

INTERNATIONAL RIGHTS CATALOGUE

TAKTİK publishing house



2025/2026

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.

Since 2022, the Yoopy brand has expanded to five countries – Hungary, Czechia, Slovakia, Romania, and Slovenia. As we aim to grow even further, we are excited to share our titles for co-edition and licensing opportunities in the following 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.

Cover illustration by Alexandra Sokoliová.



Heartwarming picture books that gently support children through big milestones: saying goodbye to diapers and pacifiers. In each story, a lovable animal character must face a challenge: giving up something familiar and safe in order to grow. Through playfulness, humor, and gentle encouragement, children discover they are braver than they think. Each book includes a symbolic paper box to personalize the experience of saying goodbye to the pacifier and the diapers. These books offer both emotional and practical support for parents and children.

- encourages independence in a natural, playful way
- boosts self-confidence and reduces fear of the unknown
- interactive experience with a symbolic goodbye box
- gentle, humorous tone – no pressure, just support



includes helpful tips and words of encouragement for parents



Series:
Bye-Bye!

Titles:
Bye-Bye Diaper!
Bye-Bye Pacifier!

Extent: 2 covers, 28 inside pages + for Potty – a colorbox stuck on the backcover, and 6 coloring pages; for Pacifier – foldable colorbox sewn into the middle of the book

Binding: saddle stitch

Size: 230 x 230 mm

Age: 0+ years

UV TORCH BOOK



Let children shine a light on their emotions. Stories, brought to life by original illustrations from our in-house artist Alexandra Sokolova, gently guide children through difficult feelings and open the door for meaningful conversations between parent and child. This series supports children as they navigate two common emotional struggles: fear of the dark and feeling different. Thanks to the included UV flashlight, hidden elements appear on each spread, helping children actively explore the story and uncover the message hidden in the dark. The glow-in-the-dark feature enhances the reading experience and makes it perfect for bedtime.



magical
bedtime
experience

- supports emotional development through storytelling
- each title tackles a key emotional challenge (fear or exclusion)
- interactive UV flashlight reveals hidden elements
- encourages parent-child bonding and meaningful dialogue



UV
light



Series:
UV Torch Book

Titles:
Spotty the Dalmatian Without Spots
Vanda the Panda is Afraid of the Dark

Extent: 2 covers + 18 inside pages + UV torch

Binding: hardcover

Size: 195 x 230 mm (portrait)

Age: 3+ years

SMALL ACTS OF KINDNESS AND LOVE

NEW SERIES



This charming picture book series reminds children (and grown-ups) that even the smallest act of kindness can make a big difference. Whether helping at home, offering advice to a friend, or simply being patient and encouraging – kindness matters. The heartwarming stories teach children about empathy, cooperation, and the joy of helping others. Each book comes with a heart-shaped Bubble Pop It toy, which makes the reading experience both playful and soothing. Perfect for everyday reading or as a tool for emotional development and teaching values.



includes heart-shaped sensory Bubble Pop It toy

- teaches children the value of kindness and empathy
- focus on cooperation, helpfulness, patience, and encouragement
- engaging stories with a deeper message
- ideal for emotional and social learning



