

BRAINWAVES
BOOKS

Rights Catalogue

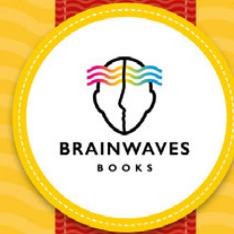
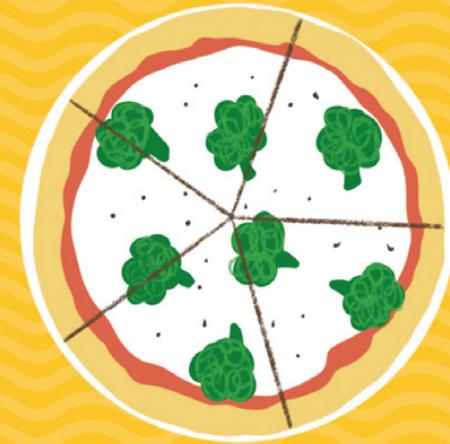
London/ Bologna Book Fair 2026

London: Stand: 7A90

Bologna: Hall: 25 Stand: B35



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!



Pull Tab Sums - Addition & Subtraction / Multiplication & Division

These clever interactive books help young children learn how to add, take away, multiply and divide numbers from 1- 12. Every page focuses on an active number and helps build pattern recognition to help them understand that subtraction 'undoes' addition and division 'undoes' multiplication. Twelve colourful themed and tabulated paged scenes help connect little learners to over 280 different sums and large pull tab sliders can be pulled to reveal the answers. Then use the quick reference glossary of sums at the back, to see how many they remember.

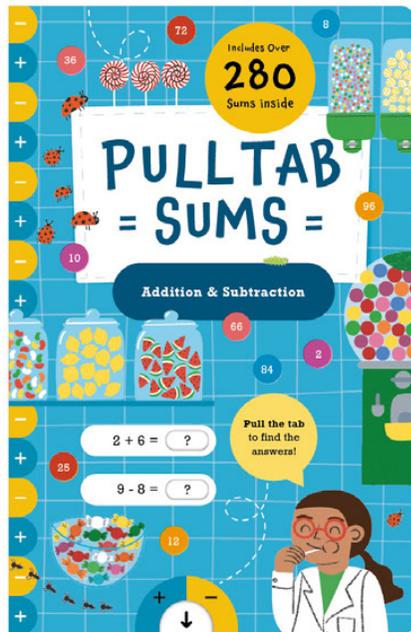
Rights sold: All available

Specification: TPS: 257 x 165mm (P)

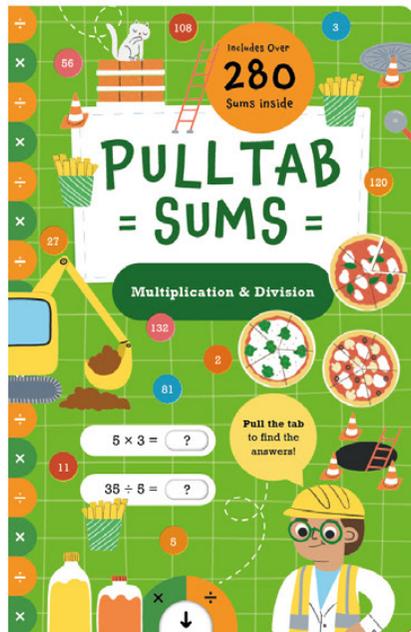
Extent: 13 spreads, 13 double-sided sliding pull tabs + case

Binding: Cased Board Book

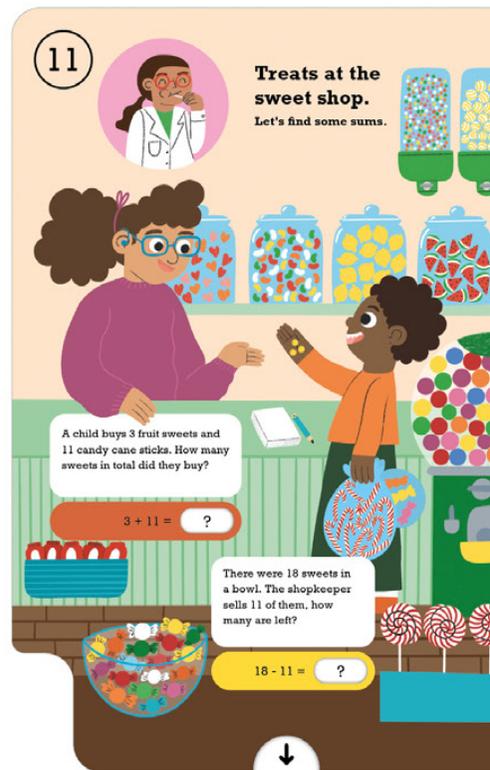
Target age range: 4 years+



Pull Tab Sums - Addition & Subtraction



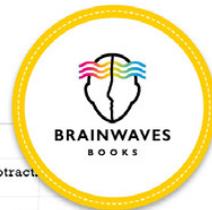
Pull Tab Sums - Division & Multiplication



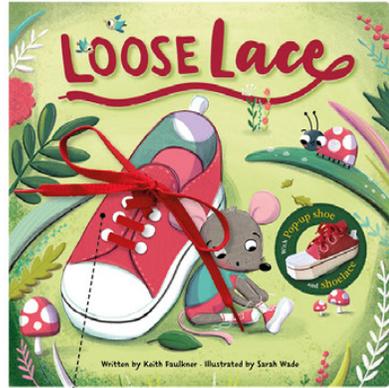
Addition +	Subtraction -
1 + 11 = ?	12 - 11 = ?
2 + 11 = ?	13 - 11 = ?
3 + 11 = ?	14 - 11 = ?
4 + 11 = ?	15 - 11 = ?
5 + 11 = ?	16 - 11 = ?
6 + 11 = ?	17 - 11 = ?
7 + 11 = ?	18 - 11 = ?
8 + 11 = ?	19 - 11 = ?
9 + 11 = ?	20 - 11 = ?
10 + 11 = ?	21 - 11 = ?
11 + 11 = ?	22 - 11 = ?
12 + 11 = ?	23 - 11 = ?



Addition +	Subtraction -
1 + 11 = 12	12 - 11 = 1
2 + 11 = 13	13 - 11 = 2
3 + 11 = 14	14 - 11 = 3
4 + 11 = 15	15 - 11 = 4
5 + 11 = 16	16 - 11 = 5
6 + 11 = 17	17 - 11 = 6
7 + 11 = 18	18 - 11 = 7
8 + 11 = 19	19 - 11 = 8
9 + 11 = 20	20 - 11 = 9
10 + 11 = 21	21 - 11 = 10
11 + 11 = 22	22 - 11 = 11
12 + 11 = 23	23 - 11 = 12



Loose Lace



Includes real shoelace

Rights sold: All available

Specification: TPS: 230 x 230mm

Extent: 5 spreads + pop-up shoe + shoelace + case

Binding: Board book with rounded corners

Target age range: 3 years+

Read the story about Max as he learns why it's so important to tie shoelaces. Then children can learn how to tie their own shoe laces by practising using a real lace on a clever pop-up shoe, accompanied by step-by-step instructions.



