



BRAINWAVES  
BOOKS

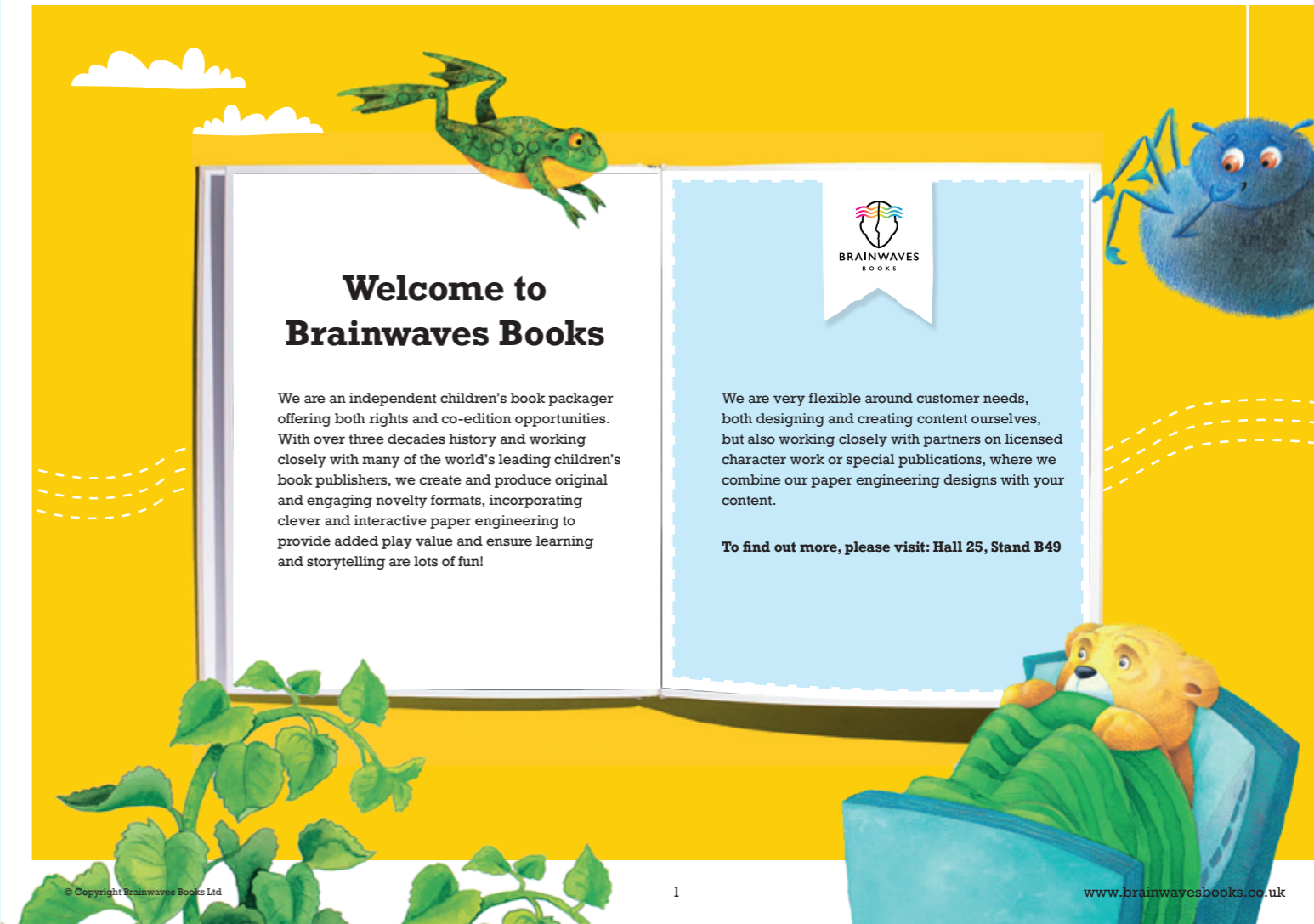
# Pop-ups & creative novelty BOOKS for children

With a  
whole heap  
of **FUN!**

Bologna Book Fair 2023 - Rights catalogue

Hall 25 - Stand B49

Pop-ups & creative  
novelty **BOOKS**  
for **children**



## Animal Pop-Ups



A collection of four updated animal pop-up books, with amusing stories and delightful pops, including our much loved title, The Wide-Mouthed Frog, celebrating over 25 years in publication and over 1.8 million copies sold worldwide.

