

.....Introducing.....



Early Learners



A new series of photographic novelty board books...
and more!

..... The Experts in Learning

What makes these books stand out from the rest of the market?

- Photographic design enhances the child's learning development
- Brightly colored, interactive books encourage activity-based learning in multiple formats, including lift-the-flap, finger tracing, sound-enriched, touch-and-feel, and write and wipe
- Icons for parents make the learning points clear



Promotes hand-eye coordination



Promotes writing skills



Stimulates adult-child interaction



Encourages reading skills



Stimulates language development



Promotes a love of reading



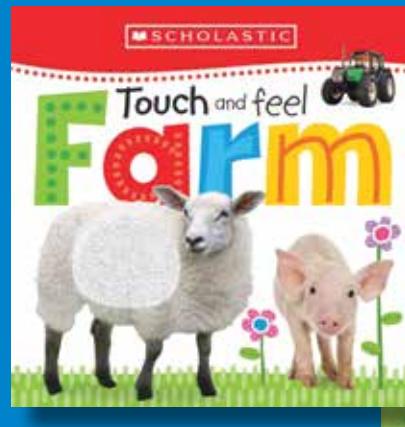
Develops fine motor skills



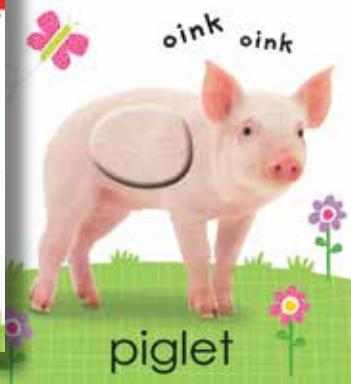
Encourages speaking skills

Touch and Feel Farm / Baby Animals

A charming new series for very young children.



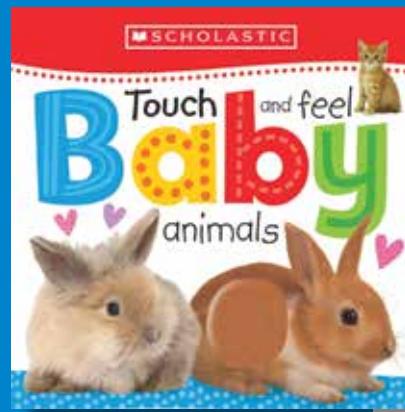
978-0-545-90321-9



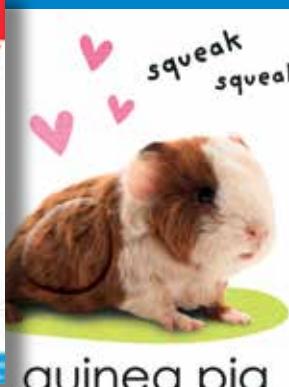
piglet



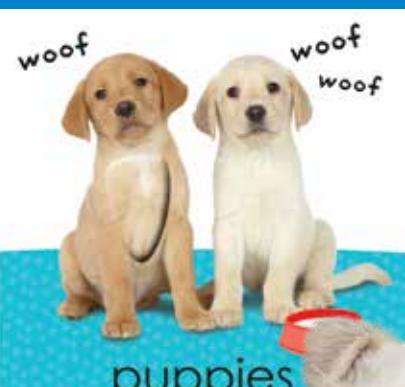
tractor



978-0-545-90319-6



guinea pig



puppies

- Combination of tactile areas, photography, and illustrations
- Small, padded format perfect for young hands to hold