See video



Use the lace from the front cover and then learn to tie shoelaces using the step-by-step instructions and the clever pop-up shoe.



Pop Explorer - Brilliant Bugs

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.

Pop Explorer - Wondrous Wild Animals



Rights sold: All available

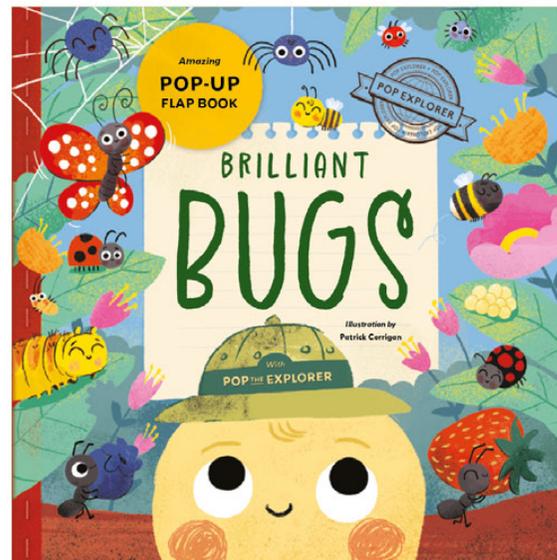
Specification: TPS: 210 x 210mm

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

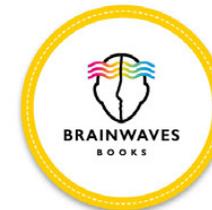
Binding: Cased board book

Target age range: 4 years+

See video



Pop Explorer - Brilliant Bugs is part of a 2-book series



Pop Explorer - Wondrous Wild Animals

Come on a fascinating journey with Pop the Explorer, who will introduce you to some amazing wild animals and bugs! 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.

Wondrous Wild Animals includes elephants, monkeys, hippos, tigers and giraffes.

Pop Explorer - Brilliant Bugs



Rights sold: All available

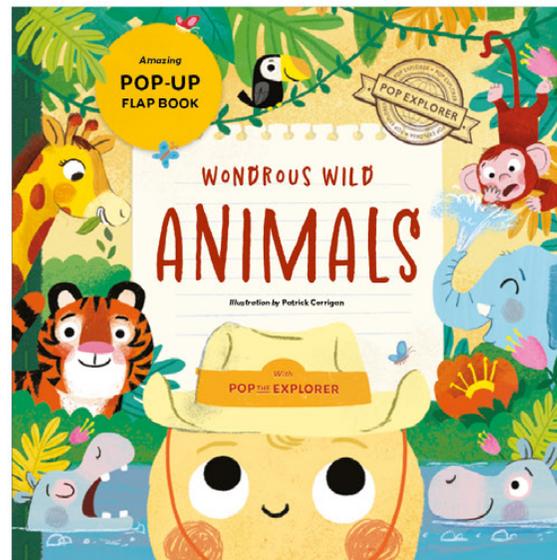
Specification: TPS: 210 x 210mm

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

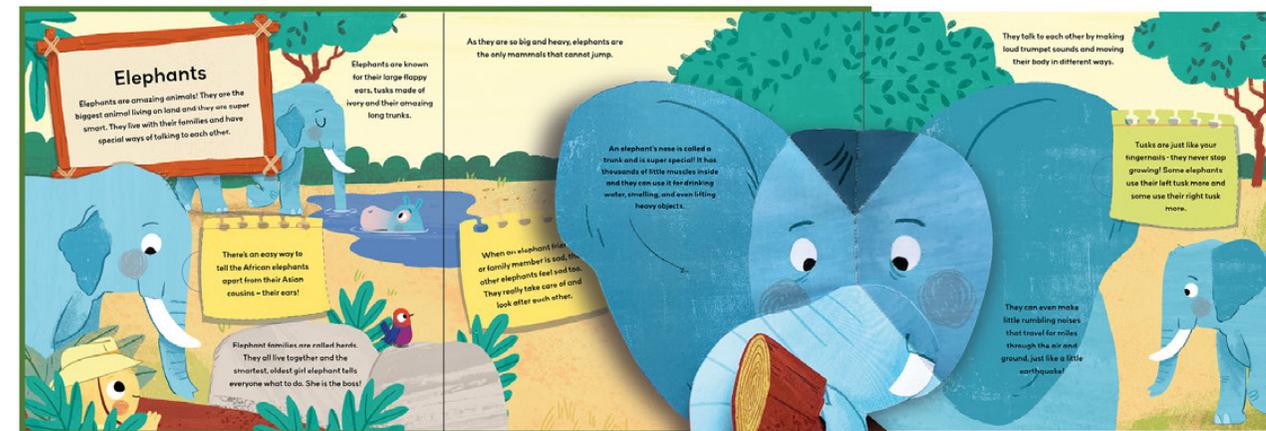
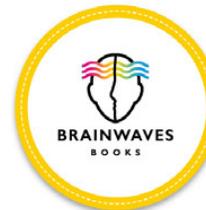
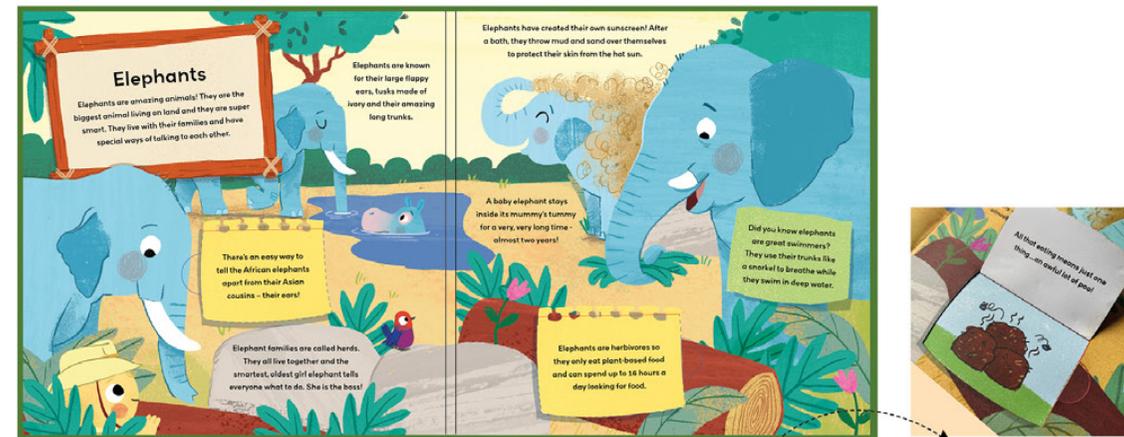
Binding: Cased board book

Target age range: 4 years+

See video



Pop Explorer - Wondrous Wild Animals
is part of a 2-book series

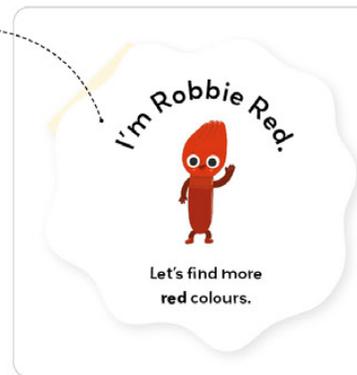
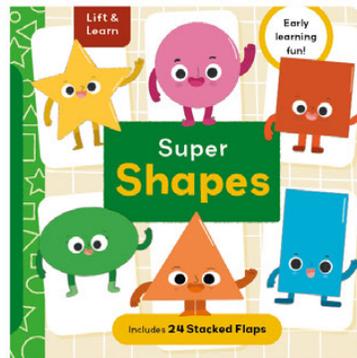
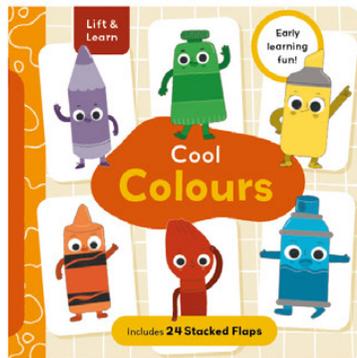


Lift & Learn - Cool Colours & Super Shapes

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. Then use the quick reference glossary at the back of the book, to see how many you have learnt.

