

BOOKS

2021

PUBLISHING PROGRAMME





BOOKS

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FICTION & PICTURE

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MIDDLE GRADE

ACTIVITY, COLOURING, STICKER

ACTIVITY BOOKS

COLOURING BOOKS

STICKER BOOKS

NOVELTY

DISPLAYS





BOOKS



FICTION & PICTURE BOOKS PROGRAMME

AGE GROUP	4+	6+	all ages	4+	4-6	6+	8-12
FORMAT	PICTURE BOOK	PICTURE BOOK	PICTURE BOOK	8x8 PICTURE BOOK	EARLY READER	CHAPTER BOOK	MIDDLE GRADE
TITLES	LEGO® ORIGINAL PUBLISHING 12 Days of Christmas	LEGO® NINJAGO® Book of Elemental Powers	LEGO® ICONIC Everything Awesome A LEGO Search and Find Celebration	LEGO® Jurassic World™ 2 titles LEGO® NINJAGO® 1 title LEGO® City 1 title	LEGO® Jurassic World™ 1 title LEGO® NINJAGO® 2 titles LEGO® City 2 titles	LEGO® Jurassic World™ 1 title LEGO® NINJAGO® 4 titles LEGO® ORIGINAL PUBLISHING 2 titles	LEGO® NINJAGO® Spinjitzu Brothers 2 titles





BOOKS

12 DAYS OF CHRISTMAS

PICTURE
BOOK



Expected launch date: Q3

4+

8.5" x 10" / 216 x 279 mm

32 pages

jacketed hard cover

PBR-6601

- A beloved Christmas song known around the world
- LEGO® humour makes this a book – and song! – the whole family will enjoy
- Various promotions will be conducted across multiple platforms worldwide
- The perfect LEGO Christmas gift
- *On the first day of LEGO Christmas, my true love gave to me...* - this beloved Christmas song is reimagined with LEGO presents around a LEGO Christmas tree, featuring 12 presents over 12 days in a beautifully illustrated picture book
- The song will be released as a video via social media channels in celebration of the book and the holiday season





BOOKS

BOOK OF ELEMENTAL POWERS

PICTURE
BOOK



Expected launch date: Q3

6+

183 x 237 mm

96 pages

hard cover

LLB-6702

- LEGO® NINJAGO® remains the best-selling LEGO brand for books!
- This book will be promoted in the 10th anniversary LEGO NINJAGO celebrations
- A must-read for existing and recruiting NINJAGO fans with exclusive backstories, secret content, brand-new illustrations, and Easter eggs
- Ties in with the upcoming TV series, which covers the last elemental power





BOOKS

EVERYTHING AWESOME

PICTURE
BOOK



Expected launch date: Q3

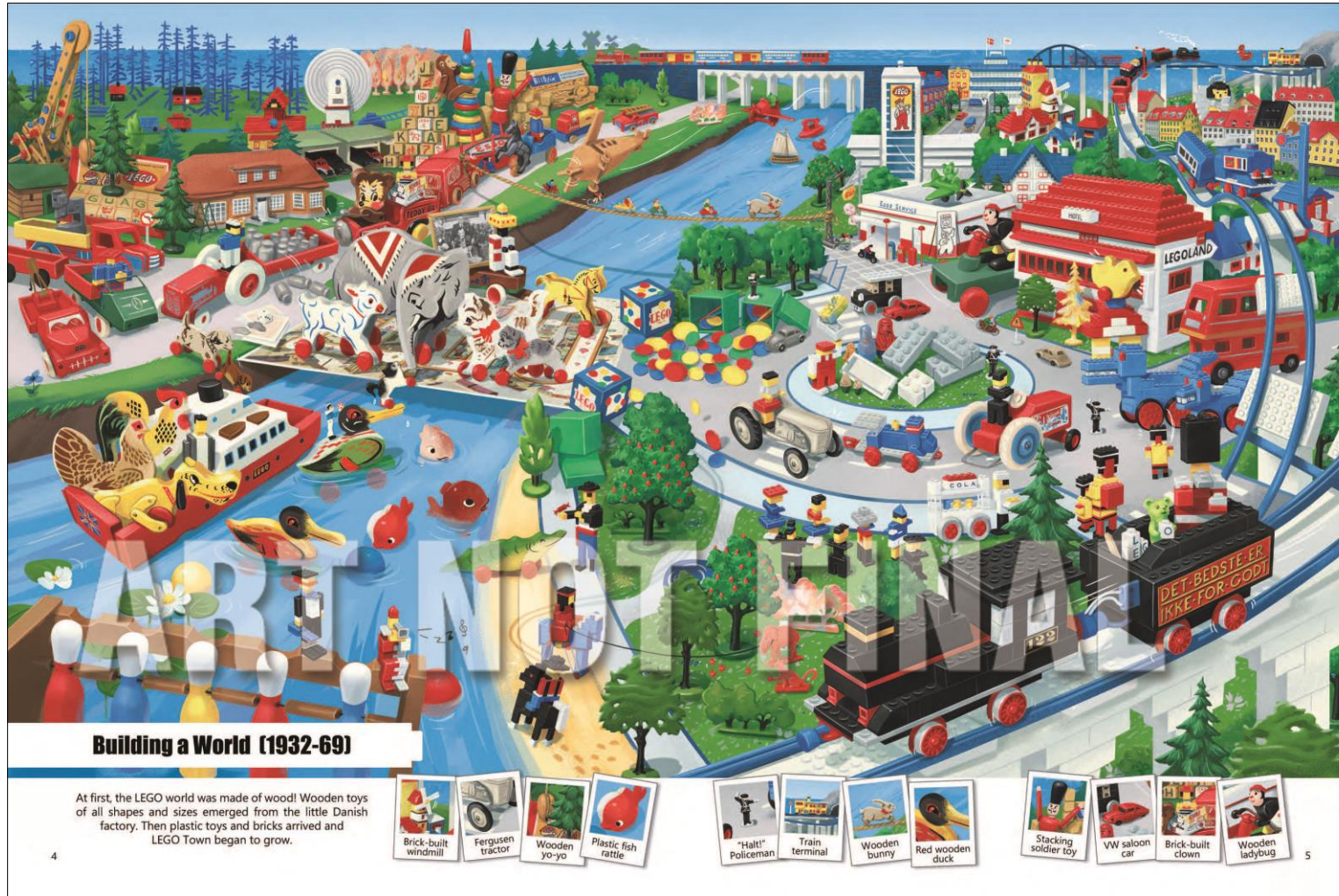
All ages
240 x 316 mm
32 pages
LSF-6601

- A definitive LEGO® celebration made for kids of all ages
- Multiple LEGO touchpoints with promotional opportunities across the LEGO Group
- Various promotions across multiple platforms worldwide
- Rich illustrations that tell the history of a beloved brand
- A best-selling format for kids with adult fan appeal





EVERYTHING AWESOME





ROARING RIDE



Expected launch date: Q2

4+

8" x 8"/203 x 203 mm

24 pages

LPB-6201

- Best-selling mass market format globally
- Original LEGO® Jurassic World™ adventure story inspired by the latest LEGO Jurassic World TV series
- Short easy-to-read stories (up to 50 words per spread, large font) spiced with lots of humour are perfect for reluctant readers
- Colourful illustrations with lots of LEGO DNA
- Low-priced, high-volume format
- Flexible art pool can be adapted to any storybook series and combined into slipcases, bags, and treasuries





BOOKS

DRONE DELIVERY

8 x 8
PICTURE
BOOK



Expected launch date: Q1

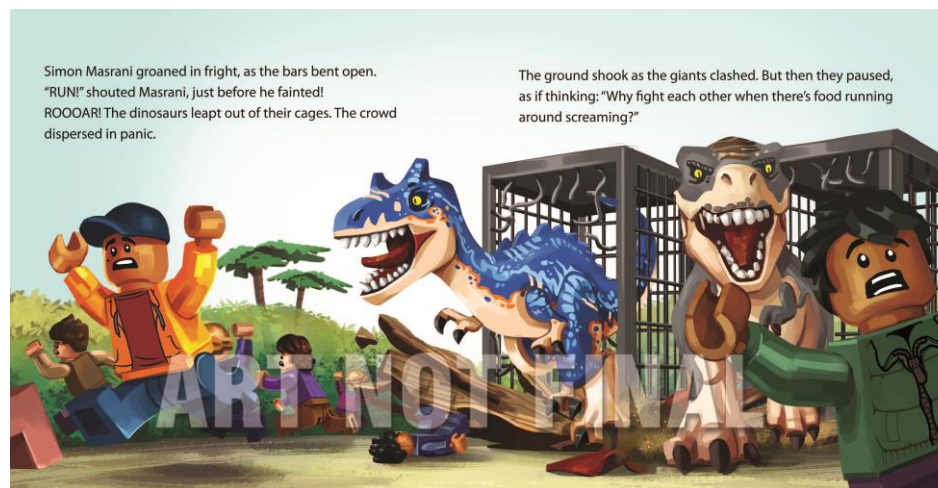
- Best-selling mass market format globally
- Original LEGO® Jurassic World™ adventure story inspired by the latest LEGO Jurassic World TV series
- Short easy-to-read stories (up to 50 words per spread, large font) spiced with lots of humour are perfect for reluctant readers
- Colourful illustrations with lots of LEGO DNA
- Low-priced, high-volume format
- Flexible art pool can be adapted to any storybook series and combined into slipcases, bags, and treasuries

4+

8" x 8"/203 x 203 mm

24 pages

LPB-6202





BOOKS

FRIENEMIES



Expected launch date: Q1

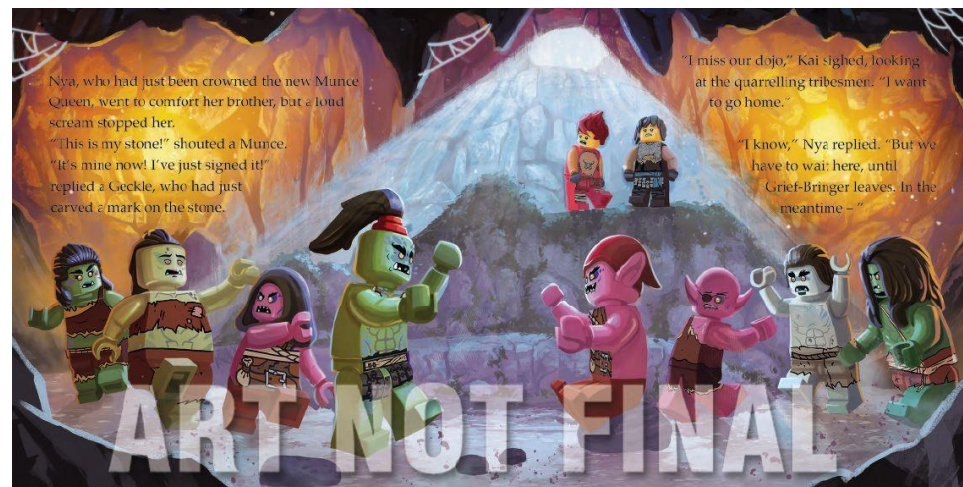
4+

8" x 8"/203 x 203 mm

24 pages

LPB-6701

- Best-selling mass market format globally
- One original adventure story from the LEGO® NINJAGO® world filling in the TV Show storyline – a treat for existing and new fans of LEGO NINJAGO
- Short easy-to-read stories (up to 50 words per spread, large font) spiced with lots of humour are perfect for reluctant readers
- Low-priced, high-volume format
- Flexible art pool can be adapted to any storybook series and combined into slipcases, bags, and treasuries



8 x 8
PICTURE
BOOK





BOOKS

TRAINING DAY



Expected launch date: Q1

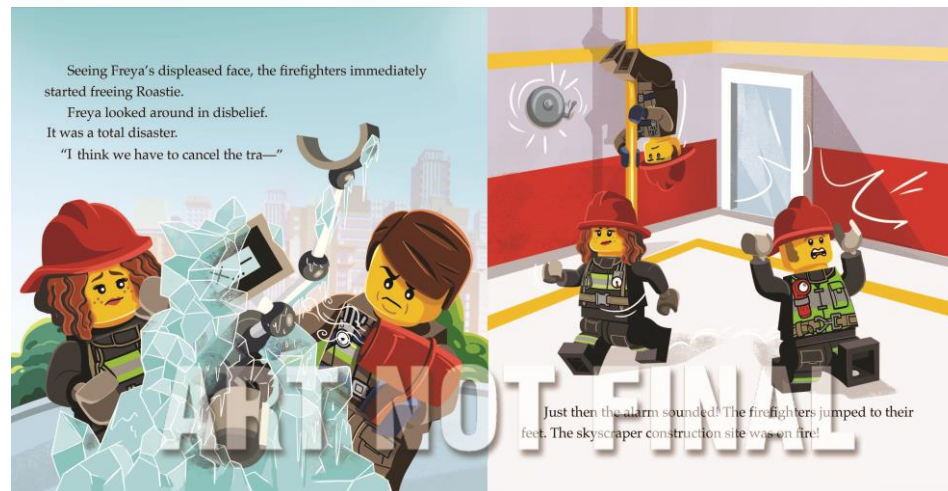
4+

8" x 8"/203 x 203 mm

24 pages

LPB-6001

- Best-selling mass market format globally
- Original LEGO® City adventure story inspired the latest *LEGO City Adventure* TV series
- Short easy-to-read stories (up to 50 words per spread, large font) spiced with lots of humour are perfect for reluctant readers
- Colourful illustrations with lots of LEGO DNA
- Low-priced, high-volume format
- Flexible art pool can be adapted to any storybook series and combined into slipcases, bags, and treasuries



8 x 8
PICTURE
BOOK





BOOKS

BEST BIRTHDAY EVER!

