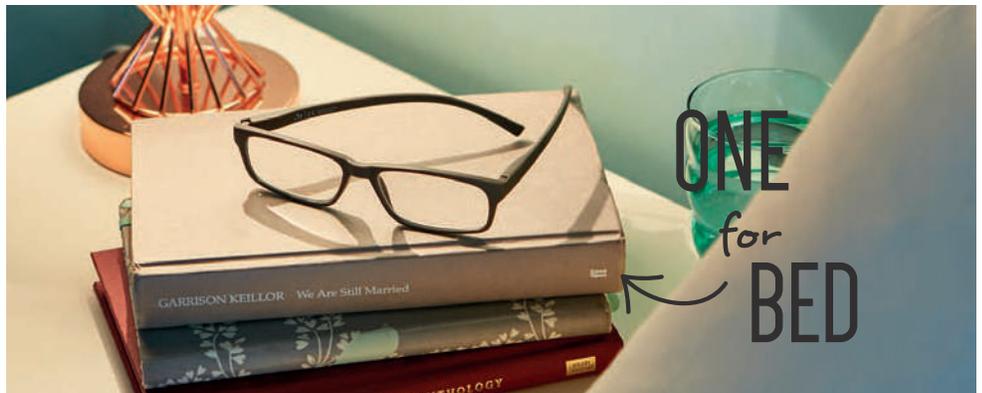
Because three pairs of readers are definitely better than one!

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.



Available in these lens strengths

+1.5 +2.0 +2.5



## ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**WHOLESALE  
\$16.00**

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



## 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



# 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.



## ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**WHOLESALE**  
**\$12.00**

Pack: 2.8 x 1 x 6.9in

<b>44201</b>	+1.0
<b>44202</b>	+1.5
<b>44203</b>	+2.0
<b>44204</b>	+2.5
<b>44205</b>	+3.0

## THE KEY FEATURES

- High quality aspheric lenses
- Extremely thin and lightweight
- Gunmetal GRAY 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!



Available in these lens strengths



## ORDER INFORMATION

Refill Stock:  
Order in singles

**WHOLESALE**  
**\$10.00**

Pack: 3.7 x 1.2 x 7.7in

**47601** +1.5 BLACK  
**47602** +2.0 BLACK  
**47603** +2.5 BLACK  
**47604** +1.5 BLUE  
**47605** +2.0 BLUE  
**47606** +2.5 BLUE  
**47607** +1.5 PURPLE  
**47608** +2.0 PURPLE  
**47609** +2.5 PURPLE

**47610** +1.5 RED  
**47611** +2.0 RED  
**47612** +2.5 RED  
**47613** +1.5 TEAL  
**47614** +2.0 TEAL  
**47615** +2.5 TEAL  
**47616** +1.5 TORTOISESHELL  
**47617** +2.0 TORTOISESHELL  
**47618** +2.5 TORTOISESHELL

## THE KEY FEATURES

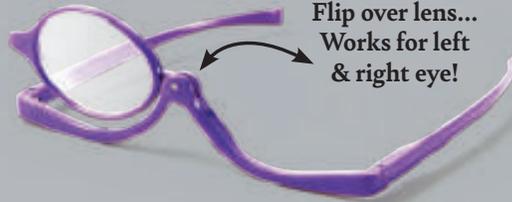
- Conform to US, EU and UK safety standards
- Bespoke designed plastic rigid case
- Sprung hinges
- Microfiber cloth
- Easy to try packaging!



# 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!

## ORDER INFORMATION

Refill Stock: Order in multiples of 3

42201 MAKE-UP GLASSES

**WHOLESALE**  
**\$8.00**

### Starter Pack Display

Order: **SP422**  
Display + 6 pairs  
of make-up glasses



### STARTER PACK

**\$48.00**

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.



