



PUBLISHING PROGRAM 2021





BOOKS



LEGO® BOOKS

2021

PUBLISHING PROGRAMME

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BOOKS

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LEGO® Hidden Side™

LEGO® *Star Wars*™

CUSTOM PUBLISHING

DISPLAYS





BOOKS



FICTION & PICTURE BOOKS PROGRAMME

AGE GROUP	4+	7+	all ages	4+	4-6	7-9	8-12
FORMAT	PICTURE BOOK	PICTURE BOOK	PICTURE BOOK	LICENSED PICTURE BOOK	EARLY READING SCHEMES	LEGO® ORIGINAL STORIES	MIDDLE GRADE
TITLE	LEGO® ORIGINAL PUBLISHING 12 Days of Christmas	LEGO® NINJAGO® The Book of Elemental Powers	LEGO® ICONIC Everything Is Awesome A Search-and- Find Celebration of LEGO® History	LEGO® Jurassic World™ 1 title LEGO® NINJAGO® 1 title LEGO® City 1 title	LEGO® Jurassic World™ 1 title LEGO® NINJAGO® 1 title LEGO® City 2 titles	LEGO® Jurassic World™ 1 title LEGO® NINJAGO® 3 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





12 DAYS OF CHRISTMAS



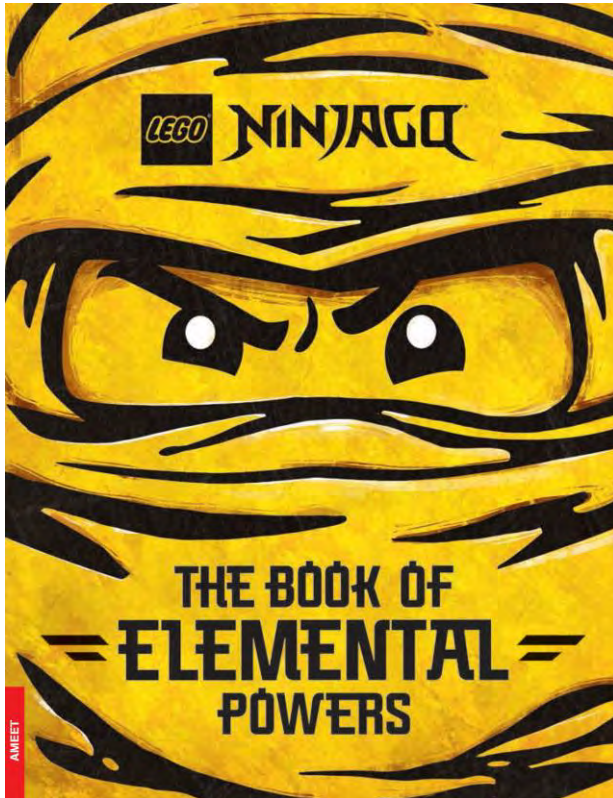


BOOKS



THE BOOK OF ELEMENTAL POWERS

PICTURE
BOOK



Expected launch date: Q3

7+

183 x 237 mm

96 pages

hard cover

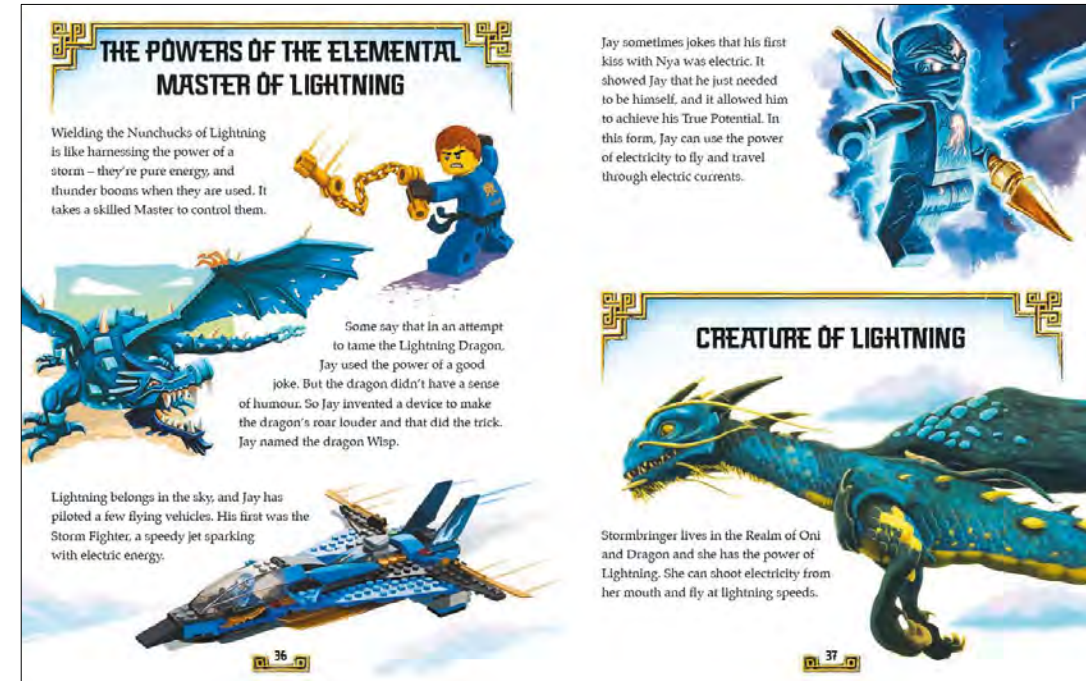
LLB-6702

- 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





THE BOOK OF ELEMENTAL POWERS





BOOKS

EVERYTHING IS AWESOME

PICTURE
BOOK



Expected launch date: Q3

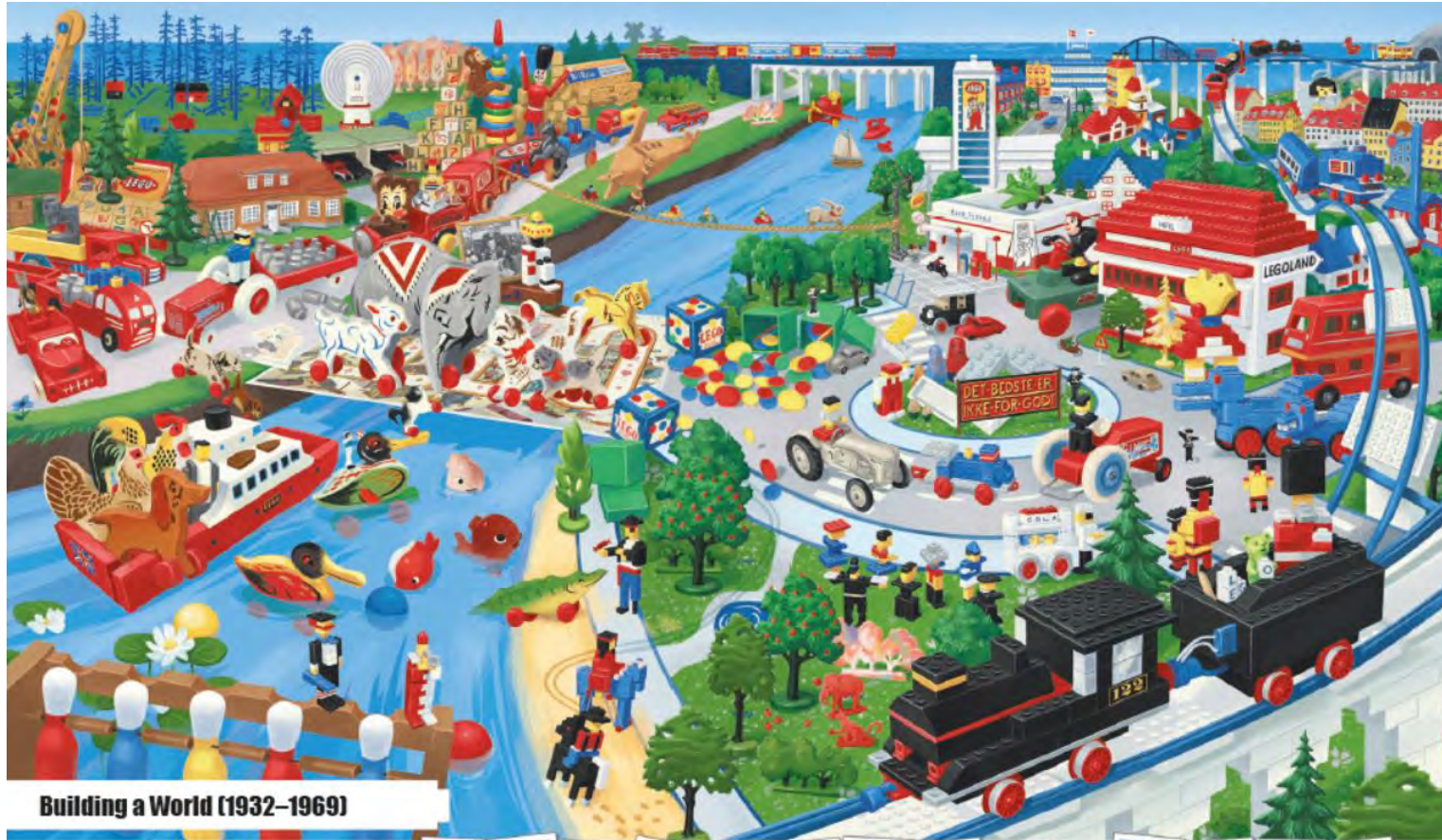
All ages
240 x 316 mm
32 pages
LSF-6601

- 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 IS AWESOME



Building a World (1932–1969)

At first, LEGO® toys were completely made of wood. Wooden animals, vehicles, buildings and more emerged from the little Danish factory. But in the late 1940s, plastic toys and bricks arrived and the LEGO Town theme began to grow.





BOOKS

DRONE DELIVERY

LICENSED
PICTURE
BOOK



- Best-selling mass market format globally
- Original LEGO® Jurassic World™ adventure
- 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

Expected launch date: Q1

4+

8" x 8"/203 x 203 mm

24 pages

LPB-6202





BOOKS

FRENEMIES



Expected launch date: Q1

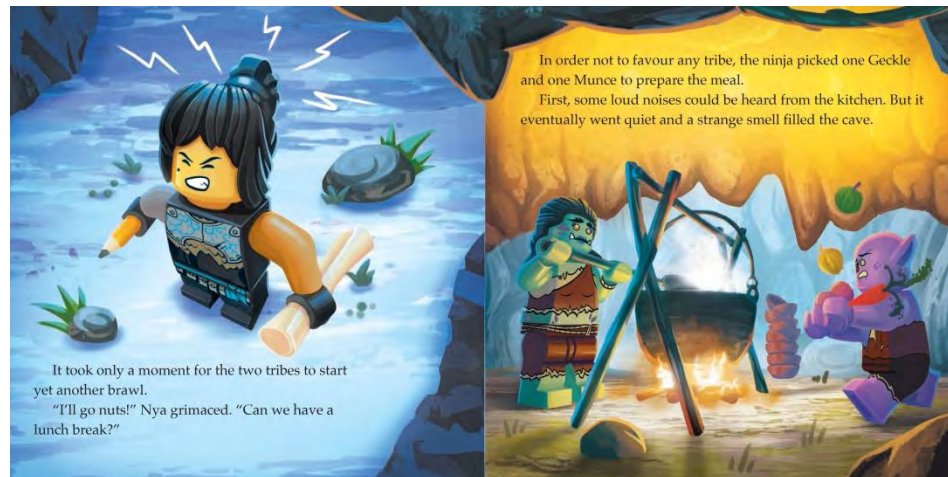
4+

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



LICENSED
PICTURE
BOOK





BOOKS

TRAINING DAY



Expected launch date: Q1

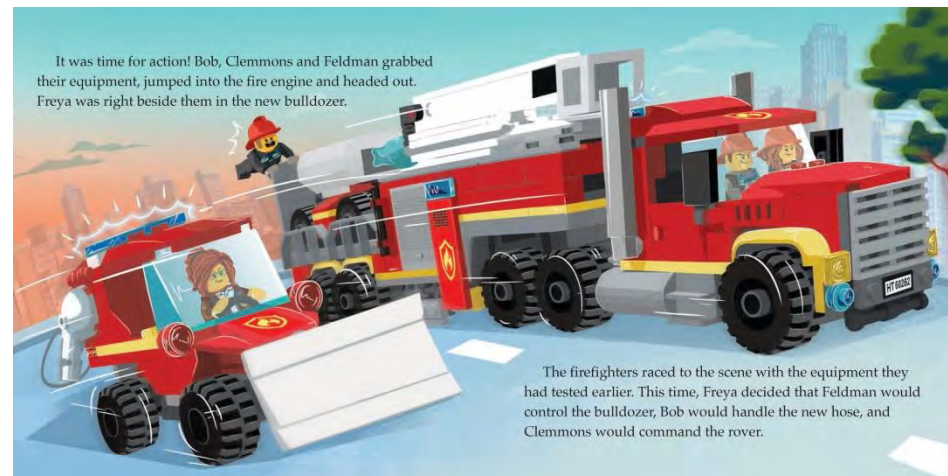
4+

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



LICENSED
PICTURE
BOOK





BOOKS

BEST BIRTHDAY EVER

EARLY
READING
SCHEMES



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



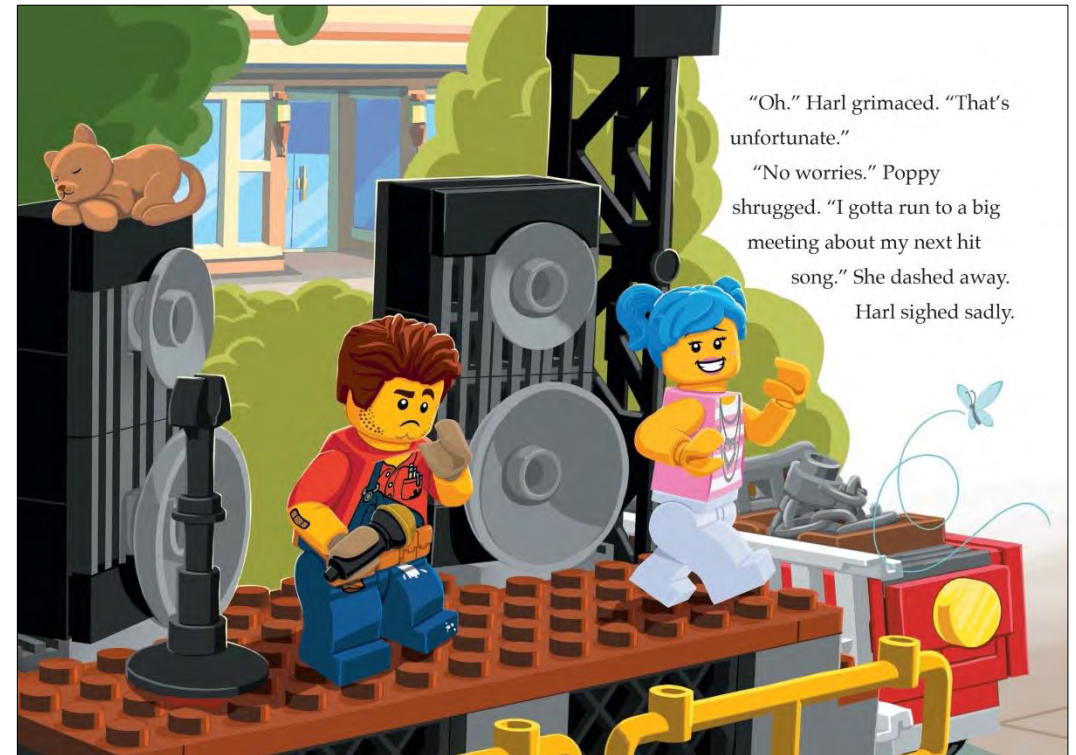


BEST BIRTHDAY EVER

squawking siren. People on the street turned to stare. "I must admit, it is louder ..." Bob remarked as the truck sped away.

Harl watched the fire engine race off. He felt bad for a moment that his fix hadn't gone as

planned, but then he puffed out his chest and announced, "It's still my special day. I'll turn this frown upside down by helping someone else."



"Oh." Harl grimaced. "That's unfortunate."

"No worries." Poppy shrugged. "I gotta run to a big meeting about my next hit song." She dashed away.

Harl sighed sadly.



COSTUME CAPERS

EARLY
READING
SCHEMES



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





COSTUME CAPERS





BOOKS

TOUR TROUBLE

EARLY
READING
SCHEMES



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



TOUR TRACKER 3000!

Hudson Harper was Jurassic World's biggest fan. If he wanted to beat the record for the run down *Dilophosaurus Alley*, an interactive obstacle course with mechanical dinosaurs, he had exactly four seconds.

One, two, three ...

Whoosh!