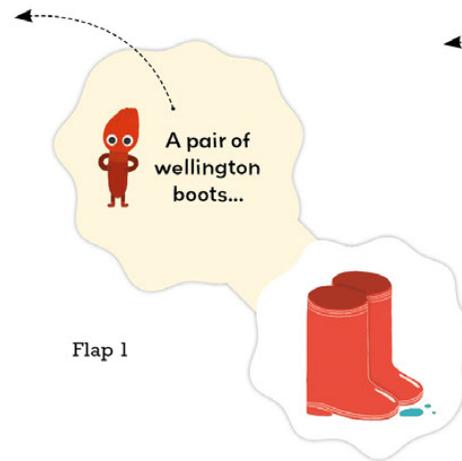
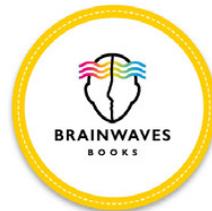
See video

See video

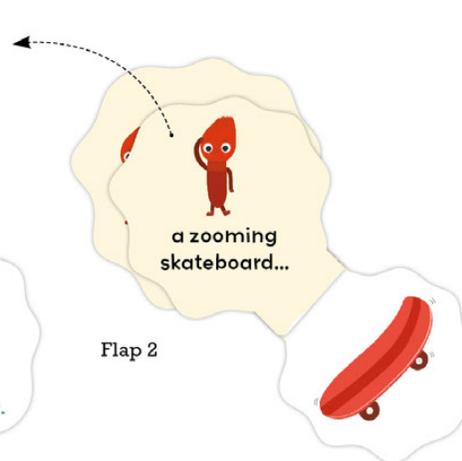


Rights sold: All available
Specification: TPS: 203 x 203mm
Extent: 7 spreads + 24 large flaps + case
Binding: Cased board book
Target age range: 2 years+

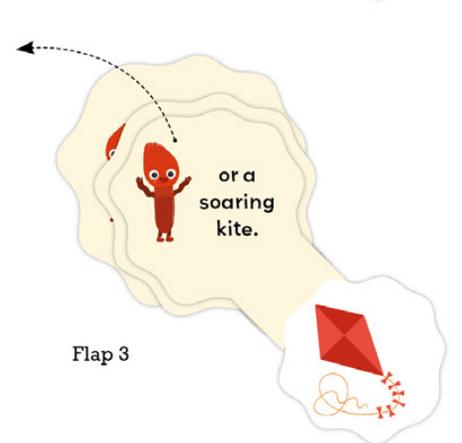
Cool Colours



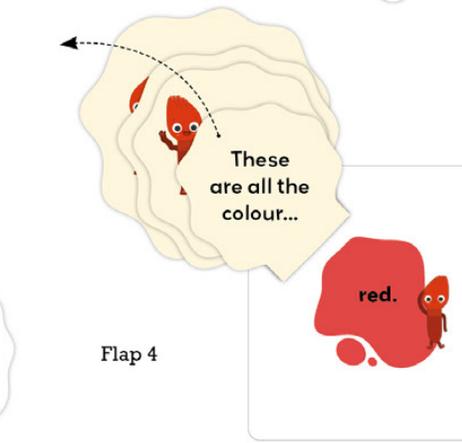
Flap 1



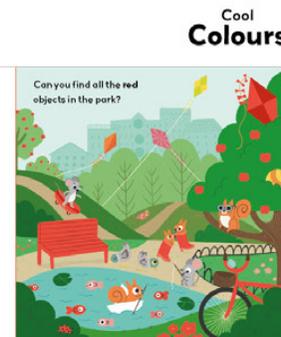
Flap 2



Flap 3



Flap 4

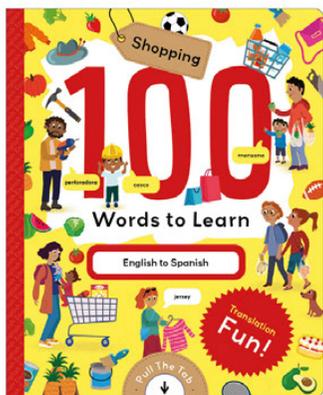


Cool Colours

100 Words to Learn

See video

100 Words to Learn - Shopping



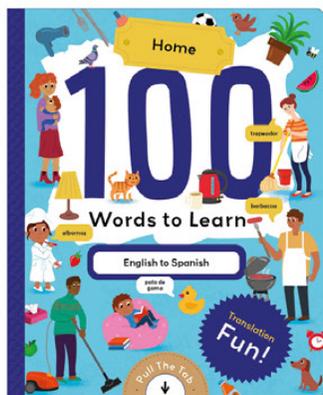
Rights sold:
Please enquire

Specification:
TPS: 260 x 210mm (P)
Extent: 7 spreads plus 6 full page sliding pull tabs.
Binding: Cased Board Book

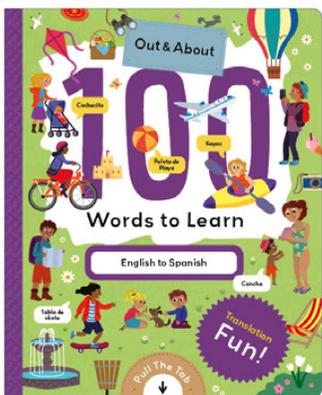
Target age range:
From 4 years

See video

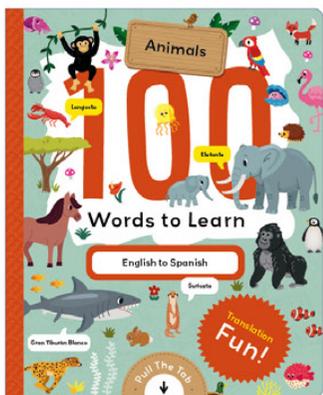
100 Words to Learn - Home



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.

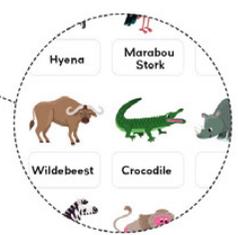
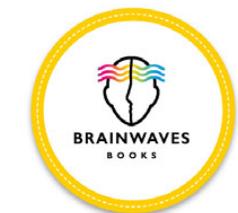
Translation Fun!

