

The Yoopy logo features a stylized green book icon with a white star above it, followed by the word "Yoopy" in a white, rounded, sans-serif font with a blue outline.The TAKTIK logo consists of a 3x3 grid of red squares. The letters 'T', 'A', 'K' are in the top row, 'I', 'K' are in the middle row, and 'K' is in the bottom right square.

AUTUMN 2024

INTERNATIONAL RIGHTS CATALOGUE

TAKTIK publishing house

Yoopy is an international imprint of Slovak long-standing, established brand TAKTIK.

TAKTIK publishing house started as an educational publishing house in Slovakia 15 years ago. We have been producing textbooks and teaching aids for kindergarten, primary schools and high schools. Since TAKTIK's foundation, we expanded to Czechia and Romania with our educational products, and in recent years we became the most successful educational publishing house in Slovakia and Czechia. We sell over 2 million books each year.

The popularity of TAKTIK's textbooks led to the parent's demands for educational products designed for direct customers. Fulfilling this demand, a business-to-customer division was created, and offers a wide range of products for kids aged from 6 months. From bath books, touch-and-feel products, various sensoric books, through sticker or activity books to novelty books, each of the products focuses on improving fine motor skills, children's language, logical or analytical thinking, creativity, social abilities, and other aspects of their personality. Those products were created under individual, international sub-brand of TAKTIK named Yoopy.

In 2022, TAKTIK expanded to the Hungarian market under the Yoopy brand, followed by a successful launch in the Czech market in 2023. In 2024, Yoopy further solidified its presence by launching its own website in Slovakia. Currently, TAKTIK operates in four European markets - Slovak, Romanian, Czech, and Hungarian - with plans to expand further in the near future by establishing a Yoopy branch in Romania.

We want to expand even more; therefore, we would like to present you our titles for co-edition and license rights deals on the next pages.



Let's learn with fun:
Every Yoopy product is the result of our creators' devoted work, who compile them with special attention to children's needs.



Meet us in person:
We help the customers to learn more about our products by attending various children's events.



Closer to our customers:
Our products can be found online, and also in stores.



For everyone's taste:
We develop products for newborns, infants, toddlers, kindergarteners, preschoolers and firstgraders.

Please, note, that certain aspects such as specifications, or design of any title may be altered by the publisher at their discretion without prior notification.

MEET OUR TEAM



Ing. Miroslav Tokarcik

CEO of TAKTIK publishing house



Mgr. Erika Bernatova Vitakova

Retail manager

✉ bernatova@taktik.sk

☎ +421903164761



Mgr. Katarina Duffekova, PhD.

International rights manager

✉ info@weareyoopy.com

☎ +421910431584



Bc. Kitti Nagy Lengyelova

Customer care & e-shop specialist for Yoopy HU

✉ info@yoopy.hu

☎ +3618089119



Bc. Barbora Zemanova

Customer care & e-shop specialist for Yoopy CZ

✉ info@yoopy.cz

☎ +420226256089

Find out more at weareyoopy.com and feel free to contact us with your questions and international inquiries at info@weareyoopy.com.



MY CHRISTMAS JOURNAL

NEW
TITLE



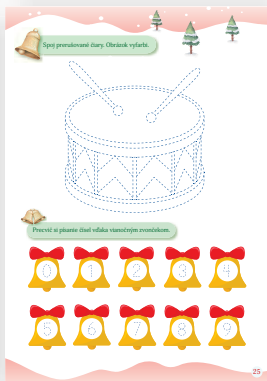
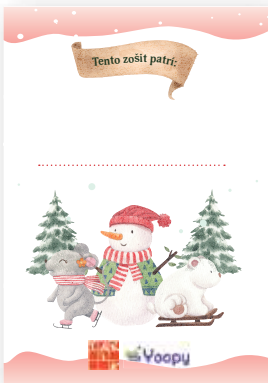
How can you make waiting for the most wonderful holiday of the year even more enjoyable for children? My Christmas Journal contains creative Christmas-themed tasks and activities that encourage children to think and reflect on Christmas, its traditions, and customs that are unique to each family. The workbook contains tasks from 6th to 31st December, starting with St. Nicholas Day. Right up to New Year's Eve, children will be drawing, colouring, connecting and counting – each day offering a delightful series of tasks that will exercise their hands, logic, imagination and patience.



encourages children to think about Christmas and its wider significance



- tips for good deeds
- develops logical thinking and fine motor skills
- develops mathematical and communication skills, creativity and imagination
- different levels of task difficulty
- bonus: memory game, cutouts, letter to Santa, gift tags