EARLY
READER



Expected launch date: Q1

4-6

6" x 9" / 148 x 212 mm

48 pages

LWR-6001

- Adventure-packed book for reluctant readers
- Simple stories divided into short chapters with LEGO® humour inspired by the latest TV series
- Light and colourful graphic design make this book appealing to younger audiences
- Picture glossary includes information about main characters, background characters and animals – a bonus for both current and future fans
- Short quiz and reading certificate at the end of the book
- Flexible art pool to suit any local reading scheme or levelled reader programme





BEST BIRTHDAY EVER!

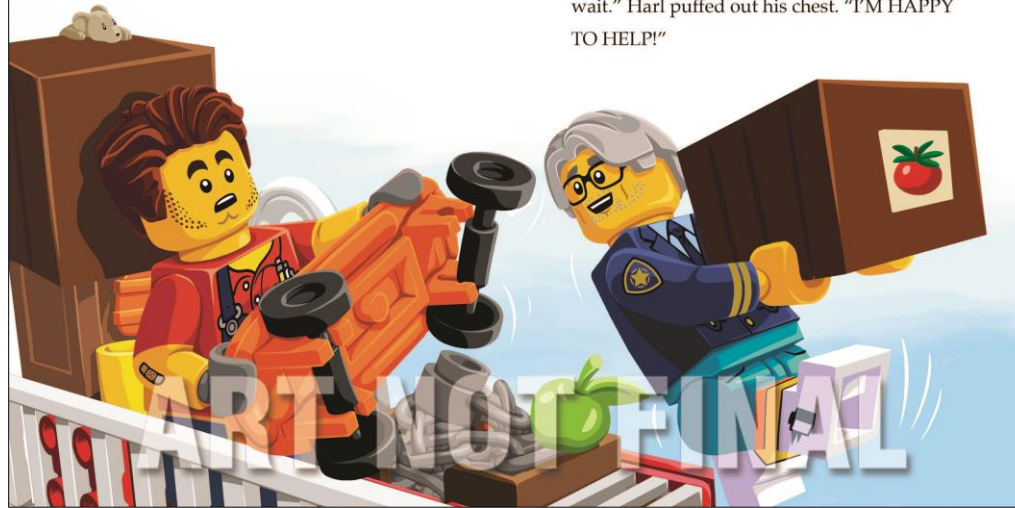
EARLY
READER

"Happy to help!" Harl grinned widely. "But, I need to take the groceries first ..."

"Wheeler never walks!" The chief took the groceries and shoved his board into

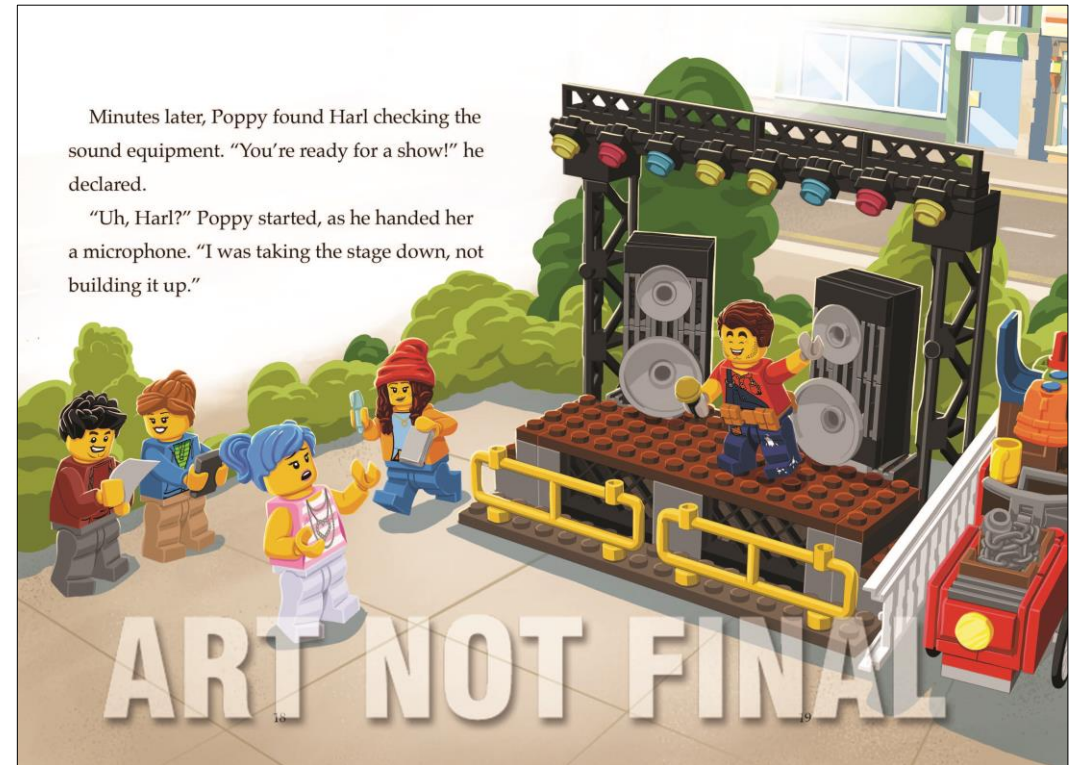
Harl's hands. "I have spare wheels in my office. Let's go!"

"But --" Harl looked at the Police Chief. He was clearly desperate. "I suppose the mayor can wait." Harl puffed out his chest. "I'M HAPPY TO HELP!"



Minutes later, Poppy found Harl checking the sound equipment. "You're ready for a show!" he declared.

"Uh, Harl?" Poppy started, as he handed her a microphone. "I was taking the stage down, not building it up."





BOOKS

COSTUME CAPERS

EARLY
READER



Expected launch date: Q3

4-6

6" x 9" / 148 x 212 mm

48 pages

LWR-6002

- Adventure-packed book for reluctant readers
- Simple stories divided into short chapters with LEGO® humour inspired by the latest TV series
- Light and colourful graphic design make this book appealing to younger audiences
- Picture glossary includes information about main characters, background characters and animals – a bonus for both current and future fans
- Short quiz and reading certificate at the end of the book
- Flexible art pool to suit any local reading scheme or levelled reader programme





BOOKS

TOUR TROUBLE

EARLY
READER



Expected launch date: Q2

4-6

6" x 9" / 148 x 212 mm

48 pages

LWR-6202

- Adventure-packed book for reluctant readers
- Simple stories divided into short chapters with LEGO® humour inspired by the latest TV series
- Light and colourful graphic design makes this book appealing to younger audiences
- Picture glossary includes information about main characters, background characters and animals – a bonus for both current and future fans
- Short quiz and reading certificate at the end of the book
- Flexible art pool to suit any local reading scheme or levelled reader programme





TOUR TROUBLE

EARLY
READER

Whoosh!
Hudson slid under the stinky
Dilophosaurus spray, careful not to let
it get on him.

When Hudson left the attraction, Mr.
Masrani, the owner of Jurassic World,
was waiting for him.

"You broke the record!" cheered Mr.
Masrani. "Do you want to know what you
have won?"

"Yes!" cried Hudson.



LWR-6202





BOOKS

THE LEGEND OF JAY

EARLY
READER



Expected launch date: Q1

4-6

6" x 9" / 148 x 212 mm

48 pages

LWR-6705

- Adventure-packed book for reluctant readers
- Simple stories divided into short chapters with LEGO® humour featuring the most popular characters from the LEGO® NINJAGO® world
- Light and colourful graphic design makes this book appealing to younger audiences
- Picture glossary includes information about main characters, background characters and animals – a bonus for both current and future fans
- Short quiz and reading certificate at the end of the book
- Flexible art pool to suit any local reading scheme or levelled reader programme





THE LEGEND OF JAY

EARLY
READER

Suddenly, the game cabinet opened like a portal. Stepping inside, Jay found himself in a bustling city he had never seen before. Ultra-modern skyscrapers, brightly coloured neon signs, strange shops, crowds of oddly-dressed people – everything was overwhelming.

"Welcome to Prime Empire," said a man who watched Jay from a shop nearby.

"Prime Empire?" Jay couldn't believe he was in the game! It was real!

The man beckoned Jay into his shop.

"Whoa!" Jay looked in awe at





BOOKS

LEGO® NINJAGO® EARLY READER (TITLE - TBC)

EARLY
READER



Expected launch date: Q4

4-6

6" x 9" / 148 x 212 mm

48 pages

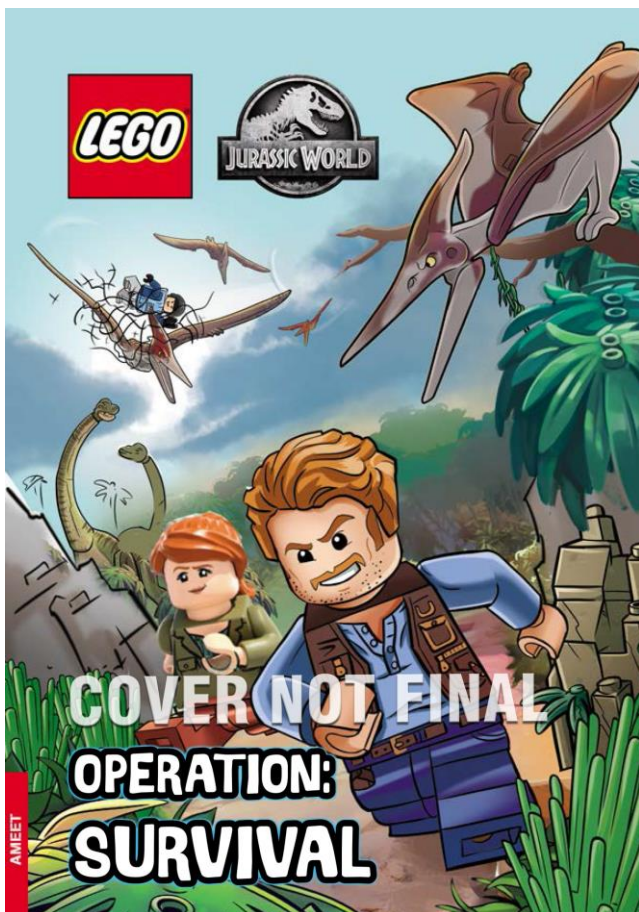
LWR-6706

- Adventure-packed book for reluctant readers
- Simple stories divided into short chapters with LEGO® humour featuring the most popular characters from the LEGO® NINJAGO® world
- Light and colourful graphic design makes this book appealing to younger audiences
- Picture glossary includes information about main characters, background characters and animals – a bonus for both current and future fans
- Short quiz and reading certificate at the end of the book
- Flexible art pool to suit any local reading scheme or levelled reader programme





OPERATION: SURVIVAL



Expected launch date: Q2

6+

6" x 9" / 148 x 212 mm

64 pages

3k words

LNR-6201

- Three original adventure stories from the LEGO® Jurassic World™
- Adventure and humour are the main story drivers
- Great reading experience for reluctant readers
- Glossary includes information about main characters, background characters, locations and animals – a bonus for both current and future fans
- Continuation of a successful format
- Slightly more complicated stories and longer chapters; more text
- Flexible art pool to suit local reading schemes, existing chapter book series, and levelled reader programmes



OPERATION: SURVIVAL

"Imagine your dinosaur lungs breathing in air for the first time."

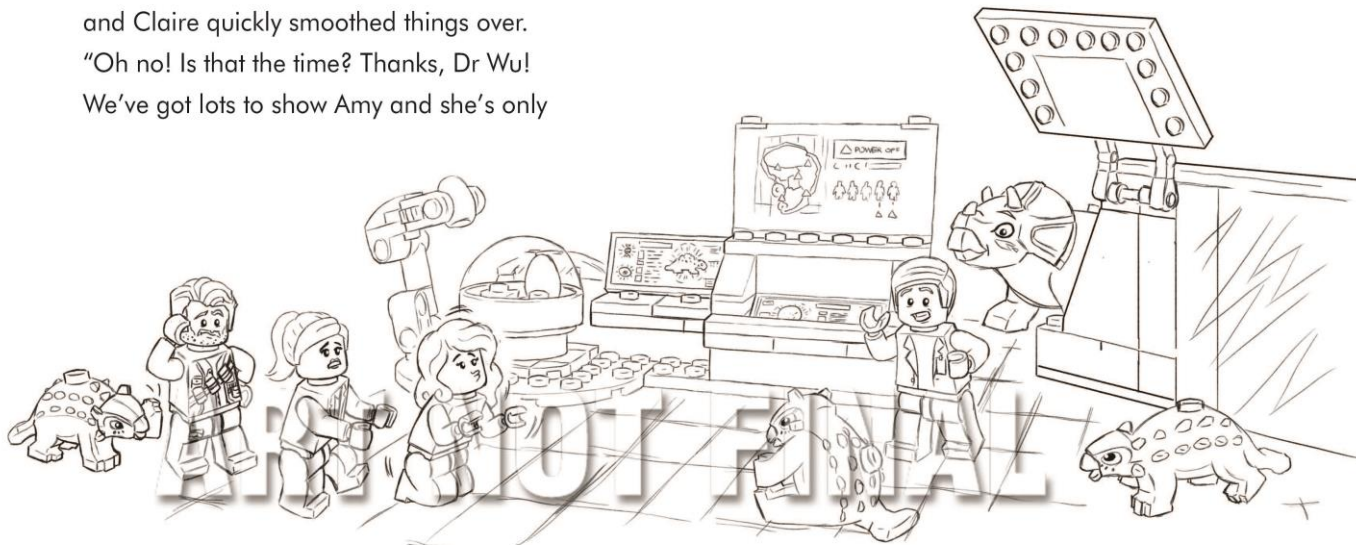
"Squawk!" Amy said, pretending to be a baby dinosaur.