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





BOOKS

THE LEGEND OF JAY

EARLY
READING
SCHEMES



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

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



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 pool to suit local reading schemes, existing chapter book series, and levelled reader programmes

LEGO®
ORIGINAL
STORIES





OPERATION: SURVIVAL



The actor smiled at being recognized. “Azure,” she said, rolling the ‘r’ sound.

“But you can call me Amy.”

“Um, OK,” said Owen.

“What brings you to Jurassic World today, Amy?”

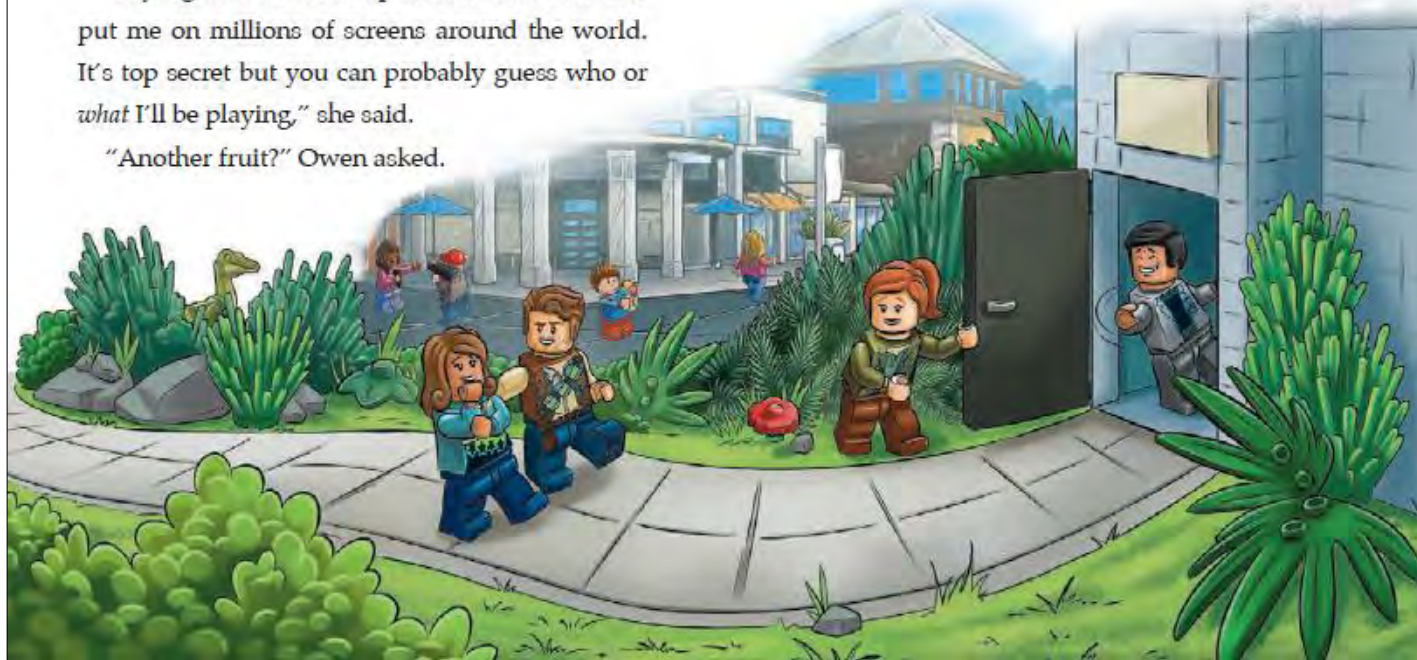
“My agent has lined up a new role that will put me on millions of screens around the world. It’s top secret but you can probably guess who or *what* I’ll be playing,” she said.

“Another fruit?” Owen asked.

“A dinosaur,” Claire said flatly. “Well, let’s get started then!”

* * *

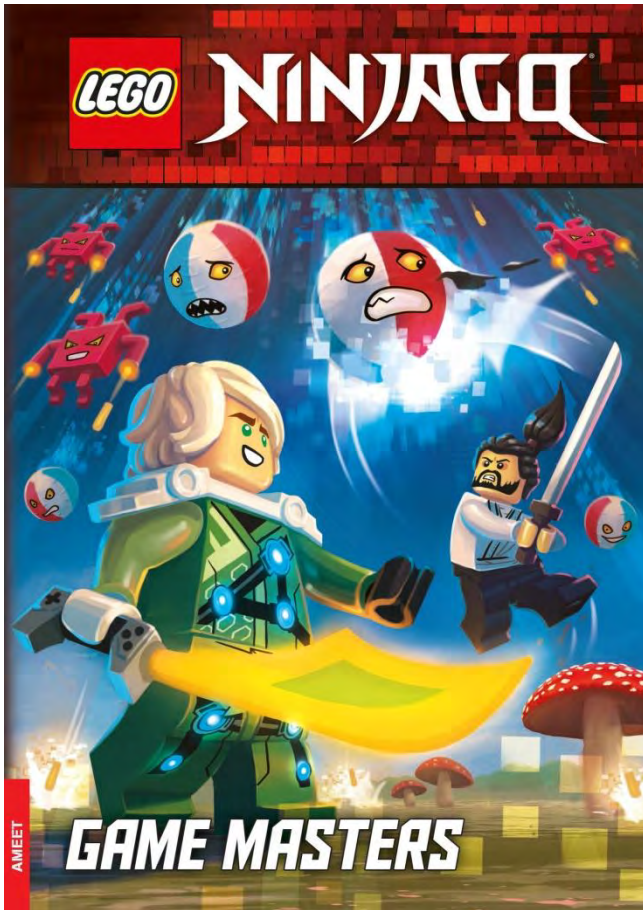
Claire opened the door to the laboratory. “This is where we create dinosaurs – in our *exclusive* research centre.”





BOOKS

GAME MASTERS



Expected launch date: Q1

6+

6" x 9" / 148 x 212 mm

64 pages

3k words

LNR-6721

LEGO®
ORIGINAL
STORIES

- 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

BOOKS

LEGO®
ORIGINAL
STORIES



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."

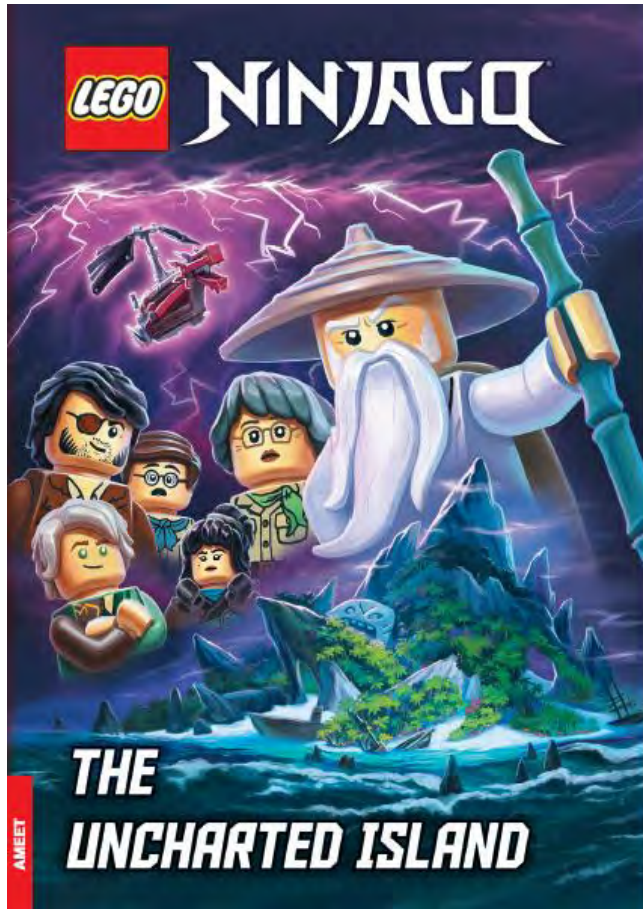




BOOKS

THE UNCHARTED ISLAND

LEGO®
ORIGINAL
STORIES



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





THE UNCHARTED ISLAND

LEGO®
ORIGINAL
STORIES

"I really need to leave this island," Tim said, as he plopped down in the sand, and fell asleep.

Early the next day, Tim heard his stomach GROWL loudly.

"I need food," he said, entering the jungle. It was like he didn't remember doing the exact same thing yesterday! Yet something told him that he needed to be extra careful.

A wild pig charged straight for him. Something told Tim to stay still and the pig ran right past him! Then he saw a papaya tree. He climbed the tree, and picked some fruit.

"Maybe the pigs aren't so bad," Tim said, cracking open a delicious papaya.

Leaving the fruit tree, Tim stumbled into a muddy swamp. He was covered in mud from head to toe, when he saw some giant mosquitos. Because he was covered in mud, the mosquitos didn't notice him at all!





BOOKS

ISLAND OF MYSTERY!



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

LEGO®
ORIGINAL
STORIES





ISLAND OF MYSTERY!



The ninja ran after Tim. Immediately, they saw what appeared to be an enormous, red mouth!

"What is *that*?" Zane asked.

"Whatever it is, it's got Lloyd and Tim!" Jay said. "Let's get them out of there!"

The ninja unleashed a flurry of powerful, flying kicks.

SNAP! CRACK! BAM!

The creature made weird sounds when they hit it. But there was no time to think about that. The ninja had to rescue their friends!

THWACK! WHAM! SLAM!

In the middle of the fight, Cole grabbed his foot and shouted, "I've got splinters!"

A few punches later, Nya exclaimed, "I've got red on me!" She had big red marks wherever she struck the beast.

The creature didn't seem to fight back. Something was wrong!

The ninja stopped fighting.





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



of the cat warriors, expecting them to burst into water droplets, but they felt impossibly solid! Even so, he became drenched with water after attacking them.

"They're made of rain, but they're also solid!" Wu cried. "How are we supposed to defeat them?"

He knocked a few of them aside, but more began to circle him at high speed. Wu tried to spin through them. They were creating so much energy that he kept getting pushed back.

"Don't forget something to wear when it gets cold at night," Wu said. "And extra socks in case our feet get wet. And you might want to pack some tea. I packed some along with my teapot, but we could use some more."

"I will pack whatever I want to pack," Garmadon said, and Wu knew better than to argue. Getting his brother out of bed was a victory. Starting their journey was the most important thing!

Wu waited patiently for his brother to get ready. The birds were already on their twenty-fifth song when

Garmadon appeared, with his dark hair tied back and his pack on his back.

"What are you waiting for, Wu? Let's go!" Garmadon said.

The two boys stepped out of the monastery.

"Where are we going, again?" Garmadon asked.

"Right now there is only one path in front of us, so let's take it," Wu said, and they headed for the nearest village.

The village was just starting to wake up when they arrived. Chickens pecked at the ground. Children





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-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





SPINJITZU BROTHERS

MIDDLE
GRADE

sudden, stormy moods and flashes of anger. This frightened Wu, and if the tea could help Garmadon, he would travel to the scariest regions of Ninjago to get it for him.

"We should just turn back," Garmadon continued. "Turn back and tell Father we're not going on some wild chase for no reason."

"You and I both know that won't work," Wu said. "We both want to become great masters of Spinjitzu, don't we? We can't do that without Father's training. I'm sure it won't take us too much longer to find the plant."

"Mm-hmm," Garmadon replied, and Wu knew that was his brother's way of admitting that Wu was right. Garmadon let the subject drop, so Wu continued with the game.

"Your turn," Wu said. "What do you spy?" Garmadon stopped and squinted into the distance. "I spy several plumes of chimney smoke. It's a village!"

"Hey, you're supposed to let me guess," Wu said.

Garmadon rolled his eyes. "You're missing the point, brother.

We're almost out of food and we haven't slept on a soft bed in a long time. A village is just what we need."

"You're right!" Wu said, and he broke into a run.

"Last one there is a slimy snake!"

Garmadon and Wu charged down the path and reached centre of the village at the same time. Small homes with neat gardens lined the stone streets. The brothers could see a marketplace in the center of the village, and they headed there.



Wu woke up shaking. He looked over at his brother, who was snoring peacefully next to him. Then he heard:

"Help! Help!"

That sound was no dream – it was coming from outside! Wu shook Garmadon awake.

"What is it?" Garmadon asked groggily.

"Something's wrong!" Wu ran to the window, and Garmadon followed them.



BOOKS

ACTIVITY BOOKS 2021 PROGRAMME

Q1



LNC-6457



LNC-6022



LNC-6722



LNC-6407



LNH-6012

Q2



LNC-6203



BOA-6401



LNC-6023



LAB-6811



BOA-6001



LSN-6650

Q3



BBA-6604



LAB-6403



LNC-6408

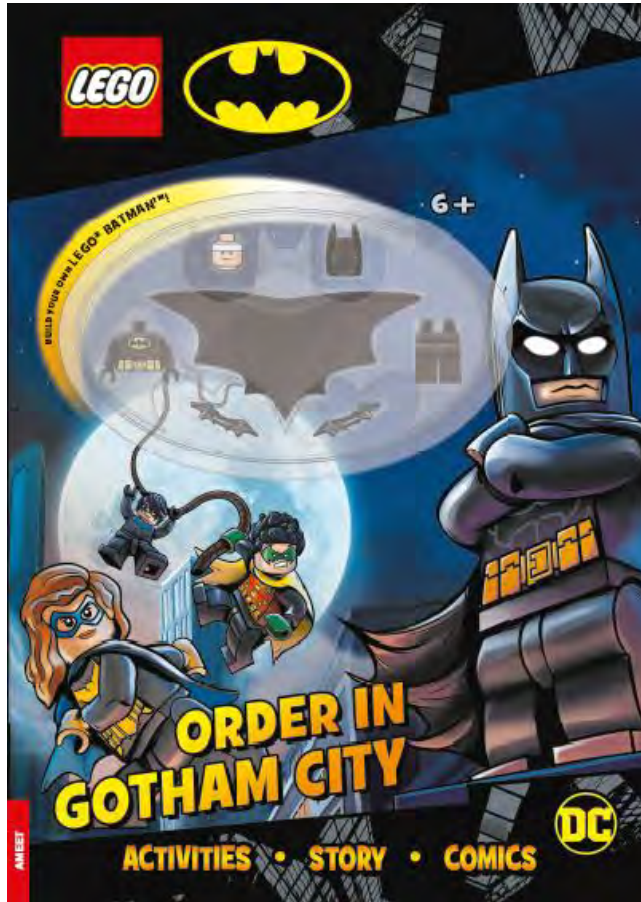




BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q1

6+

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 and batarangs) launched in the 2020 LEGO® Batman™ sets





BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q1

5+

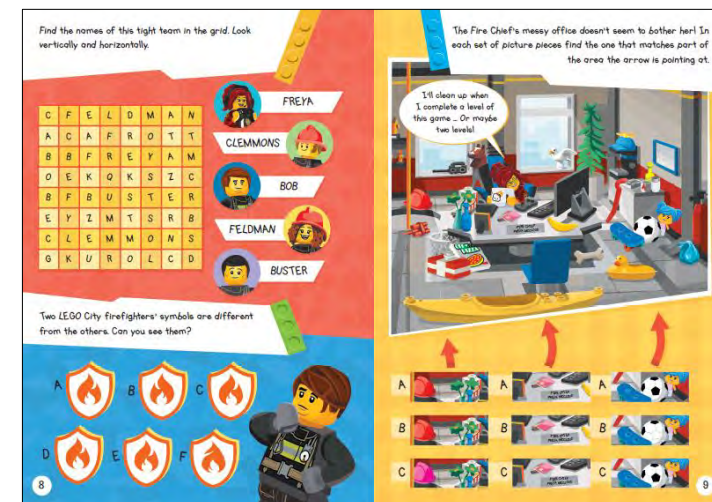
205 x 288 mm, 32 pages

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 and the robot
- Story inspired by the latest TV series





BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



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



Expected launch date: Q1

6+

205 x 288 mm, 32 pages

LEGO® minifigure

soft cover

LNC-6722

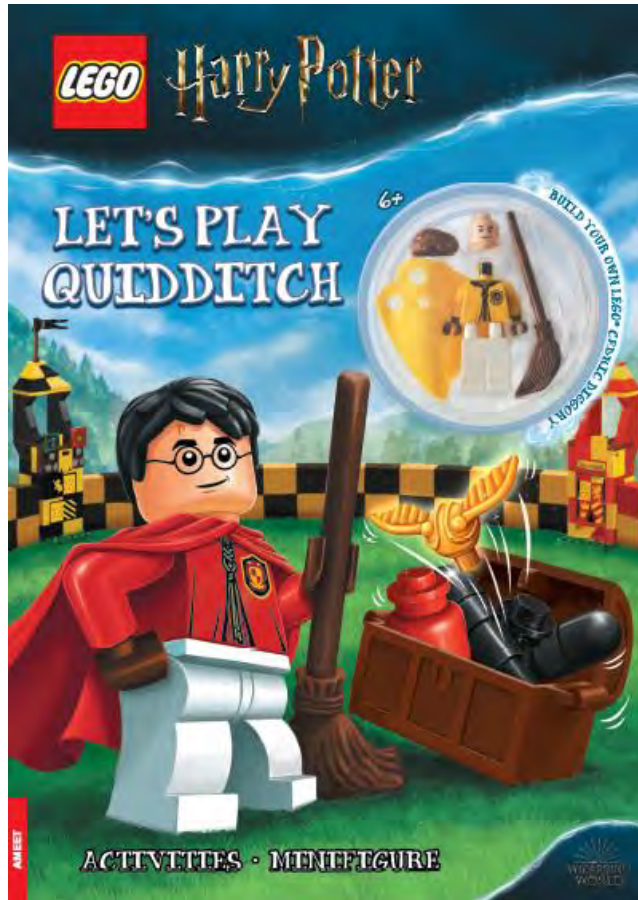




BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q1

6+

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

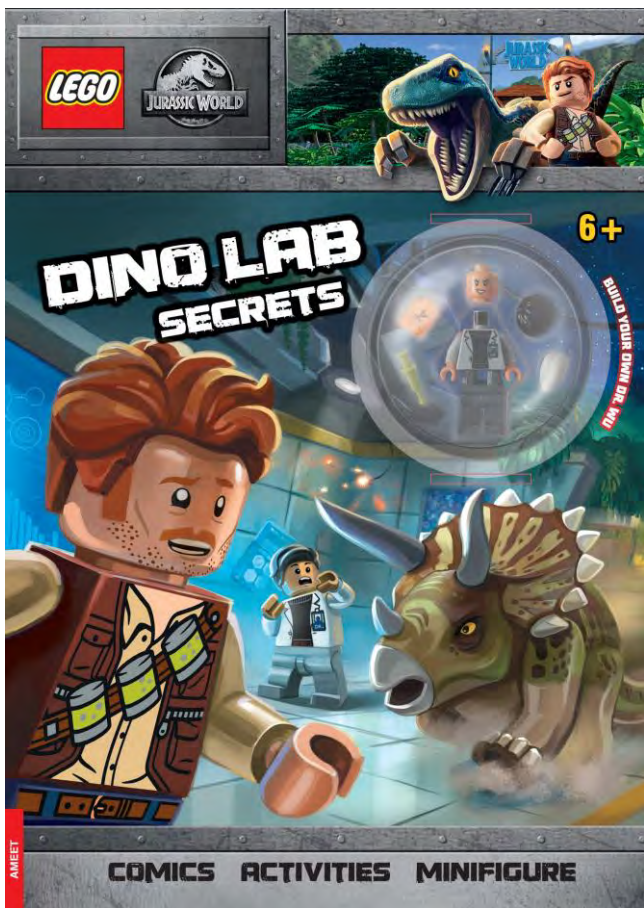




BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q2

6+

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 with accessories
- 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: Q3

5+

216 x 285 mm, 64 pages

LEGO® minifigure

hard cover

LAB-6811

- 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

6+

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+

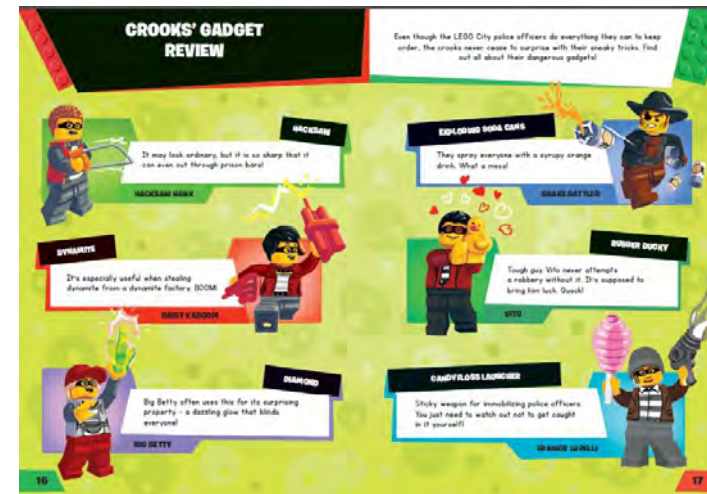
205 × 288 mm

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





FRIENDS CODE TOGETHER



Expected launch date: Q2

6+

205 x 288 mm

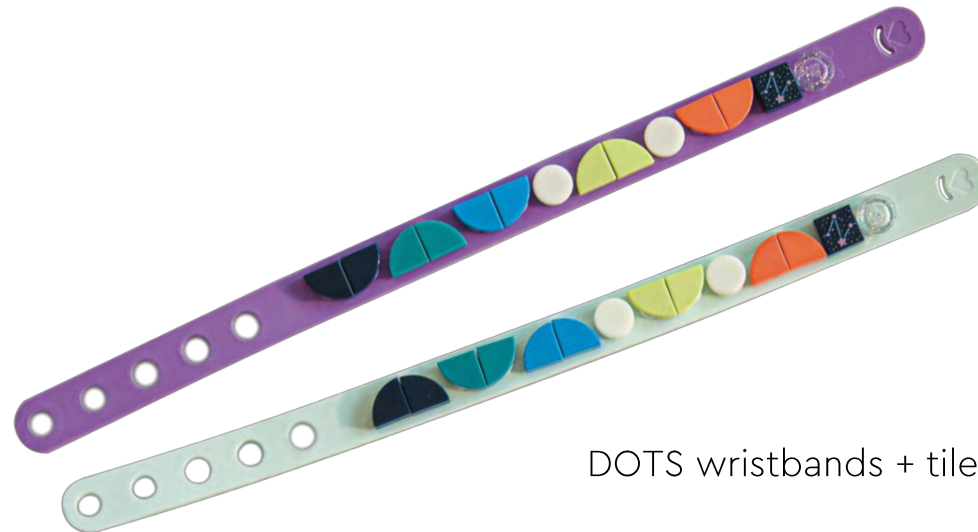
64 pages,

1 page of stickers

DOTS wristbands + tiles

LSN-6650

- A tie-in with the 2021 Super Secrets DOTS theme
- Unique set of wristbands 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

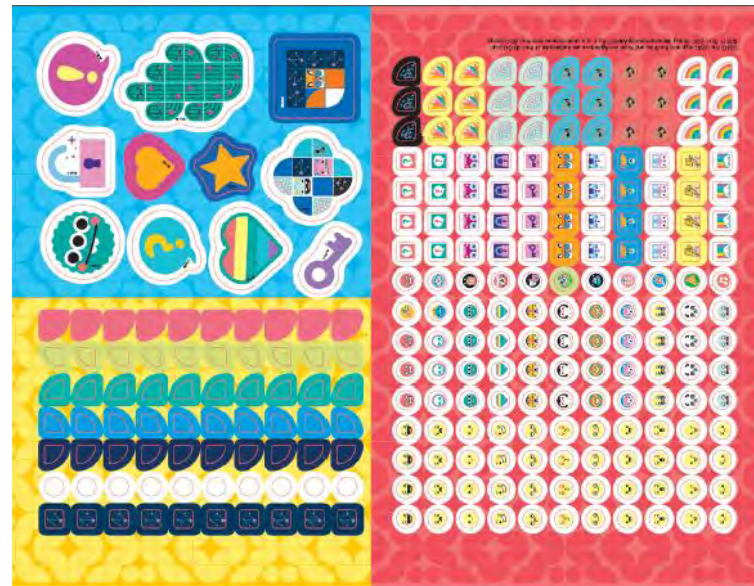
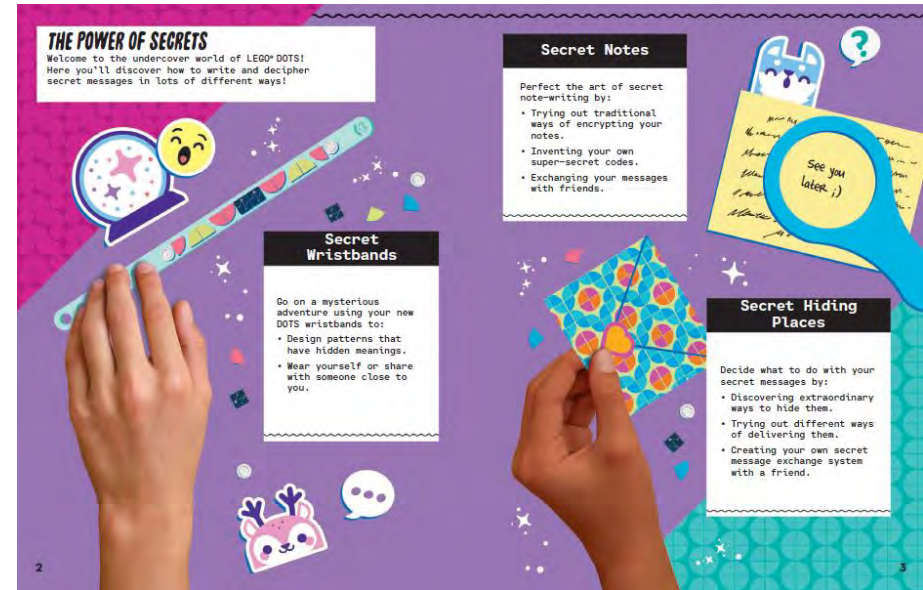
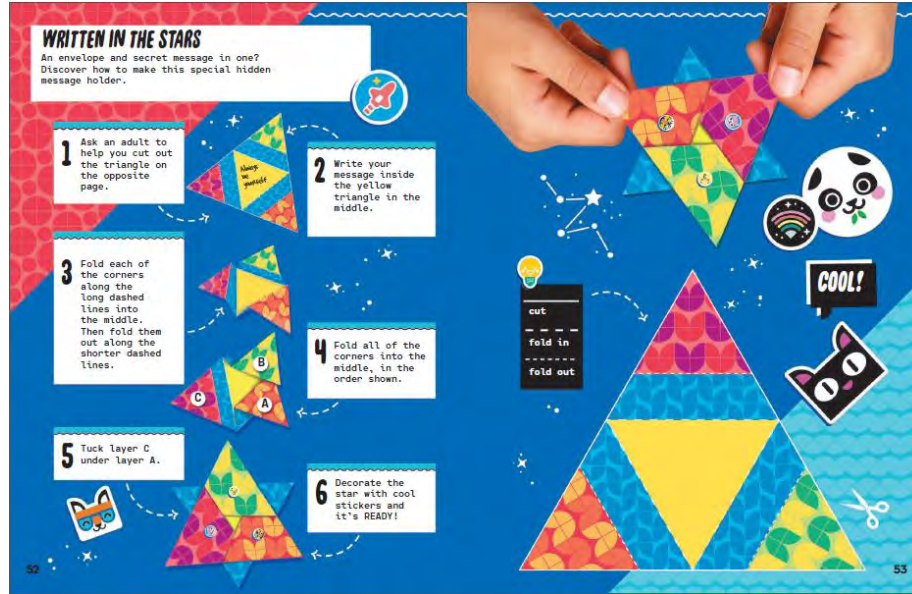


DOTS wristbands + tiles





FRIENDS CODE TOGETHER





BUILD & CELEBRATE: CHRISTMAS



Expected launch date: Q3

5+

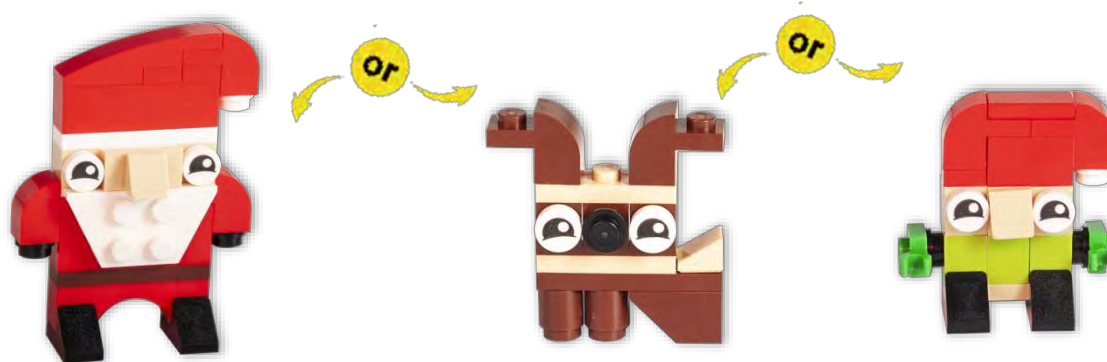
205 x 288 mm

48 pages + 2 pages of stickers

45 LEGO® elements

BBA-6604

- A mid-priced Christmas gift item
- Packed with Christmas-themed activities and building challenges
- Abundant entertaining options including classic activities, building and rebuilding tasks and craft activities and a funny story to read
- 45 LEGO® elements make 3 exclusive models created by LEGO designers: Father Christmas, an elf, and a reindeer
- Celebrating creativity and holidays through play
- Holiday stickers for crafts and free play





BUILD & CELEBRATE: CHRISTMAS

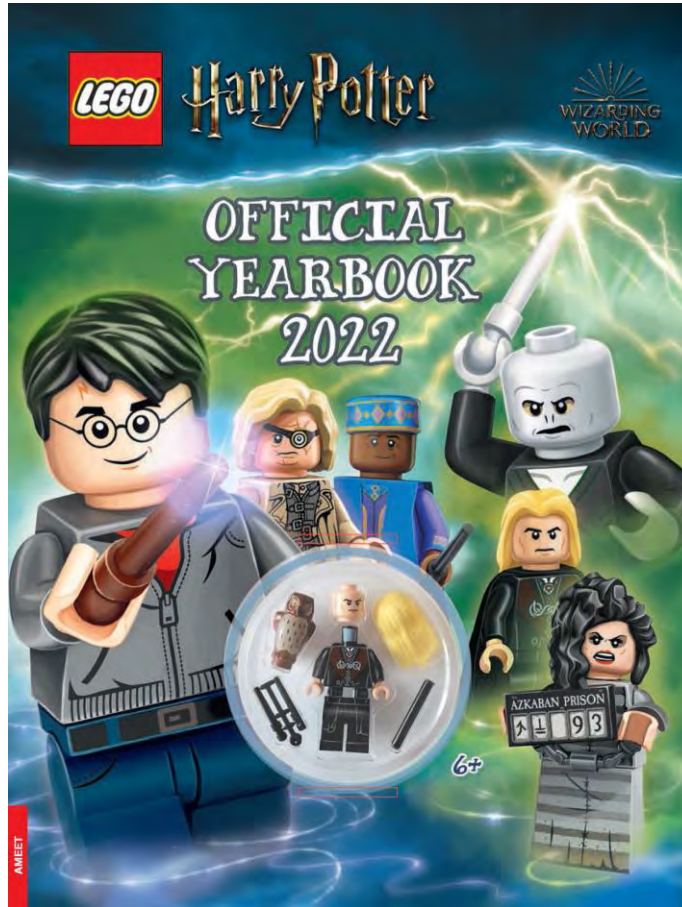




BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q3

6+

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 staff

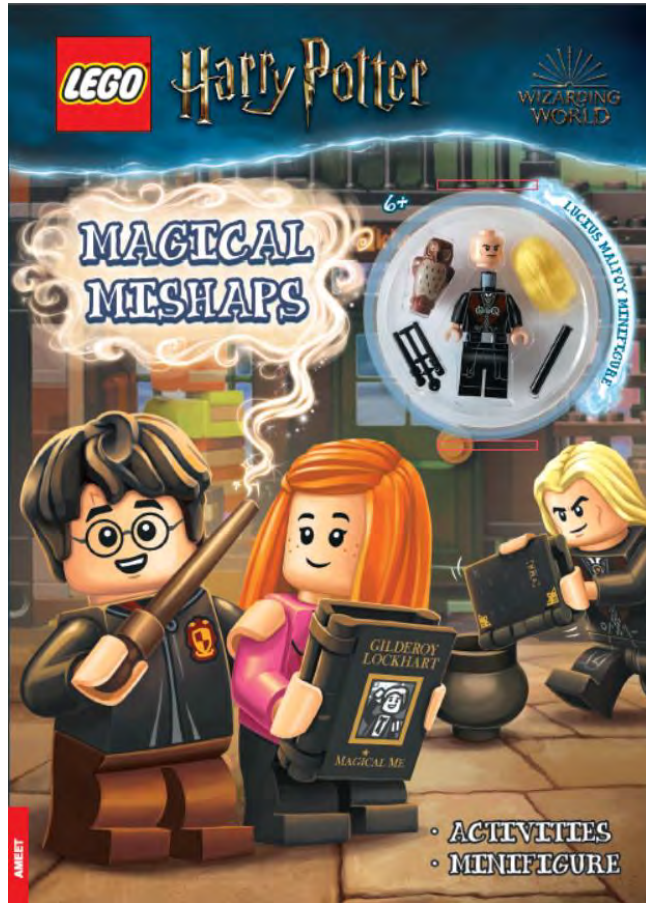




BOOKS

ACTIVITY BOOK WITH MINIFIGURE

ACTIVITY



Expected launch date: Q3

6+

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 with wand, owl and walking staff