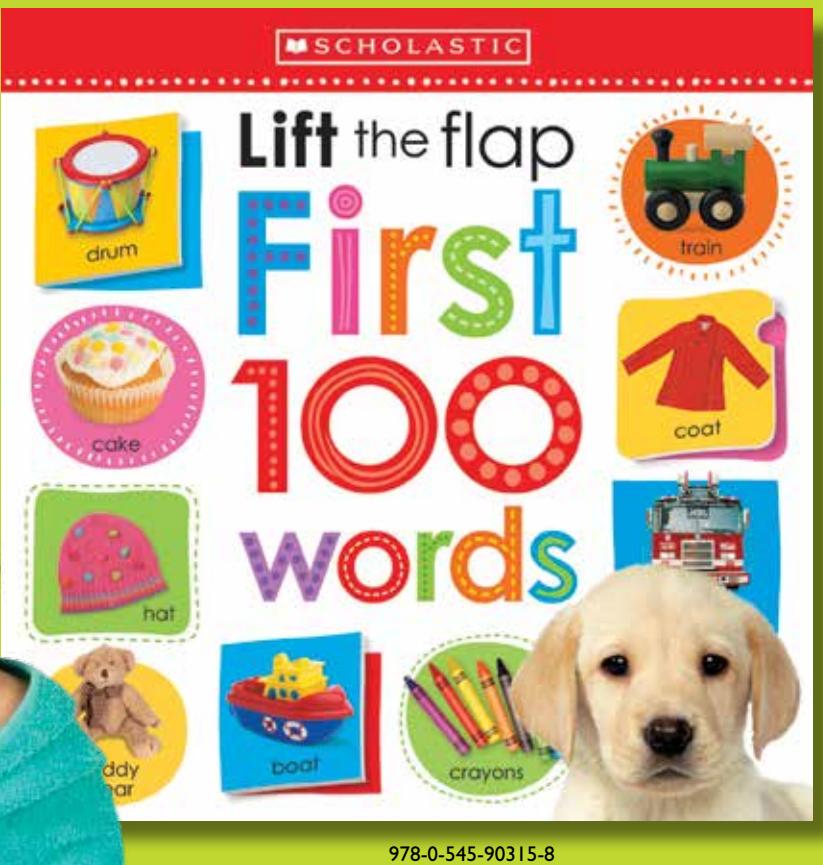


Lift the Flap First 100 Words

An exciting first word book with over 60 sturdy flaps to flip!

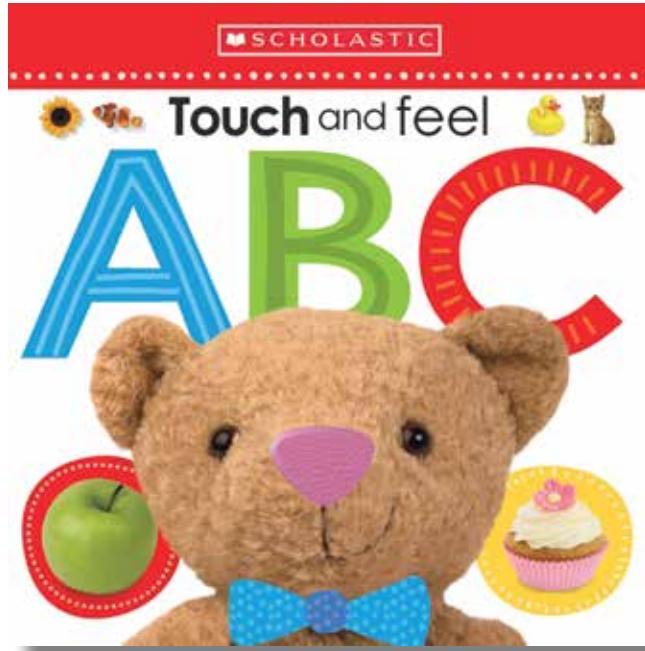
14 pp foam-cased BB
10.8 x 10.8 x 0.5 in
(270 x 270 x 15 mm)
\$9.99