100 Words to Learn - Animals



Safari

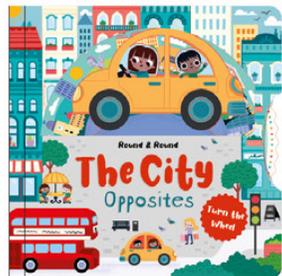
Elefante	Antlope	Hiena	Cigüeña Marabú	Jirafa
Flamenco	Guepardo	Búfalo	Cocodrilo	Rinoceronte
Hipopótamo	Suricata	Cebra	Mandrill	Avestruz
Pangolín	León	Puercoespin	Leopardo	Gorila



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

Round & Round - The City - Opposites

See video

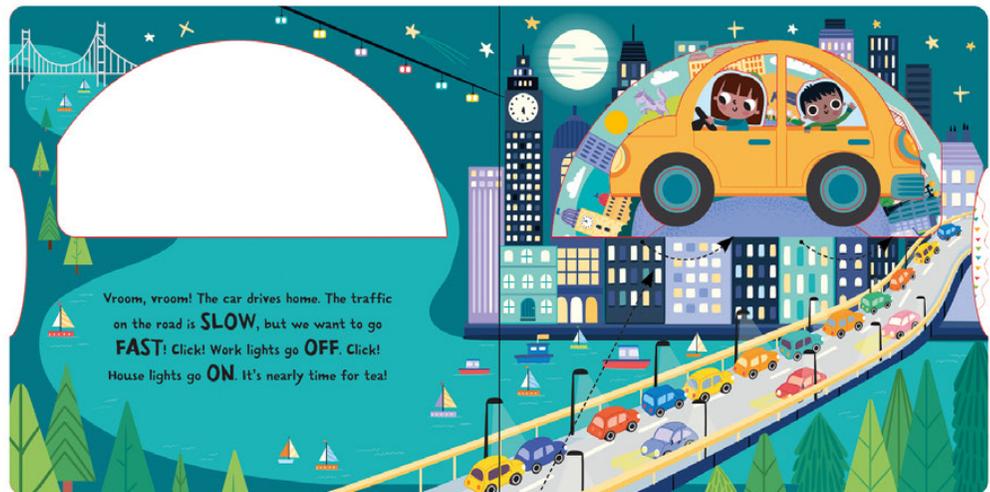


Get ready to learn your first opposites with this fun novelty book, as you take a trip round the city, visiting the museum, the zoo and all the city sights. As you turn the wheel on the case and every spread, the wheels on the car go round & round and the landscape passes by!

Rights sold: All available

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

Target age range: 18 months+

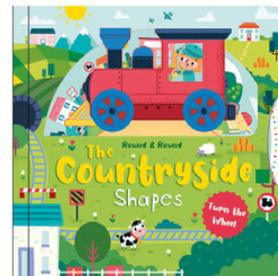


As the large wheel on the side is turned, the car wheels move and the scenery rotates behind.

The Round & Round titles are part of a 4-book series

Round & Round - The Countryside - Shapes

See video

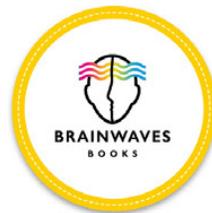


Discover lots of shapes with this fun novelty book, as you take a trip round the countryside visiting places like the forest, the coast and snowy mountains. As you turn the wheel on the case and every spread, the wheels on the train go round & round and the landscape passes by!

Rights sold: All available

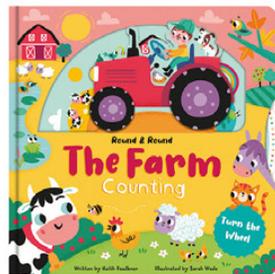
Specification: 203 x 203mm, 5 spreads + 1 large wheel + 2 small wheels + case

Target age range: 18 months+



Round & Round · The Farm - Counting

See video



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!



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?

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

The Round & Round titles are part of a 4-book series

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+

Round & Round · The Town - Colours

See video



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!



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**?

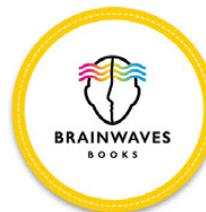
Fun novelty



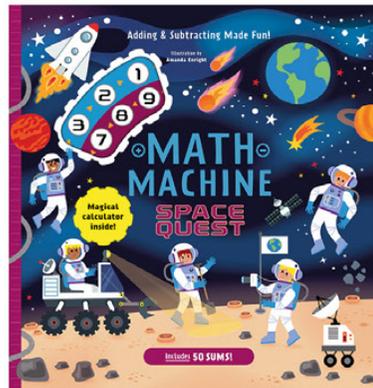
Rights sold: Germany and Italy

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

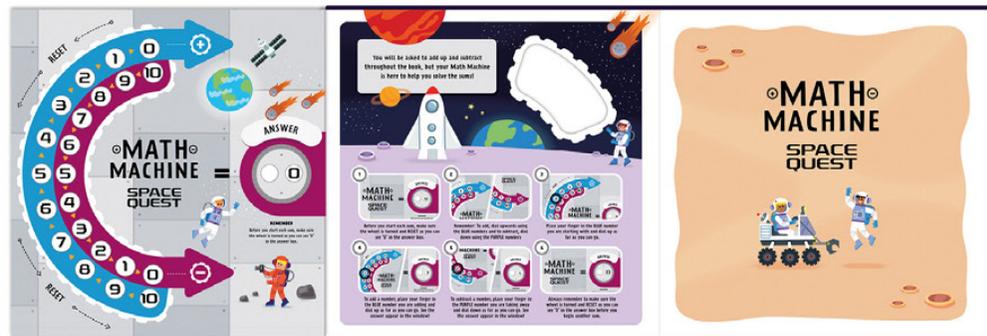
Target age range: 18 months+



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 mechanism covers number combinations between 0-20 and there are 50 different sums in each book.



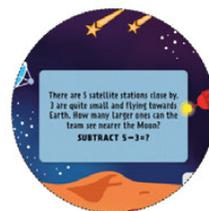
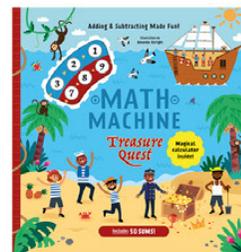
Flip out the integrated math machine from the inside front case.

