





2025 Launch

To: Jesa Toys Date: May 5, 2025 By: Scott Cox



AGENDA

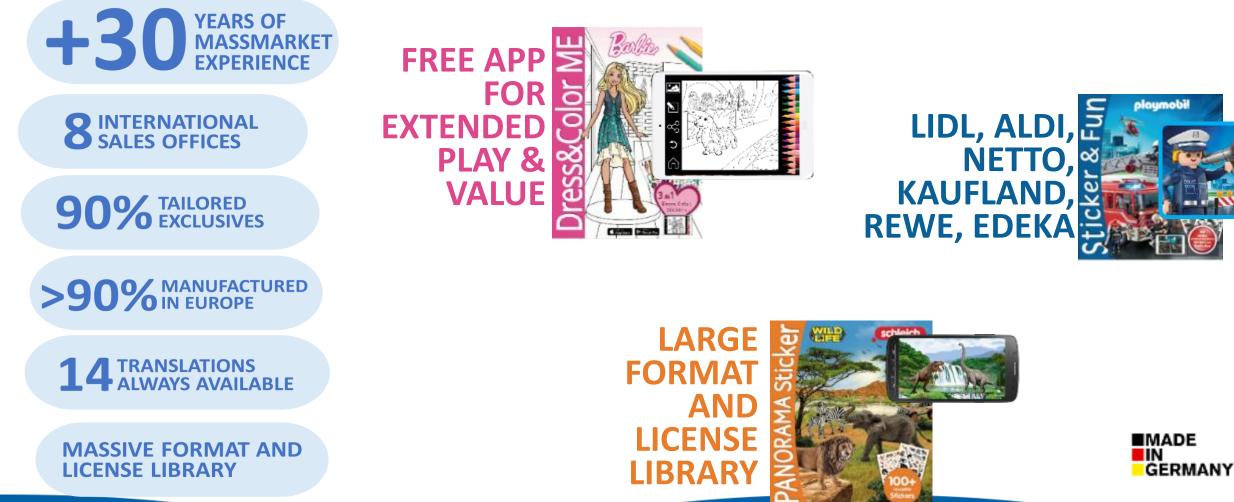
Licensed interactive and novelty books featuring favorite characters.

Booknapp History	.3-9
Learning Express Lake Zurich Update	.10
2025 Fall Items	.11-24
2026 Spring Items	25-29
Displays	.30-36



Book n APP TRADITIONAL MEETS DIGITAL





WHAT'S THE APP?

ON DESIRED FORMATS A QR CODE AT THE BACK TO ITUNES OR **GOOGLE PLAY. FREE DOWNLOAD TO EXTEND THE PLAY.**

Choose from 6 different categories and find many unique coloring pages from the different worlds of elves & unicoms.

pirates & winger, model, horse & rider,

adventurers and mermaids different coloring pages

-6 different sheme worlds Many coloring pages also for printing Gallery and pictures to share Music for switching on and off Jesign your pictures with new accents. The coloring book takes up little space and is economical with your battery. Relax while coloring and enjoy many beautiful coloring pages Download, open a

JETZT BEI

Google Play

ALL APPS ARE FREE AND VERY USER FRIENDLY

- no hidden in-app offers, no ads, no data collection
- language-neutral and intuitive
- independent from the book

Stickerspaß für unterwegs



Erhältlich bei COLORING PAGES, RACES, DRESSUP, iTunes STICKERS SCENES, DECORATIONS

PREFERRED SUPPLIER REPEAT ORDERS YEAR ON YEAR DUE TO HIGH SELL THROUGH AND PROFITABILITY





A MASSIVE LIBRARY OF SUCCESSFUL FORMATS



Stickerbook s	Advent Calendars	Lenticular books	Color Rolls	Sound books	Scented books	Lightup books	Spirals
Sticker & Fun		Color & Slicker Fue		eter Lens f. from the Bauernhof	Dino Contraction of the second	Die klaine Eule sogt Suis Racht	SCHÜMPHE BILL
Color me Books	Placemat books	Panorama books	Plush Books	My First Learning	Color and StickerBook	Puzzle books	FingerPupp et
Books	DUORS			Leannig	S Color & Sticker Fun	DOOKS	books
Dress&Color N		PANORAMA Stic	Hy sparkly Miccin				HELLO, LITTLE BUNNY

INTERNATIONAL RIGHTS:





TOP 5 BEST SELLERS















Why booknapp....