"Maybe less of a 'squawk' and more of a crowing sound." Dr Wu offered helpfully. But Amy frowned and was offended by Dr Wu's acting advice. She got up off the floor and Claire quickly smoothed things over.

"Oh no! Is that the time? Thanks, Dr Wu! We've got lots to show Amy and she's only

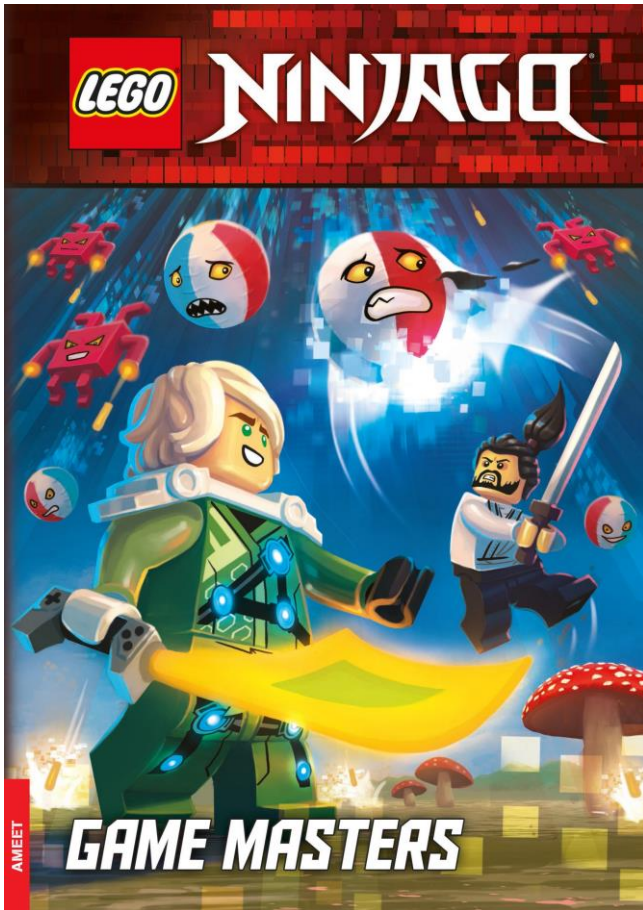
with us for today. See you later! Bye!" Claire quickly ushered Amy out of the lab and into Owen's jeep.

"If you want to really understand dinosaurs, then let's go meet some friends of mine ..." Owen said, driving away





GAME MASTERS



Expected launch date: Q1

6+

6" x 9" / 148 x 212 mm

64 pages

3k words

LNR-6721

- Three original adventure stories from the LEGO® NINJAGO® world filling in the TV Show storyline with LEGO® humour – a treat for existing and new fans of LEGO NINJAGO
- Adventure and humour as the main story drivers
- Great reading experience for reluctant readers
- Glossary includes information about main characters, background characters, locations and animals, unknown details and Easter eggs – bonuses for both current and future fans
- Flexible art pool to suit local reading schemes, existing chapter book series, and levelled reader programmes
- Continuation of a successful format
- Launch in the anniversary year





GAME MASTERS



HOUSE OF HORRORS!

"Hey, Nya," Jay said. "Remind me why you picked the *Haunted House*?"

"We picked the game, remember?" the Water Ninja answered. "We need the credits, so we can get to Unagami."

The two ninja had entered the mini-game and were standing in front of an old house with boarded-up windows. Dark clouds hung above, and bats circled around the spikes of the pointed roof.

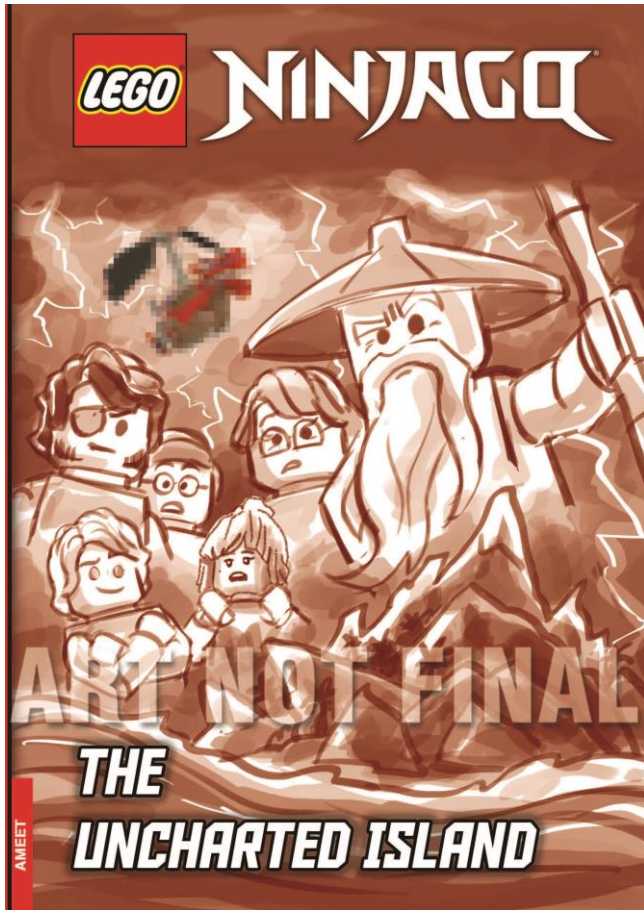
"Come on," Nya laughed. "We just have to walk through the house and exit the back door. It's a piece of cake!"

Jay shook his head. "This is *not* a piece of cake," he said. "I *like* cake. This is not cake. This is ... spooky."





THE UNCHARTED ISLAND



Expected launch date: Q2

6+

6" x 9" / 148 x 212 mm

64 pages

3k words

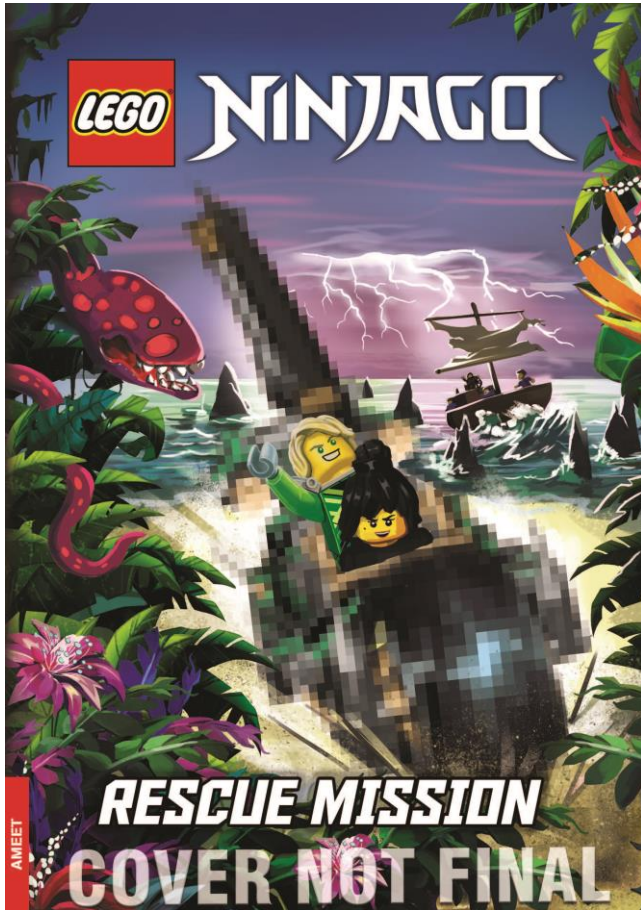
LNR-6722

- Three original adventure stories from the LEGO® NINJAGO® world filling in the TV Show storyline with LEGO® humour – a treat for existing and new fans of LEGO NINJAGO
- Adventure and humour as the main story drivers
- Great reading experience for reluctant readers
- Glossary includes information about main characters, background characters, locations and animals, unknown details and Easter eggs – bonuses for both current and future fans
- Flexible art pool to suit local reading schemes, existing chapter book series, and levelled reader programmes
- Continuation of a successful format
- Launch in the anniversary year





RESCUE MISSION



Expected launch date: Q3

6+

6" x 9" / 148 x 212 mm

64 pages

3k words

LNR-6723

- Three original adventure stories from the LEGO® NINJAGO® world filling in the TV Show storyline with LEGO® humour – a treat for existing and new fans of LEGO NINJAGO
- Adventure and humour as the main story drivers
- Great reading experience for reluctant readers
- Glossary includes information about main characters, background characters, locations and animals, unknown details and Easter eggs – bonuses for both current and future fans
- Flexible art pool to suit local reading schemes, existing chapter book series, and levelled reader programmes
- Continuation of a successful format
- Launch in the anniversary year





BOOKS

LEGO® NINJAGO® CHAPTER BOOK (TITLE - TBC)



Expected launch date: Q4

6+

6" x 9" / 148 x 212 mm

64 pages

3k words

LNR-6724

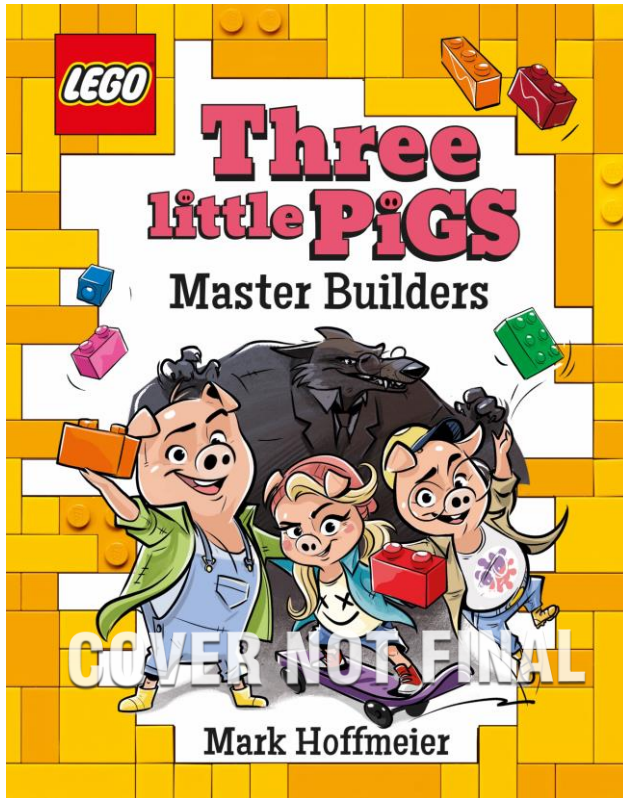
- Three original adventure stories from the LEGO® NINJAGO® world filling in the TV Show storyline with LEGO® humour – a treat for existing and new fans of LEGO NINJAGO
- Adventure and humour as the main story drivers
- Great reading experience for reluctant readers
- Glossary includes information about main characters, background characters, locations and animals, unknown details and Easter eggs – bonuses for both current and future fans
- Flexible art pool to suit local reading schemes, existing chapter book series, and levelled reader programmes
- Continuation of a successful format
- Launch in the anniversary year

CHAPTER
BOOK





THREE LITTLE PIGS I



Expected launch date: Q4

6-9

162 x 208 mm

96 pages

3k-5k words, full colour

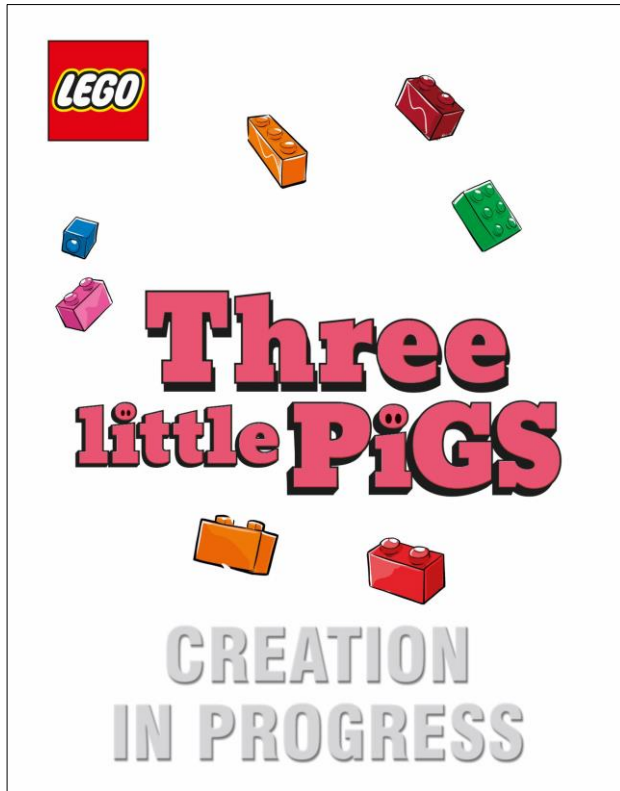
TLP-6350

- Classic tale with a LEGO® twist
- Familiar stories known around the world
- LEGO humour and modern sensibility appeal to young readers
- Full-colour illustrations and LEGO link appeal to reluctant readers





THREE LITTLE PIGS II



Expected launch date: Q4

6-9

162 x 208 mm

96 pages

3k-5k words, full colour

TLP-6351

- Classic tale with LEGO® twist
- Familiar stories known around the world
- LEGO humour and modern sensibility appeal to young readers
- Full-colour illustrations and LEGO link appeal to reluctant readers





BOOKS



SPINJITZU BROTHERS

MIDDLE
GRADE



Expected launch date: Q2
8-12

155 x 217 mm, 144 pages
hard cover/paper over board
10k-15k words/black and white
LBWS-6701

- Novelty within LEGO® fiction
- Stories based on research with young readers who want to know what Master Wu and Lord Garmadon were like as young ninja
- The series delves deep into the LEGO® NINJAGO® universe with background stories and also exclusive never-before-seen content from new heroes and villains to brand-new lore
- Easter eggs for fans
- LEGO NINJAGO remains one of the most popular LEGO brands
- 2021 is the 10th anniversary of LEGO NINJAGO with a gold-themed year-long campaign
- LEGO NINJAGO franchise tie-ins planned from 2022 onwards





SPINJITZU BROTHERS

MIDDLE
GRADE

Chapter 2 The Mysterious Ninja

Wu dove to the left. Garmadon dove to the right. Both boys somersaulted when they hit the ground.