- Interactive flaps open in all different directions
- Tactile foam-padded cover



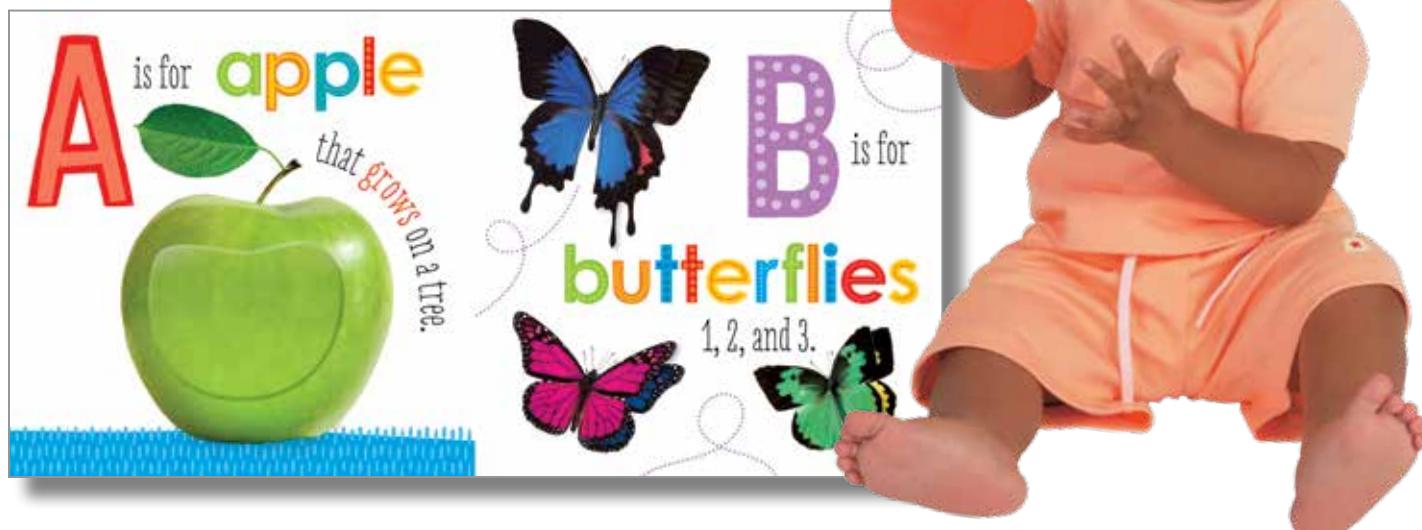
Touch and Feel ABC

A delightful introduction to the alphabet, with beautiful pictures, rhyming text, and areas to touch, feel, and explore.



- Flaps to lift and tactile areas encourage active learning
- Tactile foam-padded cover

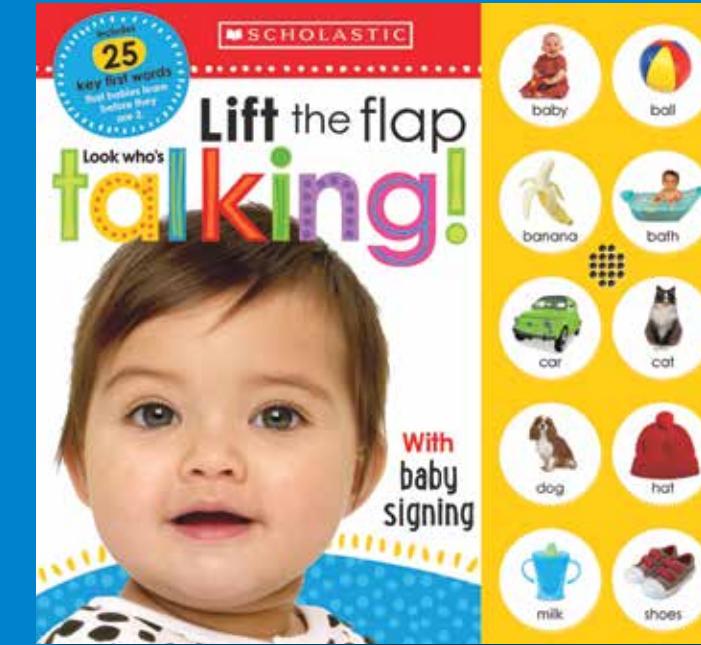
978-0-545-90317-2



28 pp foam-cased BB with touch and feel, flaps, glitter, foil, and emboss
8.5 x 8.5 x 0.3 in
(215 x 215 x 8 mm)
\$12.99

Lift the Flap Look Who's Talking!

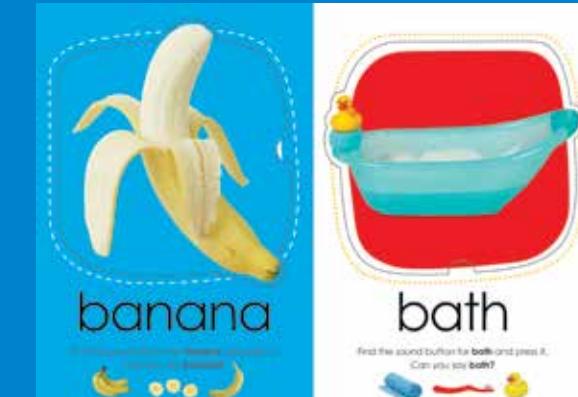
A multi-button sound book with 10 different sounds!



