

Rights Catalogue

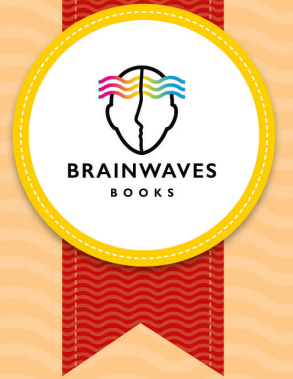
Frankfurt Book Fair 2025

Hall: 6.1 Stand: C56


BRAINWAVES
BOOKS



Pop-ups & creative novelty BOOKS for children



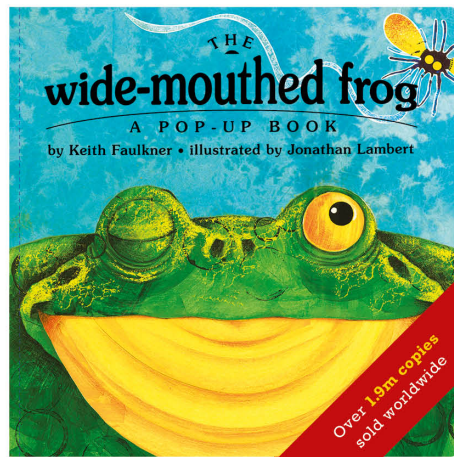
Welcome to Brainwaves Books

We are an independent children's book packager offering both rights and co-edition opportunities globally. With over three decades history and working closely with many of the world's leading children's book publishers, we create and produce original and engaging novelty formats, incorporating clever and interactive paper engineering to provide added play value and ensure learning and storytelling are lots of fun!

We are very flexible around customer needs, both designing and creating content ourselves, but also working closely with partners on licensed character work or special publications, where we combine our paper engineering designs with your content.

Do contact our rights team for a chat!

The Wide-Mouthed Frog



Rights sold: Please enquire.

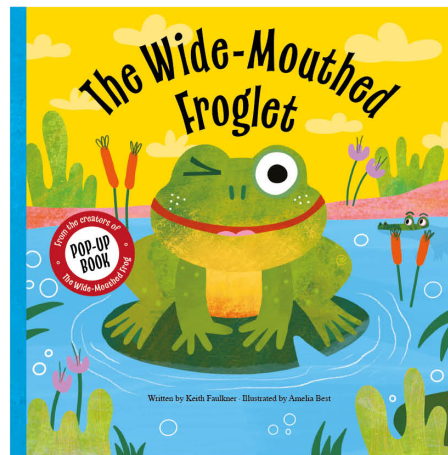
Specification: TPS: 250 x 250mm or 210 x 210mm

Extent: 16pp + 6 pop-ups + case

Binding: Hardback, sewn

Target age range: 2 years+

The Wide-Mouthed Froglet

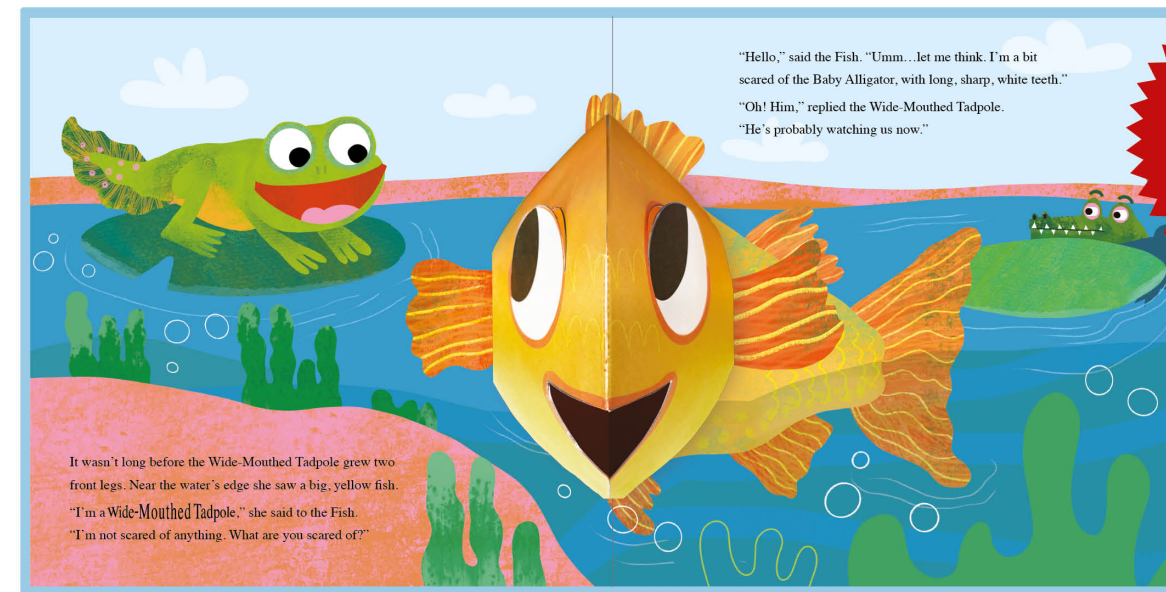


Rights sold: France, Brazil, UK, Eire, New Zealand.



The Wide-Mouthed Frog eats flies, but he's very interested in what other animals eat. That is, until he meets the alligator! Our best-selling pop-up book has sold over 1.9 million copies worldwide and to celebrate the 30th anniversary, we are thrilled to announce a new generation has spawned. Meet The Wide-Mouthed Froglet! Brave and curious like her Dad, she can't stop asking all the animals what scares them. Everyone agrees it's the same scary creature, until one day she comes face to face with them and gets an unexpected surprise. Written by Keith Faulkner, this is another amusing tale brought to life with 6 wonderful pop-ups and available in two formats.