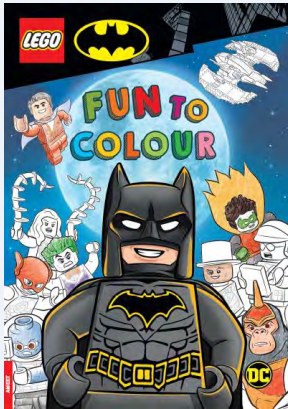




BOOKS

COLOURING BOOK POOLS 2021

Q1



FCB-6450
96 pages

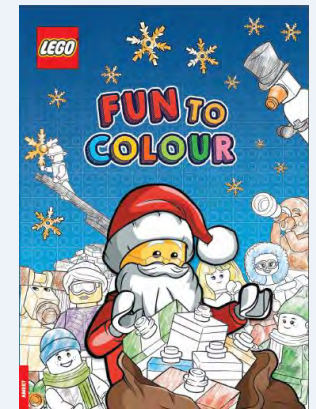


FCB-6703
96 pages



FCB-6002
96 pages

Q3



FCBX-6602
48 pages



FCB-6202
96 pages



FCB-6401
96 pages

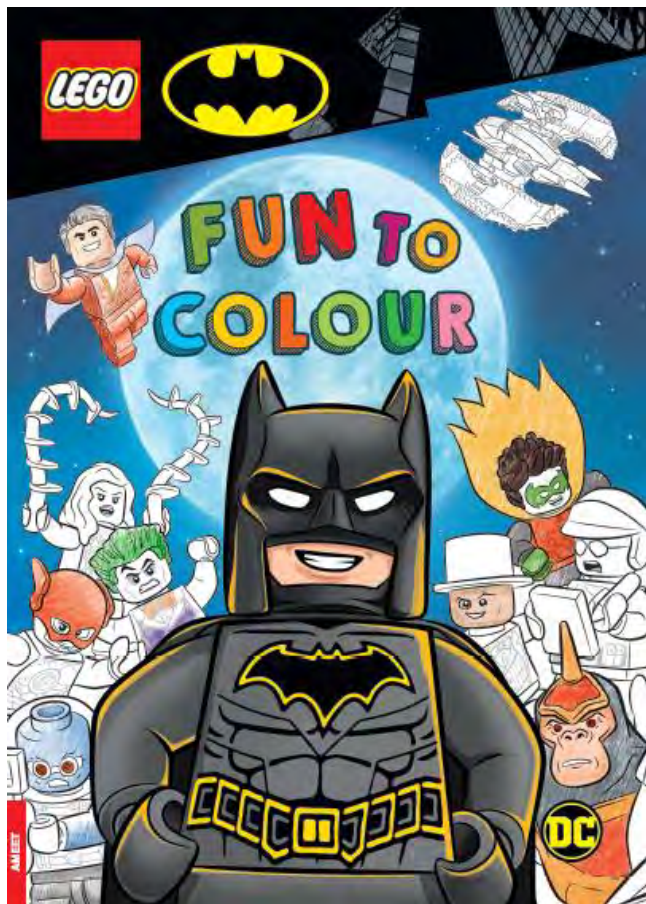




BOOKS

COLOURING BOOK POOL

COLOURING



Expected launch date: Q1

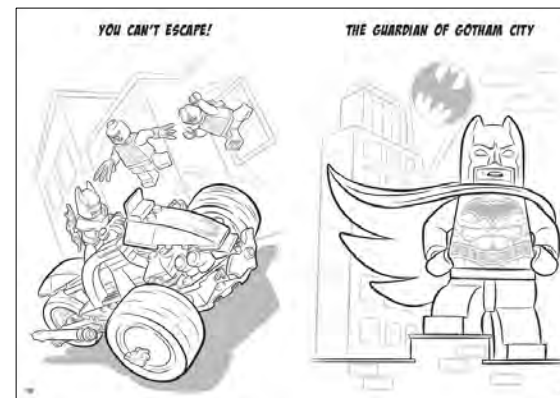
4+

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

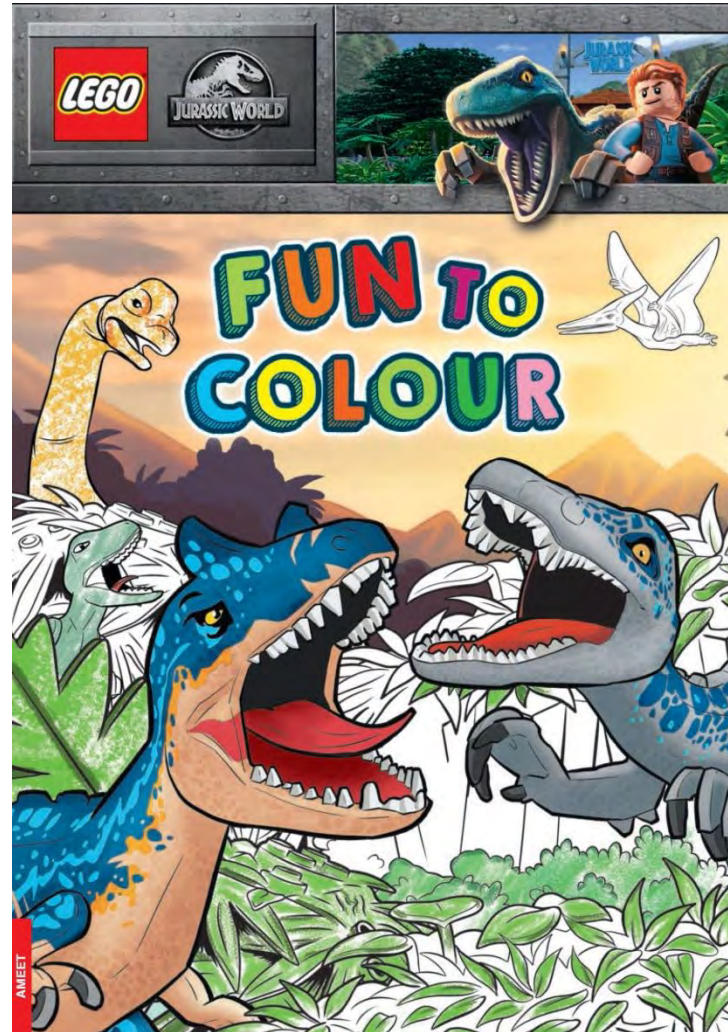
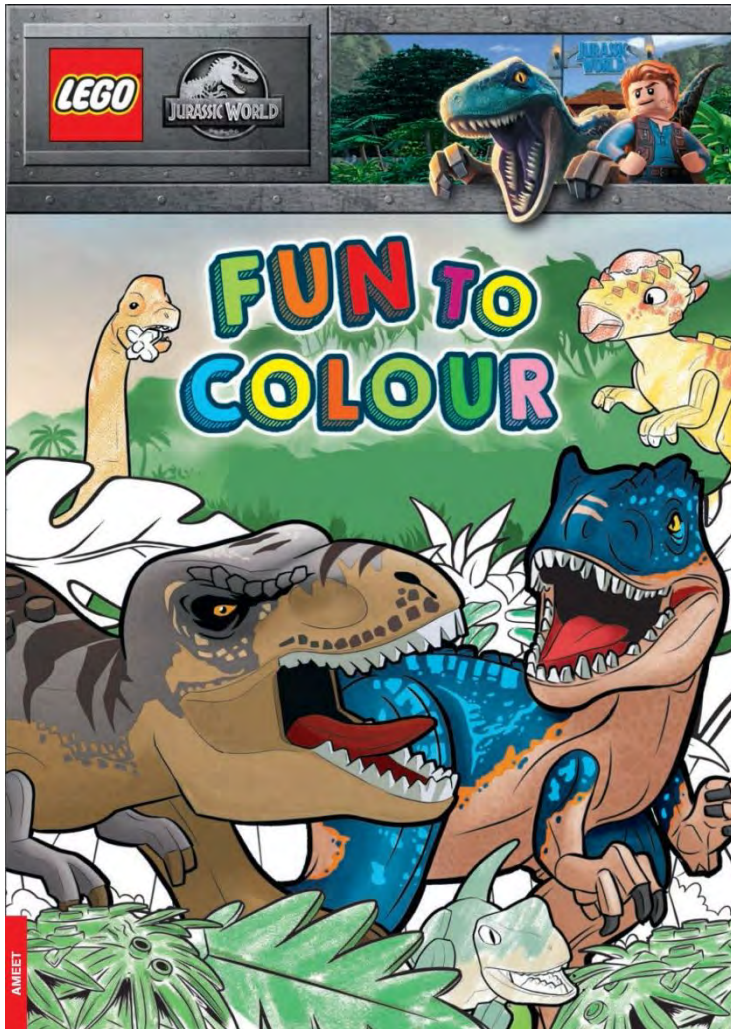




BOOKS

COLOURING BOOK POOL

COLOURING



FCB-6202





BOOKS

COLOURING BOOK POOL

COLOURING



Expected launch date: Q1

4+

205 x 288 mm

96 pages

FCB-6703

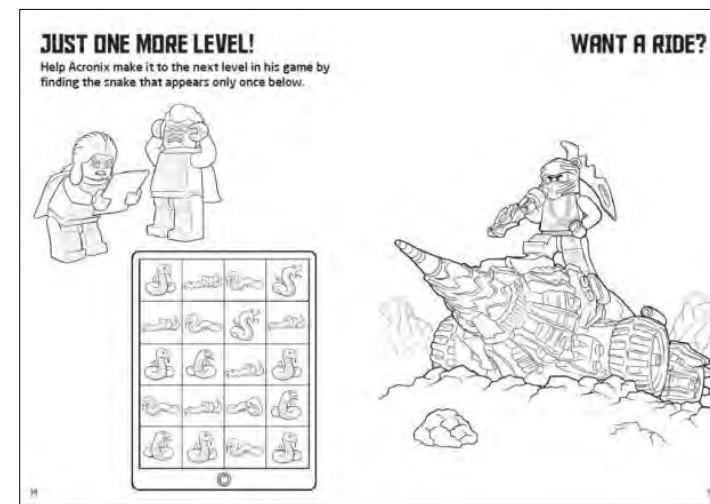
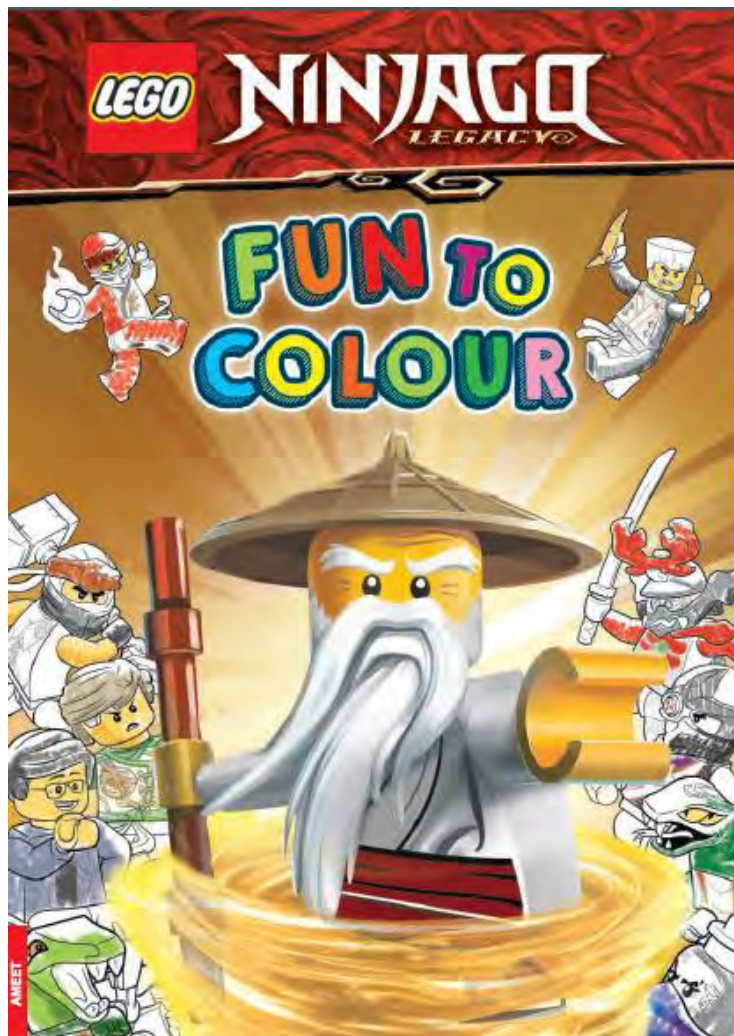
- Colouring pool that can be customized to suit any colouring format
- Age-appropriate line art and text
- Additional activities on 16 pages
- Pages featuring the most popular scenes, characters and themes from the LEGO® NINJAGO® universe
- Two or three cover options
- A variety of options to mix and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





COLOURING BOOK POOL

COLOURING

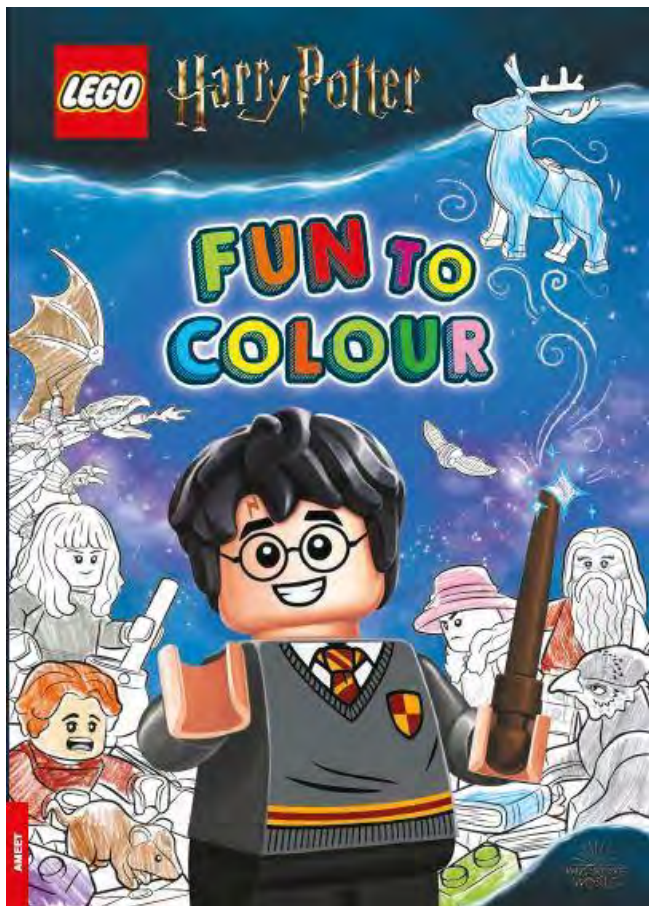




BOOKS

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

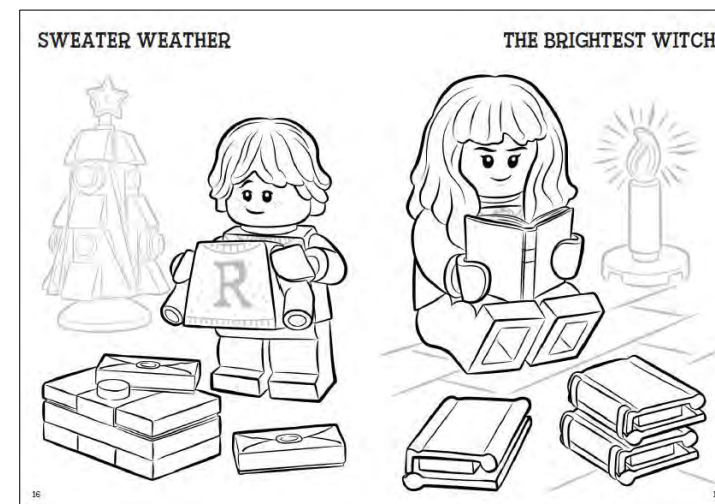
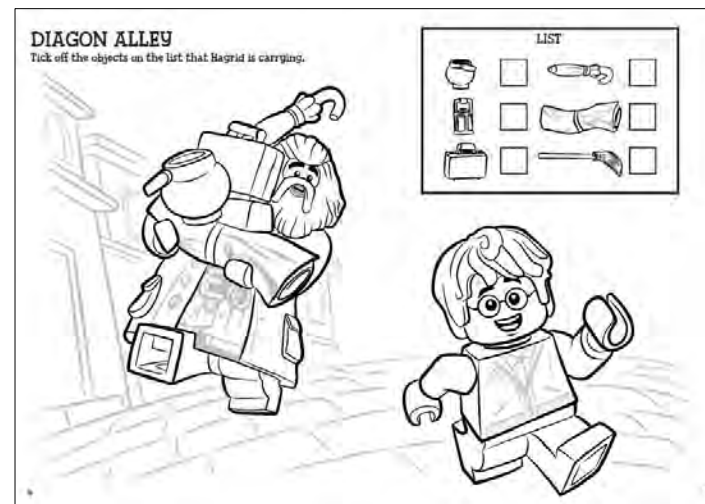