978-0-545-90303-5

- Flaps reveal baby sign language for each word
- Top 25 words toddlers under 2 should know

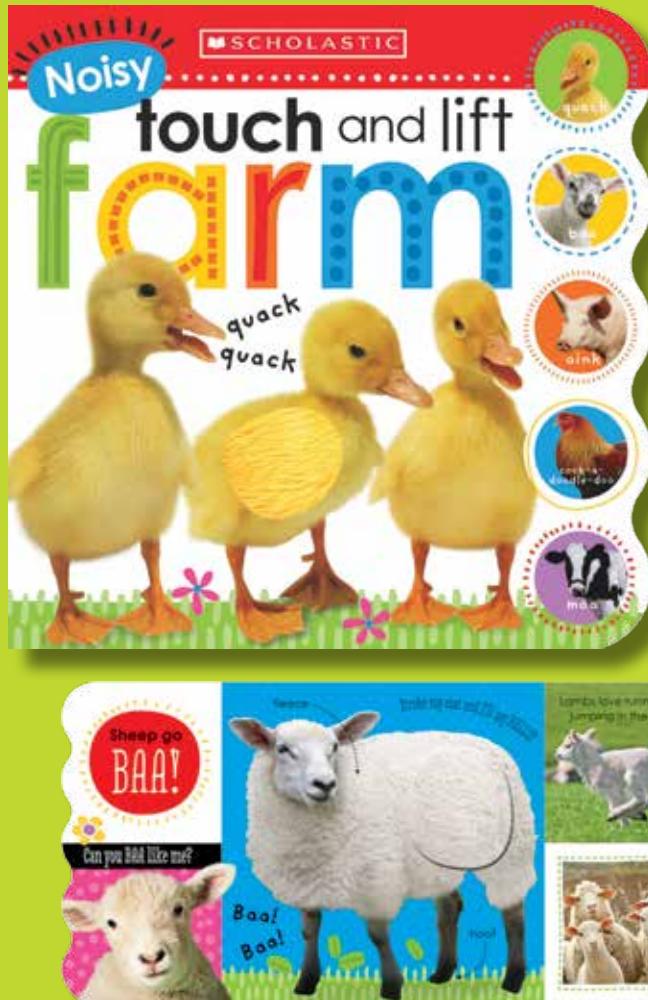
14 pp BB with sound bar with 10 separate buttons
9.2 x 10 x 0.5 in
(233 x 260 x 14 mm)
\$14.99



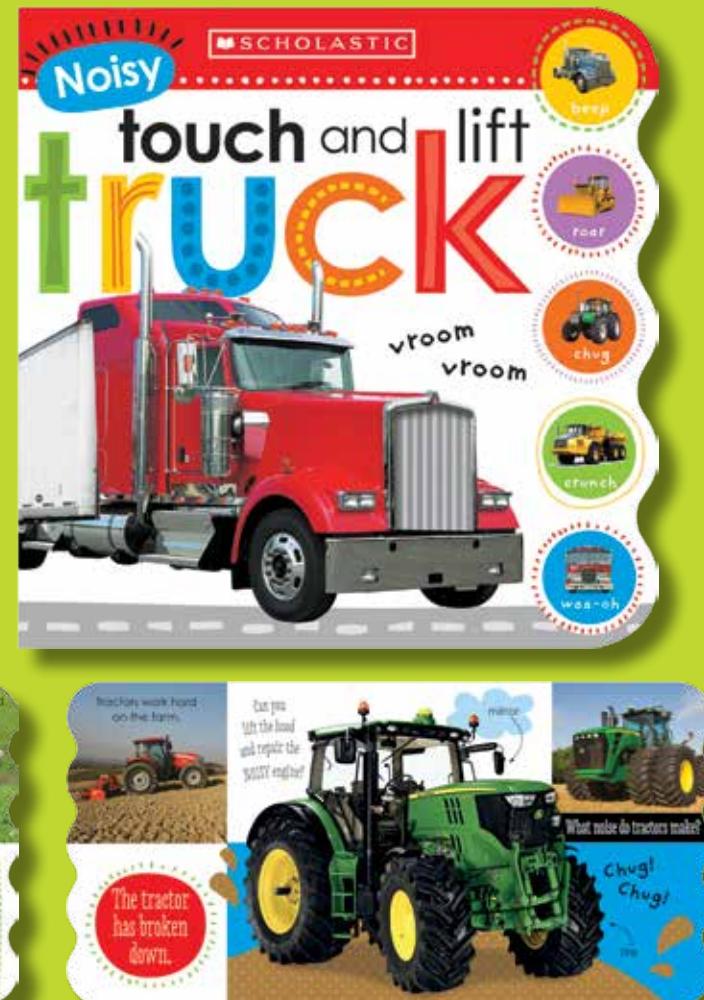
Noisy Touch and Lift Farm / Truck

Entertaining and educational sound books!