"What is that thing?" Garmadon called out.

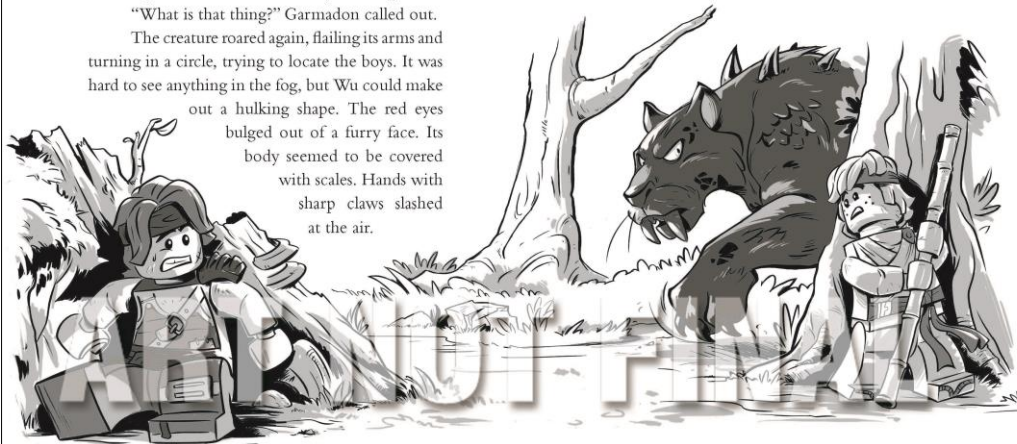
The creature roared again, flailing its arms and turning in a circle, trying to locate the boys. It was hard to see anything in the fog, but Wu could make out a hulking shape. The red eyes bulged out of a furry face. Its body seemed to be covered with scales. Hands with sharp claws slashed at the air.

"What kind of monster is this?" Wu yelled, as the boys rolled away to avoid the monster's reach. Then Wu and Garmadon jumped to their feet.

"I think it's a lizard!" Garmadon replied.

"I think it's a tiger!" Wu shot back. "Or maybe a bear?"

"Whatever it is, it doesn't like us," Garmadon said. "Time for some Spinjitzu!"



Wu rolled a third of the way, as the monster. Wu thought, I hope that's all it can do. The monster struck the ground with its tail, and a large, dark, furry shape appeared. The monster leapt up, hitting Wu and Garmadon. They quickly somersaulted to their feet. The monster jumped up, as though for the first time, and roared again. Wu and Garmadon saw the monster's head and looked quickly and slowly behind them.



4

Wu's mouth dropped open. When the monster was on top of his head! The monster spun the boy in circles, and Wu saw that it had an umbrella shape in the end. Then the boy began to spin, and the monster's mouth of energy! "That's doing Spinjitzu!" Wu yelled. "That's impossible!" Garmadon cried. The monster rolled the monster back and forth, creating a whirl in the air. Wu and Garmadon took the monster. Then...



5



SPINJITZU BROTHERS

MIDDLE
GRADE



Expected launch date: Q2
8-12

155 x 217 mm, 144 pages
hard cover/paper over board
10k-15k words/black and white
LBWS-6702

- Novelty within LEGO® fiction
- Stories based on research with young readers who want to know what Master Wu and Lord Garmadon were like as young ninja
- The series delves deep into the LEGO® NINJAGO® universe with background stories and also exclusive never-before-seen content from new heroes and villains to brand-new lore
- Easter eggs for fans
- LEGO NINJAGO remains one of the most popular LEGO brands
- 2021 is the 10th anniversary of LEGO NINJAGO with a gold-themed year-long campaign
- LEGO NINJAGO franchise tie-ins planned from 2022 onwards



BOOKS

ACTIVITY BOOKS 2021 PROGRAMME

Q1



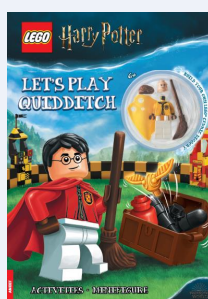
LNC-6457



LNC-6022



LNC-6722



LNC-6407



LNH-6012

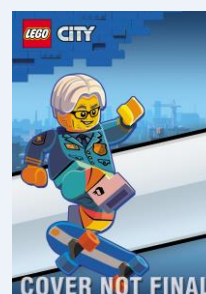
Q2



LNC-6203



BOA-6401



LNC-6023



LAB-6002



BOA-6001



LSN-6650

Q3



BBA-6604



LAB-6403



LNC-6408

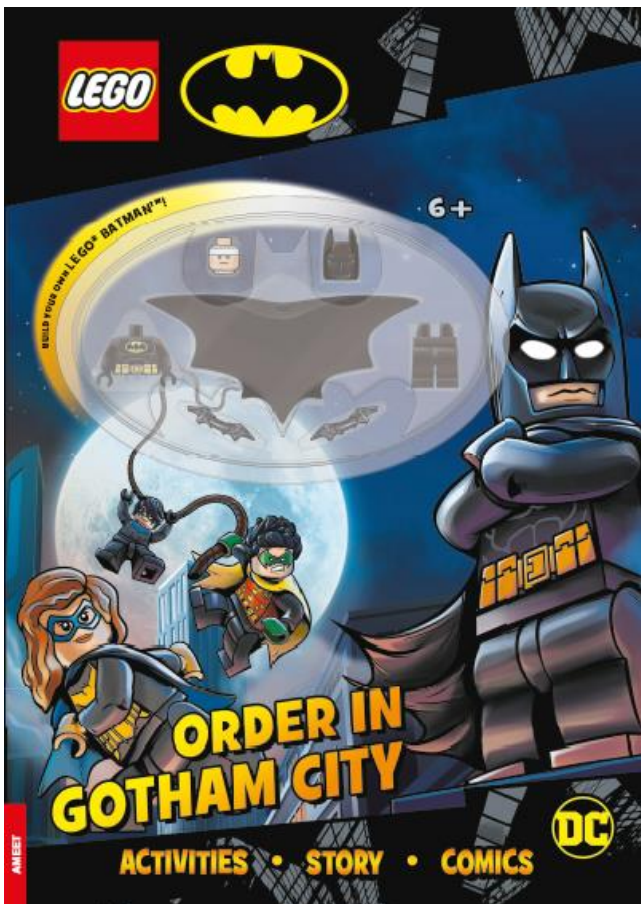




BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q1

5+

205 x 288 mm, 32 pages

LEGO® minifigure

soft cover

LNC-6457

- Best-selling LEGO® book format worldwide!
- A mix of fun-filled activities and puzzles
- Comics and comic stories packed with LEGO humour
- Buildable Batman™ minifigure with accessory (cape) launched in the 2020 LEGO® Batman™ sets





BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q1

5+

205 x 288 mm, 32 pages
LEGO® minifigure
soft cover
LNC-6022

- Best-selling LEGO® book format worldwide!
- A mix of fun-filled activities and puzzles
- Comics and comic stories packed with LEGO humour
- Buildable Fire Chief Freya McCloud minifigure
- Story inspired by the latest TV series

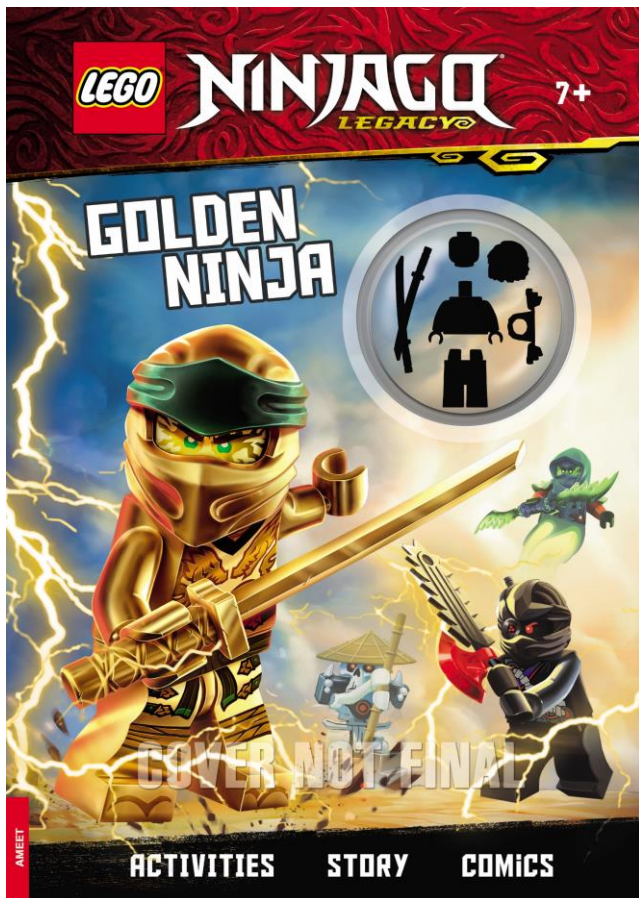




BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q1

5+

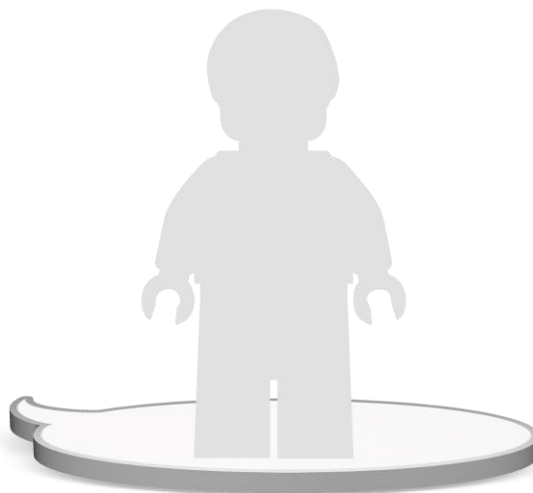
205 x 288 mm, 32 pages

LEGO® minifigure

soft cover

LNC-6722

- Best-selling LEGO® book format worldwide!
- A mix of fun-filled activities and puzzles
- Comics packed with LEGO humour
- Buildable gold Lloyd minifigure
- Special edition related to all seasons with golden ninja to celebrate 10th anniversary

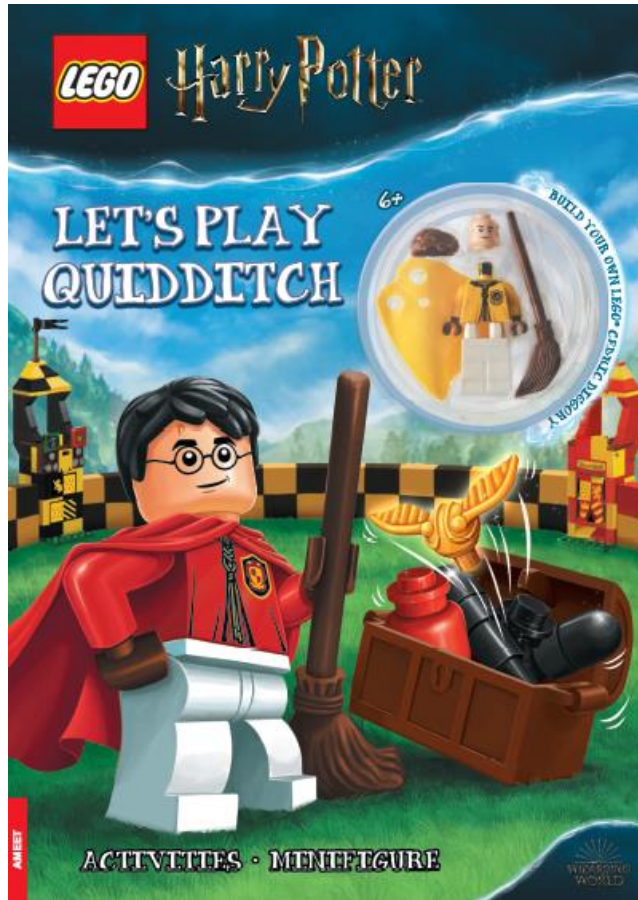




BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q1

5+

205 x 288 mm, 32 pages

LEGO® minifigure

soft cover

LNC-6407

- Best-selling LEGO® book format worldwide!
- A mix of fun-filled activities and puzzles
- Comics packed with LEGO humour
- Inspired by Harry Potter™ films
- Buildable Cedric Diggory minifigure