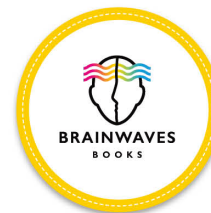
The Wide-Mouthed Froglet



See
video

Pop-up
book

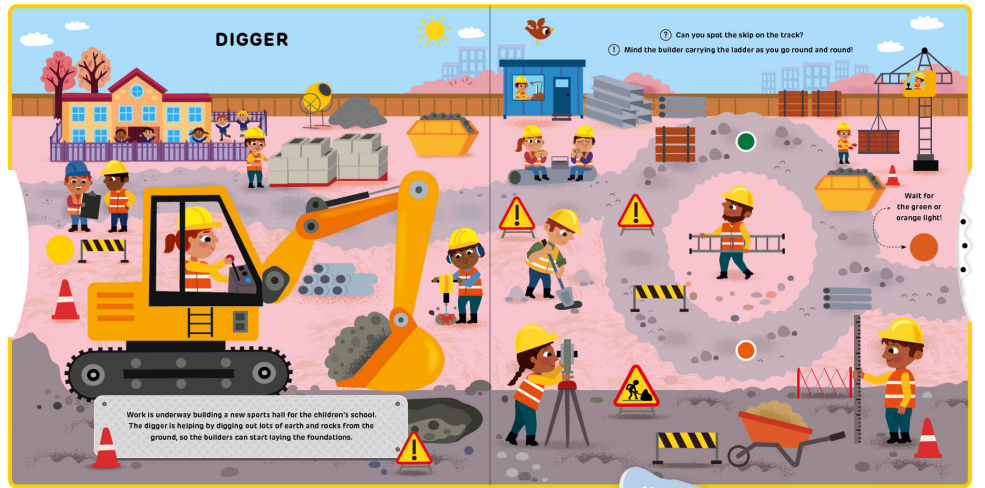
A new generation has **spawned**



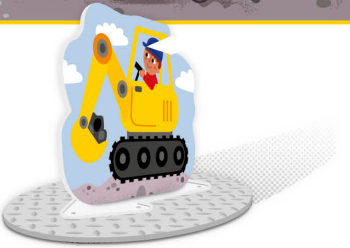
Let's Go Round - Construction



Learn all about construction vehicles and what they do in this fun and interactive series. All your vehicle play pieces are stored in pockets on the front case. Once assembled, turn the wheel until you get a green or orange 'light' in the window, then place your vehicle on the page and keep turning the wheel as you watch it magically travel around the scene. There are 6 different vehicles and 6 different tracks with lots to spot along the way.



Rights sold: French, Dutch
Specification: TPS: 230 x 230mm
Extent: 16pp + 1 wheel + 6 magnetic play pieces + case
Binding: Cased, sewn
Target age range: 3 years+



Let's Go Round - Construction
is part of a 2-book series

Let's Go Round - Construction play pieces



Digger



Roller



Crane



Mixer



Dump truck

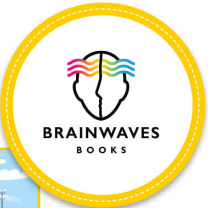


Bulldozer

See
video



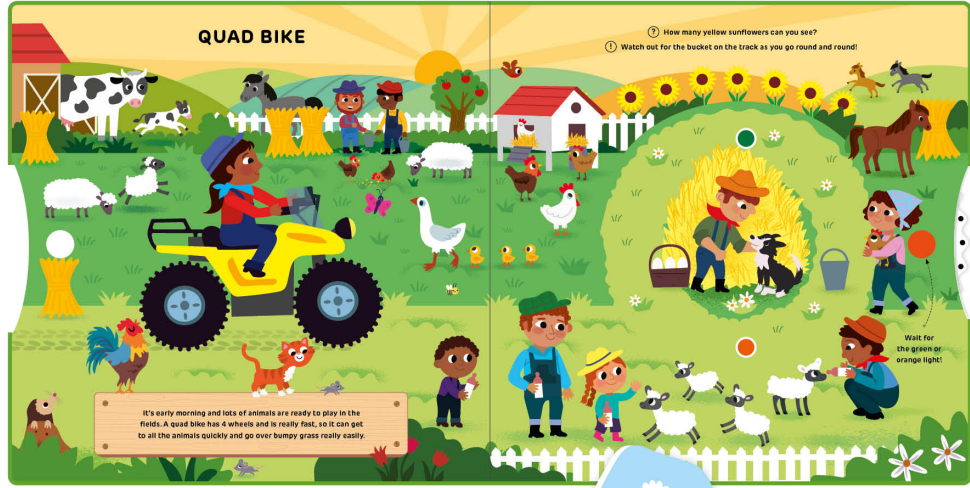
Turn the wheel
to send your vehicle
off round the
construction site.



Let's Go Round - Farm



Learn all about farm vehicles and what they do in this fun and interactive series. All your vehicle play pieces are stored in pockets on the front case. Once assembled, turn the wheel until you get a green or orange 'light' in the window, then place your vehicle on the page and keep turning the wheel as you watch it magically travel around the scene. There are 6 different vehicles and 6 different tracks with lots to spot along the way.



Rights sold: French, Dutch
Specification: TPS: 230 x 230mm
Extent: 16pp + 1 wheel + 6 magnetic play pieces + case
Binding: Cased, sewn
Target age range: 3 years+



Let's Go Round - Farm
is part of a 2-book series

Let's Go Round - Farm play pieces



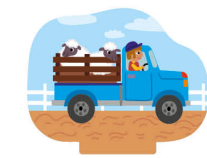
Tractor



Quad bike



Crop sprayer



Farm truck

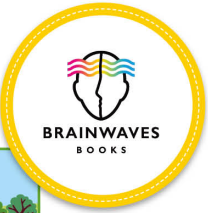


Combine harvester



Off-roader

See
video



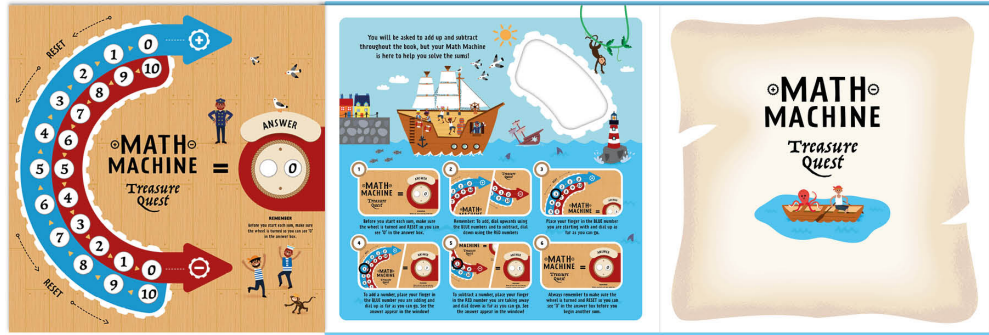
Turn the wheel to
send your vehicle
off round the farm.



