



Catalogue 2026-27



**Best Baby
Book 0-2 years**



We are Jo Joof and Nicola Moore. We have been illustrating and designing children's books for many years. We love what we do and are always looking for:

'A gap in the market... to create something a little bit different. So in 2018 we created our own range of crinkly cloth books'

Our crinkly cloth books have been voted the Best Baby Book for 0-2 years for the 5th year running, Junior design Awards

READ ALL ABOUT IT!

NURSERY TIMES

MY FIRST NEWSPAPER

Award Winning Crinkly Cloth Books, uniquely designed to look, sound and feel like little newspapers. Ideal for babies and toddlers.

A light, safe and washable crinkly cloth book with six 'easy to turn' pages, brightly illustrated with rhyming text. Babies can enjoy these books from newborn and keep them up until preschool years, when they begin learning to read.

Being a small business we can connect closely with our customers to create the content that they love. The feedback we receive has been the foundation of building our business. There is something for everyone and the potential to add new titles is endless!



100 titles in the range... so far!

Traditional
Nursery Rhymes
evoke a sense
of nostalgia.



Childhood
memories
are passed
down through
generations.

Simple tales often
sung as comforting,
soothing lullabies.



CLASSIC NURSERY RHYMES

NT6

NURSERY
RHYMES I

Four
classic
nursery
rhymes



NT22

NURSERY
RHYMES II

Three
classic
nursery
rhymes



NT43

A SAILOR
WENT TO SEA

Classic
rhyme and
counting
1-10



NT92

HORSEY
HORSEY

A classic
rhyme
retold in
a story





A child's first introduction to **wildlife**. Learning about different **species**, their **habitats**, and their needs can foster a deeper **appreciation** and **respect** for nature and the environment.



FARM, SAFARI, SEALIFE & ARCTIC

NT10

A DAY AT THE FARM

Rhyming text



NT5

SAFARI ANIMALS

Rhyming text



NT4

UNDER THE SEA

First words



NT16

ARCTIC ANIMALS

First words



These **soft-to-touch** cloth books are **lightweight** and very easy for babies to **hold independently**. This allows the child to **focus & engage** with the **page pictures**.



PETS, DOGS, CATS & FAMILY

NT83

WE LOVE
OUR PETS

Rhyming
text



NT19

JUST
DOGS

Rhyming
text



NT88

A-Z
OF CATS

First
words



NT78

WHAT MAKES
A FAMILY

Rhyming
text





We encourage children to **explore** the amazing world of **wildlife**. Beautifully illustrated with **Batik patterns** & rhyming text **A-Z** & **Colour blocking**.



ANIMALS AROUND THE WORLD

NT37

ANIMALS OF AFRICA

Rhyming text



NT42

ANIMALS OF INDIA

Rhyming text



NT89

A-Z AUSSIE ANIMALS

First words



NT21

COLOURFUL CREATURES

First words and colours



Healthy eating and weaning. An alphabet of different fruits and vegetables. Awareness of the beautiful and natural environment that surrounds us.

Perfect books for tummy time.

HOT OFF THE PRESS!

**NEW FOR 2026
FLOWERS**



FRUIT & VEG, GARDENS & FLOWERS

NT27

FRUIT AND VEGETABLE ALPHABET

First words



NT28

EAT A RAINBOW SMOOTHIE

First words, colours and a recipe



NT69

ALL ABOUT GARDENS

Rhyming text



NT93

FLOWERS AND THE BEE

Rhyming text and colours



Strong and durable enough to **interact** with other toys. A selection of **townlife** themes that would fit perfect in **nurseries play centres** and **play cafes**.

**Vroom
vroom**



**Rumble
Rumble**



VEHICLES, SHOPPING AND TOWN

NT2

BUSY DAY ON THE ROAD

Rhyming text



NT82

NOISY VEHICLES

First words and sounds



NT90

I WENT TO THE SHOPS

First words and memory game



NT24

BUSY TOWN

Rhyming text





London, England's capital, a city rich in **history**, and iconic **landmarks** and home of the **British Monarchy**.

LONDON & THE ROYAL FAMILY

NT29

A DAY OUT IN LONDON

Rhyming text



NT73

LITTLE FOX IN LONDON

Rhyming text



NT56

KING CHARLES II

Rhyming text



NT52

QUEEN ELIZABETH II

First words and counting 1-10



Introducing **key concepts** about the **universe** through **counting** and **rhyme**. Our **hospital** title can provide **reassurance** for children entering a **hospital** environment.