BOOKS

COLOURING BOOK POOL

COLOURING

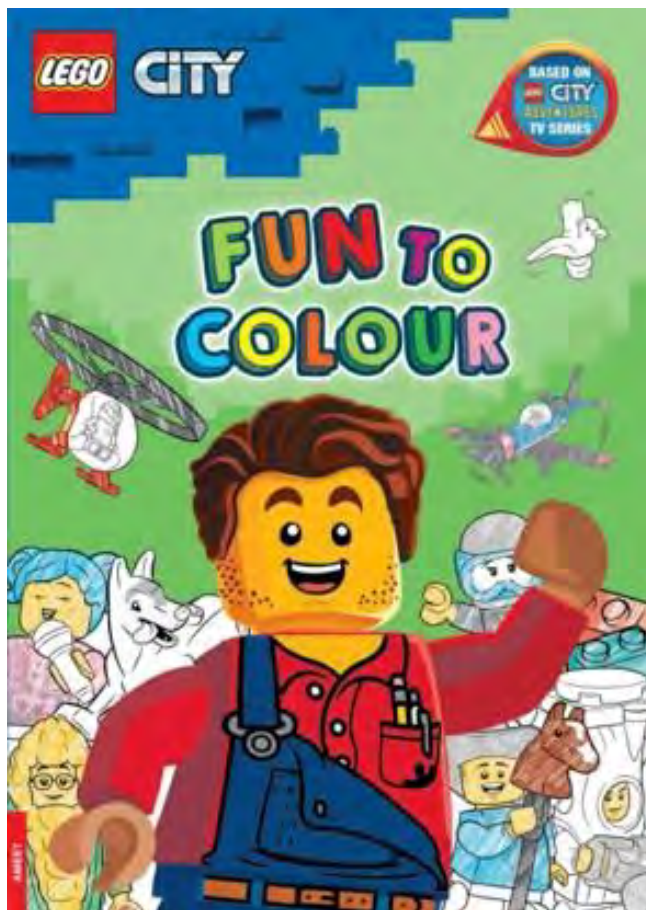




BOOKS

COLOURING BOOK POOL

COLOURING



Expected launch date: Q1

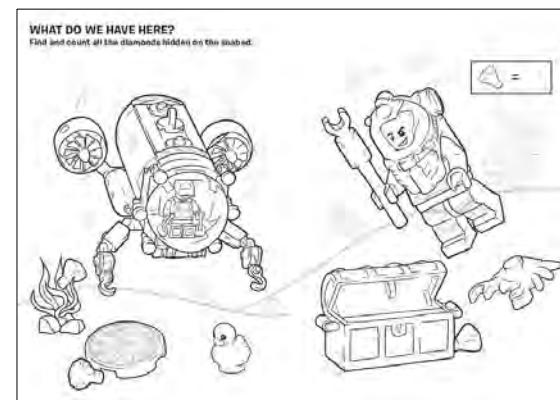
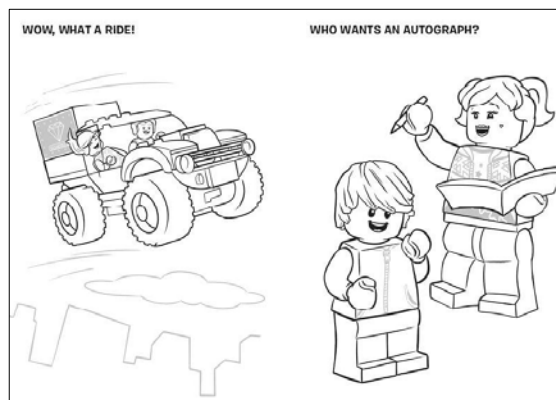
4+

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

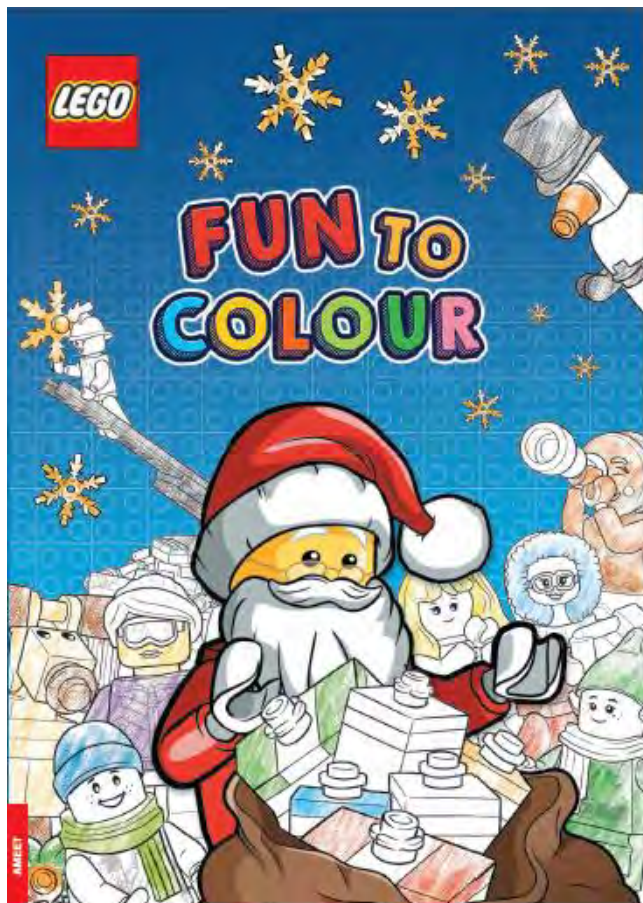




BOOKS

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 8 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





COLOURING BOOK POOL

COLOURING





BOOKS

MISAIC DESIGN STICKER BOOK

STICKER



Expected launch date: Q2

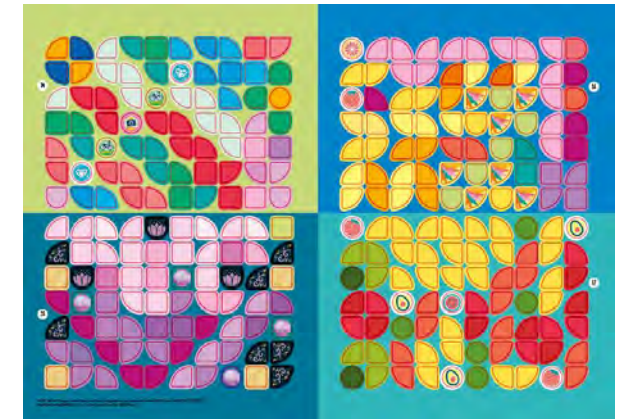
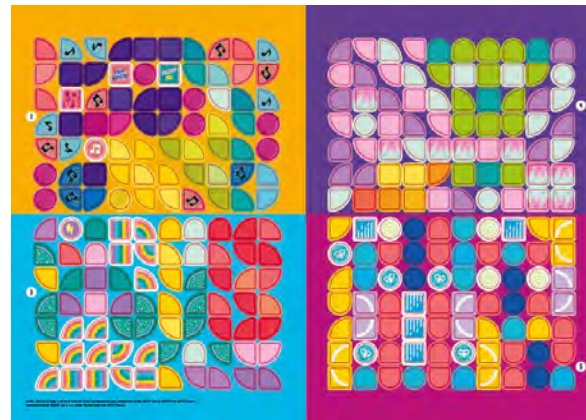
6+

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



Stickers



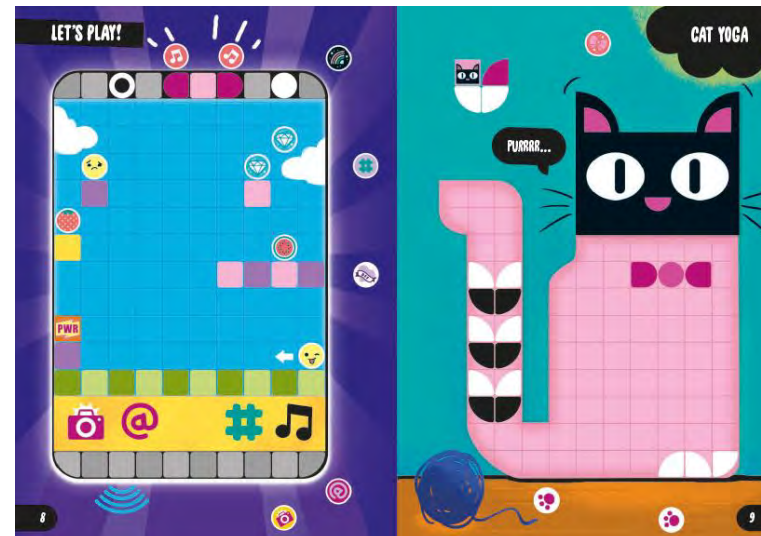
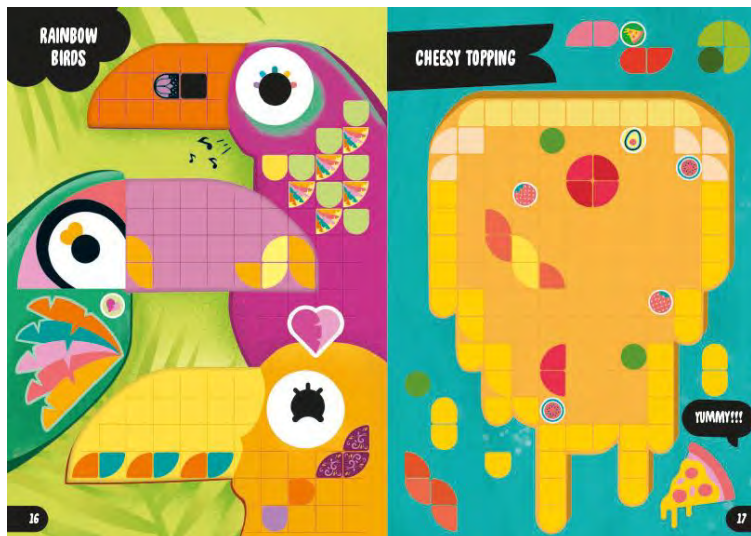


BOOKS



MISAIC DESIGN STICKER BOOK

STICKER





BOOKS

NOVELTY

Q1



LQB-6601



BSP-6601

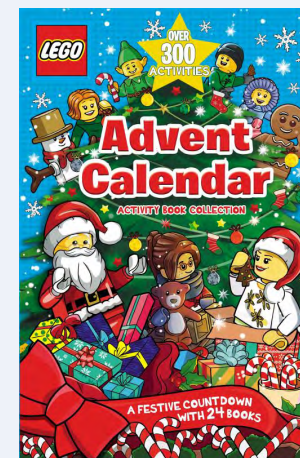
Q3



DPB-6650



TIN-6201



SPC-6601



WLB-6701





BOOKS

5 MINUTE BUILDS

NOVELTY



Expected launch date: Q1

- 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!

5+

Book main cover: 205 x 272 x 28 mm

Book: 200x 266 mm, 96 pages, box size: 199 x 266 x15 mm

50 LEGO® elements

LQB-6601

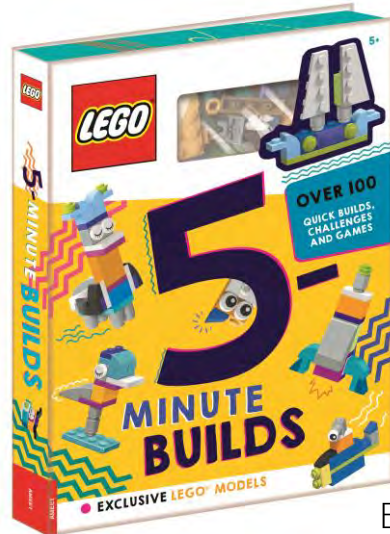




BOOKS

5 MINUTE BUILDS

NOVELTY



Book
visualisation

LQB-6601



Example models





BUILD AND STICK: CUSTOM CARS

NOVELTY



Expected launch date: Q2

6+

Book main cover: 205 x 272 x 28 mm

Book: 200 x 266 mm, 48 pages, box size: 199 x 266 x 15 mm

4 pages of stickers

50 LEGO® elements

BSP-6601

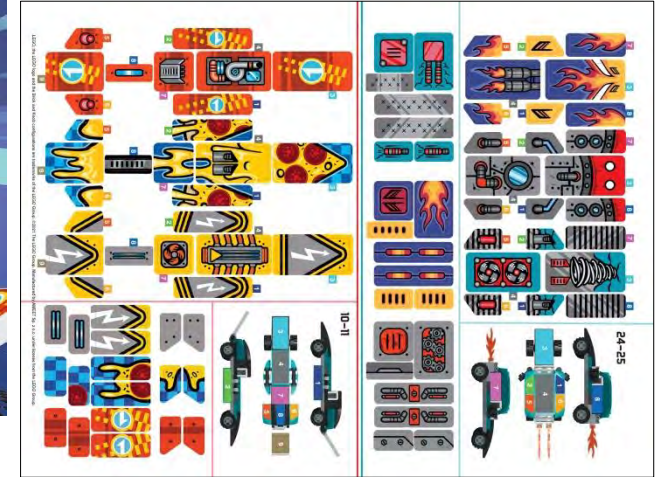
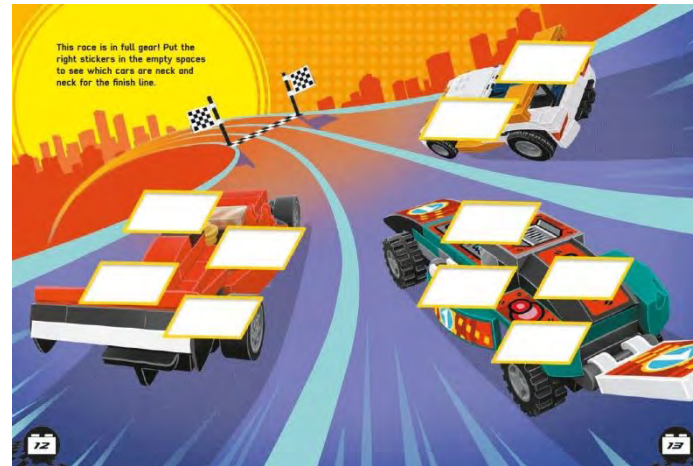
- Celebrates creativity by offering a 360° play experience: play, customise and personalise unique LEGO® models with multiple build and rebuild possibilities
- Activity pages, colouring and sticker tasks
- Colourful durable stickers
- 3 exclusive models created by LEGO designers!
- 9 official sticker-styling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





BUILD AND STICK: CUSTOM CARS

NOVELTY



Book visualisation

BSP-6601



Example LEGO® models





BOOKS

ADVENT CALENDAR

ADVENT
CALENDAR
ACTIVITY



Expected launch date: Q3 2021

4+

28.55" x 21" open

14" x 21" closed

24 x 16 pages

SPC-6601

- The LEGO® Iconic Christmas countdown in the popular Advent Calendar format
- Packed with Christmas-themed activities and building challenges
- Includes 1 large hardcover book with 24 mini removable books in an advent calendar, shrink-wrapped
- Each mini book is wrapped with a printed sleeve and inserted into its own pocket
- Format inspired by other products on the market





BOOKS

LEGO® JURASSIC WORLD™ TIN

NOVELTY



- Best-selling gifting format
- A collectible embossed gift tin contains:
 - 2 activity books
 - 1 comic stories/storybook
 - 1 trivia book showcasing LEGO® Jurassic World™ dinosaur species with trivia and activities
 - 1 buildable minifigure
- A must have for trade and mass market promotions!