Luxury velour lined carry  
pouch for bags & pockets

## ORDER INFORMATION

Refill Stock: Order in multiples of 3



46001  
AQUA



46002  
WINE

**WHOLESALE**  
**\$9.00**

Product/Pack: 2.8 x 0.6 x 3.9in

### Starter Pack Display

Order: **SP460**  
Display + 12 Menu  
Magnifiers + 1 extra  
for display purposes (6  
each of 2 Designs)



### STARTER PACK

**\$109.00**

Display: 7.3 x 8.7 x 8.5in

## 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



# 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!

### ORDER INFORMATION

Refill Stock: Order in singles

**WHOLESALE**  
**\$16.00**

5 lens strengths available



### 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**  
**\$2,880.00**

SP917 STARTER PACK



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**  
**\$1152.0**



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

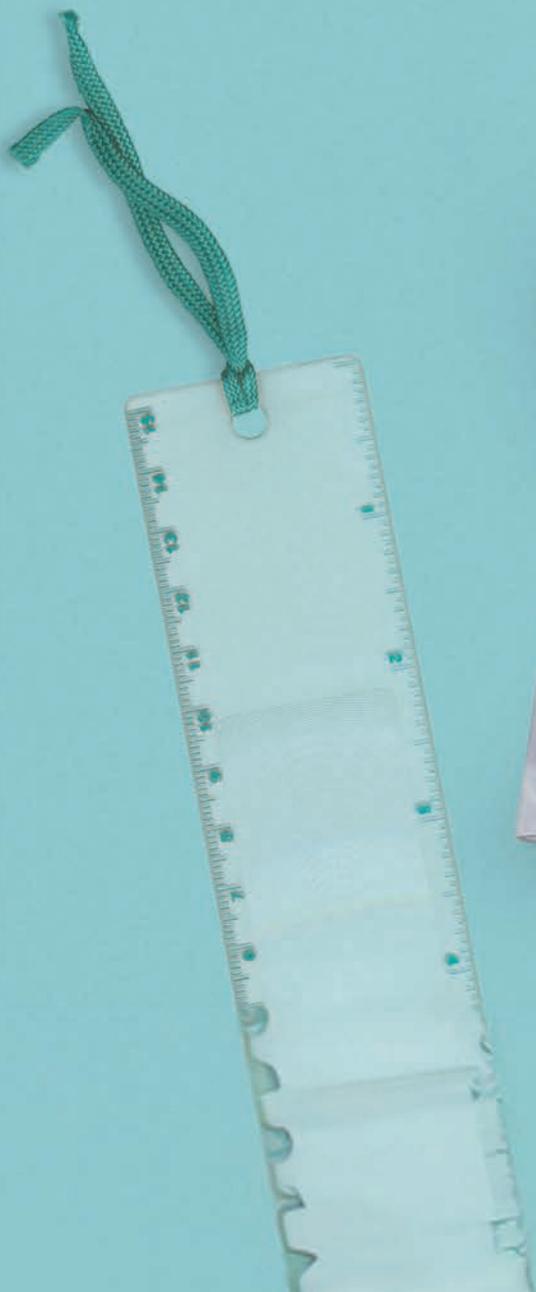
91759 ESPRESSO +2.5  
5 035393 917593

91760 ESPRESSO +3.0  
5 035393 917609

# MAGNiF-i

by **if**

A smart, co-ordinated 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.



## Lightly Cured Halibut with Lemon, Riesling & Elderflowers

how to hygge

It's not just the Peruvians who use a fish cure; we have a relaxed, no-cook evenings out spent a decade living in Germany. My parents passed down to me. Serve this glass of German or Austrian Riesling

*Slice the halibut into 5mm thick pieces, slicing salmon for gravlaks, and arrange in a separate bowl, mix the Riesling vinegar and lemon zest, and season to taste. It should be quite sweet and sharp; if there's not enough Riesling vinegar then add the juice of your zester. Pour this over the halibut slices and, using your fingers, gently mix the marinade into the fish, being careful to break up the flesh. Chill in the fridge for 20 minutes and serve on a long platter or on individual plates, garnished with elderflowers on top of the fish.*



**To Serve**  
pickled cucumbers or a mix of seasonal fresh pickles such as celery, radish and courgettes (page 138)



The perfect hands free tool for hobbyists.

**STRONG  
MAGNIFICATION**  
FOR CLOSE WORK

- +3.5
- +4.5
- +5.5

# MAGNiF-i <sup>\*if</sup> HOBBY GLASSES

Strong magnifying glasses ideal for hobbies, crafting and close up work.

A handy pair of extra strong magnifying lenses in comfortable, good sized frames, ideal for very close up or detailed work. The perfect hands free tool for hobbyists fed up of balancing two pairs of glasses on their nose at once! Choose the extra strength to suit your use. A new addition to our Magnif-i range.



Comfortable frames with sprung hinges and large lense areas.