**Rights sold:** Please enquire

**Specification:** TPS: 210 x 210mm  
Extent: 16pp + 6 pop-ups + case  
Binding: Hardback

**Target age range:** 2 years+

### The Wide-Mouthed Frog



See video

### The Giraffe who Cock-a-Doodle-Do'd



See video

### The Hiccuping Hippo



See video

### The Puzzled Penguin



See video



## The Hiccuping Hippo

*"Funny and engaging"*

*"Amazing little book. My Grandsons loved it!"*

*"One of my favourite children's books"*

*"Enjoyable even for adults"*

## The Wide-Mouthed Frog



*"Love this book!"*

Over 1.8m copies sold worldwide

*"Kids of all ages will enjoy it for many years!"*

*"Fun story to read to little ones. They really enjoyed the pop up pages!"*

*"My son has loved this book since he was 2 years old"*

*"Kids always love pop-ups but this one was really awesome"*



## Spelling Machine - On Holiday

.....



Learning to spell really can be fun! Flip out the integrated spelling machine inside, dial in each letter of the given object you are learning to spell and lift the flap to see if you are right. There are 30 words to spell. It works just like magic!

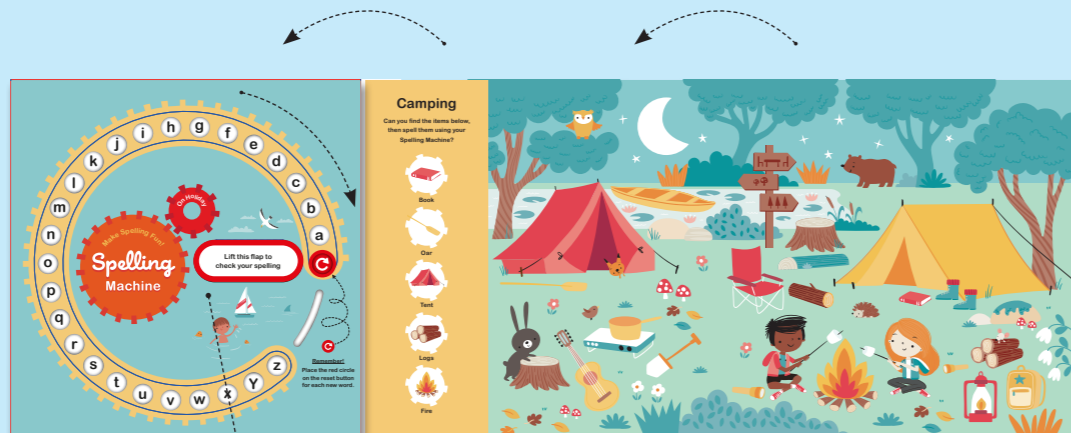
**Rights sold:** Indonesia, Asia (excluding Japan, Cambodia, Myanmar & Laos)

**Specification:** TPS: 230 x 230mm Extent: 16pp + spelling machine + case Binding: Hardback

**Target age range:** 6 years+

Flip out the integrated spelling machine attached to the inside front case

There are six different scenes and 5 words to spell on each.



Once you have dialled in all the letters of the word you are trying to spell, lift up the flap to see if you are right.

**Spelling Machine - On Holiday** is part of a 2-book series



See video

## Spelling Machine - At School

.....



Learning to spell really can be fun! Flip out the integrated spelling machine inside, dial in each letter of the given object you are learning to spell and lift the flap to see if you are right. There are 30 words to spell. It works just like magic!