Expected launch date: Q3

6+

Tin: 246 x 185 x 40 mm

Books: 165 x 235 mm

4 x 16 pages

4 pages of stickers 148 x 210 mm

LEGO® elements

TIN-6201

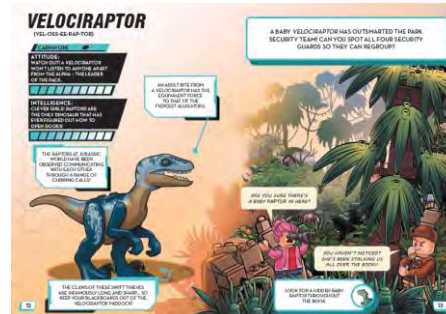
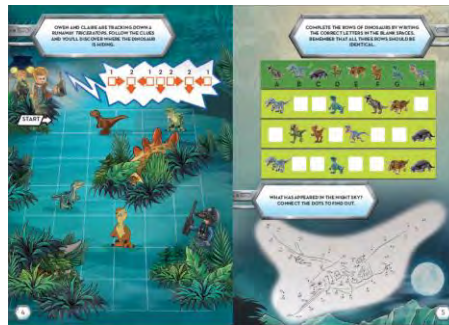
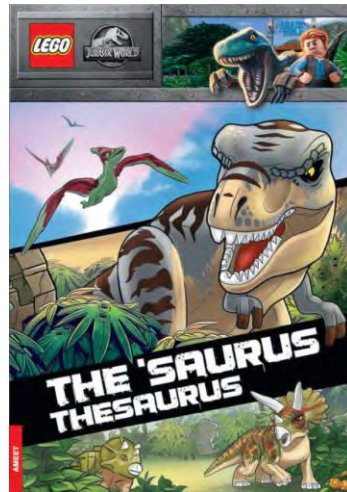




LEGO® JURASSIC WORLD™ TIN

NOVELTY

BOOKS





BOOKS

DESIGN FUN

NOVELTY



Expected launch date: Q3

6+

Box: 259 x 219 x 38 mm

Book: 165 x 235 mm, 64 pages

4 heavy stock sheets 165 x 235 mm

4 stickers pages

134 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



Stickers

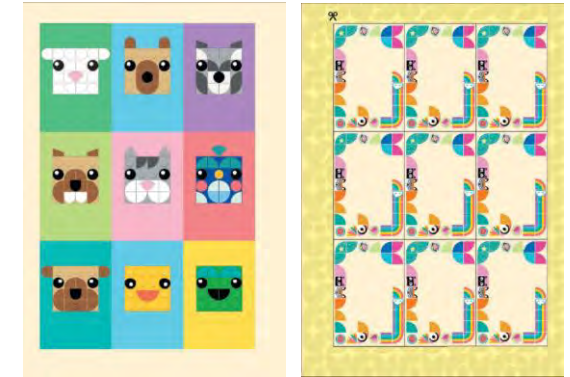
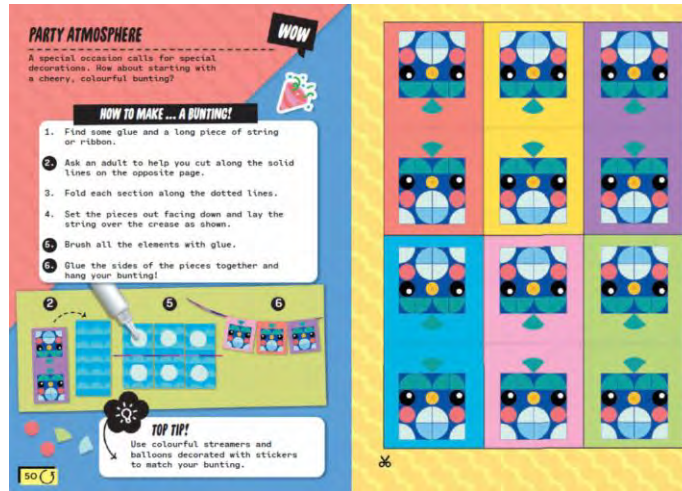




BOOKS

DESIGN FUN

NOVELTY



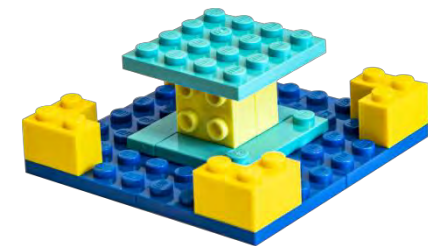
Heavy stock sheets



Box visualisation



DOTS models examples (can be build and rebuild)



DPB-6650



DESTINY'S BOUNTY

NOVELTY



Expected launch date: Q3

7+

Box: 259 x 219 x 38 mm

Book: 80 pages, 165 x 235 mm

map: 630 x 482 mm folded to 210 x 241 mm

52 LEGO® elements including 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

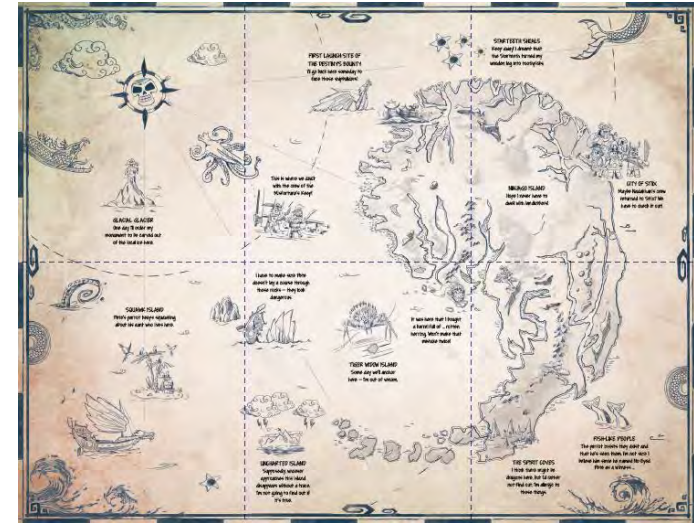
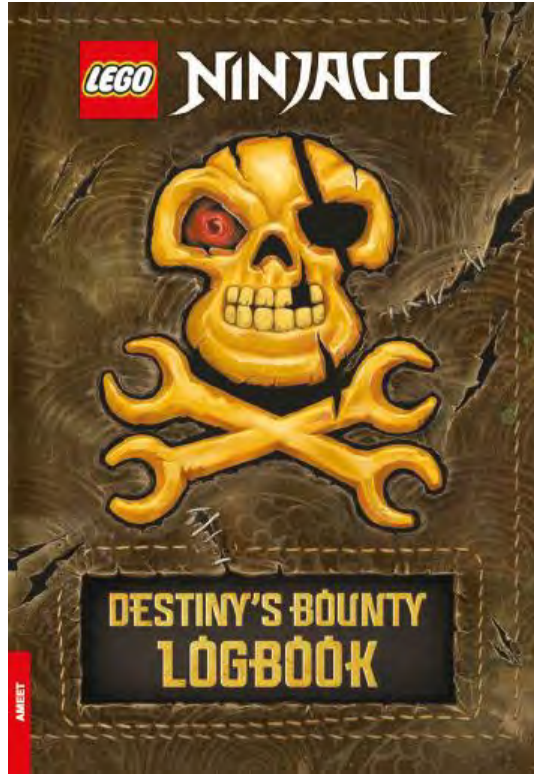