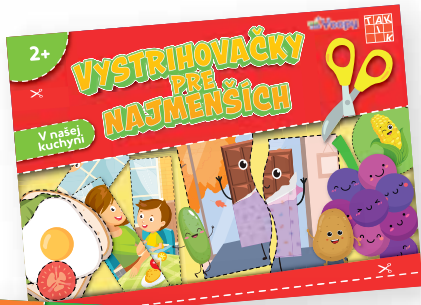


Title:
My Christmas Journal

Extent: 2 covers, 56 + 8 inside pages
Binding: saddle stitch
Size: 210 x 297 mm
Age: 3+ years



CUTOUTS FOR THE YOUNGEST

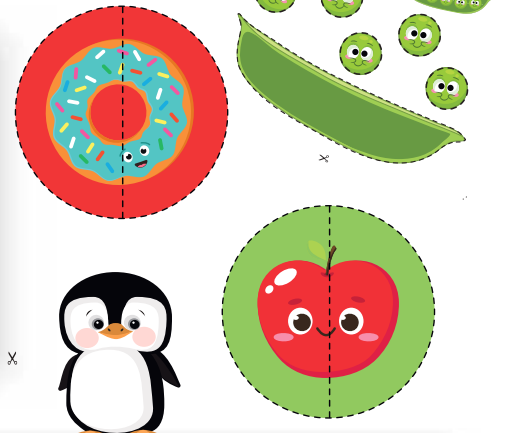
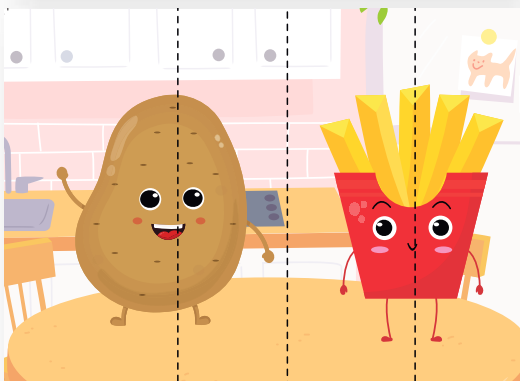
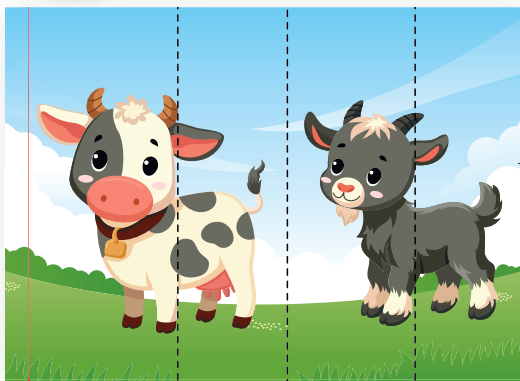


With the help of two workbooks, In Our Kitchen and In the Animal Kingdom, children will practise their manual skills and learn how to handle scissors correctly. The difficulty of the cut-outs methodically increases with the child's age – starting with straight lines (basic cutting practice), followed by a combination of straight and gently curved lines, and simple shapes such as squares and circles (the child learns to rotate the paper and scissors as needed and to coordinate both hands). This systematic approach helps the child gradually acquire the skills needed to cut safely and develop the motor skills to cut more complex objects.



difficulty of the cut-out objects increases methodically and gradually

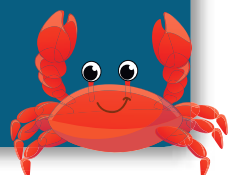
- different sizes of cut-out objects
- develops fine motor skills and logical thinking
- each sheet contains several cut-out objects
- cut-out objects can be used as paper puzzles to play with



Series:
Cutouts for the Youngest

Titles:
In Our Kitchen
In the Animal Kingdom

Extent: 2 covers, 25 inside pages
Binding: perfect (perforation included)
Size: 210 x 297 mm
Age: 2+ years



