



# Catalogue 2024-25



**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.'*

**In 2018 we launched our own range of award winning crinkly cloth books.**

**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 80 titles to choose from!**



SOFT,  
TACTILE  
SENSORY  
PAGES



MACHINE  
WASHABLE

## **Tactile**

The soft peachskin fabric book is very light, making it easy for babies to hold and turn the pages.

## **Sensory**

The crinkly material can provide sensory stimulation for babies and children with additional needs.

## **Safe**

Our crinkly newspapers are safety tested and carry the UKCA safety mark. They are safe for newborns and the suggested age range is from three months up to about three years.

## **Washable & long lasting**

The newspapers can be machine or handwashed and dry fast. A long lasting product that can be passed on to someone else when the child has outgrown it.

## **Rhyming Text**

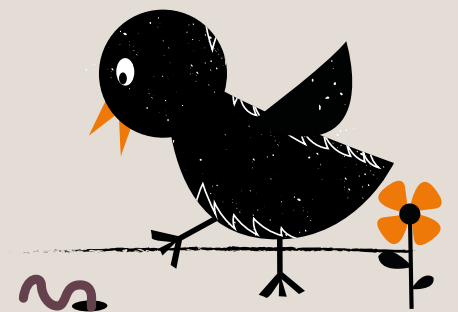
We use rhyming text in our newspapers. Rhymes are based on repetition, rhythm and tone. Babies and children enjoy listening to rhymes. They can learn to speak and make sounds, whilst building their vocabulary. Children enjoy memorising songs and rhymes using actions too. This helps develop their reading skills from a young age.

## **Illustration**

The illustrations are fun, colourful and bold. We try to keep our designs gender neutral and inclusive of all ethnicities.

## **High Contrast**

We have created high contrast images which helps some children with visual impairment. The images help strengthen visual stimulation in newborn babies.



Our simple, unique packaging is perfect for gifting!

Each newspaper is folded neatly inside an branded A5 carton card envelope. **No need to gift wrap!** Just write the details on the envelope. You can even pop it straight in the post. Just seal to secure and add a large letter stamp.

Children love the excitement of receiving their own mail!



### In-store retail display

These envelopes are small, flat and easy to stack, pack, store and ship.

They can be hung on a clip strip with card hooks, laid flat on a counter, stacked on a shelf or even pegged on a line.

The customer will have easy access to flick through the corner of the pages.

Enquire about one of our branded cardboard (self assembly) CDU's which we can supply.

**This product is Zero Rated VAT.**  
Newspaper page size approx: 230mm x 180mm



OUR EARLY LEARNING TITLES INCLUDE ALPHABET, COUNTING, SHAPES AND COLOURS



RHYMING  
TEXT HELPS  
CHILDREN  
LEARN TO  
READ



## CLASSIC NURSERY RHYMES

NT6  
NURSERY  
RHYMES 1



NT22  
NURSERY  
RHYMES 2  
(FINGER TRAIL)



NT43  
SAILOR  
WENT  
TO SEA



NT44  
MULBERRY  
BUSH  
(ACTIONS)