BOOKS



ACTIVITY JOURNAL

ACTIVITY



Expected launch date: Q1

6+

140 x 190 mm

144 pages

LEGO® minifigure

LNH-6012

- A popular book format that encourages creativity
- Filled with activities and creative prompts to engage young readers in storytelling, design, and drawing
- Blank pages for kids to write in
- Lock option and a LEGO® minifigure
- Based around well-known character from the City Adventures TV series

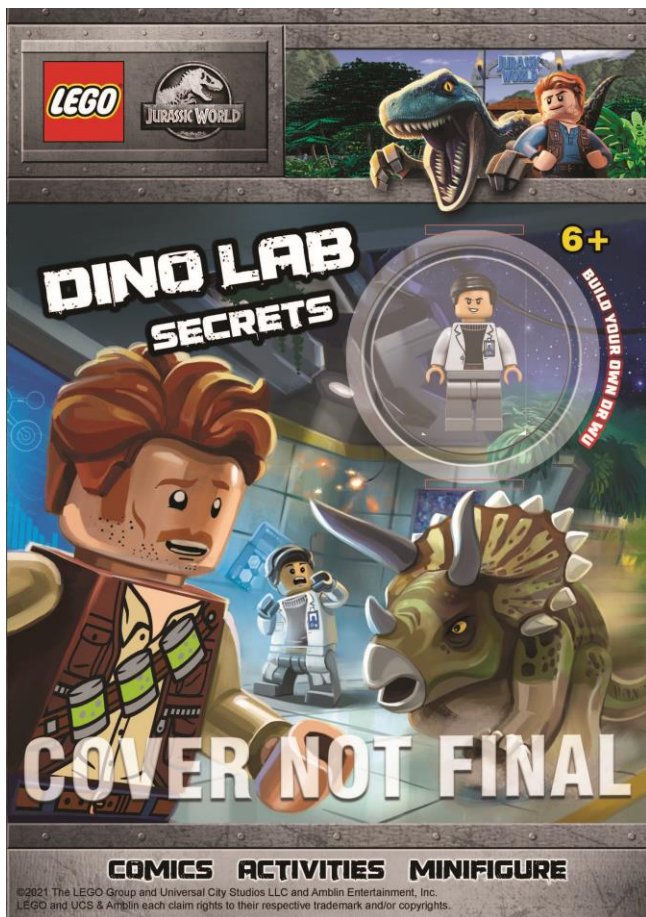




BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q2

5+

205 x 288 mm, 32 pages

LEGO® minifigure

soft cover

LNC-6203

- Best-selling LEGO® book format worldwide!
- A mix of fun-filled activities and puzzles
- Comics and comic stories packed with LEGO humour
- Buildable Dr Wu minifigure
- Arts based on latest LEGO® Jurassic World™ sets
- Diverse activities that deepen kids' knowledge on work in the laboratory and life in the theme park





BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q2

5+

216 x 285 mm, 64 pages

LEGO® minifigure

hard cover

LAB-6002

- Bumper edition with double the pages and twice the LEGO® fun!
- Filled with a mix of activities, puzzles, comics, and comic stories
- Buildable Tread Octane minifigure
- Colouring art style reminiscent of the style used in the TV show with cool captures and colours, dynamics and speed lines
- The editorial focused on vehicles, racing and extreme sports





BOOKS

ACTIVITY BOOK WITH ACCESSORIES

ACTIVITY



Expected launch date: Q2

5+

205 × 288 mm

32 pages

LEGO® elements

BOA-6401

- New layout design packed with activities and comics
- Featuring Minifigure Accessories
- The perfect compliment to our existing best seller!
- Tested format with LEGO® accessories for kids to use with their favourite minifigures
- Unusual and rare accessories that serve as story starters and story drivers in play
- Editorial based on Harry Potter films (well-known characters)



ACTIVITY BOOK WITH ACCESSORIES



Expected launch date: Q2

5+

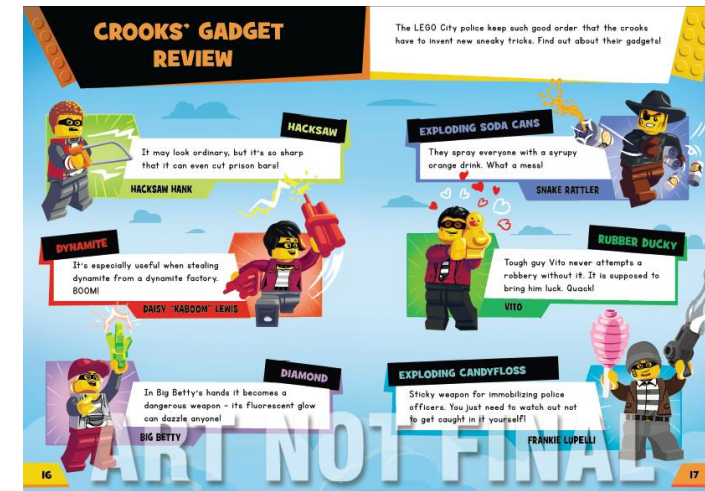
205 × 288 mm

32 pages

LEGO® elements

BOA-6001

- New layout design packed with activities and comics
- Featuring Minifigure Accessories
- The perfect compliment to our existing best seller!
- Tested format with LEGO® accessories for kids to use with their favourite minifigures
- Unusual and rare accessories that serve as story starters and story drivers in play
- Editorial centred around the most iconic aspects of being a City hero





BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q2

5+

205 x 288 mm, 32 pages

LEGO® minifigure

soft cover

LNC-6023

- Best-selling LEGO® book format worldwide!
- A mix of fun-filled activities and puzzles
- Comics and comic stories packed with LEGO humour
- Buildable Tread Octane minifigure
- Story inspired by the latest TV series





BOOKS



OUR SECRETS

NOVELTY



Expected launch date: Q2

7+

205 x 288 mm

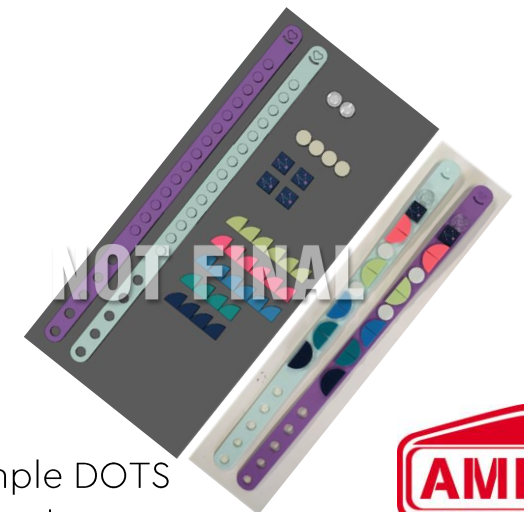
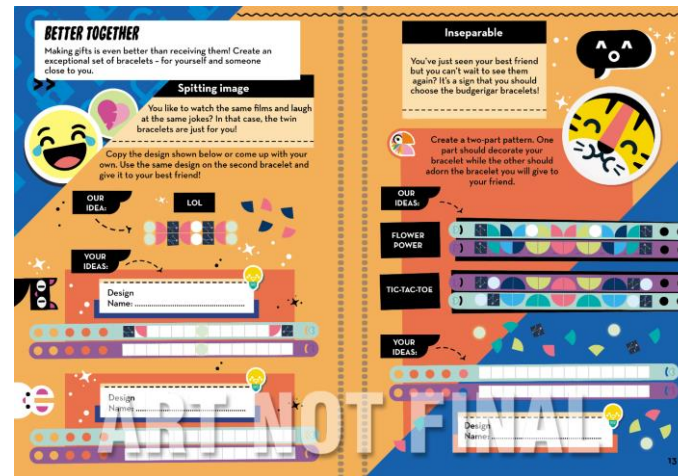
64 pages,

1 page of stickers

DOTS model + elements (TBC)

LSN-6650

- A tie-in with the 2021 Super Secrets DOTS theme
- Unique set of bracelets and tiles, including glow-in-the-dark elements
- A complete set allowing kids to code and store their secret messages in many ways
- Over 100 dotting inspirations, activities and DIY crafts
- Cool pattern sheets and stickers
- Appeals to a wide audience, including non LEGO® fans



Example DOTS elements





BUILD & CELEBRATE: CHRISTMAS



Expected launch date: Q3

5+

205 x 288 mm

48 pages + 2 pages of stickers

30+ LEGO® elements

BBA-6604

- A mid-priced Christmas gift item
- Packed with Christmas-themed activities and building challenges
- 30+ LEGO elements make 3 exclusive models created by LEGO® designers: Father Christmas, an elf, and a reindeer
- Celebrating creativity and holidays through play
- Free-play holiday stickers

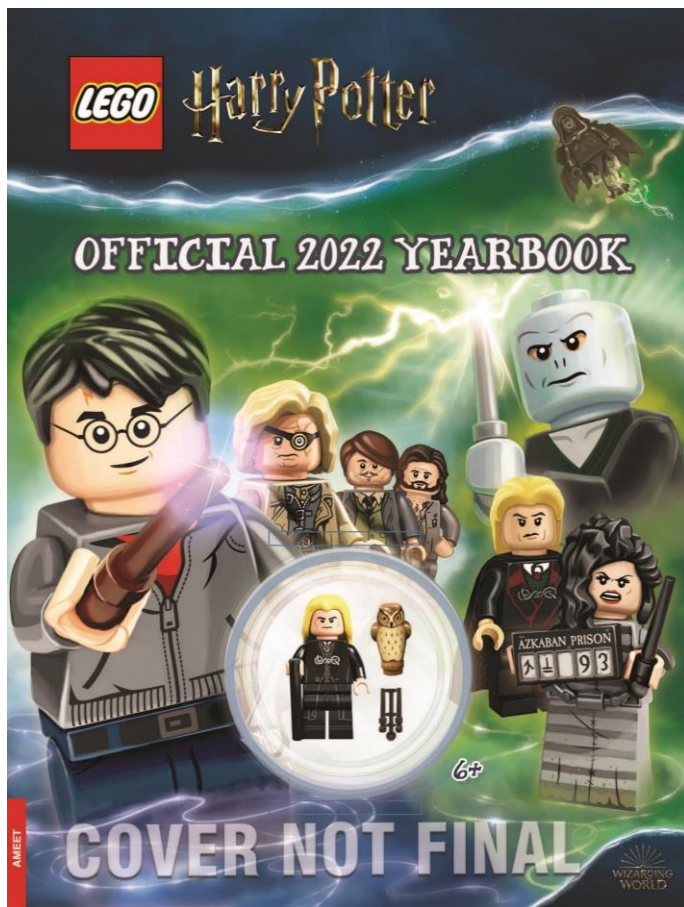




BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q3

5+

216 x 285 mm, 64 pages

LEGO® minifigure

hard cover

LAB-6403

- Bumper edition with double the pages and twice the LEGO® fun!
- Filled with a mix of activities, puzzles and comics
- Intuitive activities inspired by Harry Potter™ films
- Buildable Lucius Malfoy minifigure with wand, owl and walking stick

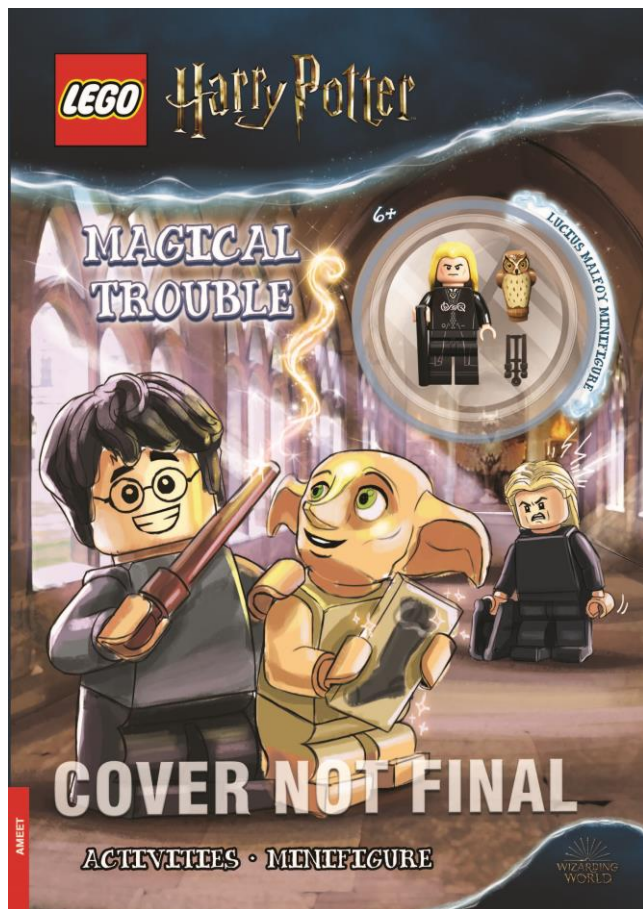




BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q3

5+

205 x 288 mm, 32 pages

LEGO® minifigure

soft cover

LNC-6408

- Best-selling LEGO® book format worldwide!
- A mix of fun-filled activities and puzzles
- Comics packed with LEGO humour
- Inspired by Harry Potter™ films
- Buildable Lucius Malfoy minifigure