See video

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+

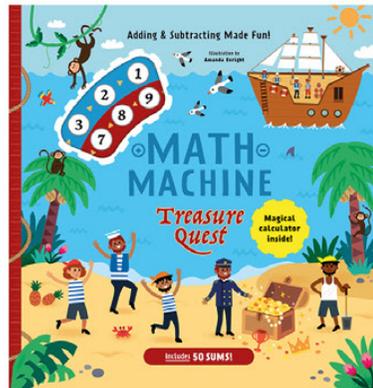
Math Machine - Treasure Quest



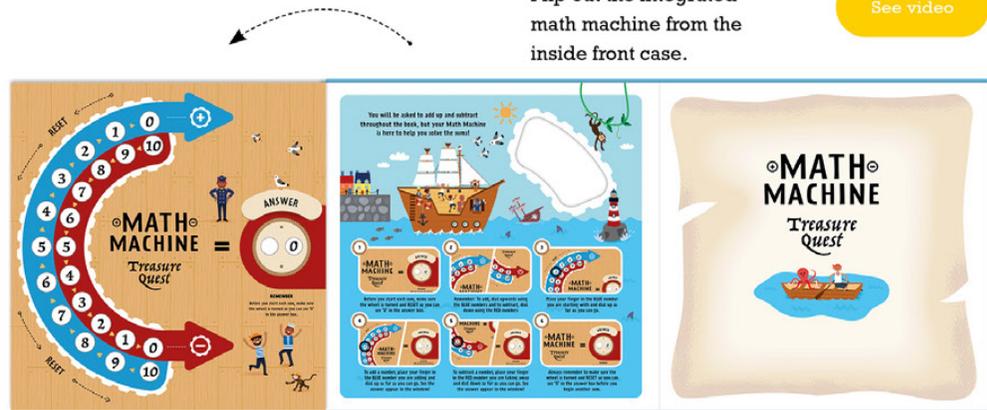
Dial in your sum and see your answer appear in the window.



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 mechanism 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.

See video

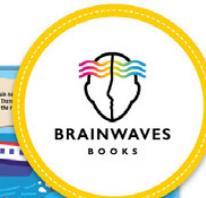
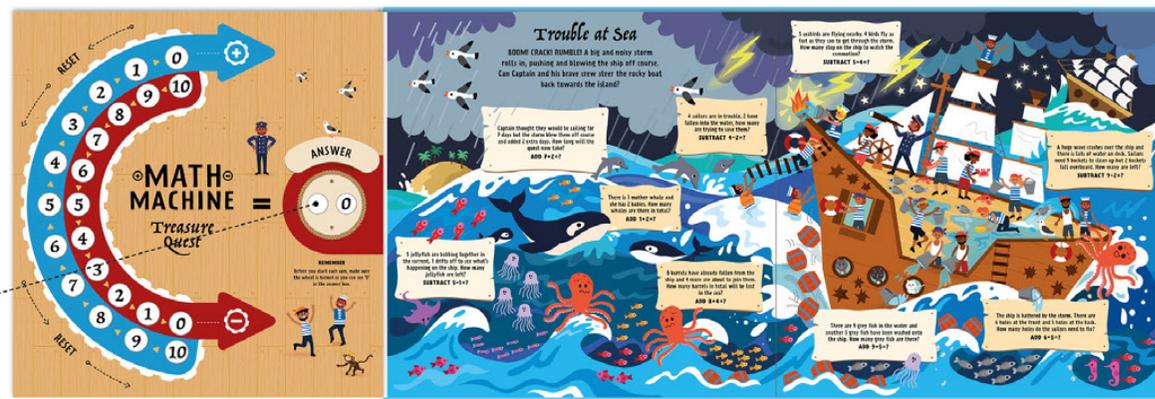
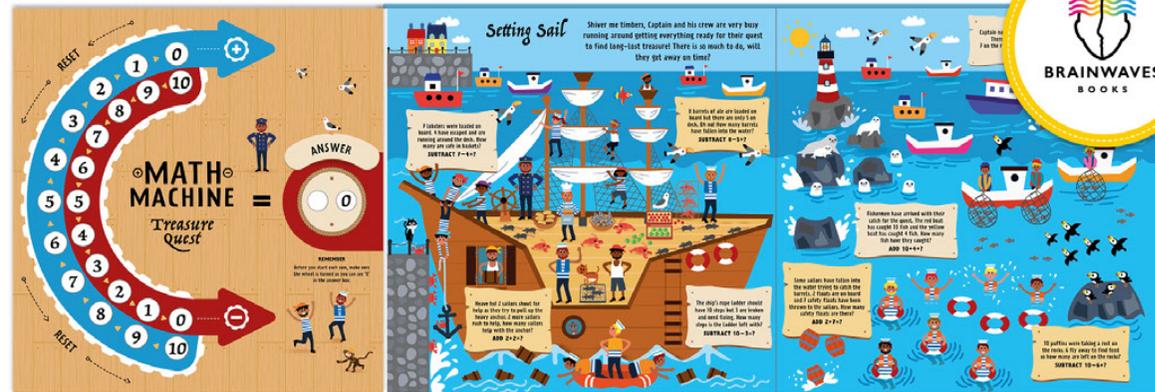
Math Machine - Treasure Quest is part of a 2-book series

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

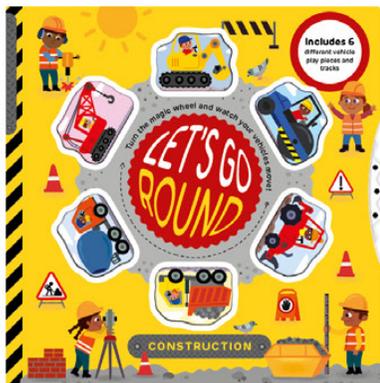
Math Machine - Space Quest



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



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

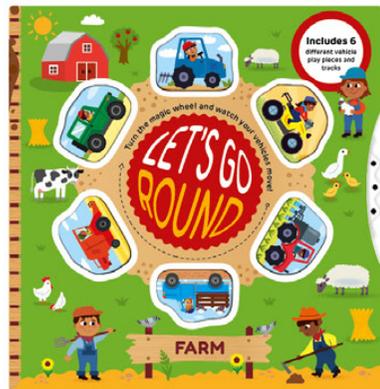
See video



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
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

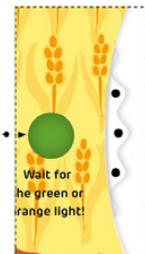


Off-roader

See video



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



Spelling Machine - On Holiday

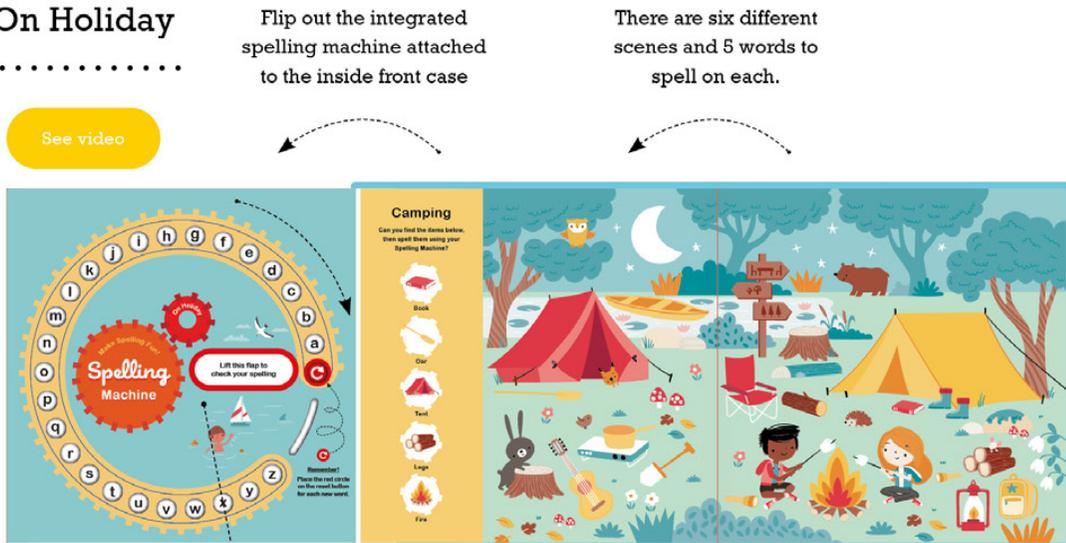


Learning to spell really can be fun! Flip out the integrated spelling machine inside, dial in each letter of the object you are learning to spell from each spread and lift the flap to see if you are right. There are 30 objects and words to spell. It works just like magic!