# CLASSIC TALES, EMOTIONS - DOGS & FAMILY

**NT48**  
THREE  
LITTLE  
TALES



**NT57**  
EMOTIONS



**NT19**  
JUST DOGS



**NT78**  
WHAT MAKES  
A FAMILY



# SPACE & SCIENCE - MUSIC & ART

**NT3**  
COUNTING  
IN SPACE



**NT11**  
SCIENCE  
MUSEUM



**NT80**  
ALL KINDS  
OF ART



**NT7**  
MUSIC A-Z



# DINOSAURS & UNICORNS - GNOMES & FAIRIES

# SUMMER & WEATHER - FRUIT & VEG & SMOOTHIE

**NT8**  
RAINBOW  
DINOSAURS



**NT18**  
SUMMER  
IS HERE



**NT49**  
DINOSAURS  
COUNTING 1-10



**NT58**  
ALL KINDS  
OF WEATHER



**NT14**  
UNICORN ABC



**NT27**  
FRUIT & VEG  
ALPHABET



**NT41**  
GNOMES  
& FAIRIES



**NT28**  
RAINBOW  
SMOOTHIE  
(RECIPE)



# NATURE, BUGS, BIRDS & GARDENS

**NT15**  
NATURE  
TRAIL



**NT35**  
BUGS



**NT53**  
ALL SORTS  
OF BIRDS



**NT69**  
ALL ABOUT  
GARDENS



# ANIMALS - SAFARI & FARM, AFRICA & INDIA

**NT5**  
SAFARI  
ANIMALS



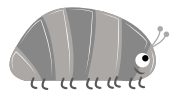
**NT10**  
A DAY AT  
THE FARM



**NT37**  
ANIMALS  
OF AFRICA



**NT42**  
ANIMALS  
OF INDIA







HIGH  
CONTRAST  
FOR VISUAL  
IMPAIRMENT

## SEALIFE & ARCTIC - COLOURFUL CREATURES

NT4  
UNDER  
THE SEA



NT16  
ARCTIC  
ANIMALS



NT21  
COLOURFUL  
CREATURES



# ENGLAND, KING CHARLES III & LONDON

**NT32**  
WELCOME  
TO ENGLAND



**NT56**  
KING  
CHARLES III



**NT29**  
A DAY OUT  
IN LONDON



**NT73**  
LITTLE FOX  
IN LONDON



# WALES, SCOTLAND & IRELAND

**NT25**  
WELCOME  
TO WALES  
(WELSH)



**NT26**  
WELCOME  
TO SCOTLAND



**NT38**  
A-Z OF  
SCOTTISH  
ISLES



**NT39**  
A-Z OF  
IRELAND



## BRISTOL, FROME, BATH & ESSEX

NT23  
BRISTOL



NT24  
BUSY TOWN



NT34  
A-Z OF  
FROME



NT31  
BUSY HOSPITAL



NT75  
A-Z OF  
BATH



NT2  
BUSY DAY  
ON THE ROAD



NT72  
A-Z OF  
ESSEX



NT82  
NOISY  
VEHICLES





EASY TO  
TURN  
PAGES



HIGH  
CONTRAST  
FOR  
NEWBORN

## HIGH CONTRAST - RHYMES AND COUNTING

**NT9**  
SIMPLY  
CREATURES



**NT12**  
BIG BEAR  
LITTLE BEAR



**NT20**  
CREATURE  
COUNTING



**NT50**  
RISE AND  
SHINE



## SEASONAL - HALLOWEEN & CHRISTMAS

**NT61**  
HALLOWEEN



**NT1**  
CHRISTMAS IS HERE



**NT46**  
CHRISTMAS SHAPES



**NT81**  
BUSY NIGHT FOR SANTA



## SPORTS, OLYMPICS & FOOTBALL

**NT33**  
SPORTS



**NT66**  
LIONESSES



**NT59**  
OLYMPICS