978-0-545-90310-3



978-0-545-90308-0

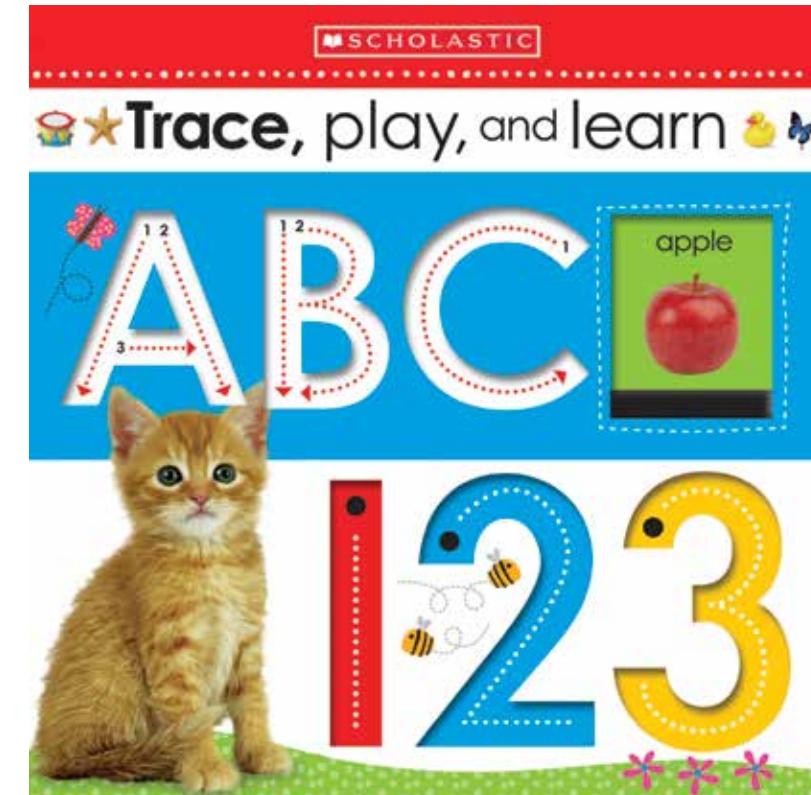


- Sounds triggered by lifting flaps or touching tactile areas
- Lively text promotes interaction and language development
- Tactile foam-padded cover

14 pp foam-cased BB with
5 separate sounds
8.5 x 8.5 x 0.3 in
(210 x 210 x 8 mm)
\$12.99

Trace, Play, and Learn ABC 123

An action-packed book for kids to explore!



978-0-545-90313-4

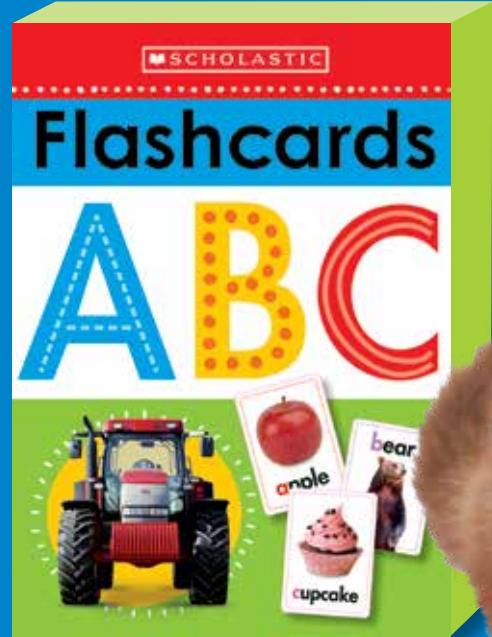
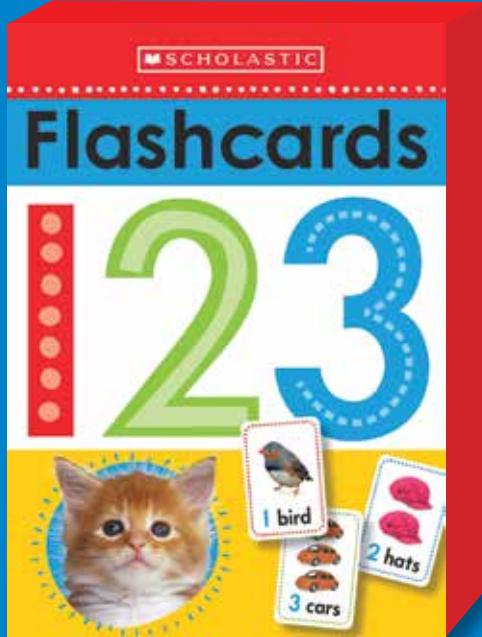