### ORDER INFORMATION

- Refill Stock: Order in multiples of 3
- 45016** MAGNiF-I - HOBBY GLASSES +3.5
  - 45017** MAGNiF-I - HOBBY GLASSES +4.5
  - 45018** MAGNiF-I - HOBBY GLASSES +5.5

Pack: 8 x 3.5 x 19.5cm

**WHOLESALE**  
**\$13.50**

+3.5



+4.5



+5.5



# 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**
- **A great till point 'pick up' item**

## ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**45001 CREDIT CARD MAGNIFIER**

**WHOLESALE**  
**\$3.00**

Pack: 2.4 x 0.2 x 4.3in



# 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**
- **Quality rigid fresnel lens**
- **6"/15cm ruler markings**

## ORDER INFORMATION

Refill Stock: Order in multiples of 3

**45002 MAGNIFYING BOOKMARK**

**WHOLESALE**  
**\$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:

## 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

### ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**45003 FLEXIBLE MAGNIFYING SHEET**

**WHOLESALE  
\$4.00**

Pack: 5.5 x 0.2 x 5.1in



## 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

### ORDER INFORMATION

Refill Stock:  
Order in multiples of 3

**45004 FULL PAGE MAGNIFIER**

**WHOLESALE  
\$12.00**

Pack: 8.9 x 0.2 x 12.4in



FLEXIBLE MAGNIFYING SHEET



FULL PAGE MAGNIFIER



Notes:

# 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
- Perfect for collectors and hobbyists

### ORDER INFORMATION

Refill Stock: Order in multiples of 3

**45005** PROFESSIONAL LOUPE

**WHOLESALE**  
**\$7.00**

Pack: 3.3 x 1.2 x 4.9in



# 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
- Switchable LED light
- Comes fitted with AA batteries

### ORDER INFORMATION

Refill Stock: Order in multiples of 3

**45006** POCKET LIGHTED MAGNIFIER

**WHOLESALE**  
**\$8.00**

Pack: 3.1 x 0.8 x 6.3in



### PROFESSIONAL LOUPE



### POCKET LIGHTED MAGNIFIER



Notes:

# 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**

**Comfortable handle**

**Lightweight acrylic lens**

**ORDER INFORMATION**

Refill Stock: Order in multiples of 3  
**45007 LARGE DUAL FOCUS MAGNIFIER**

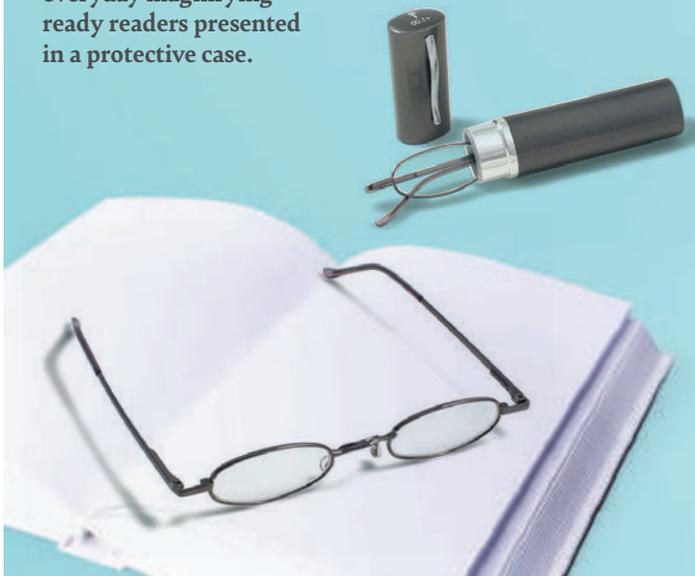
**WHOLESALE  
 \$10.00**

Pack: 4.3 x 1.2 x 9.6in



# 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**
- **Sprung temples & strengthened bridge**
- **Available in the 5 most popular strengths**
- **With slim, tough protective case**

**ORDER INFORMATION**

Refill Stock: Order in multiples of 3

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

**WHOLESALE  
 \$8.00**

Pack: 2.8 x 1.2 x 8.1in



## LARGE DUAL FOCUS MAGNIFIER

45007 LARGE DUAL FOCUS MAGNIFIER



## READY READERS

+1.0



+1.5



+2.0



+2.5



+3.0



# THEMED SHELF DISPLAYS

**MINI displays are ideal for till points!**

Ideal for Drug Stores, Book Shops and Gift Shops, our smart co-ordinated 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!



