



Catalogue 2026-27





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.

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!



Over 90 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



NT22

NURSERY
RHYMES II



NT43

A SAILOR
WENT TO SEA



NT92

HORSEY
HORSEY





Rhymes help with **word recognition** through the **rhythm & tone** of your voice The **repetition & predictable** structure of rhymes **train a child's brain** to recognise & reproduce the **music of language**

The image displays a collection of 18 children's board books from the 'Nursery Times' series, arranged in a grid. The books are designed for early learning and include illustrations of children and animals. The titles and themes are:

- The Mulberry Bush**: This is the way we wash ourselves.
- The Three Little Pigs**: Jack and the Beanstalk.
- The Hare and the Tortoise**: The hare told the tortoise he was faster than him. So they both had a race.
- Shaky Shaky**: Musical instruments and their sounds.
- Bang Bang**: Musical instruments and their sounds.
- Let's All Play Together**: Musical instruments and their sounds.
- Cook-a-doodle-do!**: Farm animals and their sounds.
- The Three Little Pigs**: Jack and the Beanstalk.
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- Cook-a-doodle-do!**: Farm animals and their sounds.

Each book features large, bold text and vibrant illustrations of children and animals. The books are designed for early learning and include illustrations of children and animals.

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 & FAMILY

NT83

WE LOVE
OUR PETS



NT19

JUST
DOGS



NT88

A-Z
OF CATS



NT78

WHAT MAKES
A FAMILY





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



NT42

ANIMALS OF INDIA



NT89

A-Z AUSSIE ANIMALS



NT21

COLOURFUL CREATURES



Tactile cloth books which are **safe & washable & longlasting**
Re-use, share & swap with siblings and friends

NATURE, BIRDS & INSECTS

HOT OFF THE PRESS!

COMING IN 2026

NURTURE NATURE

NATURE TRAIL



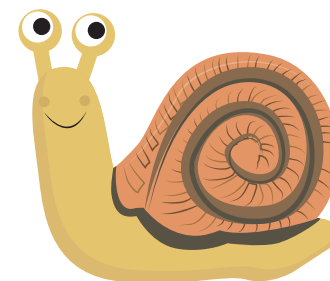
ALL SORTS OF BIRDS



BUGS
BUGS
BUGS



NURTURE NATURE



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



FRUIT & VEG, GARDENS & FLOWERS

NT27

FRUIT AND VEGETABLE ALPHABET



NT28

EAT A RAINBOW SMOOTHIE



NT69

ALL ABOUT GARDENS



NT93

FLOWERS AND THE BEE



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



VEHICLES, SHOPPING AND TOWN

NT2

BUSY DAY
ON THE ROAD



NT82

NOISY
VEHICLES



NT90

I WENT TO
THE SHOPS



NT24

BUSY
TOWN



BATH, ESSEX, BRISTOL & WALES

NT75

A-Z OF
BATH



NT23

A-Z OF
ESSEX



NT72

OUT & ABOUT
IN BRISTOL



NT25

WELCOME
TO WALES



IRELAND, SCOTLAND & ENGLAND

NT39

A-Z OF
IRELAND



NT38

A-Z OF
SCOTTISH
ISLES



NT26

WELCOME TO
SCOTLAND



NT32

WELCOME TO
ENGLAND



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



NT73

LITTLE FOX IN LONDON



NT56

KING CHARLES II



NT52

QUEEN ELIZABETH II



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

NT29

COUNTING
IN SPACE



NT11

SCIENCE
MUSEUM



NT31

BUSY
HOSPITAL



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



UNICORNS, GNOMES & FAIRIES & DINOSAURS

NT14

UNICORN
ABC



NT41

GNOMES
AND FAIRIES



NT8

RAINBOW
DINOSAURS



NT49

DINOSAURS
COUNTING 1-10



Activities and sport
A great way to **encourage**
an interest or follow in the
footsteps of sporting families.
Teaching **teambuilding skills**
and promoting **health and**
fitness of all abilities



HOT OFF THE PRESS!

COMING IN 2026

**CELEBRATING THE
PARALYMPICS**

SPORTS, FOOTBALL & OLYMPICS

NT33

SPORTS



NT66

LIONESSES



NT59

OLYMPICS



NT85

**WINTER
OLYMPICS**





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

COUNT TO 10 - LANGUAGES

NT68

COUNT TO 10
IN GERMAN



NT62

COUNT TO 10
IN FRENCH



NT17

HELLO
FRIENDS



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



COUNT TO 10 - LANGUAGES

NT63

COUNT TO 10
IN MAORI



NT65

COUNT TO 10
JAPANESE



NT67

COUNT TO 10
IN UKRAINIAN



NT64

COUNT TO 10
IN WOLOF
(GAMBIAN)



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



LET'S EXPLORE THE WORLD

NT79

LET'S EXPLORE
CANADA



NT40

LET'S EXPLORE
ITALY



NT45

THINGS TO SEE
IN AMERICA



NT13

ALL ABOUT
AUSTRALIA



Parents like to **influence** and **encourage** their children into things they **love**, **music** and **arts** which is why these newspapers **appeal** to **all** ages



MUSIC & ARTS

NT7

MUSIC
A-Z



NT80

ALL KINDS
OF ART



NT57

RAINBOW OF
EMOTIONS



NT34

A-Z OF
FROME



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



NT18

SUMMER
IS HERE



NT58

ALL KINDS
OF WEATHER



NT61

HALLOWEEN



Babies love the Christmas wrapping paper right?
Our newspapers are crinkly & washable
The most unique & perfect gift you will give this Christmas!