SPACE, SCIENCE MUSEUM & HOSPITAL

NT3

COUNTING
IN SPACE

First
words and
counting
1-10



NT11

SCIENCE
MUSEUM

Rhyming
text



NT31

BUSY
HOSPITAL

Rhyming
text



Mythical and prehistoric creatures. Helping to broaden a child's **imagination** in the **magical world of fantasy.**



UNICORNS, GNOMES & FAIRIES & DINOSAURS

NT14

UNICORN ABC

First words



NT41

GNOMES AND FAIRIES

Rhyming text



NT8

RAINBOW DINOSAURS

First words, colours and sounds



NT49

DINOSAURS COUNTING 1-10

First words, counting 1-10 and rhyming text



Activities and sport.
To encourage an interest
in teambuilding skills
and promoting health and
fitness of all abilities.



SPORTS, FOOTBALL & OLYMPICS

NT33

SPORTS

Rhyming text



NT66

LIONESSES

Rhyming text



NT59

OLYMPICS

Rhyming text



NT85

WINTER OLYMPICS

Rhyming text





Explore different countries around the world.
Rhyming text, colours and fun facts.

LET'S EXPLORE THE WORLD

NT79

LET'S EXPLORE CANADA

Rhyming text



NT40

LET'S EXPLORE ITALY

Rhyming text



NT45

THINGS TO SEE IN AMERICA

First words and colours



NT13

ALL ABOUT AUSTRALIA

First words and fun facts



Teaching children
different **languages**
giving them a deeper
appreciation for
diversity.



COUNT TO 10 - LANGUAGES

NT63

COUNT TO 10
IN MAORI

First words
Counting
1-10



NT65

COUNT TO 10
IN JAPANESE

First words
Counting
1-10



NT67

COUNT TO 10
IN UKRAINIAN

First words
Counting
1-10



NT64

COUNT TO 10
IN WOLOF
(GAMBIAN)

First words
Counting
1-10



Bilingual children often demonstrate better **creative** and **problem solving skills** and are often better at **multi tasking**.

1 2 3



COUNT TO 10 - LANGUAGES

NT68

COUNT TO 10
IN GERMAN

First words
Counting
1-10



NT62

COUNT TO 10
IN FRENCH

First words
Counting
1-10



NT17

HELLO
FRIENDS

Say
'Hello'
in 19
languages





Parents like to introduce their children to the things they love, like music and art which is why these newspapers appeal to all ages.

MUSIC A-Z, ART AND EMOTIONS

NT7

MUSIC A-Z

First words



NT80

ALL KINDS OF ART

Rhyming text



NT57

RAINBOW OF EMOTIONS

First words



The perfect thing to take out on **day trips** or **travelling** long distance.
Light and **easy to pack** in a small backpack or even into a pocket.
 A festival 'must-have' when **packing** needs to be minimal.



SEASONAL HOLIDAYS & FESTIVALS

NT84

FESTIVAL

Rhyming text



NT18

SUMMER IS HERE

First words and rhyming text



NT58

ALL KINDS OF WEATHER

First words



NT61

HALLOWEEN

High Contrast

First words





High contrast images are good for newborns and also for some children with visual impairment.

The light, tactile and sensory quality is great for children with SEN & SEND.

HIGH CONTRAST

NT9

SIMPLY CREATURES

Rhyming text



NT20

COUNTING CREATURES

First words and counting 1-10



NT12

BIG BEAR LITTLE BEAR

Rhyming text



NT50

RISE AND SHINE

Picture book



Babies love crumpling up the Christmas wrapping paper right? Our newspapers provide all that sensory and tactile quality babies love...Crinkly, washable and longlasting.