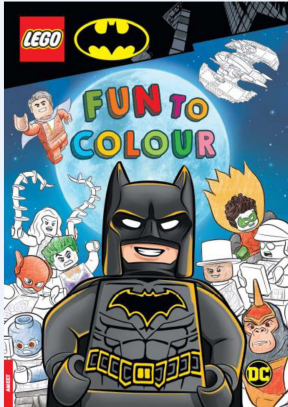




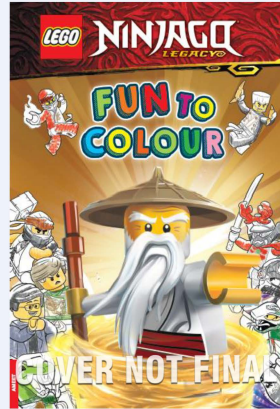
BOOKS

COLOURING BOOK POOLS 2021

Q1



FCB-6450
96 pages

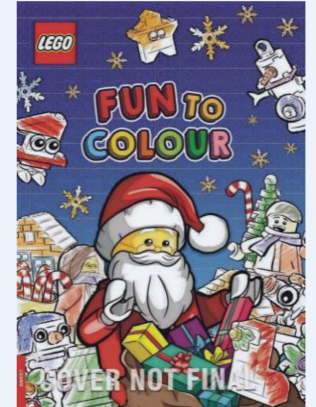


FCB-6703
96 pages



FCB-6002
96 pages

Q3



FCBX-6602
48 pages



FCB-6202
96 pages



FCB-6401
96 pages

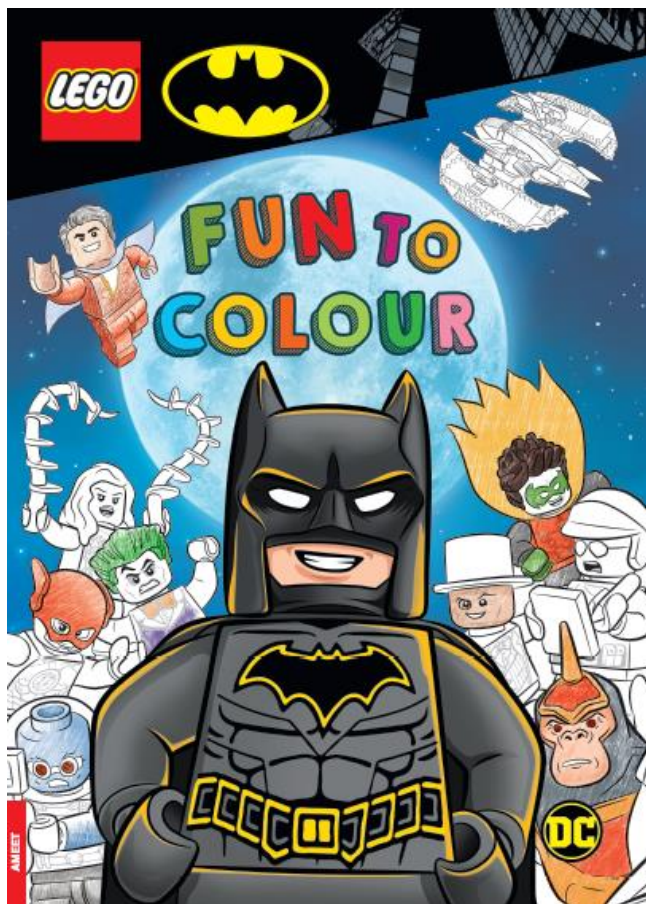




BOOKS

COLOURING BOOK POOL

COLOURING



Expected launch date: Q1

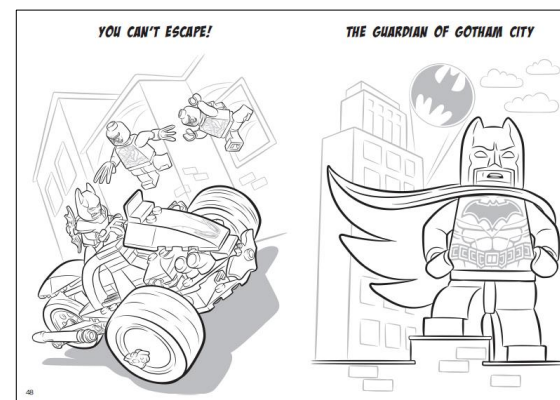
4+

205 x 288 mm

96 pages

FCB-6450

- The first colouring book in the LEGO® Batman™ line with pages featuring the most popular scenes, characters and themes from the LEGO Batman universe
- Colouring pool that can be customized to suit any colouring format
- Age-appropriate line art and text
- Additional activities on 16 pages
- Two or three cover options
- A variety of options to mix and match with stickers and activity pages
- An option for adding crayons or other covermounts for added value

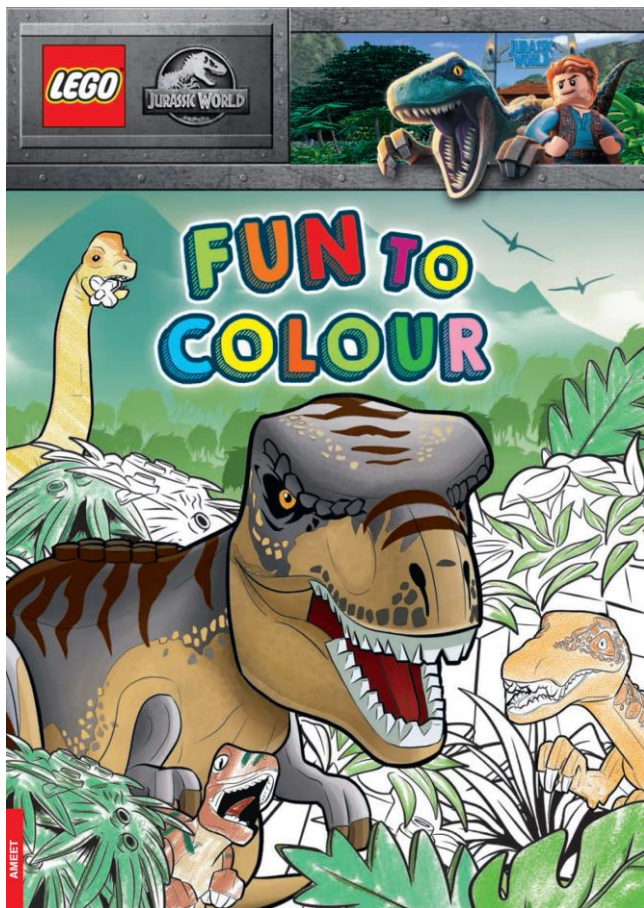




BOOKS

COLOURING BOOK POOL

COLOURING



Expected launch date: Q1

4+

205 x 288 mm

96 pages

FCB-6202

- Colouring pool that can be customized to suit any colouring format
- Age-appropriate line art and text
- Additional activities on 16 pages
- Pages featuring the most popular scenes, characters and themes from the LEGO® Jurassic World™ universe
- Two or three cover options
- A variety of options to mix and match with stickers and activity pages
- An option for adding crayons or other covermounts for added value

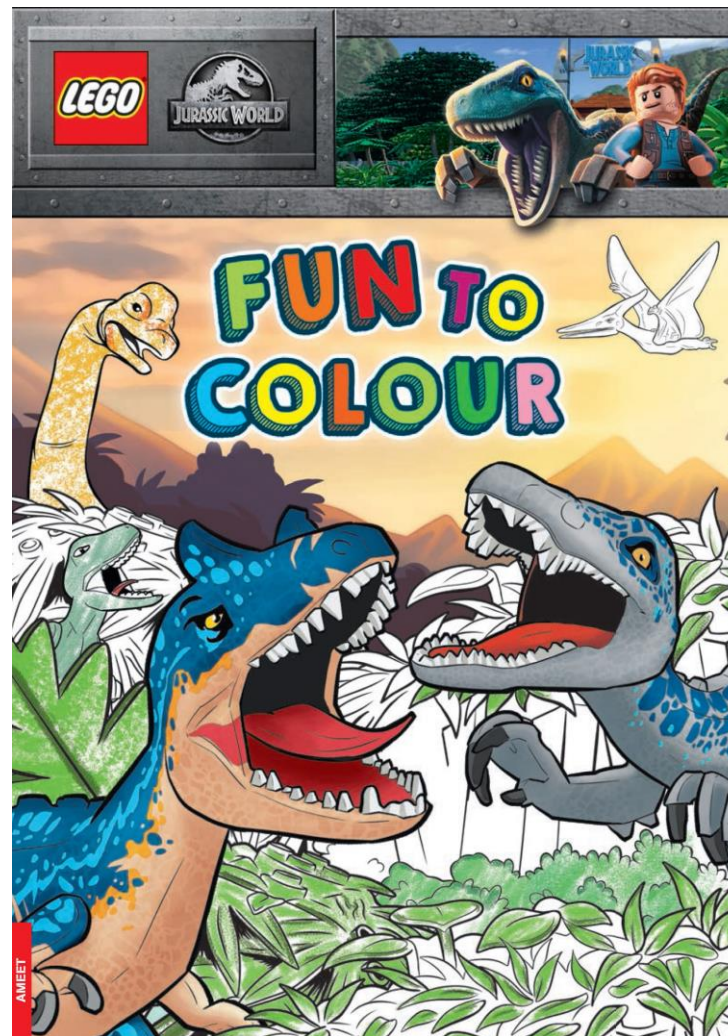




BOOKS

COLOURING BOOK POOL

COLOURING



FCB-6202

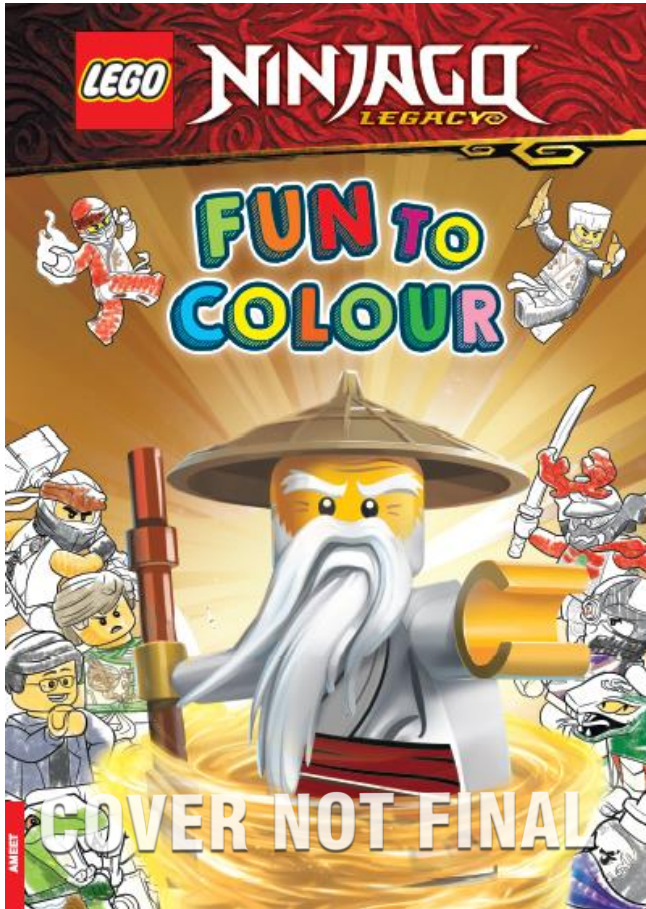




BOOKS

COLOURING BOOK POOL

COLOURING



Expected launch date: Q1

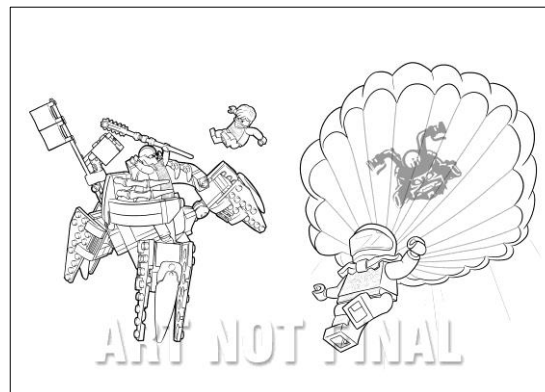
4+

205 x 288 mm

96 pages

FCB-6703

- Colouring pool that can be customized to suit any colouring format
- Age-appropriate line art and text
- Additional activities on 16 pages
- Pages featuring the most popular scenes, characters and themes from the LEGO® NINJAGO® universe
- Two or three cover options
- A variety of options to mix and match with stickers and activity pages
- An option for adding crayons or other covermounts for added value