CHRISTMAS

NT1

CHRISTMAS
IS HERE



NT46

SANTA'S
SHAPES



NT80

SANTA'S
BUSY NIGHT





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

HIGH CONTRAST

NT9

SIMPLY
CREATURES



NT20

COUNTING
CREATURES



NT12

BIG BEAR
LITTLE BEAR



NT50

RISE AND
SHINE



EXCLUSIVE ZOO & MUSEUM COLLABORATION

NT54

LONDON
ZOO
440738
EXCLUSIVE



NT76

JERSEY ZOO
EXCLUSIVE



NT55

MANCHESTER
MUSEUM I
EXCLUSIVE



NT60

MANCHESTER
MUSEUM I
EXCLUSIVE



EXCLUSIVE STORE COLLABORATION

NT86

MY SMALL
WORLD
TOY STORE
EXCLUSIVE



NT71

A-Z OF
SUFFOLK
EXCLUSIVE



NT77

ORKNEY
EXCLUSIVE



NT87

ALL ABOUT
SHETLAND
EXCLUSIVE



EXCLUSIVE COLLABORATION

NT74

GLASTONBURY
FESTIVAL



NT47

NORLAND
NANNY
EXCLUSIVE



We would love to work with you!
If you would like your own bespoke Crinkly Newspaper
created by us then please get in touch

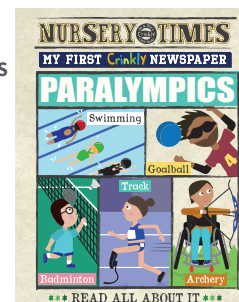


PLANS TO COMPLETE OUR FIRST 100 TITLES...

•The covers marked XX are draft designs only and titles subject to change

NT91

PARALYMPICS



NTXX

BABY
BUNNIES



NTXX

NURTURE
NATURE



NTXX

OVER
UNDER



NTXX

NOAH'S
ARK



NTXX

LET'S SIGN



NTXX

NURSERY
RHYMES 3



NTXX

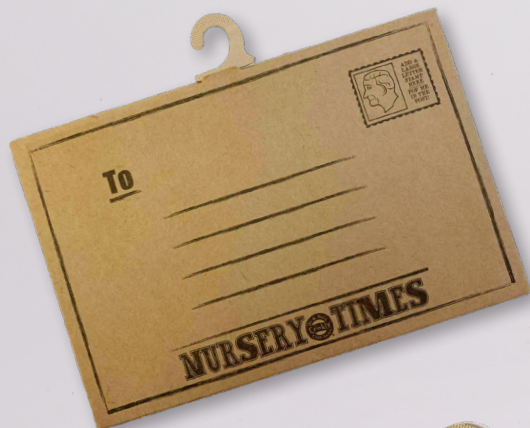
RHYMES
& TALES



IN STORE RETAIL DISPLAY

We can supply a **branded cardboard CDU** which arrives flat packed for self assembly
Perfect for **counter top display**

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 **clip strip**

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

TOP TIP

Bamboo rod plate racks (angled version) work perfect for displaying 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!**



Notes

General Enquiries

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[@crinklycloth](https://www.facebook.com/joandnicscrinkly)

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Registered address:
Jo & Nic's Crinkly Cloth Books
1 Primrose Court, Frome,
Somerset BA11 1FN.

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

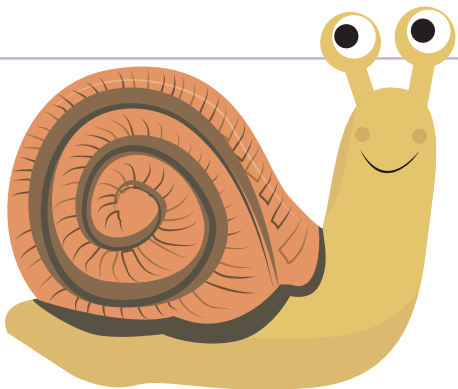
They are made using a polyester fabric
and filled with high grade polymer film
plastic which is machine washable,
non flammable with high tensile strength.
All materials are safety tested, non toxic
and EN71/UKCA compliant.
Manufactured in China.

Photography by Alice at
www.drakeandstudios.com
Models: Nora, Teddy, Nataliya, Kyrus,
Emma and Sullivan from
Little London Kids and Grace.

Trade information

Joanna Massive - Director
Dynamic Distribution
19A&B Coln Park
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Cheltenham
Glos GL54 4HJ UK

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www.dynamic-distribution.net



Thank you!





NURSERY TIMES

MY FIRST Crinkly NEWSPAPER

TWINKLE, TWINKLE
LITTLE STAR



Hey diddle diddle,
the cat and
the fiddle.

Humpty Dumpty
sat on a wall.



They Winey Spider,
climbed up the
water spout.



READ ALL ABOUT IT

Jo & Nie's
Crinkly
Cloth Books