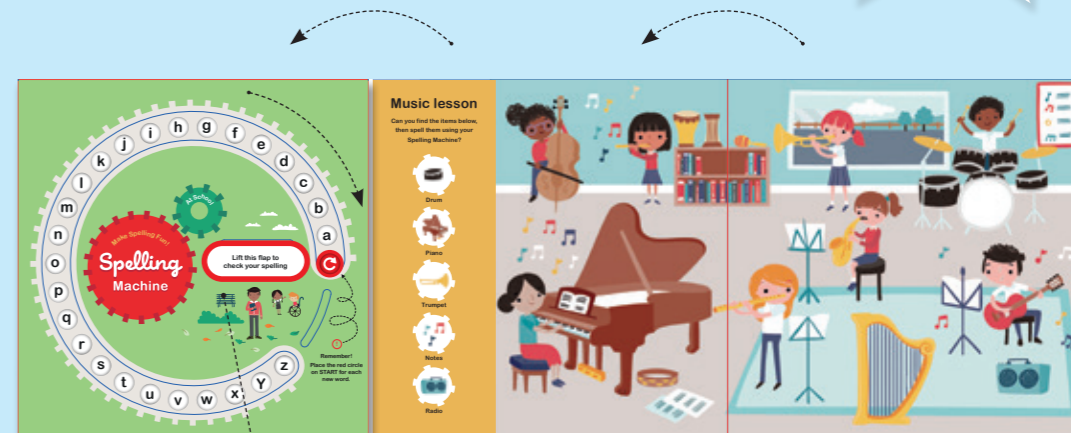
**Rights sold:** Indonesia, Asia (excluding Japan, Cambodia, Myanmar & Laos)

**Specification:** TPS: 230 x 230mm Extent: 16pp + spelling machine + case Binding: Hardback

**Target age range:** 6 years+

Flip out the integrated spelling machine attached to the inside front case

There are six different scenes and 5 words to spell on each.



Once you have dialled in all the letters of the word you are trying to spell, lift up the flap to see if you are right.

**Spelling Machine - At School** is part of a 2-book series



See video



## Micro-Facts Bugs



A fact filled introduction to the amazing world of bugs, including a separate hand-held magnifying glass concealed inside the front cover. Have fun hunting for the incredible, tiny micro-facts, hidden within each page.

**Rights sold:** All available

**Specification:** TPS: 255 x 203mm (P)

Extent: 16pp + magnifying viewer + cover

Binding: Sewn paperback or sewn cased.

**Target age range:** From 6 years



See video

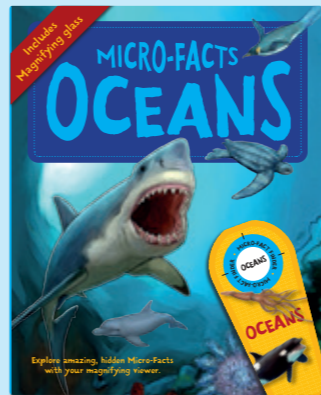


x3 magnifying lens



Micro-Facts Bugs is part of a 2-book series

## Micro-Facts Oceans



A fact filled introduction to the amazing world of ocean creatures, including a separate hand-held magnifying glass concealed inside the front cover. Have fun hunting for the incredible, tiny micro-facts, hidden within each page.

**Rights sold:** All available

**Specification:** TPS: 255 x 203mm (P)

Extent: 16pp + magnifying viewer + cover

Binding: Sewn paperback or sewn cased.