**HOT OFF THE PRESS!**

**COMING IN 2025!**

**CELEBRATING THE  
PARALYMPICS**

# AUSTRALIA, AMERICA, ITALY & CANADA

**NT13**  
ALL ABOUT  
AUSTRALIA



**NT45**  
THINGS  
TO SEE IN  
AMERICA



**NT40**  
LET'S  
EXPLORE  
ITALY



**NT79**  
LET'S  
EXPLORE  
CANADA



# LANGUAGES, COUNT TO 10...

**NT62**  
COUNT TO 10  
IN FRENCH



**NT63**  
COUNT TO 10  
IN MĀORI



**NT64**  
COUNT TO 10  
IN WOLOF

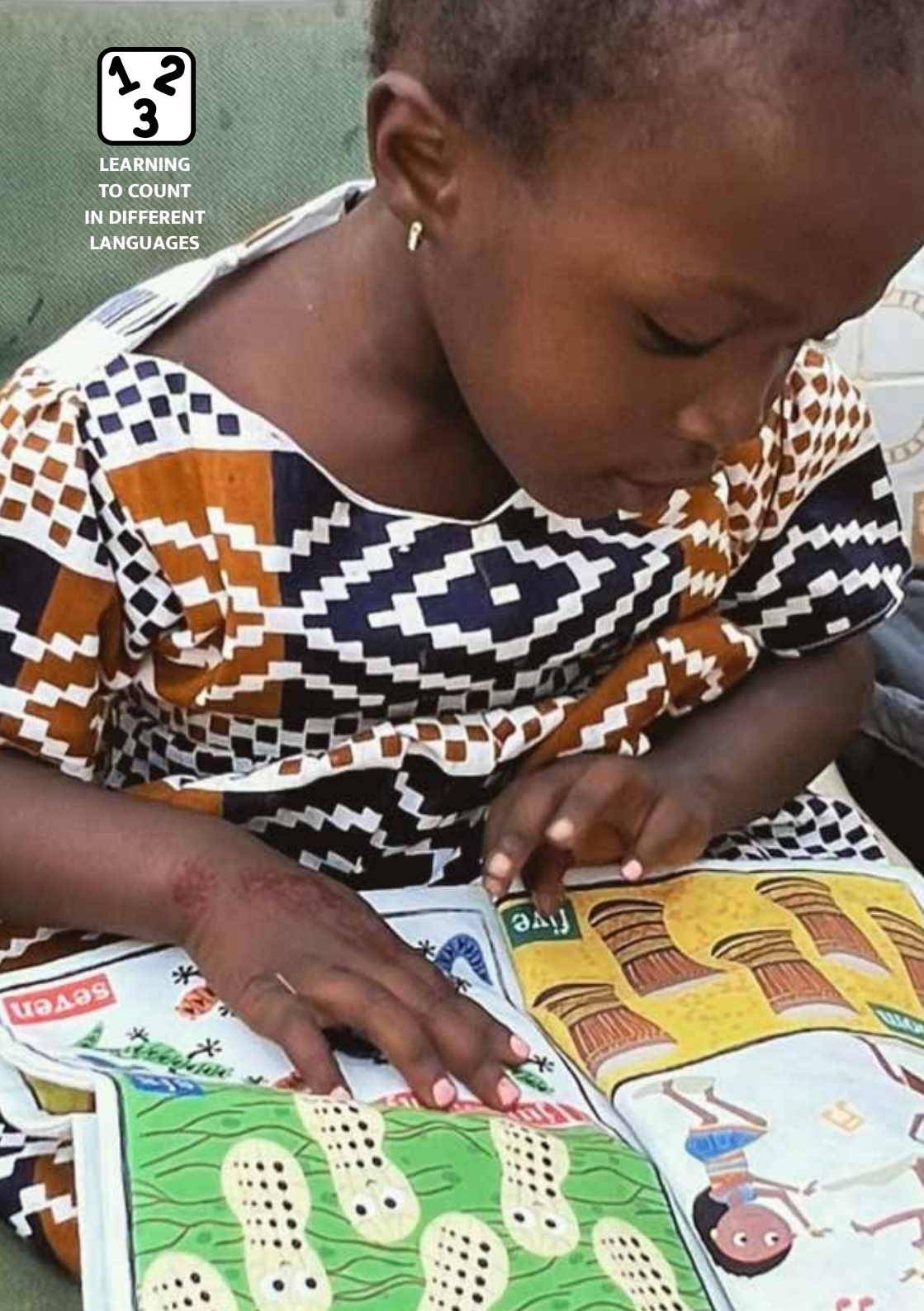


**NT65**  
COUNT TO 10  
IN JAPANESE





LEARNING  
TO COUNT  
IN DIFFERENT  
LANGUAGES



## LANGUAGES, COUNT TO 10 & HELLO FRIENDS

**NT67**  
COUNT TO 10  
IN UKRAINIAN



**NT68**  
COUNT TO 10  
IN GERMAN



**NT17**  
HELLO  
FRIENDS



# COMICS - MUSICAL INSTRUMENT & FARM SOUNDS

# ZOO & MUSEUM EXCLUSIVE COLLABORATIONS

NT30  
COMIC 1  
MUSIC  
SOUNDS



NT36  
COMIC 2  
FARM  
SOUNDS



NT54X  
440738  
LONDON ZOO



NT76X  
JERSEY ZOO



NT55X  
MANCHESTER  
MUSEUM



NT60X  
MANCHESTER  
MUSEUM



LOOK OUT FOR THESE NEW AND IMPROVED DESIGNS IN 2025-26! NT22, NT2, NT21, NT44 & NT17





## EXCLUSIVE COLLABORATIONS

**NT47X**  
NORLAND  
NANNY,  
BATH CITY



**NT71X**  
A-Z OF  
SUFFOLK



**NT51X**  
NORWICH  
CITY FC



**NT77X**  
ORKNEY



## LIMITED EDITIONS

**NT52L**  
LIMITED  
EDITION  
QUEEN'S  
JUBILEE



**NT74L**  
LIMITED  
EDITION  
GLASTONBURY  
FESTIVAL



Suggestions for new titles are always welcome.  
'We would love to hear from you...' Jo & Nic

## General Enquiries

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Jo & Nic's Crinkly Cloth Books  
NURSERY TIMES  
is a registered trademark.  
©2017 Jo & Nic's Crinkly Books  
Registered address: Jo Joof Designs  
1 Primrose Court, Frome, Somerset BA11 1FN.

Our crinkly newspapers are  
designed, illustrated and written  
by Jo Joof and Nicola Moore

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.

## Trade information

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## Notes

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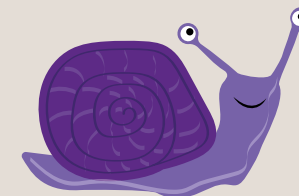
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Thank you!

**A DAY AT THE FARM**

It's feeding time!



**COUNTING 1-10**



Jo & Nic's  
**Crinkly**  
Cloth Books

**ALPHABET**



**A**  
apple

**LITTLE SIAN**



Humpty Dumpty  
sat on a wall.