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

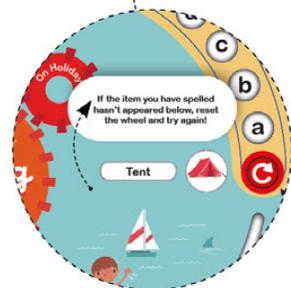
Specification: TPS: 230 x 230mm Extent: 16pp + spelling machine + case Binding: Cased, sewn

Target age range: 5 years+



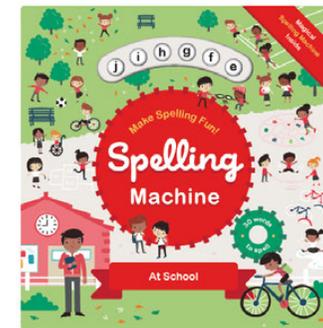
Flip out the integrated spelling machine attached to the inside front case

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

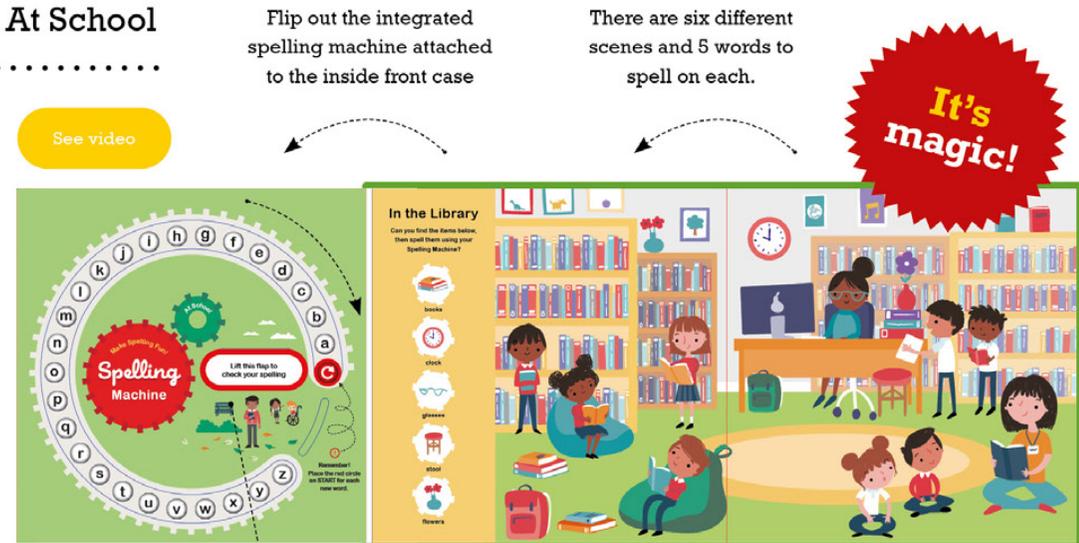


Learning to spell really can be fun! Flip out the integrated spelling machine inside, dial in each letter of the object you are learning to spell from each spread and lift the flap to see if you are right. There are 30 objects and words to spell. It works just like magic!

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+

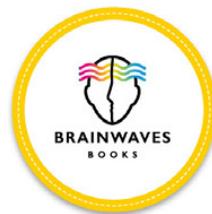


Flip out the integrated spelling machine attached to the inside front case

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.



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

See video



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



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

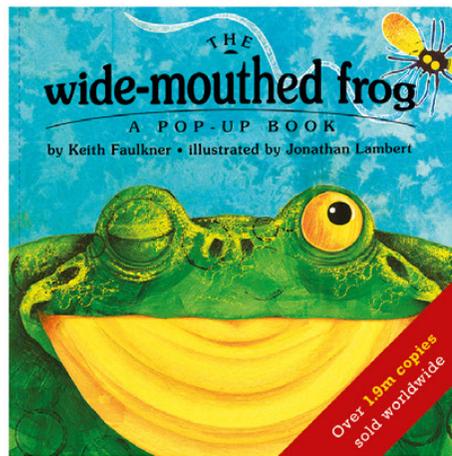
Binding: Cased Board Book

Target age range: From 2 years

See video



The Wide-Mouthed Frog



Rights sold: Please enquire.

[See video](#)

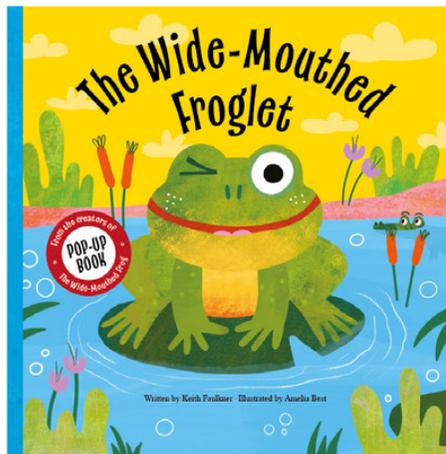
Specification: TPS: 250 x 250mm or 210 x 210mm

Extent: 16pp + 6 pop-ups + case

Binding: Cased, sewn

Target age range: 2 years+

The Wide-Mouthed Froglet



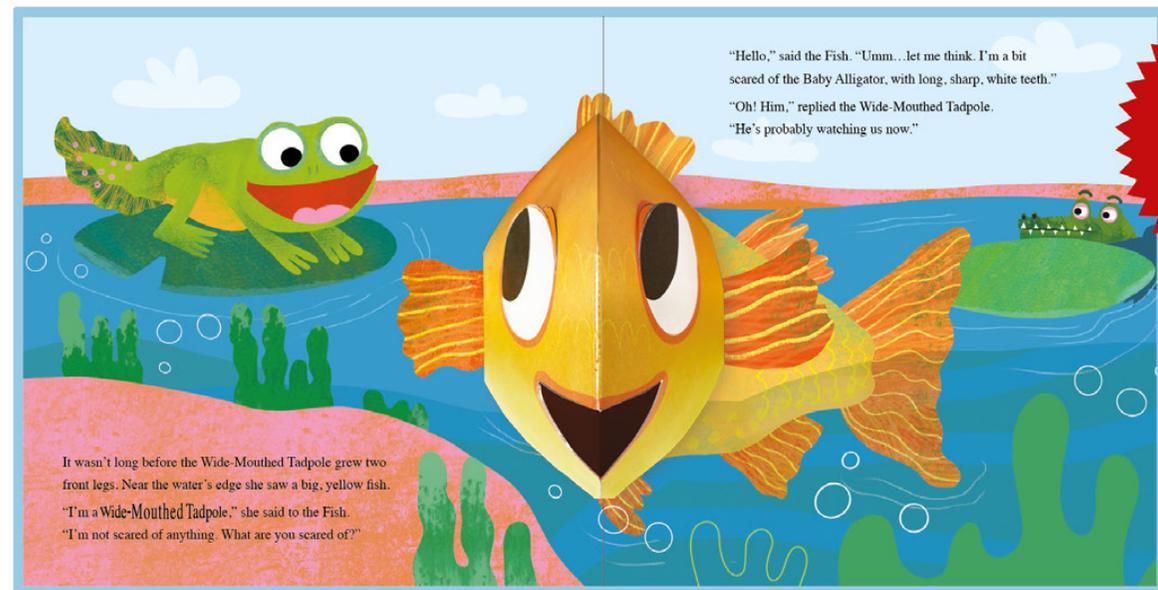
Rights sold: Korea, France, Brazil, UK, Eire, New Zealand.