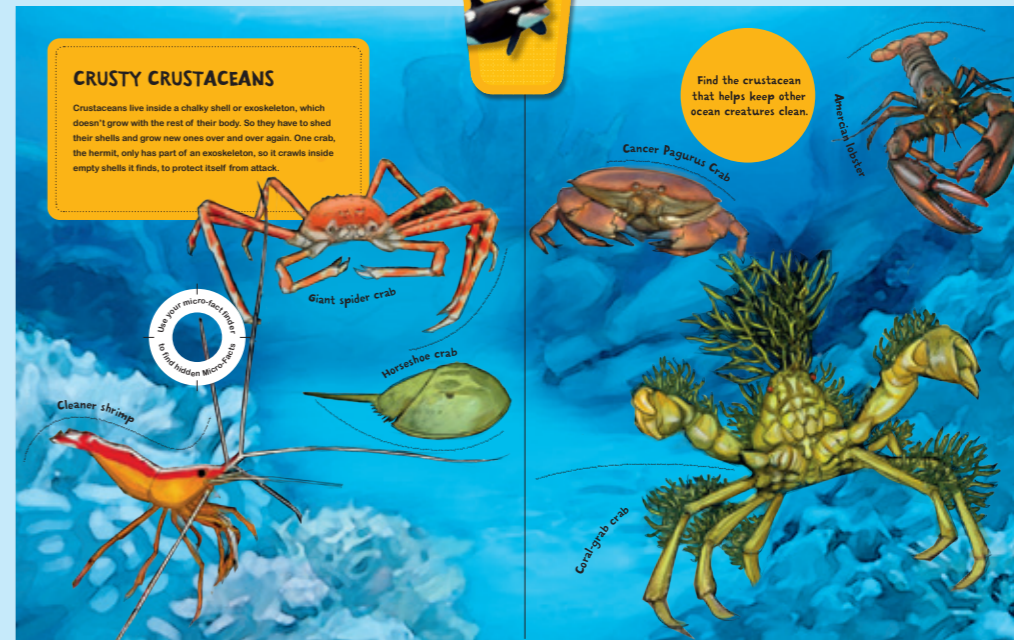
**Target age range:** From 6 years



See video



x3 magnifying lens



Micro-Facts Oceans is part of a 2-book series

## Round & Round - The Farm - Counting



Get ready to count with this fun novelty book, as you take a trip round the farm, visiting animals at the pigsty, hen house, pond and surrounding fields. As you turn the wheel on the case and every spread, the wheels on the tractor go round & round and the landscape passes by!

As the large wheel on the side is turned, the bus wheels move and the scenery rotates behind.



By the henhouse Farmer sees lots of cheeping **chickens**. How many can you find? Can you see any **eggs** in the henhouse? How many are there? I wonder where Farmer is going next!

**Rights sold:** All available

**Specification:** 203 x 203mm, 5 spreads + 1 large wheel + 2 small wheels + case

**Target age range:** 3 years+

Round & Round . The Farm - Counting is part of a 2-book series



See video

## Round & Round - The Town - Colours



Discover lots of colours with this fun novelty book, as you take a trip round town visiting places like the school, park, shops and market. As you turn the wheel on the case and every spread, the wheels on the bus go round & round and the landscape passes by!

As the large wheel on the side is turned, the bus wheels move and the scenery rotates behind.



The bus drives round the park. What colour are the **trees**? The children are playing football. What colour are the **team's shirts**? Can you see the pond? What colour are the **ducklings**?

**Rights sold:** All available

**Specification:** 203 x 203mm, 5 spreads + 1 large wheel + 2 small wheels + case

**Target age range:** 3 years+

Round & Round . The Town - Colours is part of a 2-book series

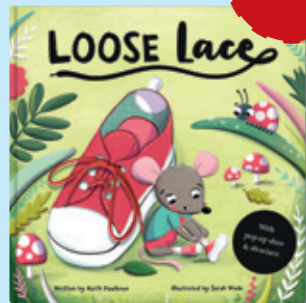


See video



## Loose Lace

Includes real red shoelace



Max can do most things. He can climb trees, ride his bike, and even read a bit. But there's one thing he finds tricky and that's tying his shoelaces properly! "One day you'll fall," his mother would say. And one day he did! A fun storybook, complete with a real shoelace, a pop-up shoe to practise on and step-by-step instructions.

**Rights sold:** All available

**Specification:** TPS: 230 x 230mm Extent: 20pp text + pop-up shoe + shoelace Binding: Hardback

**Target age range:** 3 years+



Thread your lace from the front case in the pop-up shoe to practise tying your laces.



See video



## Mr. Mombo's Balloon Flight



Mr. Mombo sets off for a round-the-world adventure in a hot air balloon. On his travels there are things to search and find along with questions about each scene. Read the question, place your viewer on the corresponding coded panel and see the answer magically appear!