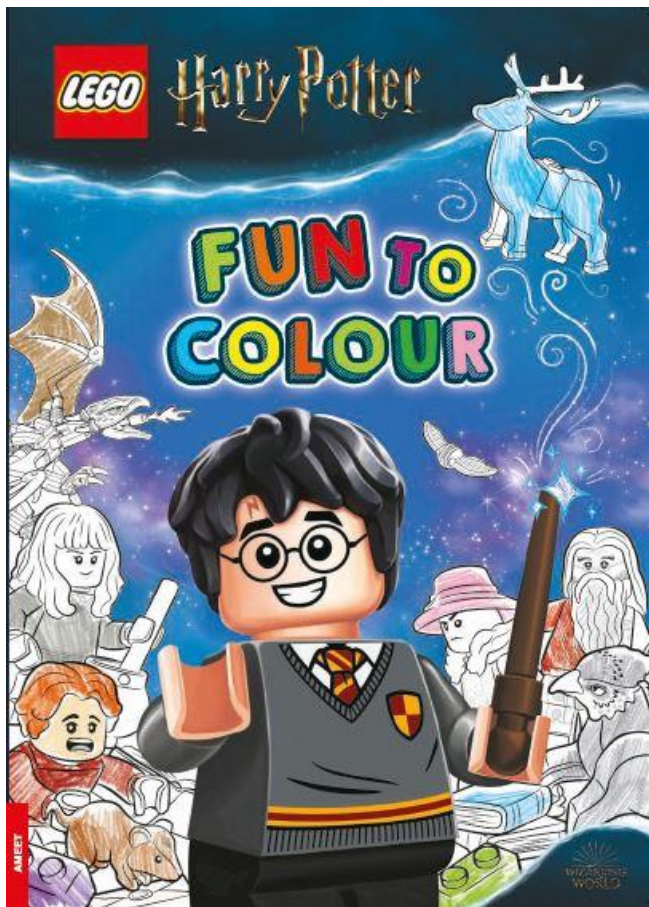




BOOKS

COLOURING BOOK POOL

COLOURING



Expected launch date: Q1

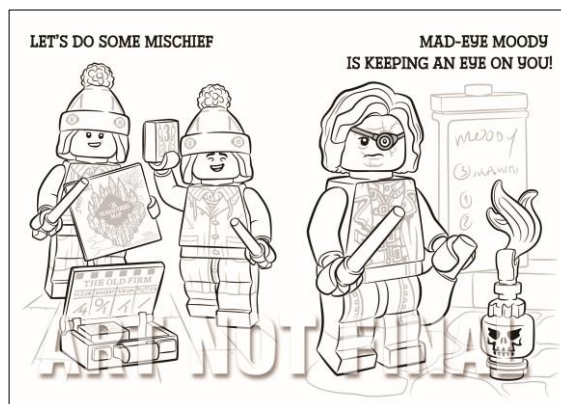
4+

205 x 288 mm

96 pages

FCB-6401

- Colouring pool that can be customized to suit any colouring format
- Age-appropriate line art and text
- Additional activities on 16 pages
- Pages featuring the most popular scenes, characters and themes from the LEGO® Harry Potter™ universe
- Two or three cover options
- A variety of options to mix and match with stickers and activity pages
- An option for adding crayons or other covermounts for added value

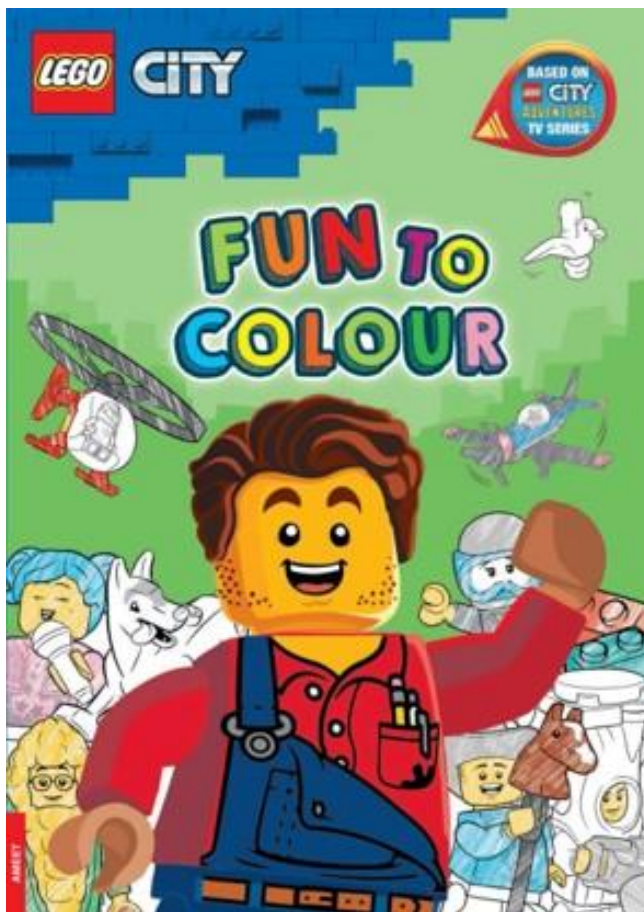




BOOKS

COLOURING BOOK POOL

COLOURING



Expected launch date: Q1

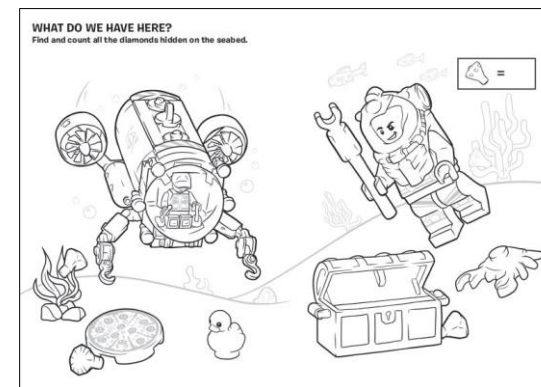
4+

205 x 288 mm

96 pages

FCB-6002

- Colouring pool that can be customized to suit any colouring format
- Age-appropriate line art and text
- Additional activities on 16 pages
- Pages featuring the most popular scenes, characters and themes from the LEGO® City universe
- Two or three cover options
- A variety of options to mix and match with stickers and activity pages
- An option for adding crayons or other covermounts for added value

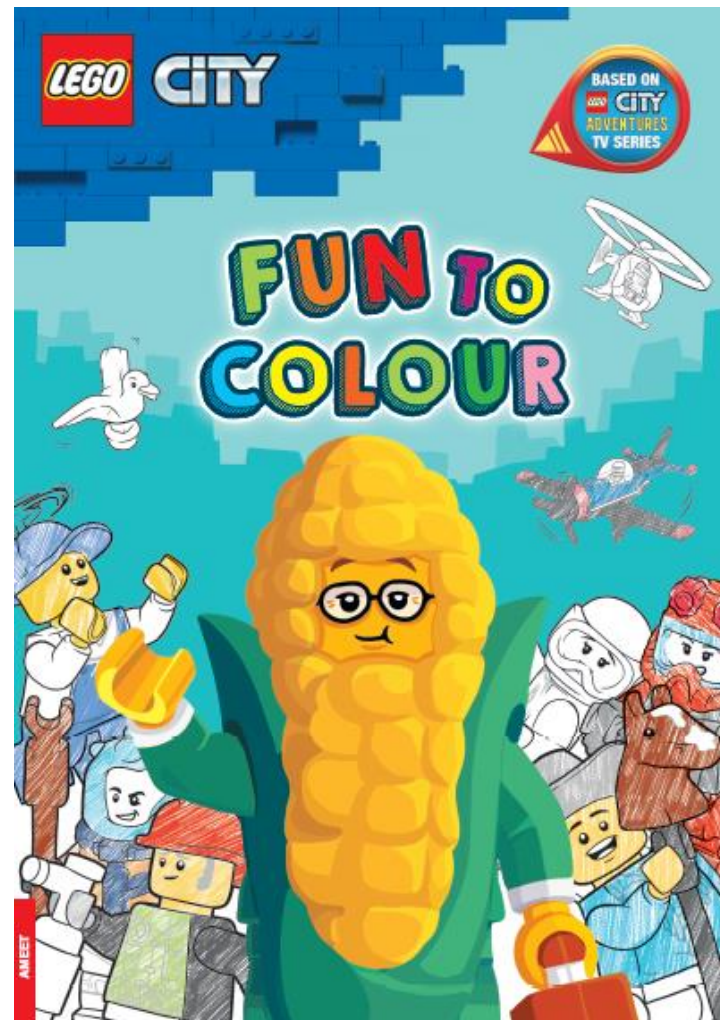




BOOKS

COLOURING BOOK POOL

COLOURING



FCB-6002

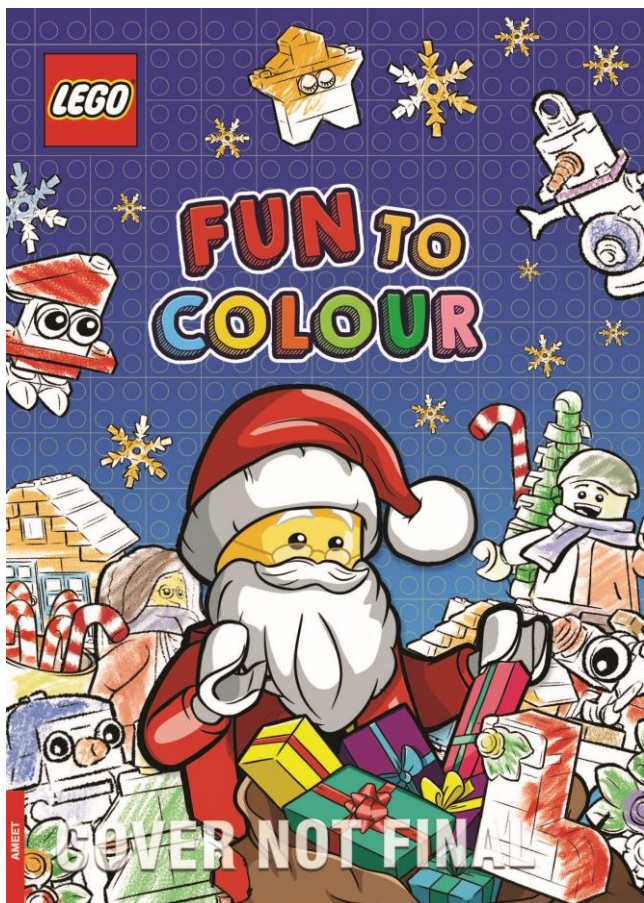




BOOKS

COLOURING BOOK POOL

COLOURING



Expected launch date: Q3

4+

205 x 288 mm

48 pages

FCBX-6602

- Perfect title for holiday promotions with Christmas-themed colouring pages
- Colouring pool that can be customized to suit any colouring format
- Age-appropriate line art and text
- Additional activities on 16 pages
- Christmas-themed colouring pages
- Two or three cover options
- A variety of options to mix and match with stickers and activity pages
- An option for adding crayons or other covermounts for added value





BOOKS

MOSAIC FUN STICKER BOOK

STICKER



Expected launch date: Q2

6+

205 x 288 mm

24 pages + 12 pages of stickers

SMB-6650

- A best-selling format, attractive to a wide age range
- Plenty of stickers, including unique, exclusive prints that make the book stand out from the competition
- Trendy themes and patterns
- The fun activities serve to teach and inspire young readers how to make their own designs and express themselves
- Appealing to a wide audience, including non LEGO® fans





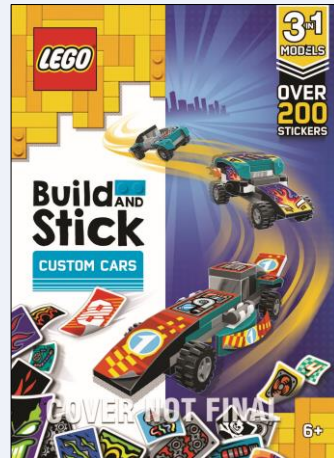
BOOKS

NOVELTY

Q1



LQB-6601



BSP-6601

Q3



DPB-6650



JBC-6350



WLB-6701



TIN-6201





BOOKS

TREASURE QUEST

NOVELTY



Expected launch date: Q3

4+

Box with carry handle: 210 x 210 x 30 mm (tbc)

Book: 194 x 194 mm, 48 pages

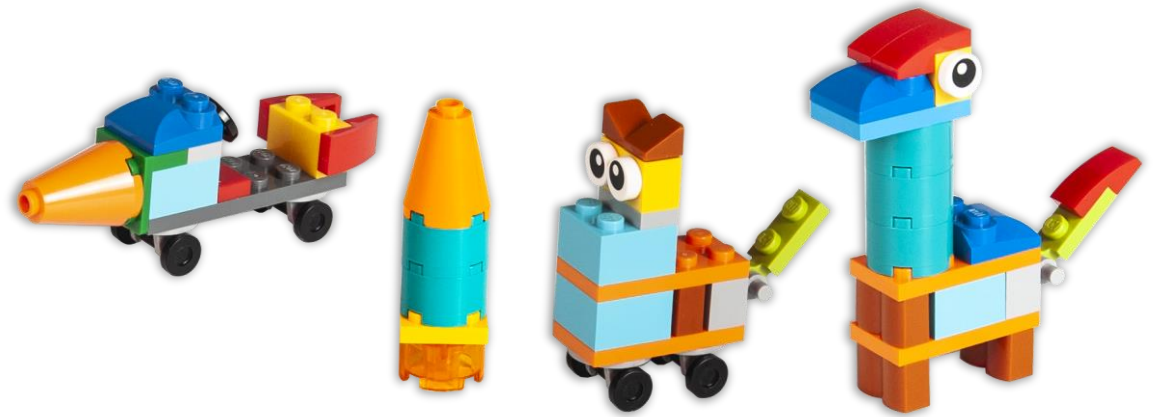
30+ LEGO® elements

4 envelopes with 1 minibook (8 pg, 98 x 125 mm), 1 card, 1 letter, 1 poster

hard cover

JBC-6350

- A classic picture book with a LEGO® twist
- Features 4 exclusive official mini-models and many building inspirations
- Popular treasure quest motif
- The interactive content has proven to be a key building and play driver for kids
- All-in-one book + brick kit in a keepsake carrying case with handle



Example models





BOOKS

5 MINUTE BUILDS

NOVELTY



Expected launch date: Q1

5+

Box: 205 x 272 x 28 mm

Book: 200x 266 mm, 96 pages

50 LEGO® elements

LQB-6601

- Over 100 ideas for quick builds, activities, challenges and games
- Includes 50 LEGO® bricks to make exclusive mini-models that can be completed in five minutes
- Encourage truly together moments through family playtime and strengthen a love for books and building
- Building activities designed to develop 21st century skills in a playful way
- Building challenges for both individuals and groups
- Featuring everything from step-by-step instructions to free play challenges, this user-friendly guide is perfect for every building ability!