[See video](#)

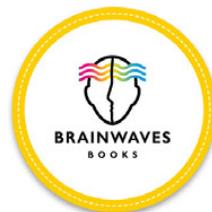


The Wide-Mouthed Frog eats flies, but he's very interested in what other animals eat. That is, until he meets the alligator! Our best-selling pop-up book has sold over 1.9 million copies worldwide and to celebrate the 30th anniversary, we are thrilled to announce a new generation has spawned. Meet The 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



A new generation has **spawned**



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'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).

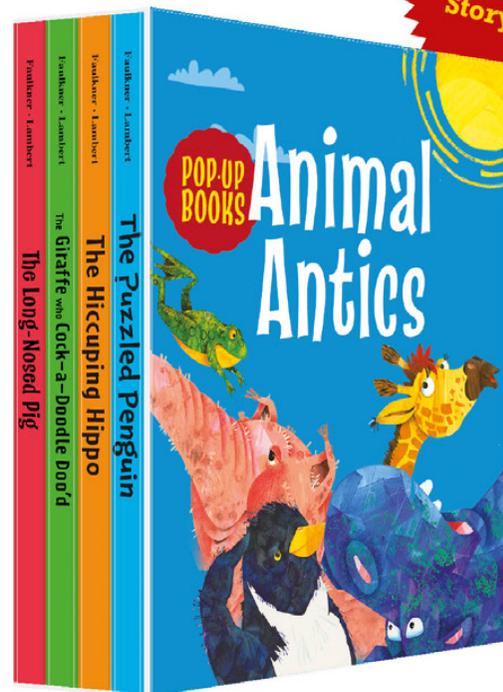
Rights sold: Please enquire

Specification: TPS: 210 x 210mm

Extent: 16pp + 6 pop-ups + case

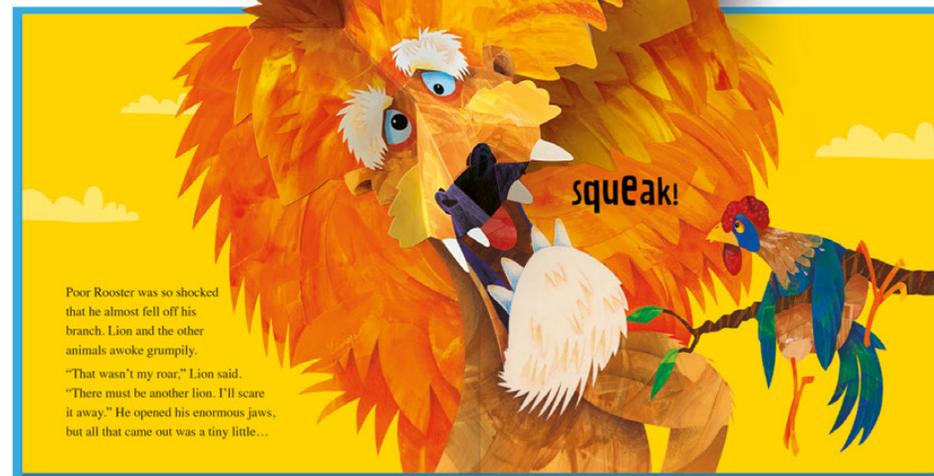
Binding: Cased, sewn

Target age range: 2 years+



**A Collection
of 4 Pop-up
Story books**

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



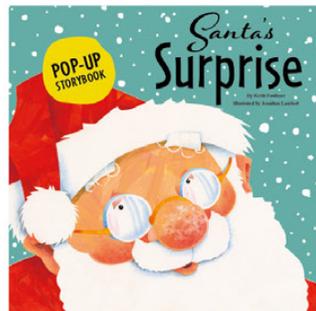
Poor Rooster was so shocked that he almost fell off his branch. Lion and the other animals awoke grumpily.

"That wasn't my roar," Lion said.

"There must be another lion. I'll scare it away." He opened his enormous jaws, but all that came out was a tiny little...



Santa's Surprise



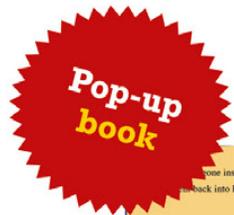
Poor Santa can't see very well as he needs some new glasses. This makes it tricky when he goes looking for Rudolph. A delightful story brought to life with 5 fantastic pop-ups emerging from full-size gatefold pages, as the reader follows Santa on his search, until he eventually finds his faithful Reindeer,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

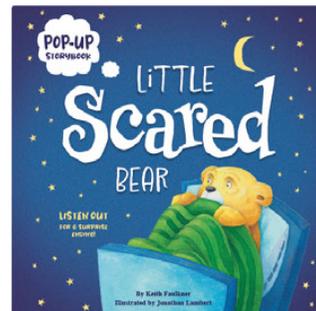
Binding: Cased, sewn

Target age range: 2 Years+



See video

Little Scared Bear



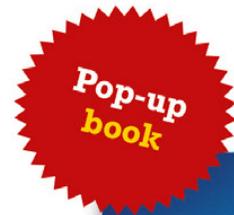
Startled Teddy woke up in the night. It was dark and there were some very scary sounds RRRRAAAAAGH! WHEEEEEEE! WRAARRGH! What could it be...a lion...a gorilla...an elephant? Join Teddy's hunt as he searches for what's making all the noise brought to life with 5 big and colourful pop-ups, plus a surprising 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+



RRRAAGH!

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

Teddy shouted, "DAD!" but nobody came.



RRRAAGH!

WHEEE!...WRAARRGH...