**Rights sold:** All available

**Specification:** TPS: 300 x 220mm (P) Extent: 24pp + hand-held viewer + case. Binding: Hardback

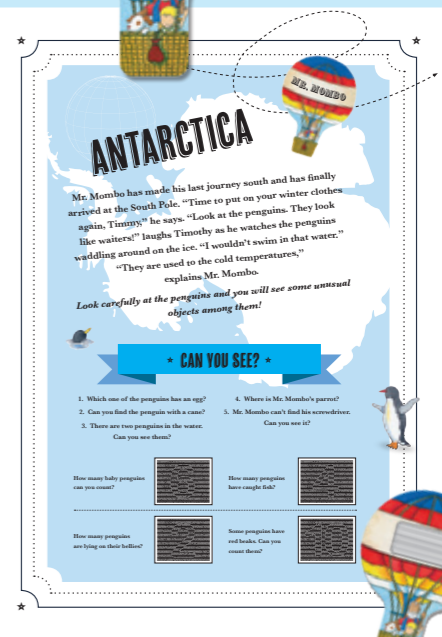
**Target age range:** 3 years+

Place your viewer over the code to magically reveal the answer.



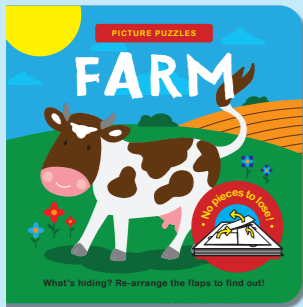
See video

Enlarged for reference



Your hand-held viewer is enclosed in the front case and accessed by a perforated flap, upon purchase.

## Picture Puzzles - Farm

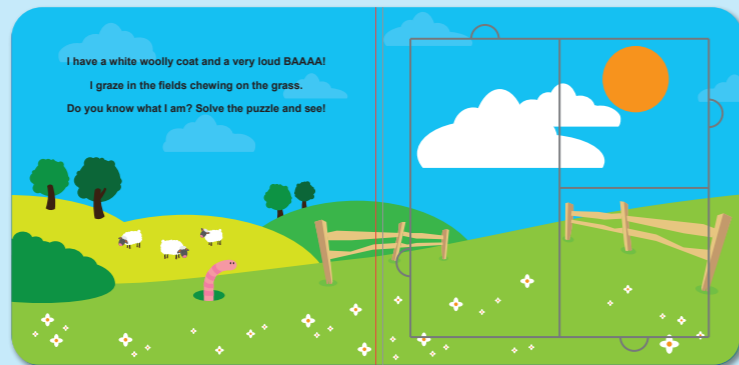


An early learning puzzle book but with no pieces to lose. Each book is based on related animals. Read the clues to guess what is hiding and then re-arrange the flaps on each page to reveal the animal.