Math Machine - Treasure Quest



A clever wheel mechanism helps children learn simple addition and subtraction sums. Join the adventure with 6 busy and engaging scenes of the quest journey and along the way use your interactive calculator to help you work out lots of adding and subtracting sums. The wheel mechanic covers number combinations between 0-20 and there are 50 different sums in each book.

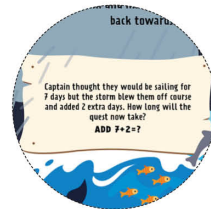


Flip out the integrated math machine from the inside front case.

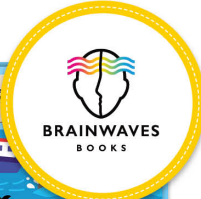
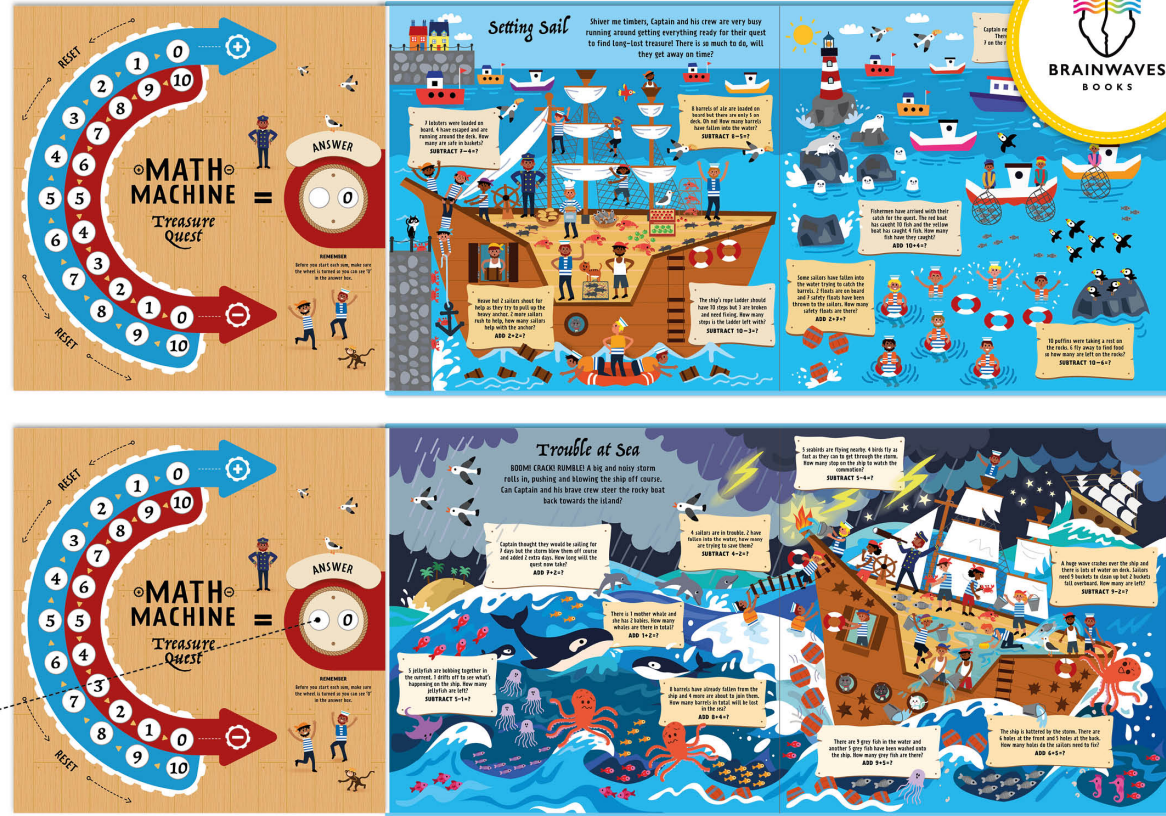
Math Machine - Treasure Quest is part of a 2-book series

Rights sold: Taiwan, Hungary
Specification: TPS: 230 x 230mm
Extent: 16pp + math machine wheel + case
Binding: Cased, sewn
Target age range: 4 years+

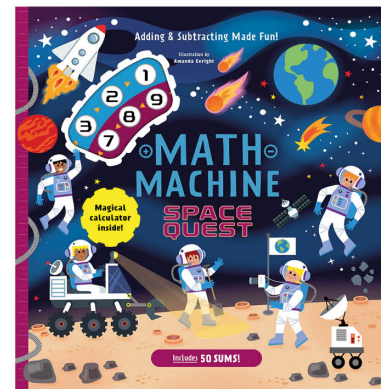
See video



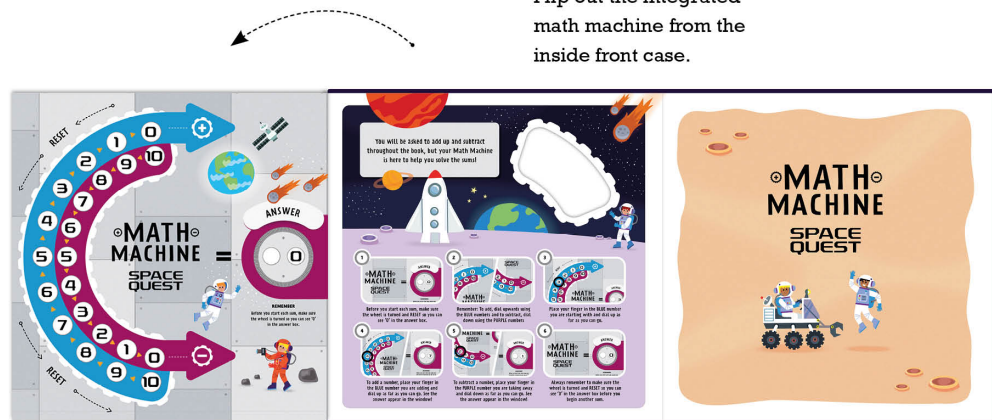
Dial in your sum and see your answer appear in the window.