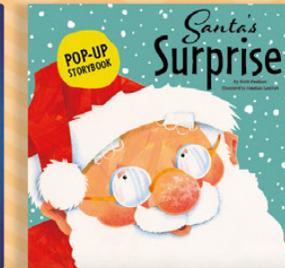
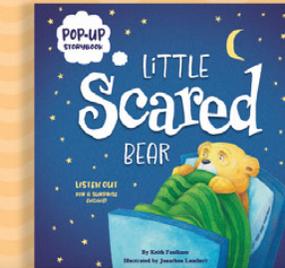
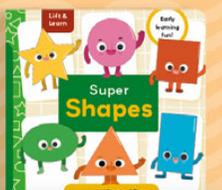
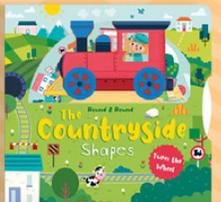
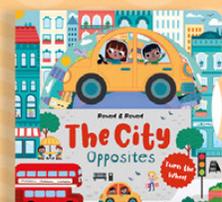
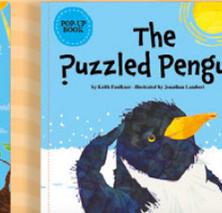
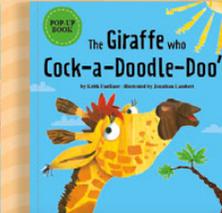
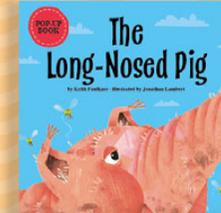
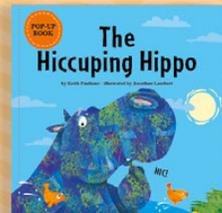
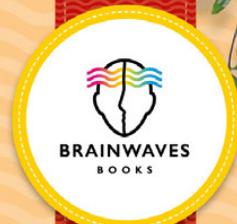
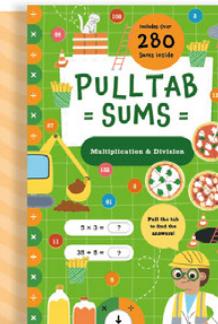
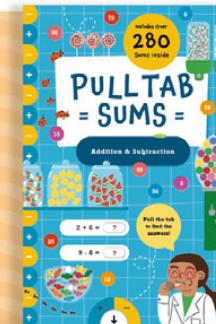
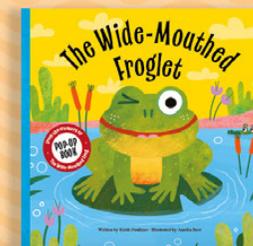
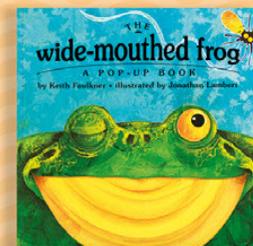
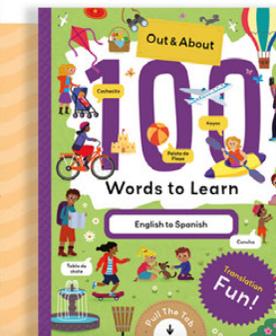
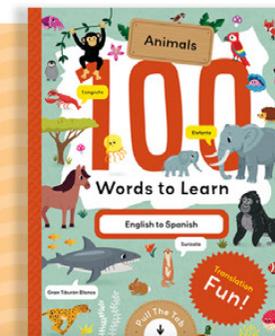
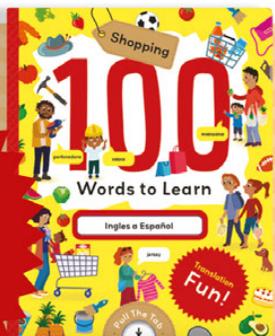


Listen out for a surprise ending!



See video

**London/
Bologna
Book Fair
2026**



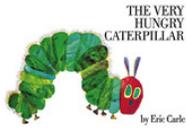
Licensed collaborations

.....

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.



Sesame Street



The Very Hungry Caterpillar



Nancy Drew



Dr. Seuss



Barbie



Barney



Rupert the Bear



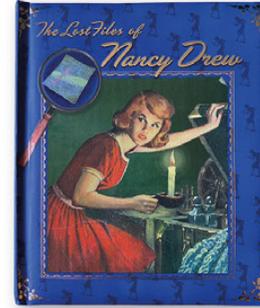
Thomas the Tank Engine



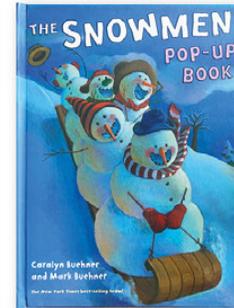
Scooby-Doo



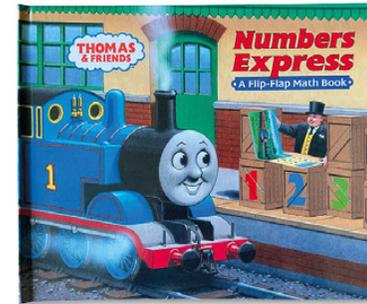
Tonka



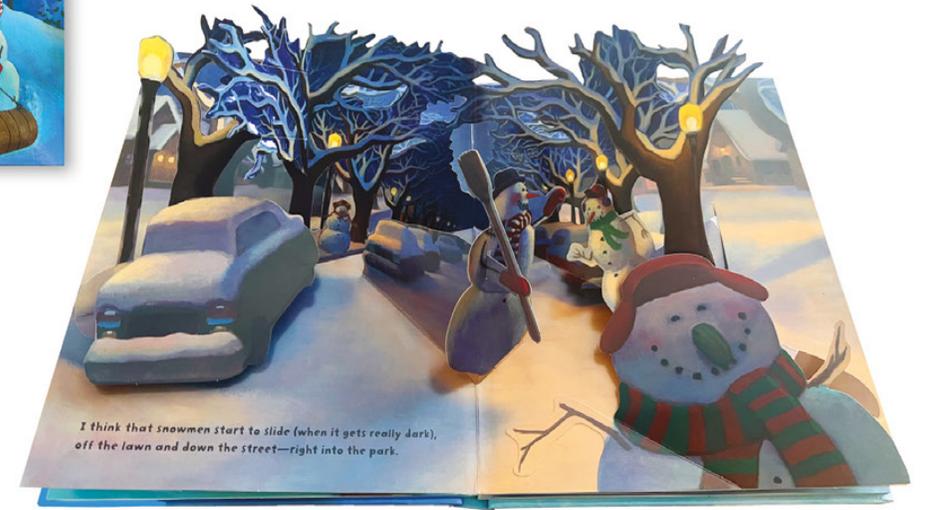
The Lost Files of Nancy Drew



The Snowmen Pop-up book



Thomas & Friends Flip Flap Math



The Snowmen Pop-up book



Some of our publishing partners

Penguin
Random
House

Penguin Random House

미세기

Miseghy

hachette
A. Antoine

Hachette Antoine

KIDSREAD
www.kidsread.com.tw

Kids Read

EGMONT

Egmont

SCHOLASTIC

Scholastic

BIP

Bhuana Ilmu Populer

ALLSORTED

Allsorted

GIUNTI KidS

Giunti Editore

AMS
LIBROS

AMS Libros

PELCKMANS

Pelkmans

DIAMOND

Diamond Inc.

Companhia das Letras

Companhia Das Letras

上誼

Hsinex International
Corporation

casterman

Casterman

For co-edition and rights enquiries



Gwen Bennett

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

gwen@therightssolution.co.uk



Rachel Pidcock

Germany, France, Scandinavia,
the Netherlands and Eastern Europe

rachel@therightssolution.co.uk



Aby Mann

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

aby@therightssolution.co.uk

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

General enquiries: admin@brainwavesbooks.co.uk

www.brainwavesbooks.co.uk

Brainwaves Books is a limited company registered in England. Registered Number: 03811276.





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



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

General enquiries: admin@brainwavesbooks.co.uk

www.brainwavesbooks.co.uk