## 40CM VERSION

MSD005

**WHOLESALE**  
**\$142.00**

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

## 60CM VERSION

MSD006

**WHOLESALE**  
**\$260.00**

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:

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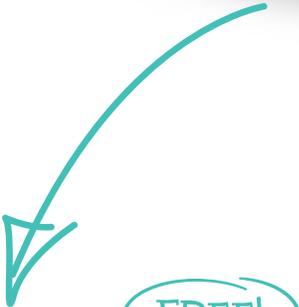
# How our customers display our products

Most of our products hang...



...but we also have 'mini starter packs' which are displays filled with products of the same color...

FREE!



FREE!

...or mixed starter packs, ideal for small shelves or counters



# OR 3 MIXED DISPLAY OPTIONS

Curate your own or choose one of ours.

1. Mixed product themed shelf display



2. Disposable floor standing display



3. Hexagonal rotating floor stand



# HEXAGONAL ROTATING FLOOR STAND

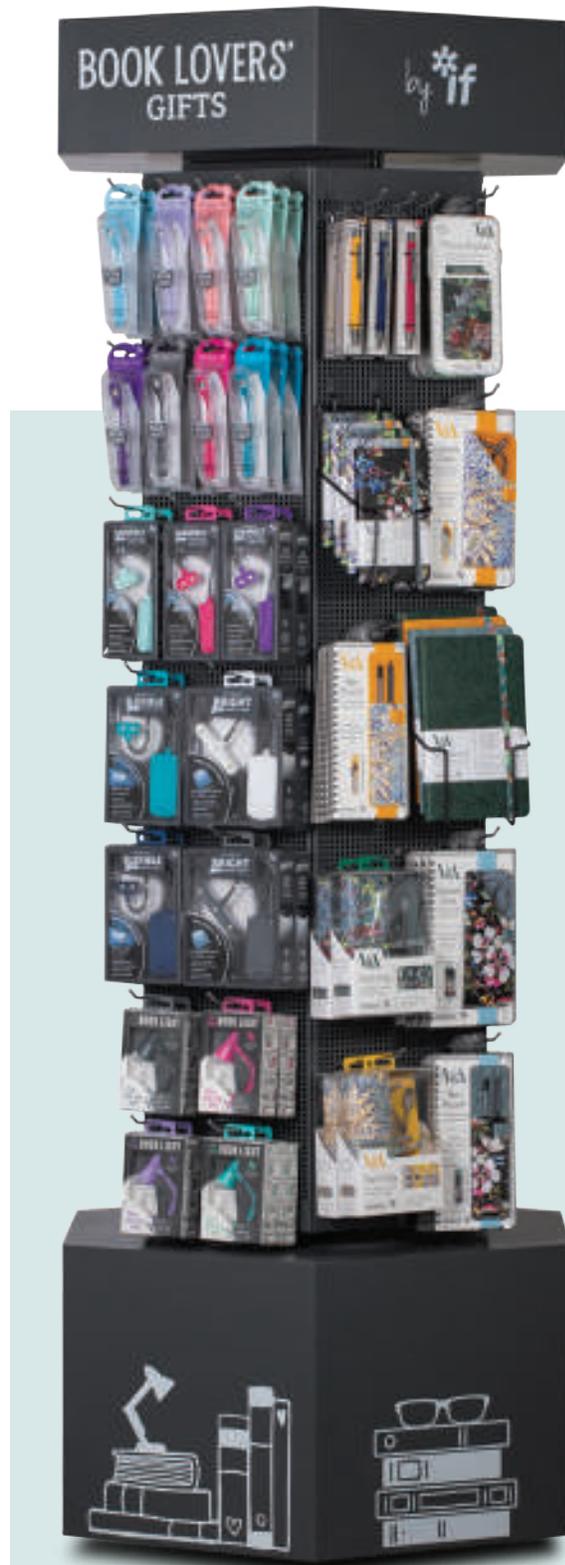
Fun to browse, this compact, creative stand is a better class of spinning display. The innovative shape gives you 6 distinct sides (rather than the traditional 4) to be merchandised clearly by theme, topic or color and it looks at home anywhere from department stores and farmshops to book shops and garden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