Math Machine - Space Quest



A clever wheel mechanism helps children learn simple addition and subtraction sums. Join the adventure with 6 busy and engaging scenes of the quest journey and along the way use your interactive calculator to help you work out lots of adding and subtracting sums. The wheel mechanic covers number combinations between 0-20 and there are 50 different sums in each book.



Flip out the integrated math machine from the inside front case.

Math Machine - Space Quest is part of a 2-book series

Rights sold: All available

Specification: TPS: 230 x 230mm

Extent: 16pp + math machine wheel + case

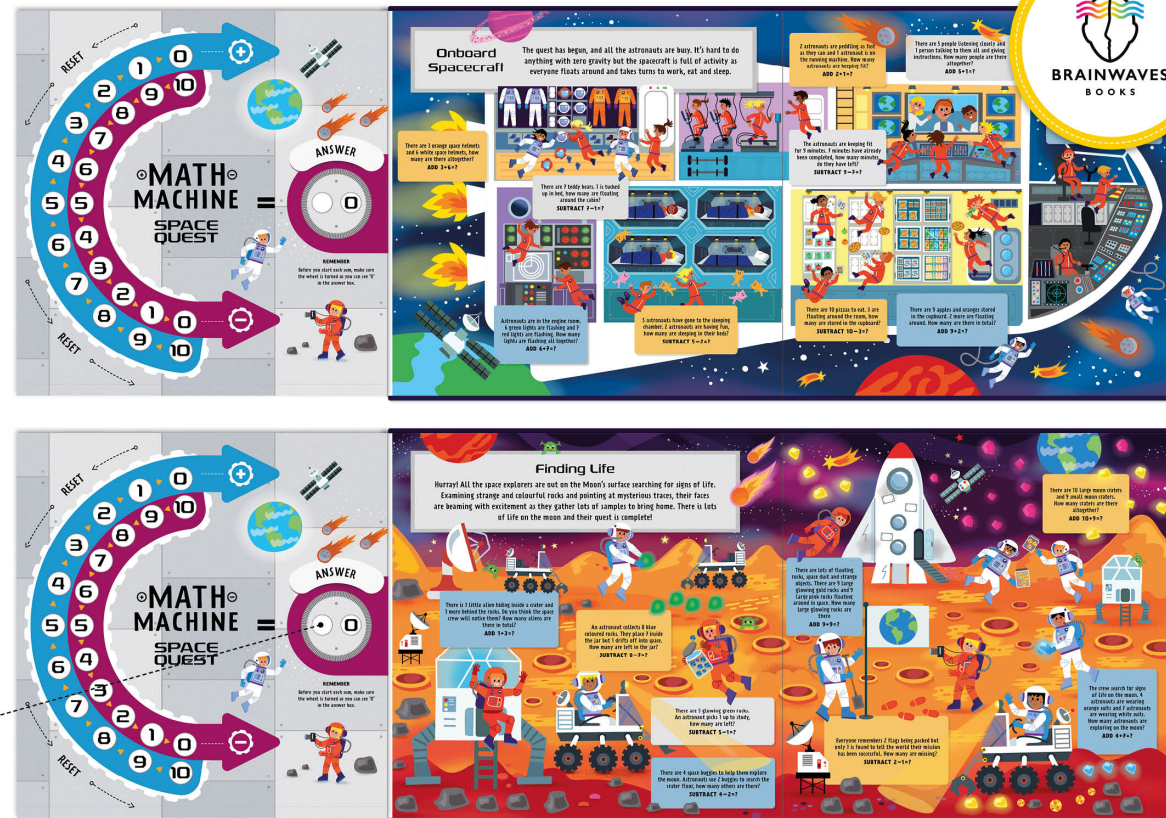
Binding: Cased, sewn

Target age range: 4 years+

See video

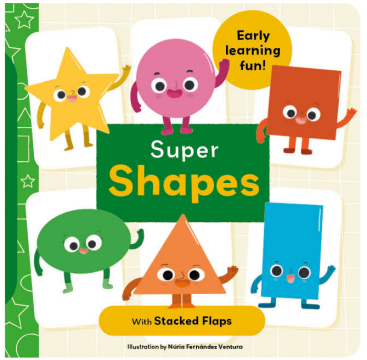


Dial in your sum and see your answer appear in the window.



Cool Colours & Super Shapes

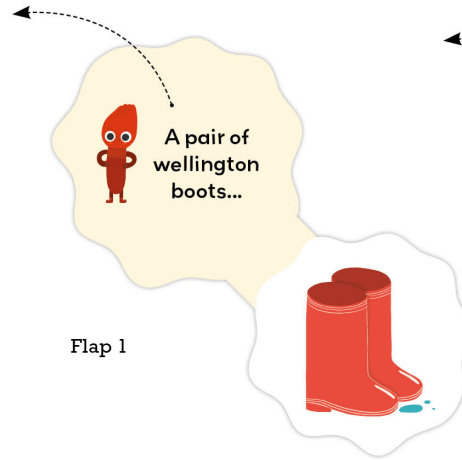
Early Learning Fun! Meet the Cool Colours and Super Shapes who are here to help you learn all about colours and shapes! As you meet each of the characters, have fun turning over the stacked flaps, one after the other, as they introduce you to all the colourful things and amazing shapes you can find around you.