Series:
Small Acts of Kindness and Love

Titles:
In the Forest
Home Is More Than a Place

Extent: 2 covers + 6 text spreads + 1 bubble pop-it toy

Binding: board book binding

Size: 200 x 200 mm

Age: 3+ years

EXPLORE MY WORLD – A WORKBOOK FOR CHILDREN ON THE AUTISM SPECTRUM

NEW TITLE

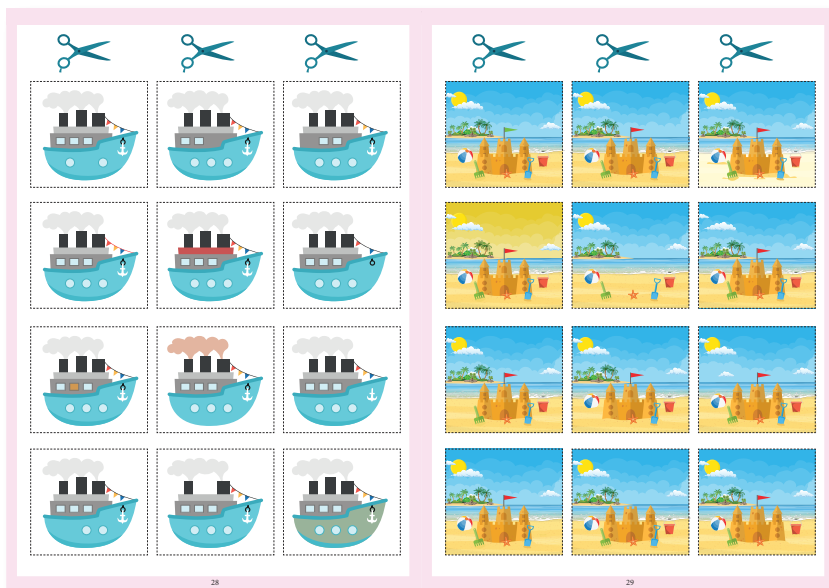
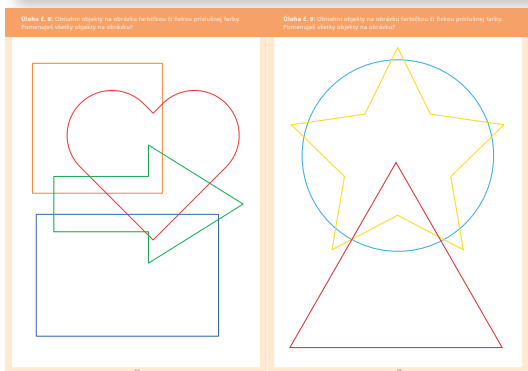
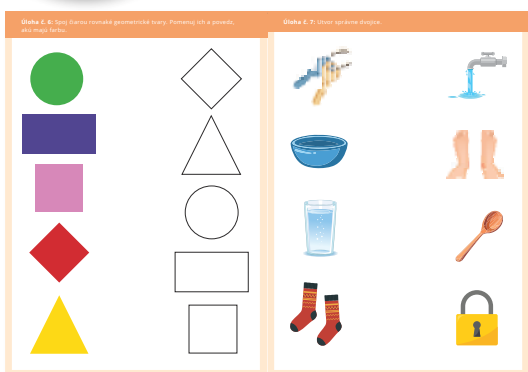


Developed in collaboration with a team of educators from a school for children with autism, this workbook opens the door to the world of children who see and experience things a little differently. Through playful activities, children develop fine motor skills, visual and auditory perception, spatial orientation, communication abilities, and self-confidence - all while having fun. Created with love, understanding, and expertise, this workbook serves as a valuable tool for parents, educators, and special needs assistants.



developed with autism specialists and educators

- supports school readiness in a playful and engaging way
- focuses on key developmental areas: motor, visual, auditory, speech
- ideal for use at home or in a therapeutic/educational setting
- created for children aged 4+, with sensitive design and layout



Series:
Explore My World
– A Workbook for
Children on the
Autism Spectrum

Extent: 2 covers + 56 inside pages

Binding: saddle stitch

Size: 210 x 297 mm (portrait)

Age: 4+ years

YOU AND ME – A PERFECT TEAM

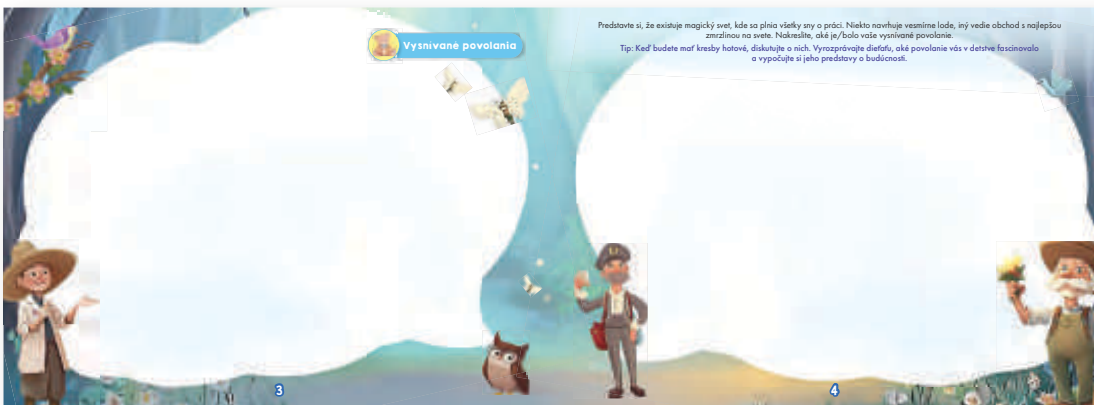


A one-of-a-kind workbook that turns learning into shared discovery. Designed for a child and a guardian to work on together, this title transforms everyday tasks into lasting memories. On each spread, the child works on the left-hand page, while the adult has space on the right – drawing, imagining, and creating side by side. Every activity includes thoughtful prompts and questions for adults to spark conversation, inspire curiosity, and open the door to the child's world.