BOOKS

DESTINY'S BOUNTY

NOVELTY



Book cover and maps



Box visualisation

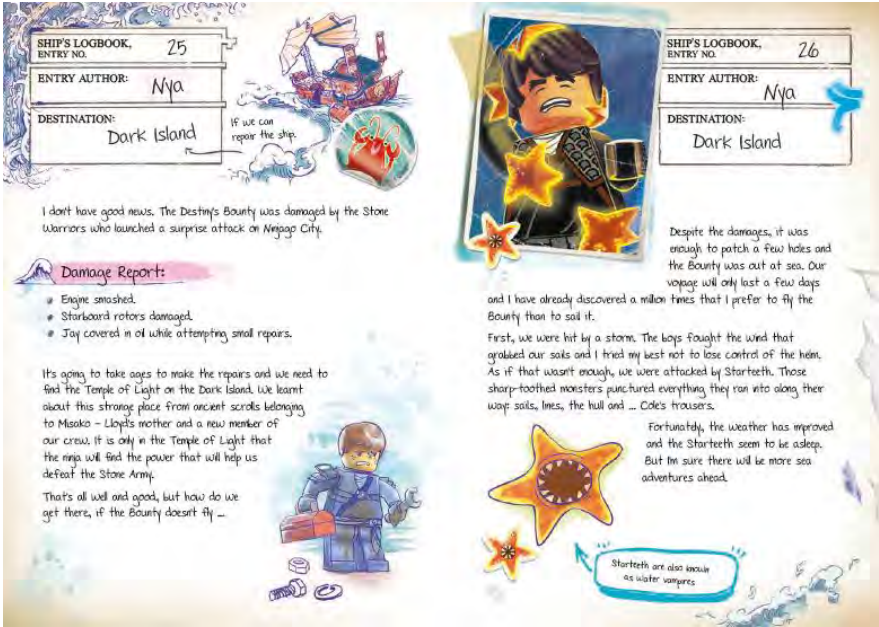
WLB-6701





DESTINY'S BOUNTY

NOVELTY



WLB-6701





BOOKS



AMEET PUBLISHING

BACKLIST

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BOOKS

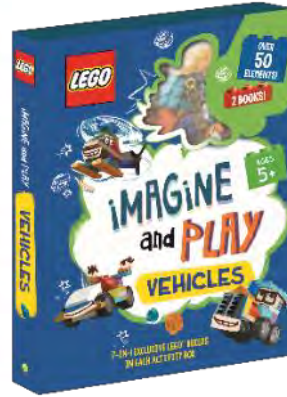


IMAGINE AND PLAY

size: 188 x 249 x30 mm
pages: 48+32



LRB-6603



LRB-6601



LRB-6602

GIFT SET

size: 280 x 240 x 40 mm
pages: 48



LAD-1

ACTIVITY BOOK WITH MINIFIGURE

size: 205 x 260 mm
pages: 48



LAR-1

BUILD AND CELEBRATE

size: 205 x 288 mm
pages: 48+ 2pp of stickers



BBA-6603



BBA-6602



BBA-6601

COLOURING POOL

size: 205 x 288 mm
pages: 96



FCB-6601

EMOTICONS STICKER BOOK

size: 205 x 288 mm
pages: 64/48



LEM-1

STICKER BOOK

size: 202 x 288 mm
pages: 64+12pp of stickers



LTS-6601





BOOKS



STICKER ACTIVITY BOOK

size: 205 x 288 mm
pages: 16



SAF-6001

STICKER ACTIVITY CHALLENGES

size: 205 x 288 mm
pages: 32



SAC-6012

FRIENDSHIP BOOK

size: 190 x 190 mm
pages: 96



LFP-1

ACTIVITY BOOKS WITH MINIFIGURE

size: 205 x 288 mm
pages: 32



LNC-6021



LNC-6020



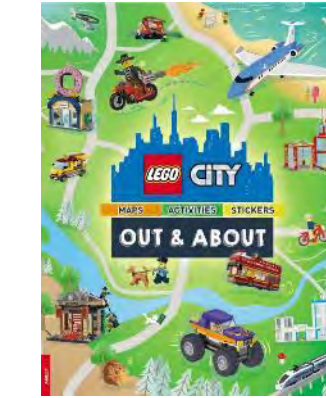
LNC-6019



LNC-6018



LAB-6001



POM-6001

TRAVEL ACTIVITY BOOK

size: 235 x 300 mm
pages: 32





BOOKS



ACTIVITY BOOK

size: 205 x 288 mm
pages: 80



LNO-1

SEARCH AND FIND BOOK

size: 243 x 316 mm
pages: 32



LSF-1

LANDSCAPE ACTIVITY BOX/BOOK

size: 301,5 x 250,5 x 29,1 mm
pages: 16 + 24



LMBS-1

size: 240 x 290 mm
pages: 14



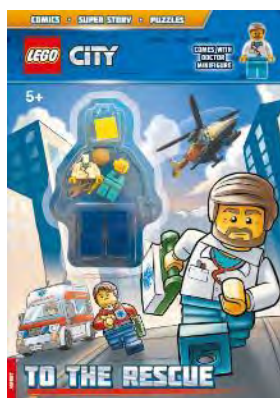
LMB-1

ACTIVITY BOOKS WITH MINIFIGURE

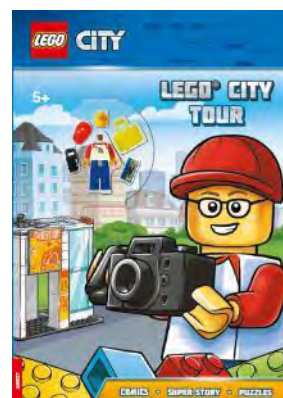
size: 205 x 288 mm
pages: 24



LMJ-14



LMJ-16



LMJ-17

COLOURING POOL

size: 205 x 288 mm
pages: 96



FCB-6001





BOOKS



ACTIVITY BOOKS WITH MINIFIGURE

size: 205 x 288 mm
pages: 32



LNC-6456



LNC-6455



LNC-454



BOA-6450



LNC-450



LNC-451

STICKER BOOK

size: 205 x 288 mm
pages: 16



LAS-450

ACTIVITY BOOK

size: 205 x 288 mm
pages: 80



LNO-450

ACTIVITY JOURNALS

size: 140 x 190 mm
pages: 144



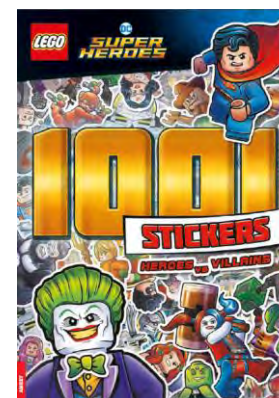
LNH-450



LAT-451

1001 STICKERS

size: 202 x 288 mm
pages: 16



LTS-450

500 STICKERS

size: 190 x 240 mm
pages: 64



LBS-450

ACTIVITY BOOK WITH ACCESSORIES

size: 205 x 288 mm
pages: 32

ACTIVITY BOOKS

size: 205 x 288 mm
pages: 32





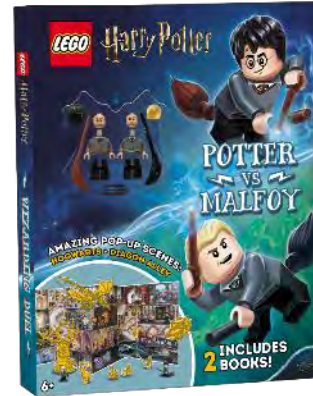
BOOKS



Harry Potter

LANDSCAPE ACTIVITY BOX

size: 301,5 x 250,5 x 29,1 mm
pages: 16 + 24



ALB-6401

SEARCH AND FIND BOOK

size: 240 x 316 mm
pages: 32



LSF-6401

ACTIVITY JOURNAL

size: 140 x 190 mm
pages: 144



LNH-6401

POSTER BOOK

size: 280 x 350 mm
pages: 16



POB-6401

STICKER SCENE BOOK

size: 205 x 288 mm
pages: 16



SSP-6401

1001 STICKERS

size: 202 x 288 mm
pages: 64



LTS-6401





BOOKS



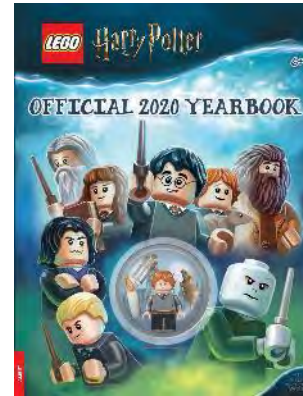
Harry Potter

ACTIVITY BOOKS WITH MINIFIGURE

size: 216 x 285 mm
pages: 64



LAB-6402



LAB-6401

STICKER ACTIVITY CHALLENGES

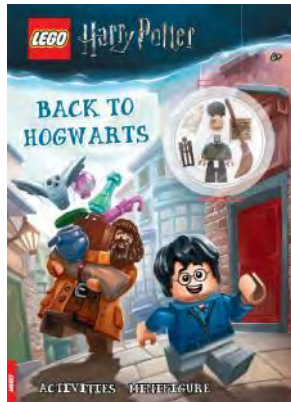
size: 205 x 288 mm
pages: 32



SAC-6401

ACTIVITY BOOKS WITH MINIFIGURE

size: 205 x 288 mm
pages: 32



LNC-6401



LNC-6402



LNC-6403



LNC-6404



LNC-6405



LNC-6406





BOOKS



ACTIVITY BOOKS WITH MINIFIGURE

size: 205 x 288 mm
pages: 32



LNC-6202



LNC-6201

STICKER ADVENTURE BOOK

size: 240 x 330 mm
pages: 48



LSG-6201

1001 STICKERS

size: 202 x 288 mm
pages: 64



LTS-6201

STICKER ACTIVITY CHALLENGES

size: 205 x 288 mm
pages: 32



SAC-6201

COLOURING POOL

size: 205 x 288 mm
pages: 96



FCB-6201





BOOKS



MULTI-ACTIVITY BOOK WITH MINIFIGURE

size: 216 x 285 mm
pages: 64



LAB-702

ACTIVITY BOOK WITH ACCESSORIES

size: 205 x 288 mm
pages: 32



BOA-6701

ACTIVITY BOOKS WITH MINIFIGURE

size: 205 x 288 mm
pages: 32



LNC-6719



LNC-6721Y



LNC-6718



LNC-15



LNC-14



LNC-6717





BOOKS



LEGO® ORIGINAL STORIES

size: 205 x 288 mm
pages: 96



LNR-9



LNR-10



LNR-12



LNR-13

IN-WORLD BOOKS

size: 183 X 237 mm
pages: 96

size: 140 X 200mm
pages: 176



LLB-701



LKC-701

FRIENDSHIP BOOK

size: 190 X 190 mm
pages: 96



LFP-701

SEARCH AND FIND BOOK

size: 240 x 316 mm
pages: 32



LSF-701

ACTIVITY JOURNAL

size: 140 x 190 mm
pages: 144



LNH-701





BOOKS



LANDSCAPE ACTIVITY BOOK/BOX

size: 240 x 290 mm
pages: 14

size: 301,5 x 250,5 x 29,1 mm
pages: 16 + 24



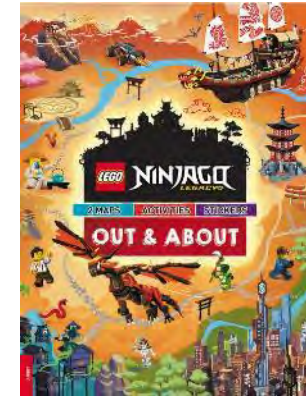
LMB-6701



LMBS-6701

TRAVEL ACTIVITY BOOK

size: 235 x 300 mm
pages: 32



POM-6701

1001 STICKERS

size: 202 x 288 mm
pages: 64



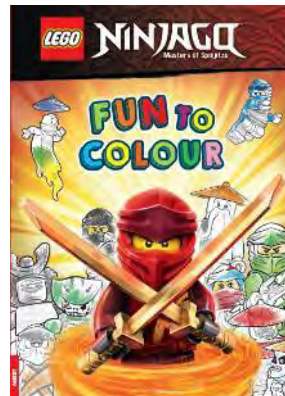
LTS-6702

COLOURING POOLS

size: 205 x 288 mm
pages: 96



FCB-6702



FCB-6701

STICKER ACTIVITY CHALLENGES

size: 205 x 288 mm
pages: 32



SAC-701

STICKER SCENE BOOK

size: 205 x 288 mm
pages: 16



SSP-6701





BOOKS



ACTIVITY BOOK WITH MINIFIGURE

size: 205 x 288 mm
pages: 32



LNC-6550



ACTIVITY JOURNAL

size: 140 x 200 mm
pages: 96



LSJ-6650





BOOKS



MULTI-ACTIVITY BOOKS WITH MINIFIGURE

size: 216 x 285 mm
pages: 64



LAB-6305



LAB-304



LAB-302

ACTIVITY BOOKS WITH MINIFIGURE

size: 205 x 288 mm
pages: 32



LNC-6308



LNC-6307



LNC-306



LNC-305



LNC-301



LNCG-304



LNCG-6305S1





BOOKS



LICENSED PICTURE BOOK

size: 190 X 190 mm
pages: 24



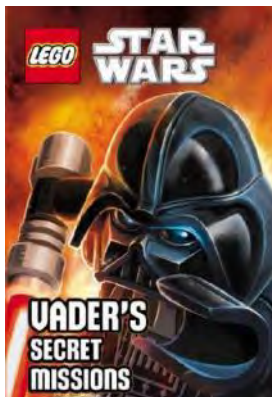
LMP-301-A



LMP-301-B

LEGO® ORIGINAL STORIES

size: 148 x 212 mm
pages: 64



LNR-302



LNR-303



LNR-304



LNR-301



LNR-305



LNR-306



LNR-308





BOOKS



GIANT ACTIVITY BOOK

size: 205 x 288 mm
pages: 80



LNO-301

ACTIVITY BOOK WITH STICKERS

size: 243 X 216 mm
pages: 48



LSG-301

STICKER ACTIVITY CHALLENGES

size: 205 x 288 mm
pages: 32



SAC-6301

STICKER BOOK

size: 205 x 288 mm
pages: 16



LAS-302

1001 STICKERS

size: 202 x 288 mm
pages: 64



LTS-301

COLOURING POOL

size: 205 x 288 mm
pages: 96



FCB-6301





BOOKS



SEARCH AND FIND BOOKS

size: 240 x 316 mm
pages: 32



LSF-302



LSF-301

MAZES

size: 205 x 288 mm
pages: 32



LMA -301

ACTIVITY JOURNAL

size: 140 x 190 mm
pages: 144



SPC-6302

CREATIVE ACTIVITY BOOK

size: 190 X 250 mm
pages: 96



LYS-301

FRIENDSHIP BOOK

size: 190 X 190 mm
pages: 96



LFP-301





BOOKS



AMEET

CUSTOM PUBLISHING

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- Comics and a story packed with LEGO® humour
- Fun-filled diverse activities, 2 spreads of stickers, map at the end of the book
- Title tied into kids' collectability trend

Format: 205 x 288 mm
Pages: 48
Cover: soft



LNCD-6722S1

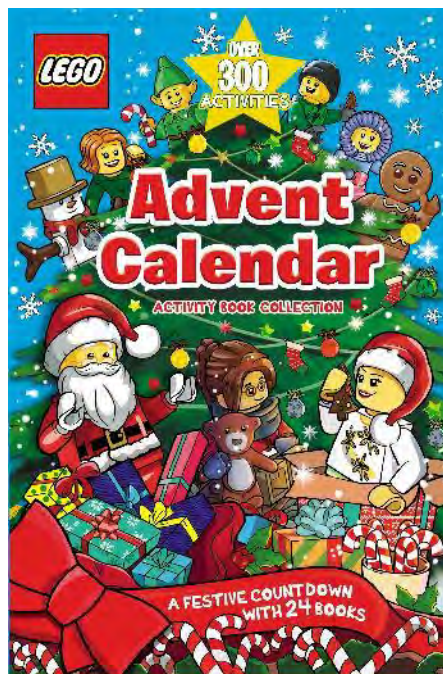


**CUSTOMIZATION:
CONTENT
ADDITIONS**



- Popular Advent Calendar format packed with Christmas-themed activities and building challenges
- Includes 1 large hardcover book with 24 mini removable books in an advent calendar
- Format inspired by other products on the market

Format: 14" x 21"
(355,6 x 533,4 mm)
Pages: 24 x 16
Cover: hard



SPC-6601



**CUSTOMIZATION:
CONTENT
SIZE**



EARLY READING SCHEMES

BOOK FOR EMERGENT READERS

- Simple stories divided into short chapters with LEGO® humour and light, colourful graphic design
- Picture glossary includes information about main characters, short quiz and reading certificate at the end of the book
- A perfect title for younger readers; character names are replaced with images to improve comprehension

Format: 148 x 212 mm
Pages: 24
Cover: hard



LWR-6001S1

Character names
replaced with
facial images



knoop halen
[facial image] kijkt heel
'Tk help je graag
En als [facial image]

CUSTOMIZATION:
CONTENT
FORMAT, SIZE

- Popular new format
- Combines traditional search and find with spot-the-difference activities
- Detailed deluxe illustrations

Format: 205 x 288 mm
Pages: 32
Cover: hard



**CUSTOMIZATION:
CONTENT
SIZE**



LSFM-6401S1



LSFM-6701S1



LSFM-6801



LSFM-6001S1

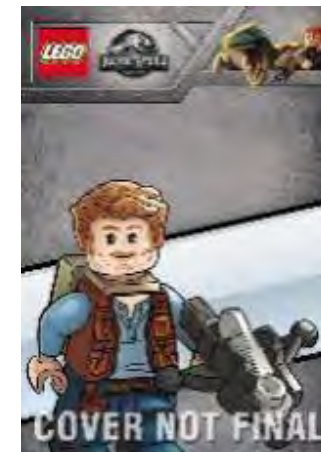
- The most popular sticker format customized for a bumper edition
- 80 pages of activities to solve with stickers
- Additional free-use stickers

Format: 216 x 279 mm
Pages: 80
Cover: soft

**NEW
FORMAT**



LTSA-6451



Possibilities across the brands

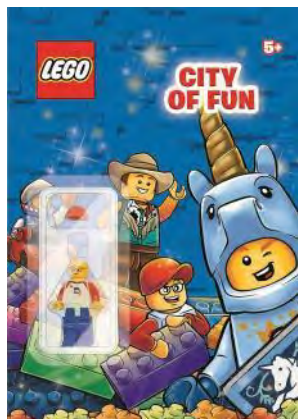


**CUSTOMIZATION:
CONTENT, COVER
PAGE COUNT**



- Various activities from bestselling titles available as a pocket-sized book series
- Great for kiosks, discount stores, and petrol stations
- Available with LEGO® minifigures

Format: 143 x 200 mm
Pages: 16
Cover: soft



LABX-6809



LABX-6808S1



LABX-6808S2



LMJZ-6016



LABX-6808S1



CUSTOMIZATION:
BOOK SERIES
SIZE, COVER



ACTIVITY BOOKS WITH ACCESSORIES & BUILDABLE MINIFIGURE

- Perfect combination of our bestselling and new formats for a comprehensive new product!



ACTIVITY BOOKS WITH
MINIFIGURES



ACTIVITY BOOKS WITH
ACCESSORIES



Format: 205 x 288 mm
Pages: 32/64*
Cover: soft

- LEGO® elements: buildable minifigures, accessories and superhero gadgets tested with kids

**CUSTOMIZATION:
ADDITIONS**



BOAC-6450



BOAC-6701

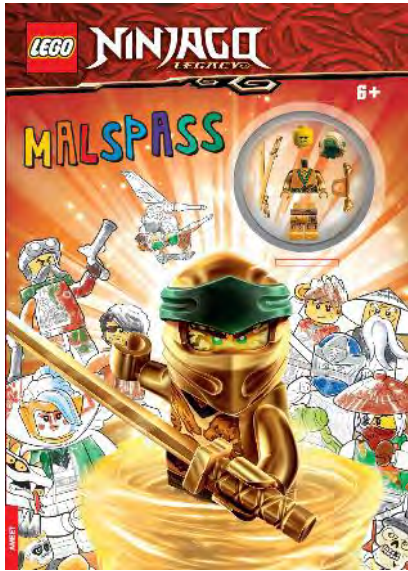


BOAC-6702*



- A large colouring pool to be customised
- 32 pages of black and white line art combined with a buildable LEGO® minifigure
- Perfect compilation of the most popular scenes, characters and themes

Format: 205 x 288 mm
Pages: 32
Cover: soft



FCBD-6702



Possibilities across the brands



- A popular bestselling book series now comes with even more activities as a bumper book
- 80 pages of favourite children's activities in one title

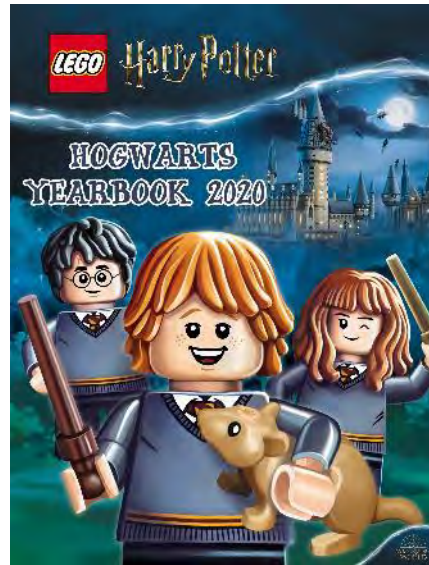
Format: 216 x 285 mm
Pages: 80
Cover: hard



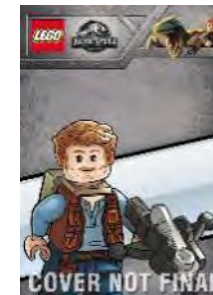
CUSTOMIZATION:
PAGE COUNT
COVER



LABB-6810



LABB-6401



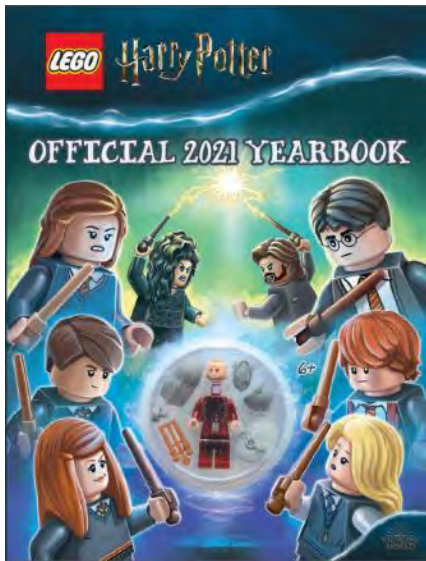
Possibilities across the brands

- A series based on popular bestselling titles
- Enhanced with additional content from our most popular activities
- Available with or without a LEGO® minifigure

Format: 216 x 285 mm
Pages: 64
Cover: hard



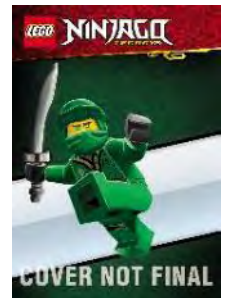
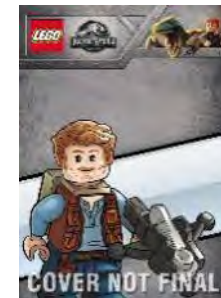
**CUSTOMIZATION:
PAGE COUNT
CONTENT**



LAB-6402S1



LAB-6001S1



Possibilities across the brands

ACTIVITY BOOKS WITH STICKERS

STICKER ADVENTURES

- A new format with double the pages of activity challenges and over two hundred reusable stickers
- Pages featuring the most popular scenes, characters and places from the LEGO® universe

Format: 205x 288 mm
Pages: 32
Cover: soft



SSP-6701S1



LASA-6401S1



LASA-6701S1



**CUSTOMIZATION:
PAGE COUNT
ADDITIONS**



Possibilities across the brands

- A new versatile format perfect for combining a variety of activities, puzzles and challenges in one book
- Available in all colouring & activity brands

Format: 148 x 212 mm
Pages: 80
Cover: soft



**CUSTOMIZATION:
CONTENT
SIZE**



PDC-6001



FCBM-6701S1



PDA-6715



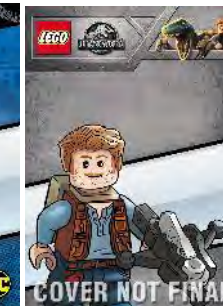
PDA-6001



LBSY-6401



COVER NOT FINAL

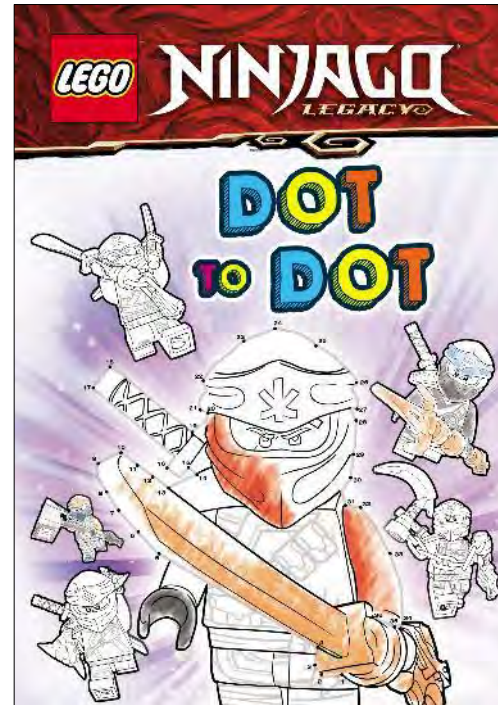


COVER NOT FINAL

Possibilities
across the brands

- A new book format with "dot to dot" activities
- Available in all colouring brands

Format: 148 x 212 mm
Pages: 80
Cover: soft



SPC-6708



**CUSTOMIZATION:
CONTENT
SIZE**



- Blend of activities and creative challenges by brand
- Titles come as an option with or without LEGO® minifigure

Format: 205x 288 mm
Pages: 32/24/64
Cover: soft



LDWY-6401S1



LDWX-701S2



LDWX-1S1



LDWY-6450



LDWY-6601



LDWE-6701S3



SPC-1



**CUSTOMIZATION:
CONTENT
ADDITIONS**



- Unique titles created to serve as friendship books that readers can fill in by themselves or together with friends
- Extra pages about favourite LEGO® characters
- Birthday calendar – a bonus for fans

Format: 190 x 190 mm
Pages: 96
Cover: padded cover

**CUSTOMIZATION:
CONTENT
SIZE**



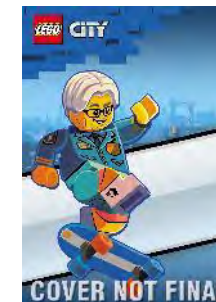
LFP-6201



LFP-6401



LFP-6702S1

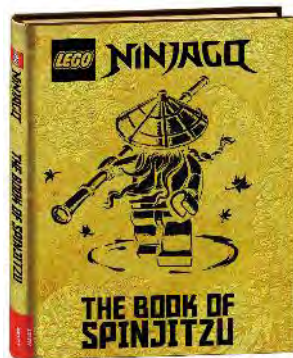


Possibilities across the brands

- Special edition of bestselling titles may be created
- Perfect gift idea for LEGO® fans
- Great for sales promotions