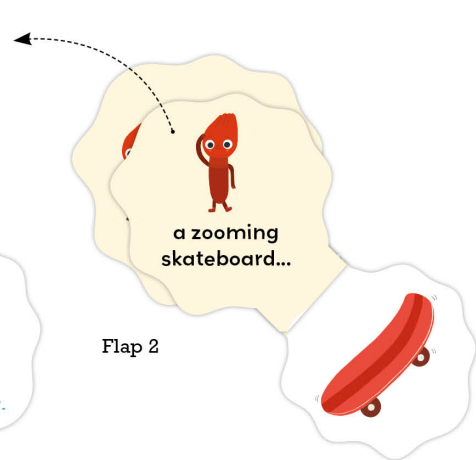
Rights sold: All available
Specification: TPS: 203 x 203mm
Extent: 7 spreads + 24 large flaps + case
Binding: Board book binding with rounded corners
Target age range: 2 years+

Cool Colours

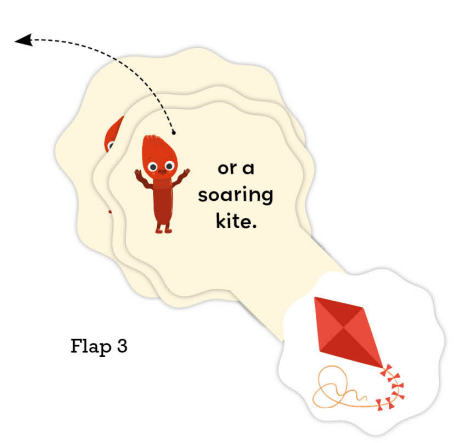
See video



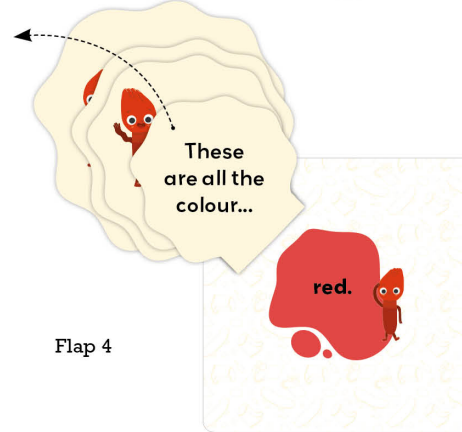
Flap 1



Flap 2



Flap 3



Flap 4



Cool Colours

Pop Explorer - Brilliant Bugs & Wondrous Wild Animals

Come on a fascinating journey with Pop the Explorer, who will introduce you to some amazing bugs and wild animals! Learn lots of interesting facts and information in the fully interactive spreads, offering amusing illustrations, flaps to lift and explore and five fantastic pop-ups emerging from full-size gatefold pages. These books will delight, inform, and entertain all young readers as they discover the wonders of nature.

Brilliant Bugs includes Ants, Butterflies, Bees, Ladybirds and Spiders

Wondrous Wild Animals includes Elephants, Monkeys, Hippos, Tigers and Giraffes.

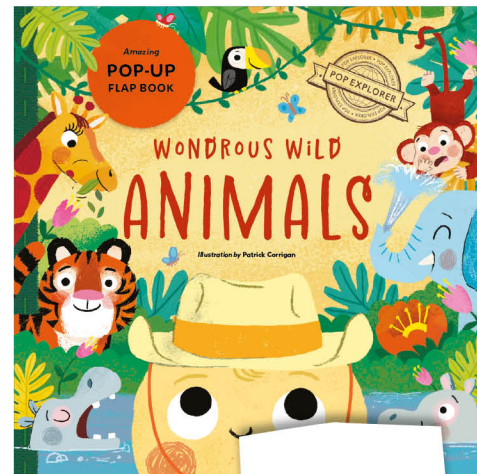
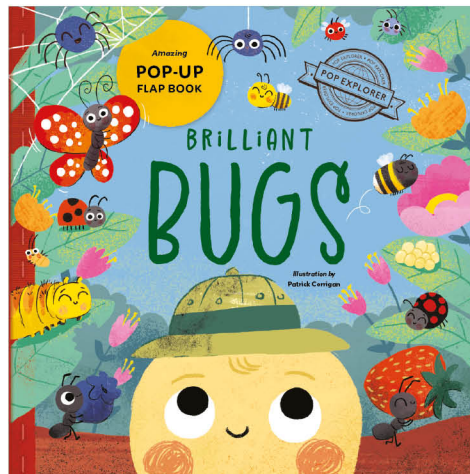
Rights sold: All available

Specification: TPS: 210 x 210mm

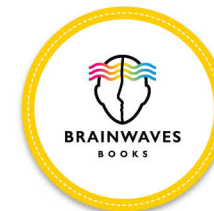
Extent: 5 spreads + 5 full page gatefolds + 5 pop-ups + diecut flaps + case

Binding: Board book binding.

Target age range: 4 years+



See
video



BRILLIANT
BUGS

100 Words to Learn

Translation
Fun!

See
video

100 Words to Learn - Shopping



Rights sold:
Please enquire

Specification:

TPS: 260 x 210mm (P)

Extent: 7 spreads plus 6 full page sliding pull tabs.

Binding: Cased Board Book

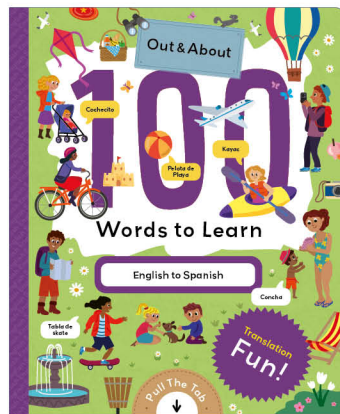
Target age range:

From 4 years

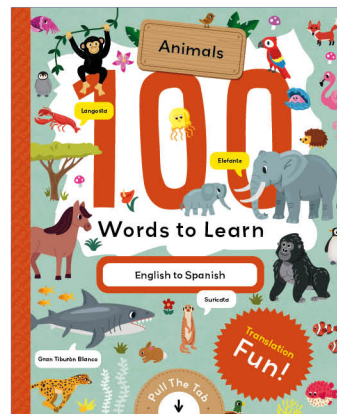
100 Words to Learn - Home



100 Words to Learn - Out & About

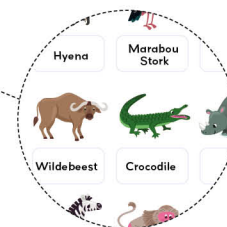
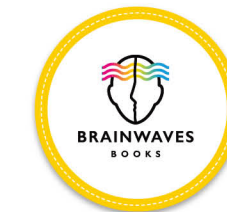
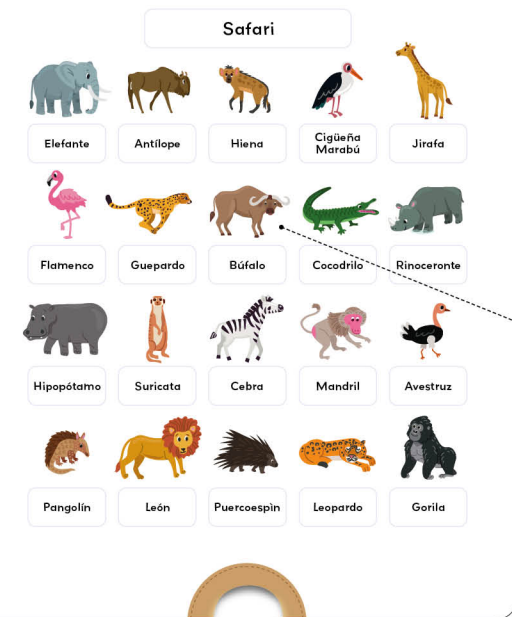


100 Words to Learn - Animals



Have fun building a vocabulary of words in a different language using this interactive pull tab book. With 100 words to learn and 5 detailed illustrated and themed scenes, slide the large pull tab on each spread to switch between languages and see the translated words through diecut windows. Then see how many you can remember using the full glossary of 100 words at the back of the book.

100 Words to Learn - Animals



Pull the tab down to see the words change in the diecut windows.

See
video

Flip Flap - Colours



Children can learn all about colours with this interactive early learning book. Each spread is a bright and busy collection of objects with something to find and a simple question to help them learn. They can then flip the clever flaps over to reveal the answer.

Rights sold: Taiwan (with a talking pen)

Specification: TPS: 180 x 180mm

Extent: 6 Spreads plus 10 flip flap mechanics

Binding: Cased Board Book

Target age range: From 2 years

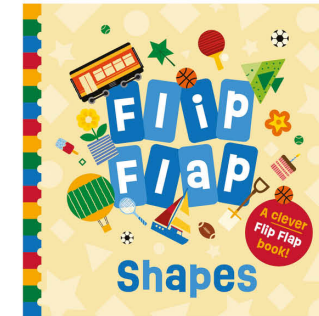


Think about the colour of the objects in the diecut windows and then flip each flap over to reveal the answer.



See
video

Flip Flap - Shapes



Children can learn all about shapes with this interactive early learning book. Each spread is a bright and busy collection of objects with something to find and a simple question to help them learn. They can then flip the clever flaps over to reveal the answer.

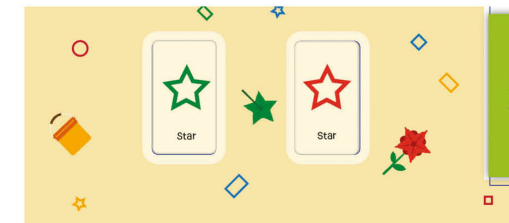
Rights sold: Taiwan (with a talking pen)

Specification: TPS: 180 x 180mm

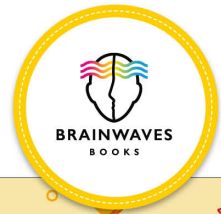
Extent: 6 Spreads plus 10 flip flap mechanics

Binding: Cased Board Book

Target age range: From 2 years



Making
learning
fun!



Spelling Machine - On Holiday

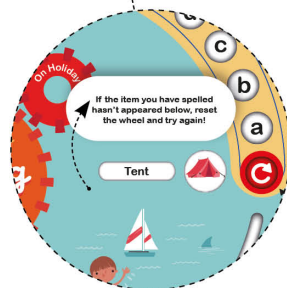
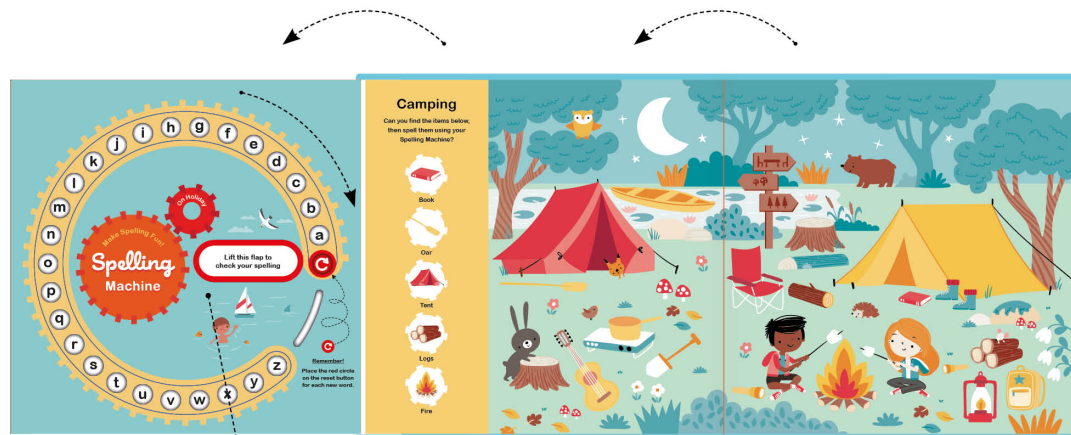


Learning to spell really can be fun! Flip out the integrated spelling machine inside, dial in each letter of the object you are learning to spell from each spread and lift the flap to see if you are right. There are 30 objects and words to spell. It works just like magic!

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

Specification: TPS: 230 x 230mm Extent: 16pp + spelling machine + case Binding: Cased, sewn

Target age range: 5 years+



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.