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 120 hooks

72in



27.2in

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**



**Wholesale:**  
**\$316.00**



**Bookaroo Notebook Accessories**



**Wholesale:**  
**\$307.00**



**V&A Bookaroo**



**Wholesale:**  
**\$484.00**



**Bookaroo Pastels**



**Wholesale:**  
**\$345.00**



**Book Lover's Gifts**



**Wholesale:**  
**\$478.00**



**On average, a program like this revenues over \$7200 per store, per year\***

**Book Lights**

**Optical**

**Bookmarks  
by IF**

**Reading  
Accessories**

**Children &  
Reading**



**Wholesale:  
\$523.00**

**Wholesale:  
\$458.00**

**Wholesale:  
\$345.00**

**Wholesale:  
\$332.00**

**Wholesale:  
\$470.00**

BLPAN V2  
BOOK LIGHTS  
PANEL

OPTPAN V2  
OPTICAL  
PANEL

BKMPAN V2  
BOOKMARKS BY IF  
PANEL

RAPAN V2  
READING ACCESSORIES  
PANEL

CRPAN V2  
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.



**Children & Reading  
Wholesale: \$526.00**



CRSIAB - CHILDREN & READING  
SHOP IN A BOX



5 035393 985646

**Lights to Read By  
Wholesale: \$610.00**



LTRSIAB - LIGHTS TO READ BY  
SHOP IN A BOX



5 035393 985653

**Optical  
Wholesale: \$667.00**



OPTSIAB - OPTICAL  
SHOP IN A BOX



5 035393 985660

**Book Lovers' Gifts  
Wholesale: \$820.00**



BLGSIAB - BOOK LOVER'S GIFTS  
SHOP IN A BOX



5 035393 985677

**Magnif-i  
Wholesale: \$372.00**



MSIAB - MAGNIF-I  
SHOP IN A BOX



5 035393 985684

**Bookmarks by IF  
Wholesale: \$504.00**



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 (40cm)  
A neat display containing some lovely gift ideas for Book Lovers.  
**Wholesale: \$338.00** Order No. MSD015



LOVE TRAVEL (40cm)  
A neat display to inspire Holiday Reading!  
**Wholesale: \$202.00** Order No. MSD007



INSPIRING CHILDREN TO READ - (60cm)  
9 of our top selling children's reading products in a neat display.  
**Wholesale: \$292.00** Order No. MSD004



LIGHTS TO READ BY (40cm)  
A neat display of our Book Lights for serious readers.  
**Wholesale: \$204.00** Order No. MSD001





**GREAT IDEAS FOR CHILDREN (60cm)**

A neat display containing some great gift ideas for children.

**Wholesale: \$218.00** Order No. MSD012



**FATHER'S DAY BROWN (60cm)**

A cool display of things DAD would ACTUALLY want ....

**Wholesale: \$302.00** Order No. MSD014



**MAGNiF-i (60cm)**

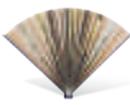
A smart display of our Top 7 magnifying products.

**Wholesale: \$260.00** Order No. MSD006



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	<b>P93</b> Range: 398 <b>THE REALLY FLEXIBLE BOOK LIGHT</b> WHSLE \$12.50		<b>P107</b> Range: 983 <b>LITERARY LETTERS</b> WHSLE \$4.50		<b>P115</b> Range: 424 <b>THE LITTLE LANTERN</b> WHSLE \$7.00		<b>P140</b> Range: 479 Easy Readers Collection <b>READ IN THE SUN</b> WHSLE \$13.50
	<b>P94</b> Range: 399 <b>THE REALLY BRIGHT BOOK LIGHT</b> WHSLE \$16.00		<b>P108</b> Range: 357 <b>MILLIONAIRES BOOKMARKS</b> WHSLE \$2.40		<b>P116</b> Range: 427 <b>Shhh! EARPLUGS</b> WHSLE \$4.00		<b>P141</b> Range: 479 Easy Readers Collection <b>BLUE BLOCK</b> WHSLE \$13.50
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	<b>P104</b> Range: 348 <b>BOOK FANS</b> WHSLE \$5.50		<b>P112</b> Range: 70 <b>THE LITTLE BOOK HOLDER</b> WHSLE \$2 50		<b>P124</b> Range: 461 <b>SUPER BENDY LIGHT</b> WHSLE \$8.00		<b>P149</b> Range: 460 <b>LIGHT UP MENU MAGNIFIER</b> WHSLE \$9.50
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