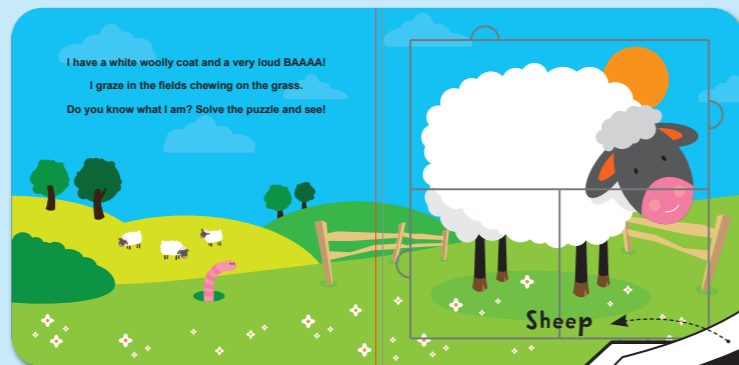
**Rights sold:** All available

**Specification:** TPS: 203 x 203mm Extent: 5 spreads + 20 flaps Binding: Board book

**Target age range:** 2 years+



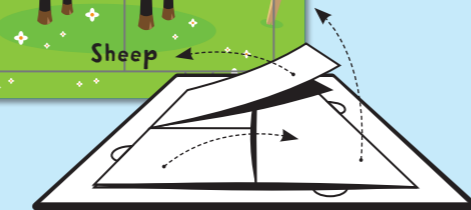
Start



See video

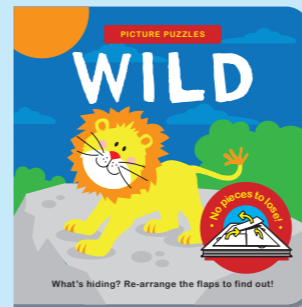
Finish

**Picture Puzzles - Farm**  
is part of a 2-book series



Position the flaps in the right order to reveal the animal.

## Picture Puzzles - Wild



An early learning puzzle book but with no pieces to lose. Each book is based on related animals. Read the clues to guess what is hiding and then re-arrange the flaps on each page to reveal the animal.

**Rights sold:** All available

**Specification:** TPS: 203 x 203mm Extent: 5 spreads + 20 flaps Binding: Board book

**Target age range:** 2 years+



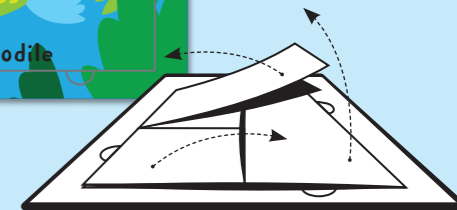
Start



See video

Finish

**Picture Puzzles - Wild**  
is part of a 2-book series













Position the flaps in the right order to reveal the animal.



## Licensed collaborations



We have been fortunate and privileged to collaborate with many license holders over the years, combining our often original, novelty concepts with their character based content. A few of our partners and titles to date are shown here.

 <p>Sesame Street</p>	 <p>The Very Hungry Caterpillar</p>	 <p>Disney</p>	 <p>Dr. Seuss</p>	 <p>Barbie</p>
 <p>Barney</p>	 <p>Rupert the Bear</p>	 <p>Thomas the Tank Engine</p>	 <p>Scooby-Doo</p>	 <p>Toy Story</p>



Disney Cars  
Ready, Set, Go!



Thomas & Friends  
Numbers Express



The Lost Files of Nancy Drew


















Scooby-Doo  
Shadow Mysteries

Disney's Cinderella  
A Magnificent Mouse Pop-Up



## Some of our publishing partners



 Penguin Random House	 Miseghy	 Beascoa	 Human & Rousseau	 Disney Press
 Scholastic	 Bhuana Ilmu Populer	 Allsorted	 DeAgostini	 Simon & Schuster
 Sandviks	 Hinkler	 Companhia Das Letras	 Hsinex International Corporation	 Casterman

## For rights and co-edition enquiries



**Gwen Bennett**

United Kingdom, North America, ANZ,  
South Africa, Italy, Greece and Turkey

[gwen@therightssolution.co.uk](mailto:gwen@therightssolution.co.uk)



**Rachel Pidcock**

Germany, France, Scandinavia,  
the Netherlands and Eastern Europe

[rachel@therightssolution.co.uk](mailto:rachel@therightssolution.co.uk)



**Aby Mann**

UK special sales, Asia, Middle East & Israel,  
Spain & South America, Portugal and Brazil

[aby@therightssolution.co.uk](mailto:aby@therightssolution.co.uk)

**Brainwaves Books Ltd.** Picketts Lodge, Picketts Lane, Salfords, Surrey RH1 5RG UK

**General enquiries:** [admin@brainwavesbooks.co.uk](mailto:admin@brainwavesbooks.co.uk)

[www.brainwavesbooks.co.uk](http://www.brainwavesbooks.co.uk)

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**Brainwaves Books Ltd.** Picketts Lodge, Picketts Lane, Salfords, Surrey RH1 5RG UK

**General enquiries:** [admin@brainwavesbooks.co.uk](mailto:admin@brainwavesbooks.co.uk)

[www.brainwavesbooks.co.uk](http://www.brainwavesbooks.co.uk)