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

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

See video

Spelling Machine - At School

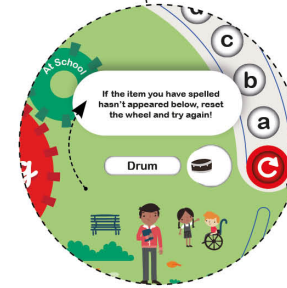


Learning to spell really can be fun! Flip out the integrated spelling machine inside, dial in each letter of the object you are learning to spell from each spread and lift the flap to see if you are right. There are 30 objects and words to spell. It works just like magic!

Rights sold: Portugal, Indonesia, Japan, MEA region, the Gulf, North Africa and Asia (excluding Cambodia, Myanmar & Laos)

Specification: TPS: 230 x 230mm Extent: 16pp + spelling machine + case Binding: Cased, sewn

Target age range: 5 years+



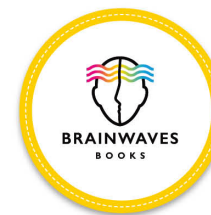
Once you have dialled in all the letters of the word you are trying to spell, lift up the flap to see if you are right.

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

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

See video

It's magic!



See
video

Round & Round - The Farm - Counting

New titles coming soon!



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!

Rights sold: Germany, Sweden, Norway, Finland and Italy

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

Target age range: 18 months+



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

See
video

Round & Round - The Town - Colours

Fun
novelty



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!

Rights sold: Germany and Italy

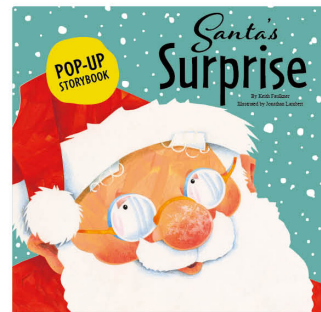
Specification: 203 x 203mm, 5 spreads + 1 large wheel + 2 small wheels + case

Target age range: 18 months+



BRAINWAVES
BOOKS

Santa's Surprise



Poor Santa can't see very well as he needs some new glasses. This makes it tricky when he goes looking for Rudolph. A delightful story brought to life with 5 fantastic pop-ups emerging from full-size gatefold pages, as the reader follows Santa on his search, until he eventually finds his faithful Reindeer, who gives him a very welcome Christmas gift.

Rights sold: All available

Specification: TPS: 230 x 230mm Extent: 14pp
+ 5 full page gatefolds + 5 pop-ups + case
Binding: Cased, sewn

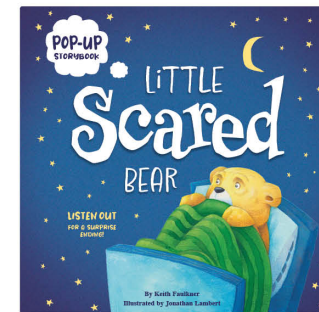
Target age range: 2 Years+

Pop-up
book



See
video

Little Scared Bear



Startled Teddy woke up in the night. It was dark and there were some very scary sounds RRRRAAAAAGH! WHEEEEEEE! WRAARRGH! What could it be...a lion...a gorilla...an elephant? Join Teddy's hunt as he searches for what's making all the noise brought to life with 5 big and colourful pop-ups, plus a surprising sound at the end. You'll never guess what Teddy finds making the scary noises...

Rights sold: Korea, Brazil

Specification: TPS: 230 x 230mm Extent: 14pp
+ 1 full page gatefold + 5 pop-ups
Binding: Cased, sewn

Target age range: 2 years+

Pop-up
book

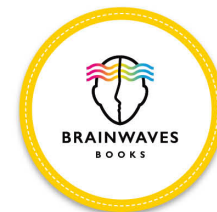


Could it be a ferocious gorilla with gigantic arms and little red eyes, coming to get him?

Teddy shouted, “DAD!” but nobody came.



Listen out for a surprise ending!



See
video

Animal Antics - Pop-ups

.....

A lovely collection of four amusing tales focused around a group of curious and confused animals. Each book includes 6 big and colourful pop-ups to bring the animals to life. Meet The Giraffe Who Cock-A-Doodle-Do'o'd, The Hiccuping Hippo, The Puzzled Penguin and The Long-Nosed Pig. Can also be combined with our much loved The Wide Mouthed Frog and The Wide Mouthed Froglet (subject to rights).