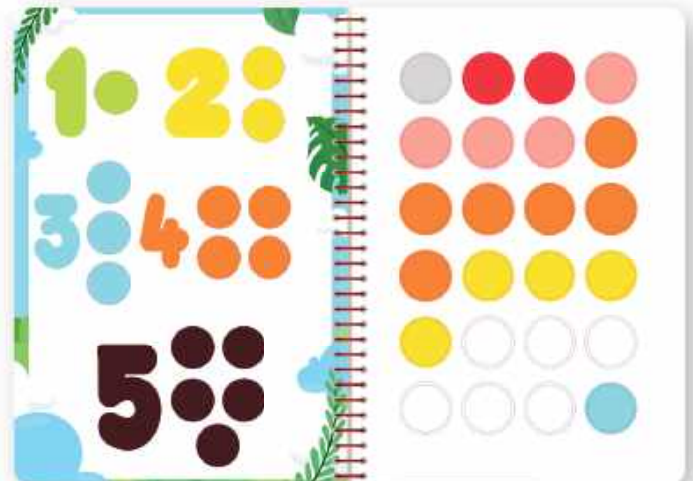
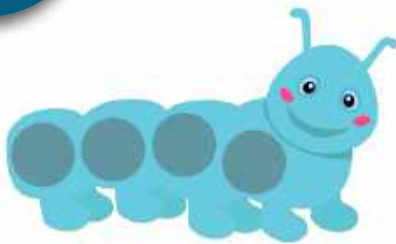
JELLY STICKER BOOK



Which caterpillar is longer and which is shorter?
Is the black or the brown bear bigger? Learn to distinguish colours and spatial and comparative concepts! Each page of the Jelly Sticker Book series contains an incomplete picture with empty circles. The child's task is to stick a colourful round sticker on them. This way, they complete the picture, learn to distinguish colours, and simultaneously refine their fine motor skills, concentration, and logical thinking.

- improves fine motor skills and logical thinking
- helps to teach colour recognition
- boosts focus
- improves concentration

reusable
jelly
stickers



Series:
Jelly Sticker Book

Titles:
Dotted tasks
Dotted farm

Extent: 2 covers, 14 pages, 2 sticker sheets

Binding: spiral

Size: 178 x 254 mm

Age: 2+ years

SURPRISE SLIDER BOOK

NEW
SERIES

Charming series of interactive slider books that introduce children to the world of professions and animals. Move the sliding side of the page to reveal the answers to questions such as what a pilot does or what a wolf eats. The series consists of two tiles. The title Who am I and What do I do? teaches children about different vehicles and the exciting jobs associated with them. The title Who am I and What do I eat? takes children on a perfect journey of discovering the eating habits of pets and farm animals.



engaging
slider parts
that reveal
a surprise
answer

- sturdy, tear-resistant pages
- cute questions encourage interaction with the book
- convenient format – ideal size for children's hands



Series:

Surprise Slider Book

Titles:

Who Am I and What Do I Do?
Who Am I and What Do I Eat?

Extent: 2 covers, 10 pages, 4 slide-out blocks

Binding: board book

Size: 150 x 130 mm

Age: 2+ ages

MEGA SOUND BOOK

NEW SERIES



Explore the unknown worlds of... wilderness and kindergarten with the Mega Sound Book series! Discover the diversity of wildlife through sounds and develop a positive attitude towards nature as you travel through polar regions, deserts, savannas and forests with the Animals Around the World title. Getting Ready for Kindergarten title introduces children to pre-school education with the story of Adam's first day at kindergarten. The book helps overcome fear of the unknown and builds a positive attitude towards kindergarten through visual and auditory stimulation with sounds children hear at home, on the street and in kindergarten. Each book contains 52 sounds and colourful illustrations for hours of educational fun.



contains 52 authentic sounds

- visual and sound stimulation
- builds a positive attitude towards kindergarten or nature
- various facts about the world
- helps manage fear of the unknown



Series:
Mega Sound Book

Titles:
Getting Ready for Kindergarten
Animals Around the World

Extent: 2 covers, 10 inside pages, sound module with batteries

Binding: board book

Size: 310 x 313 mm

Age: 3+ ages

XYLOPHONE BOOK

NEW SERIES



Use the xylophone to discover the first notes and melodies of your favourite songs! The xylophone book is a useful tool for children to build a positive relationship with music. There are 5 pages with children's songs. Lyrics are written on the left side of the page. The right side of the page has coloured musical notation for playing the xylophone (1 coloured dot = 1 beat on the corresponding xylophone key). The xylophone has 8 different tones, which are colour-coded to make them easy for children to recognise.