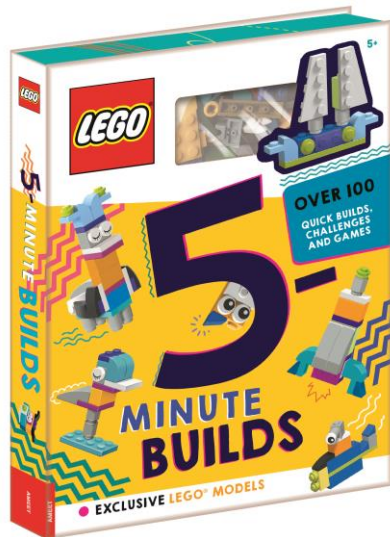




BOOKS

5 MINUTE BUILDS

NOVELTY



Box
visualisation

LQB-6601



Example models

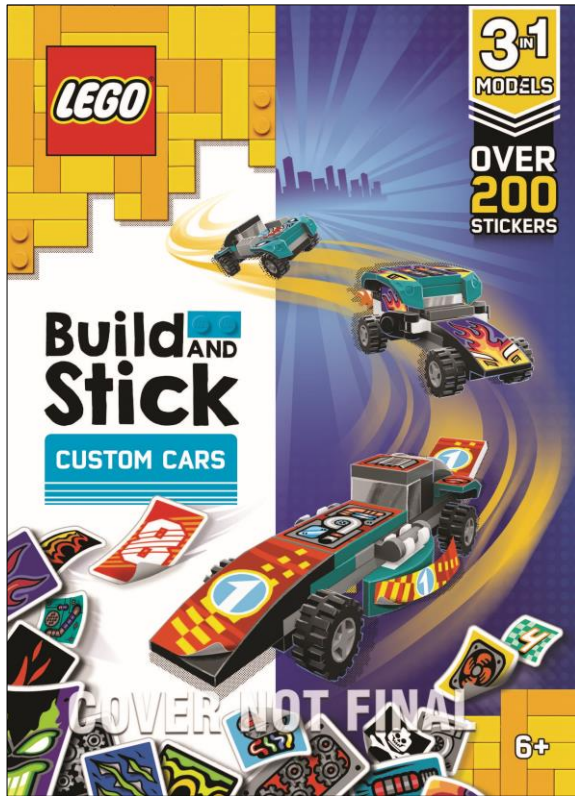




BOOKS

BUILD AND STICK: CUSTOM CARS

NOVELTY



Expected launch date: Q1

6+

Box: 205 x 272 x 28 mm

Book: 200 x 266 mm, 48 pages

4 pages of stickers

50 LEGO® elements

BSP-6601

- Celebrates creativity by offering a 360° play experience: play, customise and personalise unique LEGO® models with multiple build and rebuild possibilities
- Activity pages, colouring and sticker tasks
- Colourful durable stickers
- 3 exclusive models created by LEGO designers!
- 9 official sticker-styling suggestions – multiple possibilities for personalisation and building tips with car-themed activities
- Over 10 rebuild options

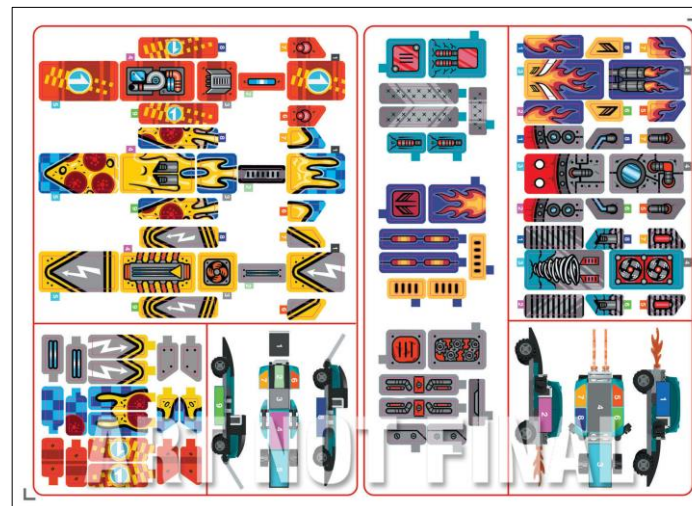
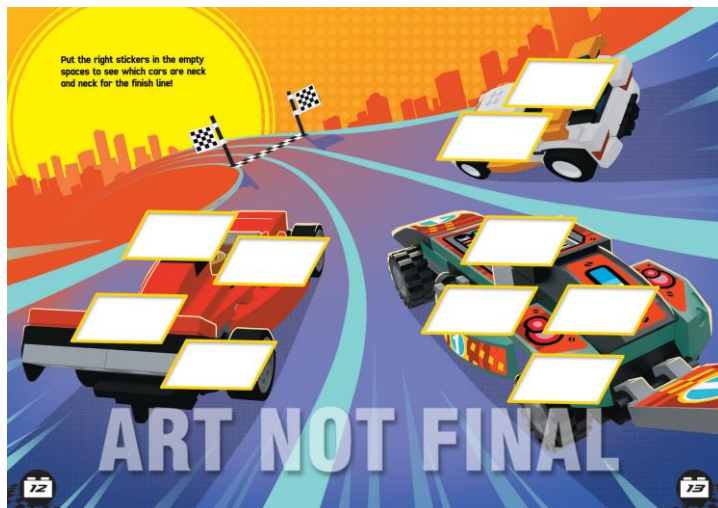




Books

BUILD AND STICK: CUSTOM CARS

NOVELTY



Example model with stickers



Box
visualisation

BSP-6601



LEGO® models





BOOKS

LEGO® JURASSIC WORLD™ TIN

NOVELTY



- Best-selling gifting format
- Contains 4 books and a buildable minifigure in a collectible embossed gift tin
- A variety of activities, puzzles and challenges
- Global best-sellers - a must-have for trade and mass market promotions!

Expected launch date: Q3

5+

Tin: 246 x 185 x 10 mm

Books: 165 x 235 mm

4 x 16 pages

5 pages of stickers 148 x 210 mm

LEGO® elements tbc

TIN-6201





DESIGN FUN

NOVELTY



Expected launch date: Q3

8+

Box: 259 x 219 x 38 mm

Book: 165 x 235 mm, 64/ 80 pages

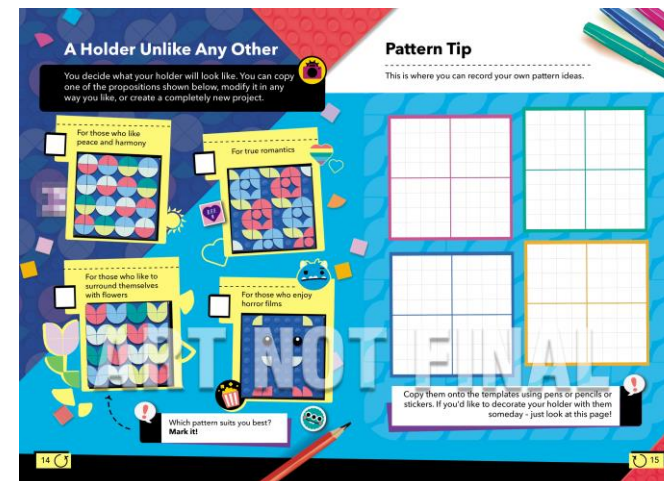
8 heavy stock sheets 165 x 235 mm

4 stickers pages

142 DOTS elements, 1 stencil

DPB-6650

- A great creativity gift kit for the designers and makers of tomorrow
- Unique models created by LEGO® designers exclusively for this book
- Trendy, gender-neutral colours and LEGO theme
- A variety of add-ons: stencil, stickers, thicker pages for projects to be placed in the model holder, various LEGO models and tiles elements



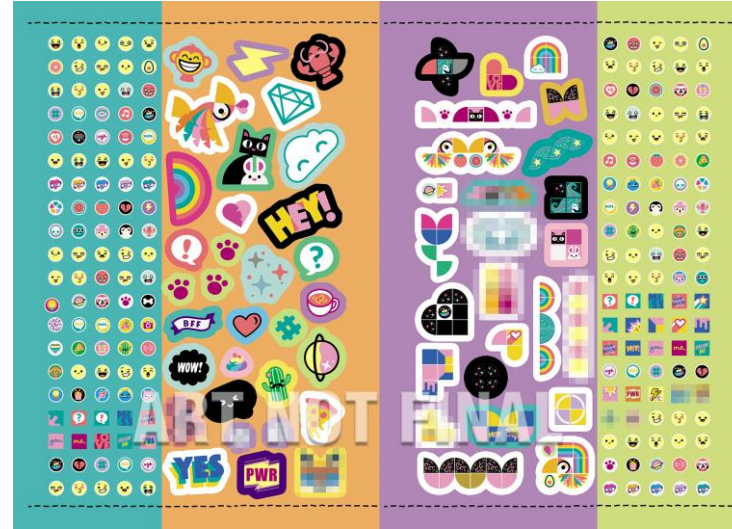


BOOKS



DESIGN FUN

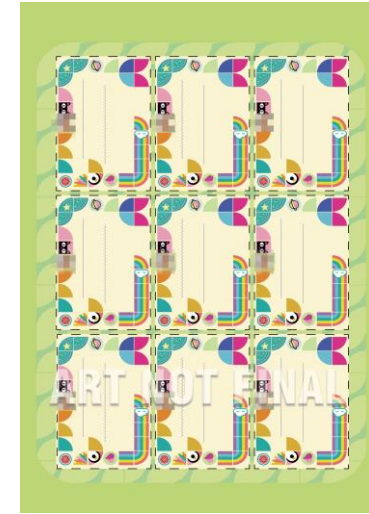
NOVELTY



Stickers



Heavy stock sheets



Box visualisation



Example DOTS models



DPB-6650





BOOKS



DESTINY'S BOUNTY

NOVELTY



Expected launch date: Q3

6+

Box: 259 x 219 x 38 mm

Book: 80 pages, 165 x 235 mm

map: 420 x 482 mm folded to 210 x 241 mm

Circa 50 LEGO® elements + minifigure

WLB-6701

- An in-world boxed set that ties into the best-selling LEGO® book brand and the latest TV episodes
- Special anniversary tie-in golden edition will be promoted as part of LEGO® NINJAGO® 10th anniversary celebrations
- Exclusive never-before-seen content will appeal to NINJAGO fans
- Exclusive 3-in-1 LEGO model plus Wu minifigure, map and book make this title an all-in-one playful reading kit
- Perfect gift item that appeals to the NINJAGO audience at large
- An in-world title to deepen the NINJAGO universe with original art, new stories, new characters, and in-between scenes





BOOKS

DESTINY'S BOUNTY

NOVELTY



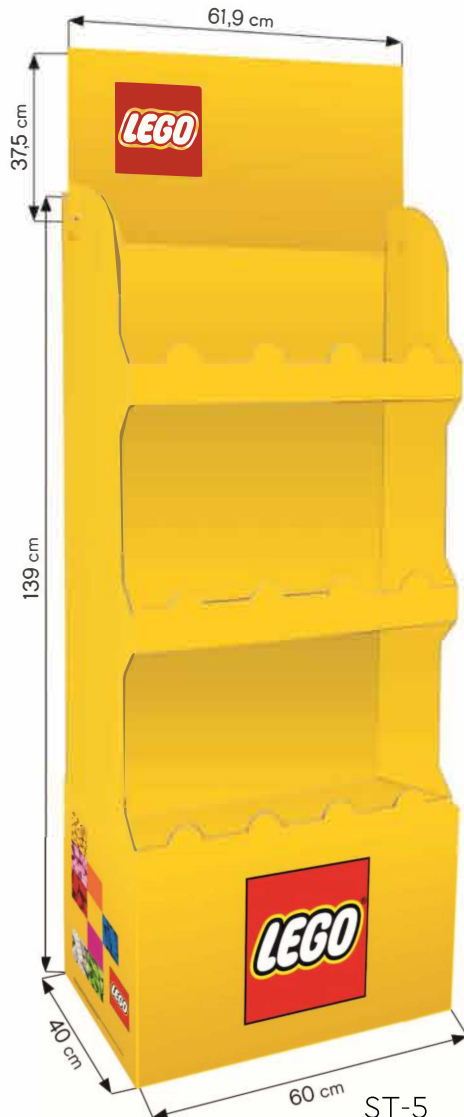
WLB-6701





BOOKS

DISPLAYS



ST-5
ca. 200 books



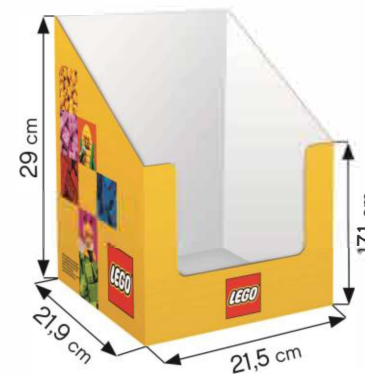
ST-26
ca. 60 books



STD-5
ca. 70 books



STD-19
ca. 40 books



STD-2
ca. 20 books

Displays available on request – to order please contact your sales representative.





BOOKS



LEGO® BOOKS

2021

PUBLISHING PROGRAMME



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