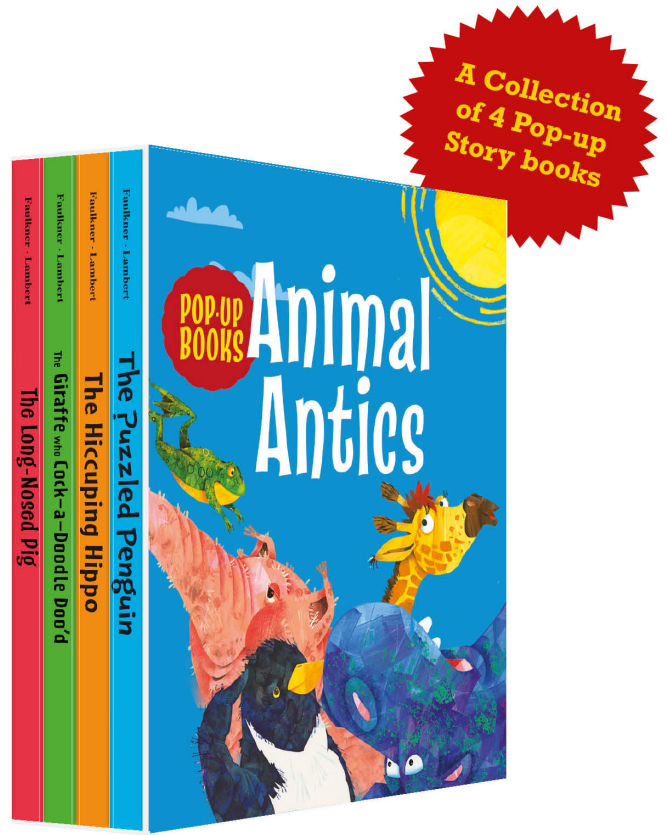
Rights sold: Please enquire

Specification: TPS: 210 x 210mm

Extent: 16pp + 6 pop-ups + case

Binding: Cased, sewn

Target age range: 2 years+



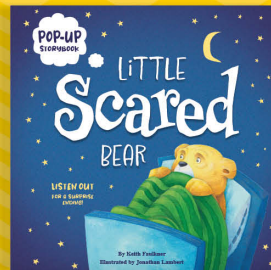
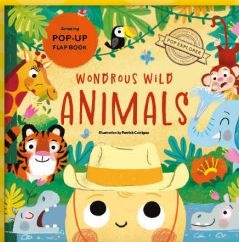
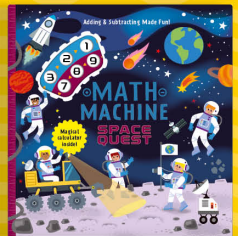
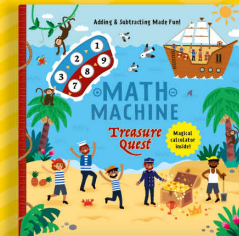
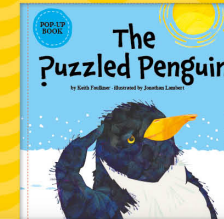
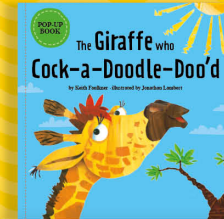
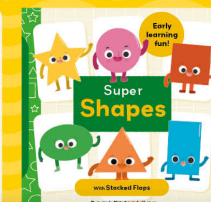
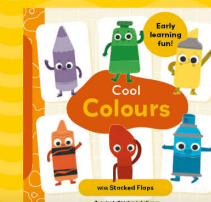
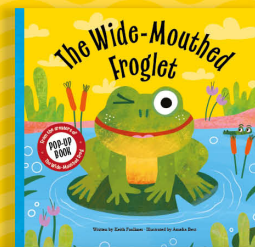
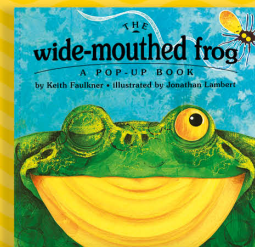
The Giraffe who Cock-a-Doodle-Do'o'd



See video



Frankfurt Book Fair 2025



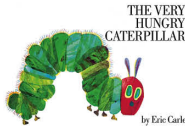
Licensed collaborations

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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.



Sesame Street



The Very Hungry Caterpillar



Nancy Drew



Dr. Seuss



Barbie



Barney



Rupert the Bear



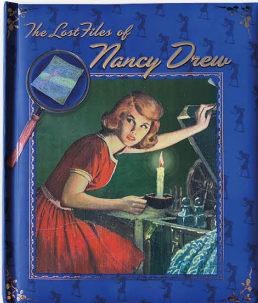
Thomas the Tank Engine



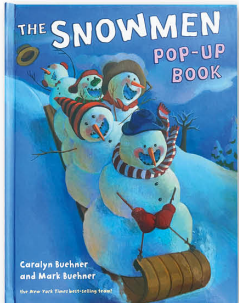
Scooby-Doo



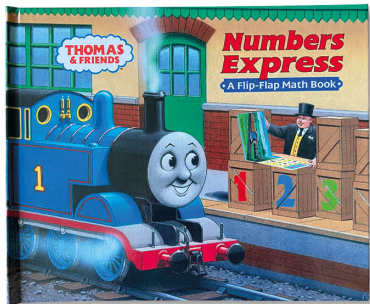
Tonka



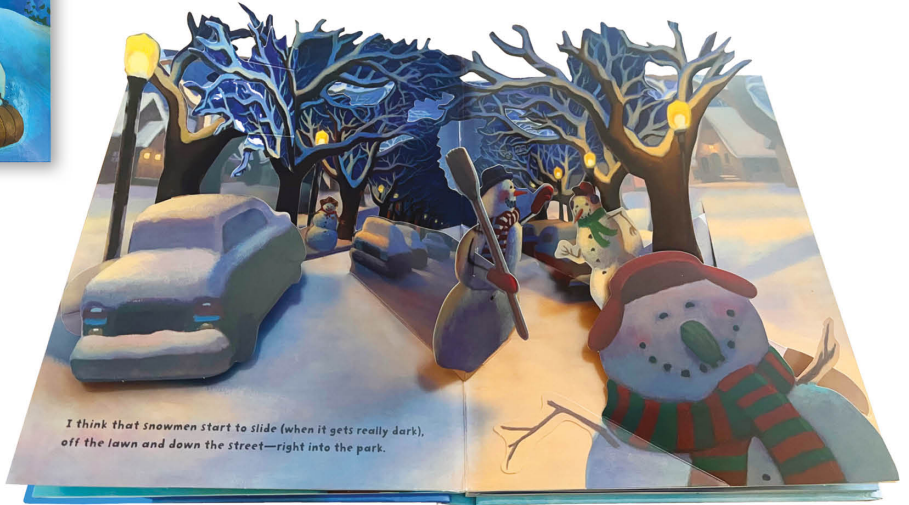
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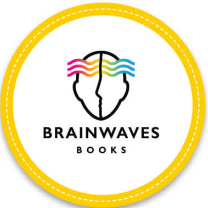
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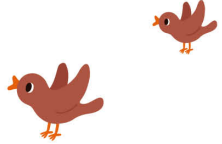


The Snowmen Pop-up book



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Gwen Bennett

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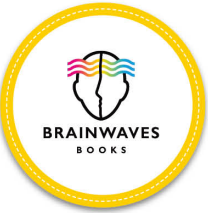
Rachel Pidcock

Germany, France, Scandinavia,
the Netherlands and Eastern Europe
rachel@therightssolution.co.uk



Aby Mann

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Brainwaves Books Ltd. Picketts Lodge, Picketts Lane, Salfords, Surrey RH1 5RG UK
General enquiries: admin@brainwavesbooks.co.uk
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