- I have worked in toy & publishing industry for over 31+ years and retail as I managed Toys R Us, Costco, Walmart he Barnes & Noble, Macy's, and many more top accounts. Worked 10 years at LEGO, 2 years at Mega Bloks, 19 years at Phoenix International Publications, and the past 6 months at booknapp
- Outstanding quality as over 90% of products are made in Germany while Publications International, Cottage Door Press & others are made in China
- We custom print over 90% of to our accounts needs where other publishers will not do that
- Low custom print run with only 2K pcs needed to bring to market
- Our app makes our books come to life as you can use on your phone, tablet, and do not need the book once app is downloaded . We will be incorporating many additional books with the app in 2026 & beyond
- App increases tremendously the play value of the book
- We have price points from \$3.99 + that have outstanding quality, value, & price
- Utilizing one of the top 3PL in the US for book and toys with Total Biz Fulfillment
- Utilizing MarketTime for ordering Independent Accounts
- Continue to come up with new formats, including a new Puzzle line called TEAMPUZZLES
- Have both unlicensed and licenses to grow our business

Learning Express Store – Lake Zurich

Update on 2024 Sales

- Take Aways- books sold 1,000 of the 7,544 sku's or 13% of total sales
- LEGO #1 and I opened up LEGO with him 29 years ago
- Store is 4K sq ft
- Top 50 items = 12.5% of sales



Richard Derr • Following Toy Retailer and former Marketing Business Executive. I am lucky, I love my w... Visit my store 22h • •



Info to use-- we are an approximately 4000 sq ft retail toy store located in what is called a Strip Center in the midwest near a large Grocery Store. Fairly typical for a small retail business in Chicagoland.

In 2024, 7544 individual sku's went thru our registers of which about 1000 are books where you only stock breadth not depth. 463 were from our #1 Vendor Partner **the LEGO Group** But, important to note, that any given point in time we stock about 3200 active sku's. This is out of hundreds of thousands of toys, games, candy, books, STEM items, plush, pick me up items, and non-toy items like home decor, jewelry and clothing.

Our Top 50 items = 12.5% of sales.

It's tough to break in and tougher to stay on shelf. My advice is to have 1-3 items that truly are outstanding and lead the way--if we have to reorder these, good chance we stay with the line or brand. (4 turns per year).

#toys #toyindustry #toynews #retail #brickandmortar #games #books
#indietoystores



PANORAMA Sticker Retail: \$9.99



TOP 9 DOLL PROPERTY IN GLOBAL YTD!

FEARSOME RESULTS IN MONSTER HIGH MOVIE AND SERIES!



INCLUDING free app (iOS+Android)

FORMAT:

CONTENT:

re-usable





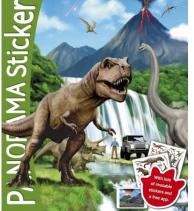
Display 6 titles @ 4 units = 24 units 20.6 x 7.48x 20.51 inch

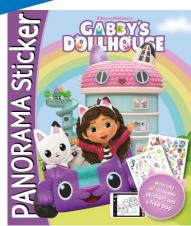
MONSTER 🖶 HIGH

RRP US \$9.99 RRP US \$239.76 total

Available September 20th











PANORAMA Sticker – Additional items for 2026+ Retail: \$9.99



FEARSOME RESULTS IN MONSTER HIGH MOVIE AND SERIES!

TOP 9 DOLL PROPERTY IN GLOBAL YTD!

FORMAT: 9.84" Wide x11.4375" Tall

CONTENT: 24pp + 2pp paper stickres + 2pp foil stickers – re-usable

> INCLUDING free app (iOS+Android)







Sticker & Fun

US Retail: \$5.99 Must order in a 24 count display

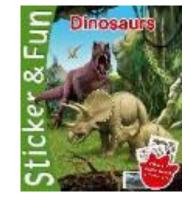


6.50" Wide x 7.48" Tall CONTENT: 24pp + 4pp Paper stickers re-usable

> INCLUDING free app (iOS+Android)











Sticker & Fun 2026+

US Retail: \$5.99 Must order in a 24 count display









free app (iOS+Android)













tu Tailes





Course States



















3D Lenticulars Retail: \$12.99







3D Lenticulars – 2026+ Retail: \$12.99





Dress&Color Retail: \$9.99 Large 8.26 wide x 11.6875 tall \$5.99 Medium 5.82 wide x 8.26 tall Must order in a 24 count display

Mix 8 fairies, 8 Mermaids, & 8 pcs Baby Animals







Dress & Color

Retail: \$3.99 5.82 wide x 8.26 tall 20 Pages, 4 pp stickers re-usable & including free app

Order 24 Count Display only

* Mix 8 fairies, 8 Mermaids, & 8 pcs Baby Animals











Gabby's Dollhouse Sticker-Adventure / Color & Sticker **Retail: \$9.99** 8.26" wide x 10.3125 tall

Gabby's Dollhouse DIY Paper Activities:

Retail: \$9.99



Display 6 titles at 4 each = 24 units 17.91 x 5.7 x 16.33inch

RRP US\$9.99 RRP US\$239.76 total

Available September 20th

FORMATS: 8.26" wide x11.69" tall and 8.26" wide x 7.75" tall

8.25" wide x 8.25" tall

CONTENT: 24pp + 6pp stickers re-usable

GABBY'S

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GABBY'S paper **ATT**









My Christmas Sticker book Advent Calendar



Coloring Non Stop

NON-STOP



Retail: \$8.99

Additional titles in 2026

Display 6 titles à 4 = 24 units 16.53x11.02x8.66inch 16.53x11.02x18.5inch incl. top

RRP US \$8.99 RRP US \$215.76 total

available September 20th





Coloring Non Stop-Non Licensed

\$7.99

FORMAT:

CONTENT:

1.40m long coloring

template, plus,

crayon with 11 colors

DISPLAY 24 units

9.05" tall x 2 5" wide / deep inch

Retail:



Soft Touch Sound Bks & Light-up board books 7.874' x 7.874" inches

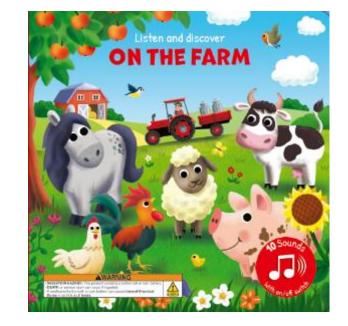
10 pages & 10 sounds No large plastic module for sound like other pubishers

> **FORMAT:** 7.84 x 7.84 inches

CONTENT: 10pp + 10 sounds

 on/off switch • incl. replaceable batteries (3x AG 10)

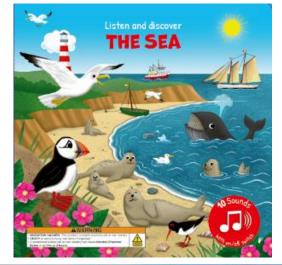
For children from 1 year



Retail: \$14.99



Soft Touch "On The Farm" Soft Touch "The Sea "







Coloring Placemats

Retail: \$6.99

RRP: US\$6.99 CAN\$9.99







2026 Additional Formats

RAICH AND GLITT E ?

Retail:

\$10.99

ATCH AND SPARKL



Format 8.46x11inch 28pp text 4pp scratch-sheets 1 scratch-stick

EXTRA: rainbow/ sparkle under scratch

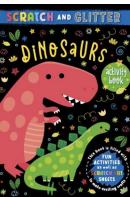
> RRP US \$10.99 CAN\$ 14.99

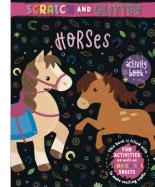
AVAILABLE: January'26



















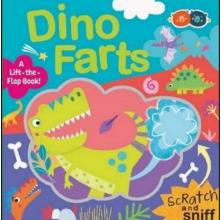


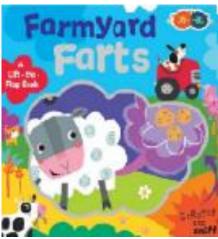


Scratch and Sniff Books

<mark>2026</mark>

Retail: \$14.99







2026 Finger Puppets Retail: \$8.99







FINGER PREPER MORE



2026 Touch & Feel board books Retail: \$8.99







FORMAT: 5.9x5.9inch

CONTENT: 12pp + 7 touch&feel elements

For children from 1 year

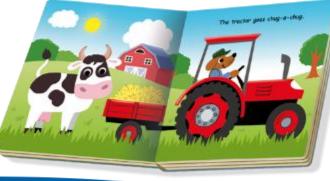
2026- Make Larger 7.75 x 7.75



Soft Touch Sound books

Retail: \$11.99





FORMAT: 5.9" wide x 5.9" tall CONTENT: 12pp + 6 sounds on/off switch • incl. replaceable batteries (3x AG 10) For children from 1 year+





Soft Touch Songbooks











FORMAT: 5.9"wide x 5.9" tall

CONTENT: 12pp + 6 melodies

 on/off switch • incl. replaceable batteries (3x AG 10)

> For children from 1 year+

Bath time-Sticker Fun-CoEdition

\$18.99 **Retail:** \$8.55 Cost: Margin: 55%



Co-Edition with Buddy & Barney * New Packaging, new images & new product-Mass Accounts Only

















BATH TIME STICKERS





Over 20 different titles available -Please ask for more informations.

Displays







Licensed Floor Displays





This is an option for a display that holds approximately 172 books. Will be a fold up flap on display to cover pallet

• Retail: \$1,797.23 per display

Non Licensed Floor Displays











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