- strengthens the child's relationship with music
 - develops musical skills
 - improves concentration and memory
 - develops rhythmic skills



improves auditory perception, hearing and speech



Series:
Xylophone Book

Titles:
Adventures with Songs
Songs for Joy

Extent: 2 covers, 10 inside pages, xylophone with mallet

Binding: board book

Size: 208 x 238 mm

Age: 3+ ages

COLOR THE MAGNETS

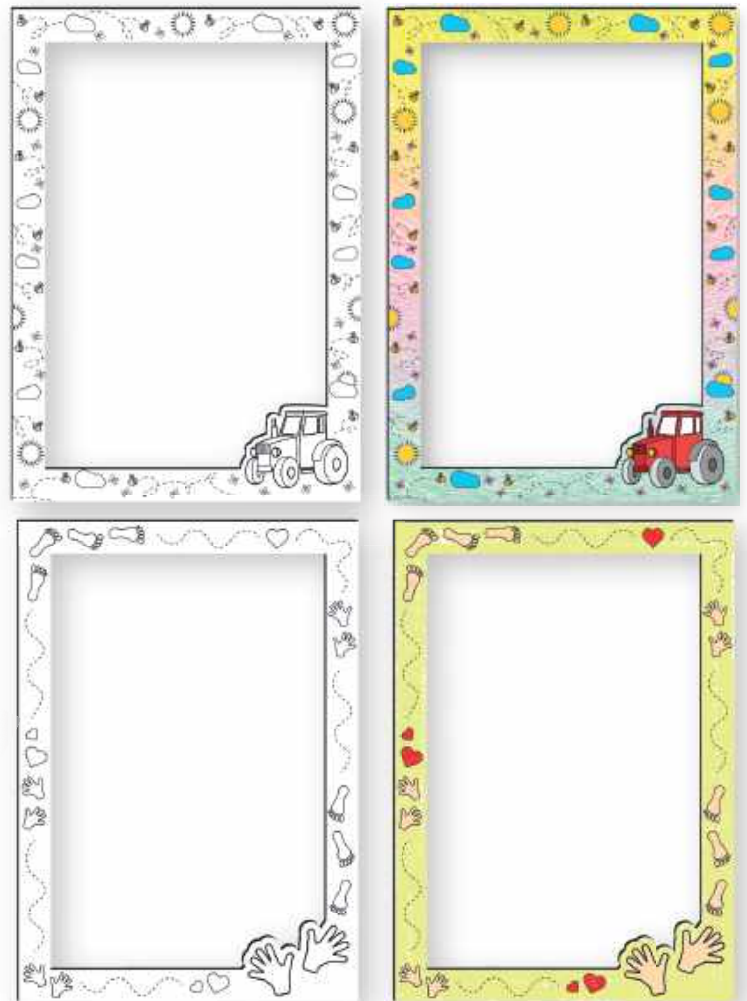


Create different stories that come to life on the fridge or on the magnetic board! Color the Magnets magnetic activity kits are designed to help kids create and explore stories with magnets to color. In the All About Us title, children learn about the structure of the human body, different jobs and leisure activities. With the Animals title, they can create different farm and forest stories. Each title includes 3 sheets with press-out magnets and a frame that can be used to display children's artwork on the refrigerator.



decorative (magnetic) frames included

- reusable
- encourages creativity and imagination
- develops fine motor skills
- promotes interactive learning



Series:
Color the Magnets

Titles:
All About Us
Animals

Extent: leaflet, 3 magnetic sheets
Size: 297 x 420 cm
Age: 3+ ages

MAGNETIC PLANNER FOR KIDS



Improve a child's daily routine and activity management with innovative Kids Magnetic Daily Planner My Day and Chore Champion. Designed to streamline a child's routine, this organiser is perfect to remind kids of important tasks, whether it's getting ready for school, preparing for bedtime, or helping with chores around the house. The set includes a durable A3-sized magnetic board and magnets. Kids can place a magnet on the designated area after completing each task, making the organisation engaging and interactive.



encourages and rewards good behaviour

- teaches children to plan and organise their activities
- instils a sense of duty and responsibility in everyday tasks
- promotes independence and self-reliance
- turns routine tasks into an enjoyable all-day game



Series:
Magnetic Daily Planner for Kids

Titles:
My Day
Chore Champion

Extent: 1 magnetic board, 1 magnetic sticker sheet, string

Size: 297 x 420 mm magnetic board

Age: 3+ years

BATH STICKERS

NEW
TITLES

BESTSELLER

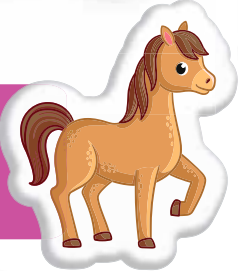


Made of non-absorbent, soft material pleasant to the touch, the Bath Stickers series turns the bath into an extraordinary adventure. Dip the stickers in the water, press them on the side of the bathtub, and create colourful stories with animals, cars and jigsaw puzzles.