12 pp BB
10.6 x 10.6 x 0.3 in
(270 x 270 x 8 mm)
\$12.99

- Indented letters and numbers encourage tracing and learning
- Sliders help children count and check their answers
- Flaps to lift promote hand-eye coordination

Flashcards 123 / ABC

Two sets of flashcards to help children learn their numbers and letters.



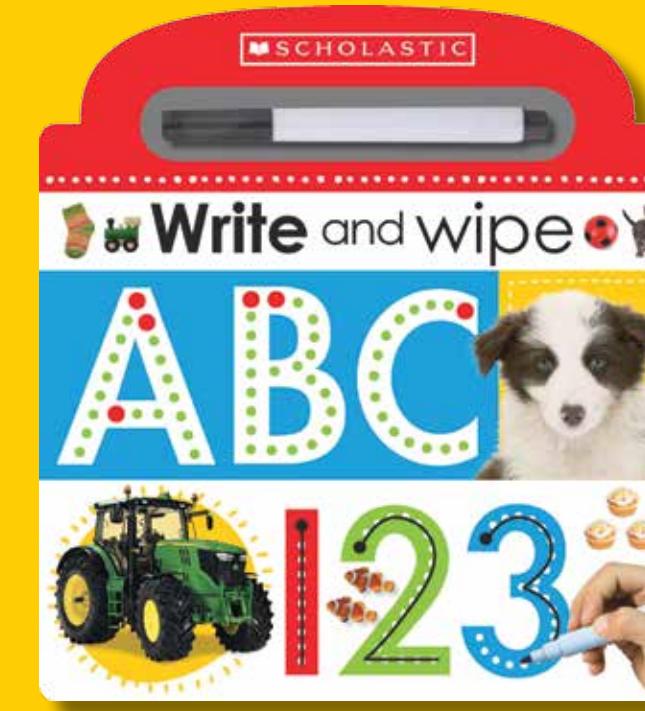
Box contains 26 flashcards
Flashcards: 4.6 x 6.5 in (117 x 165 mm)
Box: 4.8 x 6.7 x .5 in (123 x 170 x 15 mm)
\$3.99



- Targets letters and numbers
- Perfect for adults and children to look at together

Write and Wipe ABC 123

A wipe-clean board book for practice in writing letters and numbers.