CHRISTMAS

NT1

CHRISTMAS IS HERE

Rhyming text



NT46

SANTA'S SHAPES

Rhyming text and shapes



NT81

SANTA'S BUSY NIGHT

Rhyming text



FROME @THE FROME INDEPENDENT

NT34

A-Z OF FROME

Rhyming text



FRENCH CO-EDITIONS



We have collaborated with a French publisher and have now produced 13 French titles. Introducing: **Mon Petit Journal**



EXCLUSIVE ZOO & MUSEUM COLLABORATION

NT54

LONDON ZOO
440738
EXCLUSIVE

Rhyming text



NT76

JERSEY ZOO
EXCLUSIVE

Rhyming text



NT55

MANCHESTER MUSEUM I
EXCLUSIVE

Rhyming text and fun facts



NT60

MANCHESTER MUSEUM I
EXCLUSIVE

Rhyming text and fun facts



EXCLUSIVE INDIE COLLABORATION

NT86

MY SMALL WORLD TOY STORE
EXCLUSIVE

Rhyming text



NT71

A-Z OF SUFFOLK
EXCLUSIVE

First words



NT77

ORKNEY
EXCLUSIVE

Rhyming text



NT87

ALL ABOUT SHETLAND
EXCLUSIVE

Rhyming text



EXCLUSIVE COLLABORATION

NT74

GLASTONBURY
FESTIVAL
EDITION 1

First
words



NT47

NORLAND
NANNY
EXCLUSIVE

Rhyming
text



We would love to work with you!

If you would like your own bespoke Crinkly Newspaper created by us then please get in touch: info@joandniccrinkly.com



IN 2026 WE WILL HAVE OVER 100 TITLES...

*The covers below are draft designs only and subject to change

NT91

PARALYMPICS

Rhyming
text



NT97

BABY
BUNNIES

Rhyming
text



NT94

NURTURE
NATURE

Rhyming
text and
tips



NT98

OVER
UNDER

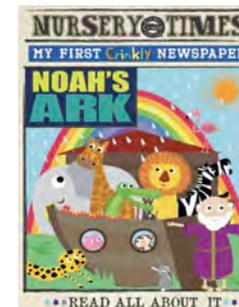
Rhyming
text



NT95

NOAH'S
ARK

Rhyming
text



NT99

LET'S SIGN

First
words
and BSL



NT96

NURSERY
RHYMES 3

Three
classic
nursery
rhymes



NT100

RHYMES
& TALES

A collection
of headlines,
first words
and fun facts





My First Crinkly Newspaper



Safe and Sensory

Light and Washable

BING01

Frog

Bing and Sula find a frog in the garden

Easy to turn crinkly pages



Ideal for babies and toddlers

Long lasting

BING01
Frog

Coming soon at select independent retailers

Learning to read... it's a Bing thing!

More titles coming soon!

Branded CDUs available



IN STORE RETAIL DISPLAY

We can supply one of our **branded cardboard Counter Top Display** which is **Small and Compact** and can hold approximately **16 copies**.

It arrives flat packed for **self assembly**



Our **A5 envelopes** are **small flat**, and easy to **pack or stack** on a book shelf.



Recyclable cardboard hooks are available on request. Simply slot the hook in the top of the envelope and hang on a **wall hook** or a **clip strip** (as shown here on the left).



TOP TIP

A bamboo rod, plate rack (angled version, as shown below) is an effective way to display our books!



No need for gift wrap!
Our little newspapers are packed in their own **envelope**, all ready for **gifting!**
Just **add the address**, a **large letter stamp**, **seal and pop in the post!**

Our cloth books are **Zero rated VAT**
Approx dimensions: **230mm x 180mm**

General Enquiries

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1 Primrose Court, Frome,
Somerset BA11 1FN.

All our crinkly newspapers are designed, illustrated and written by us, Jo Joof and Nicola Moore. This is a partnership business.

They are made using a soft (peachskin) polyester fabric and filled with a high grade polymer film (crinkly plastic) which is machine washable and non flammable with a high tensile strength. All materials are safety tested, non toxic and EN71/UKCA compliant. Printed and manufactured in China.

Photography by Alice at
www.drakeandstudios.com

Models: Nora, Teddy, Nataliya, Kyrus, Emma and Sullivan from Little London Kids and Grace.

Trade information

Please contact our local distributor:

Joanna Massive - Director

Dynamic Distribution

19A&B Coln Park

Andoversford Industrial Estate

Cheltenham

Glos GL54 4HJ UK

Exclusive Worldwide Distribution:

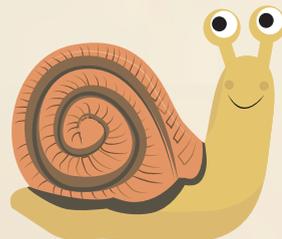
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Notes



Thank you!





Jo & Nic's
Crinkly
Cloth Books