- easy to hold in hand, and resistant to tearing
- stimulates children's creativity
- helps to form manual skills



in a mesh bag with a zipper



Series:
Bath Stickers

Titles:
Happy Train
Baby Animals
Sky Puzzle
Sea Puzzle
Animals on the Farm
Cars on the Road
Axolotls and Unicorns (NEW TITLE!)
Construction Vehicles (NEW TITLE!)

Extent: EVA stickers, mesh bag with zipper
Size: 150 x 200 mm (mesh bag)
Age: 3+ years

RUBBER STICKERS

NEW SERIES

BESTSELLER



Discover insects, animals and dinosaurs with reusable rubber stickers! Create scenes with characters such as bee, centipede, lion, elephant, bear, or even the mighty T-Rex. Each story set includes a sheet of silicone stickers, a double-folded background and a side with animal shadows. The child's task is to stick the sticker on the correct shadow labeled with the animal's name.

- technology of silicone stickers
- reusable and endless fun
- fosters imaginative play
- long service life – stickers don't tear and are easy to clean



sticker size is perfect for little hands



Series:
Rubber Stickers

Titles:
Animals
Dinosaurs
Insects
My House (NEW TITLE!)
Ocean Animals (NEW TITLE!)
My Body (NEW TITLE!)
Vehicles (NEW TITLE!)



Extent: double-sided background, sticker sheet

Size: 310 x 240 mm (folded background), 310 x 720 mm (unfolded background)

Age: 3+

3D FUN STICKERS

BESTSELLER

Each set in the 3D Fun Sticker series contains a double-sided landscape background, and sticker sheet full of reusable puffy stickers designed to create an endless number of stories.



reusable stickers

12 titles available
Extent: double-sided background, sticker sheet, leaflet
Size: 297 x 420 mm (background), 210 x 297 mm (sticker sheet and leaflet)
Age: 3+ years

BACKLIST

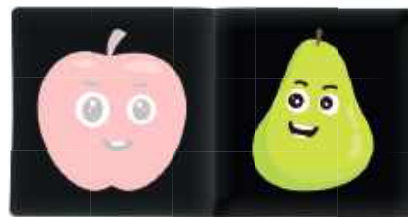
CLOTH BOOK



BATH BOOK



dry



wet

stimulate observation skills



dry



wet



SHINE A LIGHT ON...



cardboard flashlight unveils hidden secrets



BACKLIST

BIG BLOCK



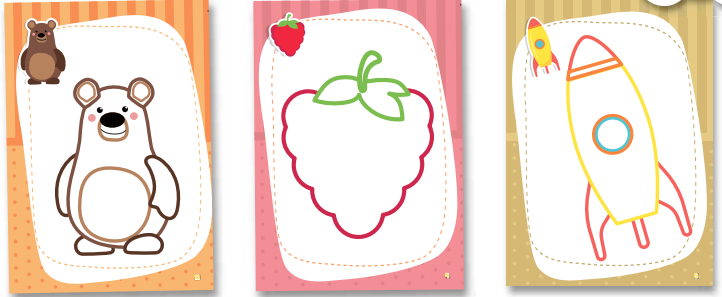
A3 format is suitable for acquiring writing habits



HAPPY



perforation at the top of the workbook



ROLL & COLOR



great for kindergartens, elementary schools and households



BACKLIST

MY FIRST STICKER MATH



more than 100 stickers in each title



DRESS THE... SET

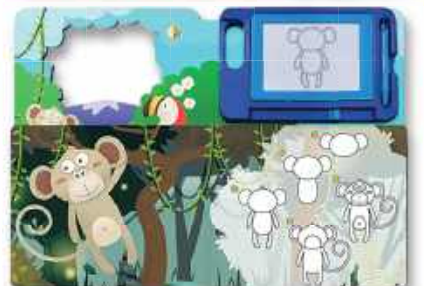


recognition of the significance and function of clothing



STEP BY STEP

reusable



BACKLIST

DOT PAINTING



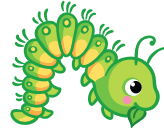
draw
the picture,
then color it



MAGIC PEN



set
of two
workbooks



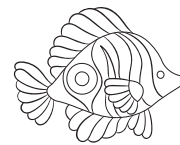
30 min.



KEEP CALM & DRAW



perfect
relaxation
for adults



BACKLIST

MAGIC CHALKS



SCRATCH BOOKS



MAGIC WATER





TAKTIK publishing house

Find out more at weareyoopy.com and feel free to contact us with your questions and international inquiries at info@weareyoopy.com.

www.taktik.sk www.weareyoopy.com