Format: 183 x 237 mm
Pages: 96
Cover: hard

**CUSTOMIZATION:
COVER**

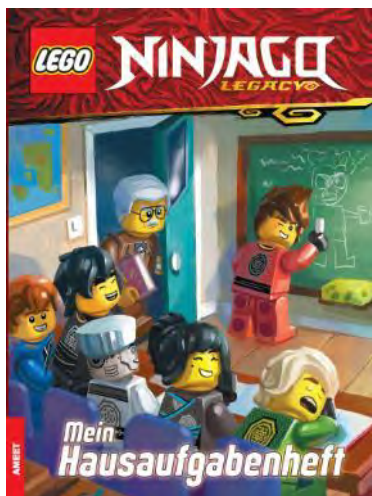


LLB-701S1



- A popular format filled with activities and creative prompts to engage young readers in storytelling, design, and drawing
- Back-to-school companion with blank pages for kids to write in
- Books can come with stickers, an option for a lock, as well as soft or hard cover binding

Format: 205x 288 mm
140 x 190 mm
Pages: 112/128/144
Cover: soft/hard



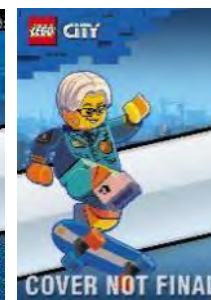
LNHZ-6704



LNHZ-6401



LNHP-6401



**CUSTOMIZATION:
CONTENT
SIZE**



Possibilities across the brands

- Popular book format that encourages young readers in storytelling, design, drawing and writing
- Options for lock and/or a LEGO® minifigure

Format: 205x 288 mm/
140 x 190 mm
Pages: 24/144/
Cover: soft/hard

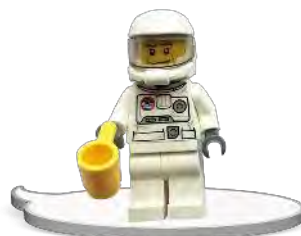
**CUSTOMIZATION:
SIZE, CONTENT
ADDITIONS**



LNH-6201



SPC-6002



SPC-6451S1



LNH-6012S1



- A perfect book format that comes with versatile combination of stories, comics and activities
- The books are available as an option with LEGO® minifigure
- Available across all brands the titles are perfect to extend playful reading portfolio on shelf

Format: 205x 288 mm
Pages: 24/32
Cover: soft/hard



LNC-6302S1



LABY-6403



LNC-6720Y



LNC-6451S1



LNC-6202S1



LMJZ-6016S1

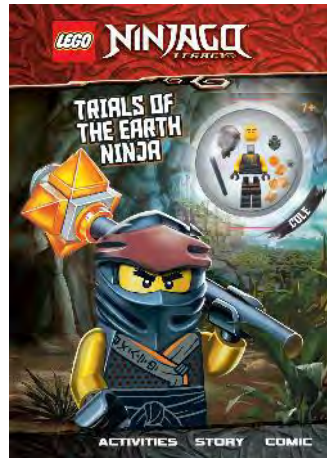


- A perfect book format that comes with versatile combination of stories, comics and activities
- The books are available as an option with LEGO® minifigure
- Available across all brands the titles are perfect to extend playful reading portfolio on shelf

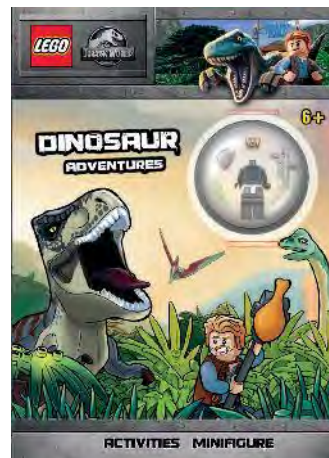
Format: 205x 288 mm
Pages: 24
Cover: soft/hard



**CUSTOMIZATION:
SIZE, CONTENT
ADDITIONS**



LNCZ-6718



LNCZ-6202



LNCZ-6405

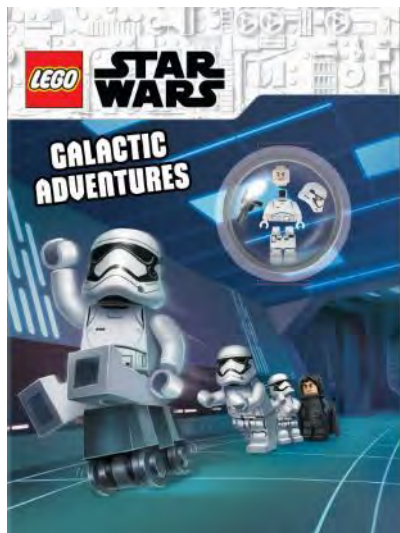


LNCZ-6019



- Versatile combination of stories, comics and activities
- Option to add one or two LEGO® minifigures

Format: 205x 288 mm
Pages: 64/48
Cover: soft/hard



LNCC-6307



LNCO-6701S2



LNCO-6702S1



- Popular search and find books with detailed deluxe illustrations
- Option for a LEGO® minifigure

Format: 230 x 302 mm/
205 x 288 mm
Pages: 24/32
Cover: soft/hard



LSF-6401S1



LSFM-6011



LSFM-6701



**CUSTOMIZATION:
ADDITIONS
SIZE**



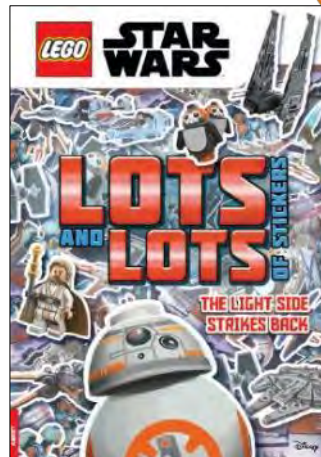
- The most popular sticker formats in a special customized edition
- Two cover layout options

Format: 202 x 288 mm
Pages: 32
Cover: soft

TWO
COVER
LAYOUTS



LTSY-6401S1



LTSY-6301S1



LTSY-6702S1



LTSY-6201S1



LTSY-6401S2



**CUSTOMIZATION:
CONTENT, COVER
PAGE COUNT**



- New book series based on the popular activity – spot the difference
- Available with LEGO® minifigure and with bind-up options

Format: 288x 205 mm
Pages: 48/32
Cover: soft



SDF-701FS3



SDF-701FS1



**CUSTOMIZATION:
CONTENT, SIZE
ADDITIONS**



- A great gifting format with activity books, stickers and optional LEGO® minifigure
- Embossed durable tin boxes include: 3-4 books, optionally 4 pages of stickers, LEGO minifigure
- Perfect for popular holiday seasons sales promotions

Format: 245 x 185 x 32mm
Pages: 4x16
Cover: tin



**CUSTOMIZATION:
CONTENT
ADDITIONS**



TIN-6704



TIN-6801



TIN-6402



TIN-6703



TIN-6401

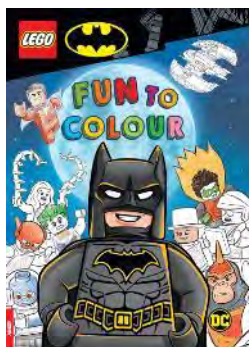


TIN-6706

COLOURING BOOK POOLS AVAILABLE FOR CUSTOMIZATION

- Colouring pools can be customized to suit any colouring format
- Multiple covers and a variety of options to mix and match stickers and activity pages
- Age-appropriate line art and text and additional activities on 16/8 pages

Format: 205x 288 mm
Pages: 96/48
Cover: soft



FCB-6450



FCB-6202



FCB-6201



FCB-6703



FCB-6701



FCB-6702



FCB-6001



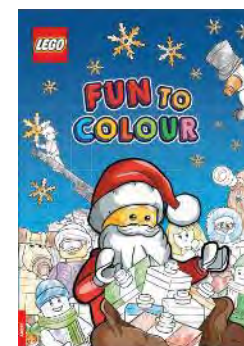
FCB-6002



FCB-6301



FCB-6401



FCBX-6601



FCB-6601

COLOURING BOOKS WITH STICKERS

- 16 or 24 pages of black and white line art
- Additional pages of free-play stickers
- Books available across all brands

Format: 205 x 288 mm
Pages: 16/24 + 2 pages
of stickers
Cover: soft



**CUSTOMIZATION:
PAGE COUNT
ADDITIONS**

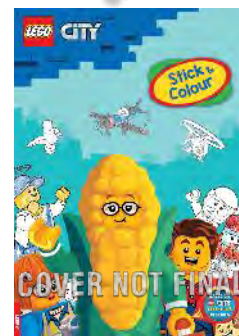
COLOURING BOOKS WITH STICKERS

- 16 or 24 pages of black and white line art
- Stickers that help kids with colouring
- Books available across all brands

Format: 205 x 288 mm
Pages: 16/24 + 2 pages
of stickers
Cover: soft



**CUSTOMIZATION:
PAGE COUNT
ADDITIONS**



- 48 pages of black and white line art including activity pages
- Additional page of free-use stickers
- Books available across all brands

Format: 205 x 288 mm
Pages: 48 + 1 page
of stickers
Cover: soft



**CUSTOMIZATION:
PAGE COUNT
ADDITIONS**



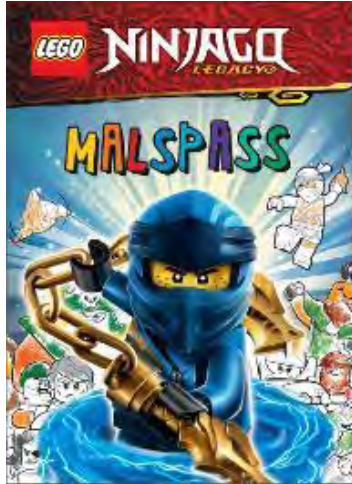
FCBX-6001S1



COLOURING BOOKS PAD FORMAT

- 80 pages of black and white line art
- Different format options – pad
- Available across all brands

Format: 148 x 212 mm
Pages: 80
Cover: soft



FCBM-6701S1



CUSTOMIZATION:
PAGE COUNT
CONTENT, SIZE

- 32 pages of black and white line art including activities
- Available also as basic colouring books

Format: 205 x 288 mm
Pages: 32
Cover: soft



FCBW-6401S1



FCBW-6601



FCBW-6001S1



FCBW-6202S2



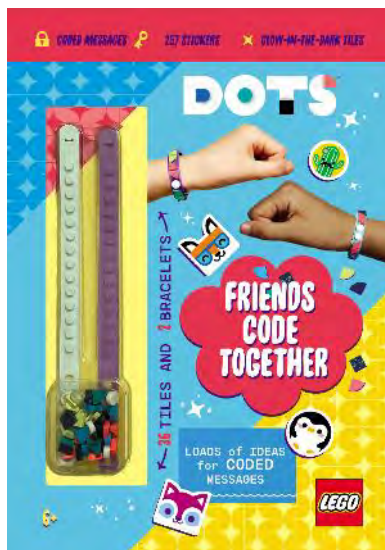
**CUSTOMIZATION:
PAGE COUNT
ADDITIONS**



- Activity book with loads of ideas for coding messages
- With 2 wristbands, 36 tiles, over 250 stickers, memo pads and boxes to cut out
- A perfect title for both books and toys shops

Format: 205 x 288 mm
Pages: 48
Cover: soft
LEGO® elements

**CUSTOMIZATION:
PAGE COUNT**



LSNZ-6650

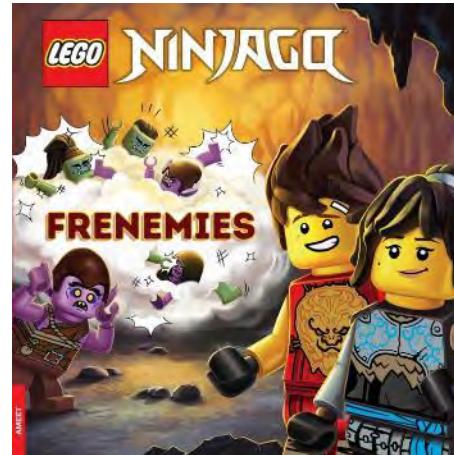


- Best-selling mass market format globally, low-priced, high-volume format
- Colourful illustrations with lots of LEGO® DNA
- Flexible art pool can be adapted to any storybook series and combined into slipcases, bags, and treasuries

Format: 240 x 240 mm
Pages: 24
Cover: hard



LPBP-6202



LPBP-6701



**CUSTOMIZATION:
COVER FORMAT
SIZE**



- A brand new activity Fan Kit with 3 books and 2 LEGO® minifigures
- Includes: activity book with comics, story and buildable LEGO minifigure, activity book with over 500 stickers, Stick & Colour book, additional buildable LEGO minifigure

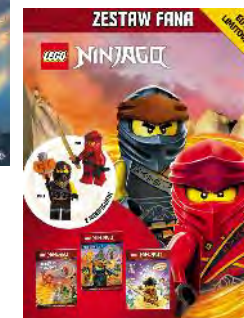
Format: 231 X 311 mm
(box), 205 x 288 mm
book,
Pages: 2 x 32 , 1x 16
Cover: hard (box)



ST-6001



ST-6452



ST-6704



ST-6451

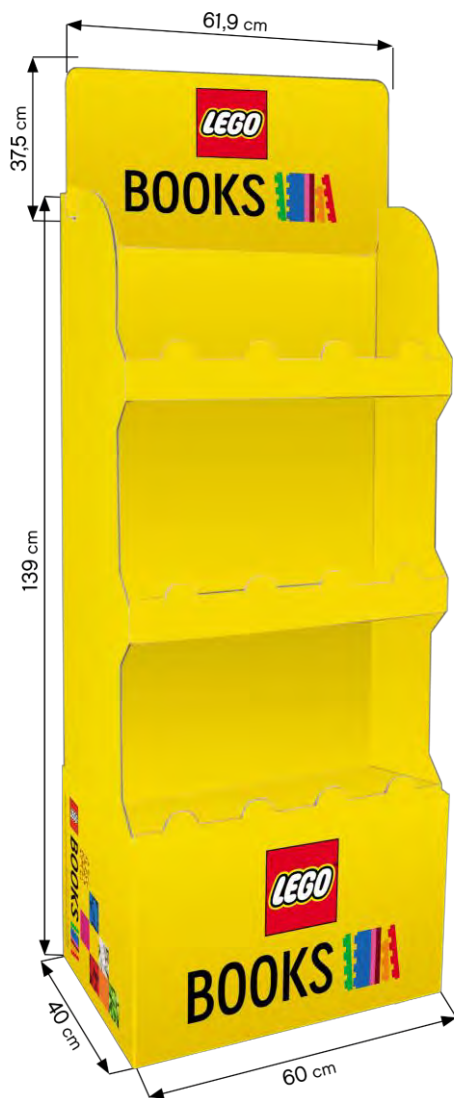


**CUSTOMIZATION:
COVER FORMAT
SIZE**

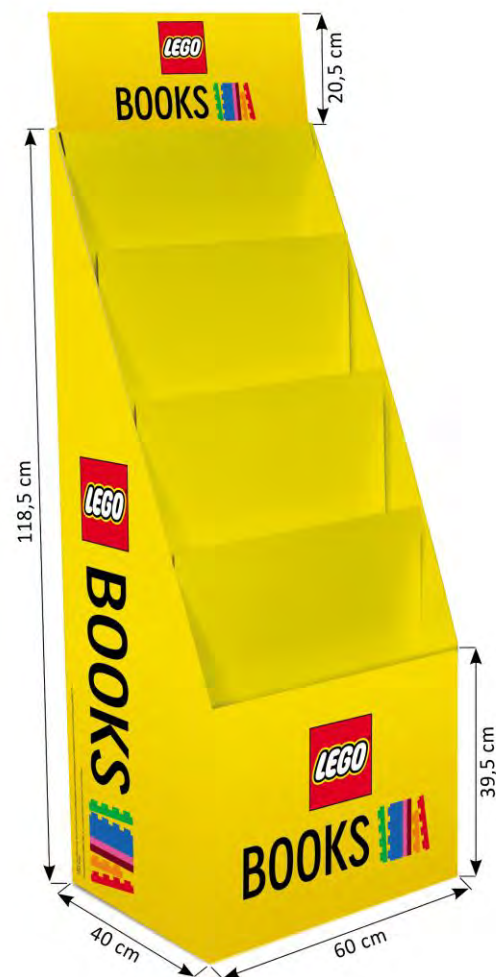


BOOKS

DISPLAYS



ST-5
ca. 200 books



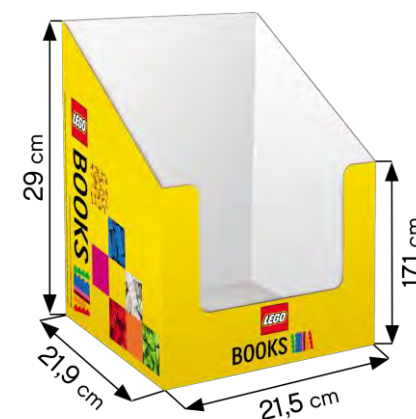
ST-26
ca. 60 books



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.