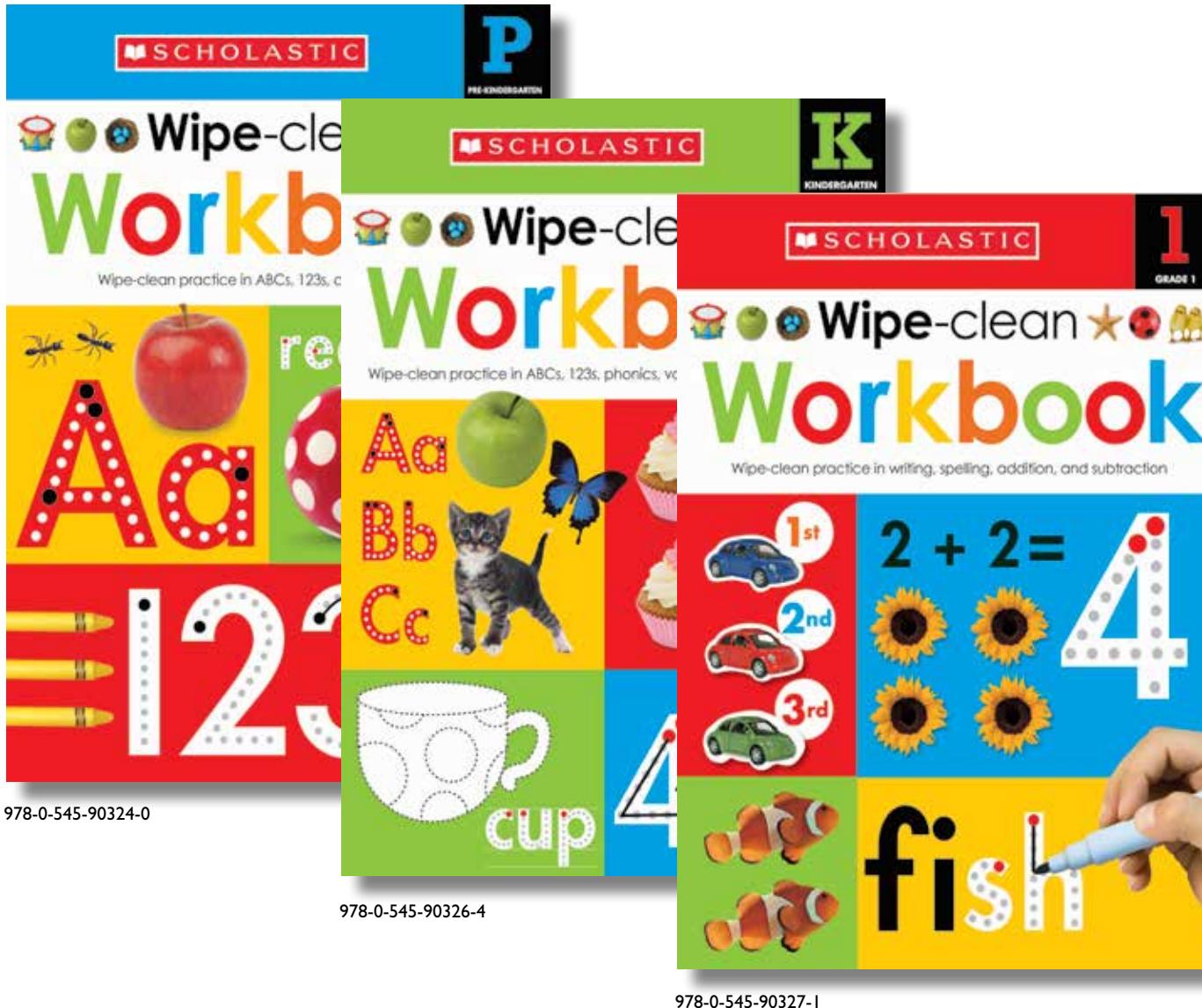
- Includes a wipe-clean pen that clips into the book
- Each letter has words for children to trace, helping develop their awareness of letter sounds



28 pp BB inc. pensheets
8.5 x 9.2 x 0.6 in
(215 x 235 x 14 mm)
\$8.99

Wipe-Clean Workbooks

The three wipe-clean workbooks provide plenty of practice for children on a wide range of early learning topics.



60 pp PB wirobound inc.
wipe-clean pen
8.25 x 11.75 x 0.4 in
(210 x 297 x 10 mm)
\$9.99



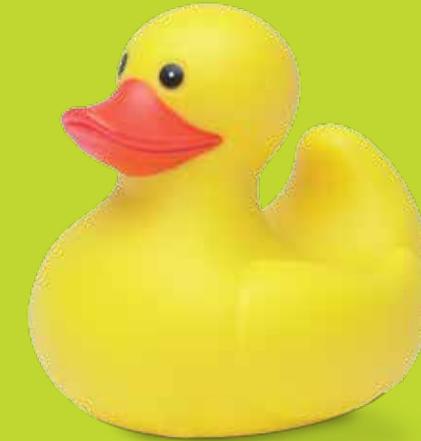
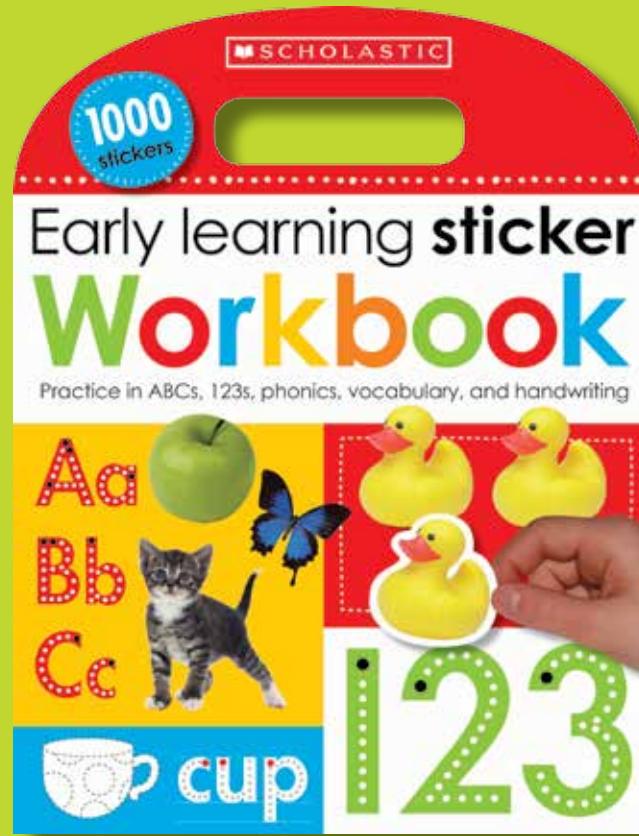
- Glossy card pages make it easy to practice and master topics
- Includes a wipe-clean pen, and the wirobound books lie flat



Early Learning Sticker Workbook

This sticker activity book is perfect for children just learning letters, numbers, sequencing, shapes, and colors.

104 pp PB inc. 24 pp stickers
8.4 x 11 x 0.4 in
(215 x 280 x 10 mm)
\$9.99



- Sticker and coloring activities reinforce early learning topics
- Over 1000 stickers included
- Comes with an easy carrying handle



Publishing Plan

Fall 2015			Spring 2016 Details Coming Soon!		
Touch and Feel Farm	978-0-545-90321-9	\$6.99	Baby Board Books 1	978-0-545-90337-0	\$5.99
Touch and Feel Baby Animals	978-0-545-90319-6	\$6.99	Baby Board Books 2	978-0-545-90338-7	\$5.99
Lift the Flap First 100 Words	978-0-545-90315-8	\$9.99	Baby Board Books 3	978-0-545-90339-4	\$5.99
Touch and Feel ABC	978-0-545-90317-2	\$12.99	Baby Board Books 4	978-0-545-90340-0	\$5.99
Lift the Flap Look Who's Talking!	978-0-545-90303-5	\$14.99	First Colors (Shaped Board)	978-0-545-90341-7	\$7.99
Noisy Touch and Lift Farm	978-0-545-90310-3	\$12.99	Mini Tabbed Board Books 1	978-0-545-90342-4	\$7.99
Noisy Touch and Lift Truck	978-0-545-90308-0	\$12.99	Mini Tabbed Board Books 2	978-0-545-90343-1	\$7.99
Trace, Play, and Learn ABC 123	978-0-545-90313-4	\$12.99	Hide and Seek Animal Alphabet	978-0-545-90344-8	\$9.99
Flashcards 123	978-0-545-90334-9	\$3.99	Write and Wipe Learn to Write	978-0-545-90330-1	\$8.99
Flashcards ABC	978-0-545-90333-2	\$3.99	Wipe-Clean Workbooks 1	978-0-545-90345-5	\$12.99
Write and Wipe ABC 123	978-0-545-90640-1	\$8.99	Wipe-Clean Workbooks 2	978-0-545-90346-2	\$12.99
Wipe-Clean Workbooks - Pre K	978-0-545-90324-0	\$9.99	Wipe-Clean Workbooks 3	978-0-545-90347-9	\$12.99
Wipe-Clean Workbooks - Kindergarten	978-0-545-90326-4	\$9.99	Wipe-Clean Workbooks 4	978-0-545-90348-6	\$12.99
Wipe-Clean Workbooks - Grade 1	978-0-545-90327-1	\$9.99	Sticker Activity Box Set ABC/123	978-0-545-90336-3	\$11.99
Early Learning Sticker Workbook	978-0-545-90335-6	\$9.99			

Email: export-trade-orders@scholastic.com