- encourages bonding and shared creative time
- unique layout: one side for the child, one for the adult
- develops imagination, fine motor skills, and communication
- creative prompts foster meaningful dialogue



workbook
for two –
designed to be
completed
together



Extent: 2 covers + 52 inside pages with perforation

Binding: perfect binding

Size: 210 x 297 mm (landscape)

Age: 4+ ages

Titles:
You and Me – A Perfect Team

I KNOW HOW TO BEHAVE

NEW SERIES

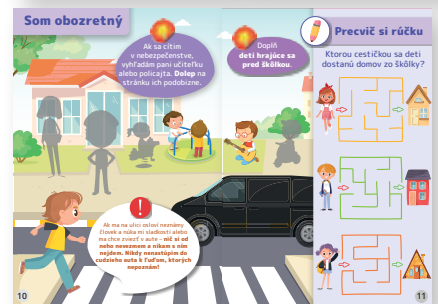
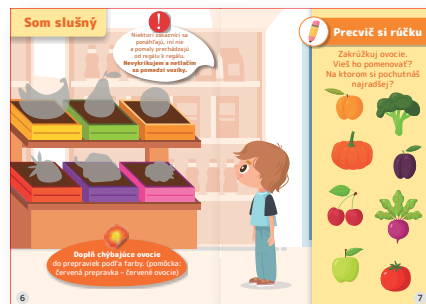
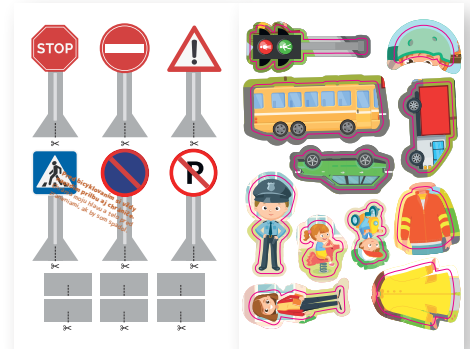
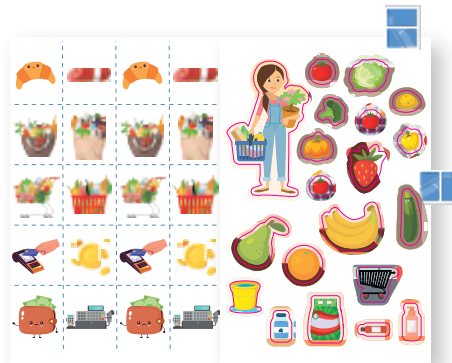


Perfect for early learners and curious kids who are starting to explore the world around them. A fun and educational series that helps children understand the basic rules of everyday behaviour – in traffic, in nature, and while shopping. With more than 50 colourful stickers, creative activities, and cut-outs, each workbook teaches important social and safety rules through play. Children will learn how to cross the road safely, be respectful in shops, and take care of the environment – all while completing engaging exercises. Each title also has a list of "Top 10 Tips" for good behavior.



includes "Top 10 Tips" for correct behaviour

- teaches everyday behaviour in a simple and playful way
- encourages independence, safety, and responsibility
- includes creative activities: colouring, stickers, cut-outs
- compact and practical format – ideal for on-the-go learning



Series:
I Know How to Behave

Titles:
In the Nature
In the Shop
On the Street

Extent: 2 covers + 32 inside pages + 4 pages of stickers + 2 attachments

Binding: saddle stitch

Size: 210 x 297 mm (portrait)

Age: 3+ years

MAGNETIC PLANNER FOR KIDS

NEW
TITLES

BESTSELLER



Improve a child's daily routine and activity management with innovative Kids Magnetic Daily Planners My Day, My Week 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, magnets and a marker. Kids can place a magnet on the designated area after completing each task, making the organisation engaging and interactive.

- 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



encourages and rewards good behaviour



Write your own tasks



Plan the whole week



Series:
Magnetic Planner for Kids

Titles:
My Day
My Week
Chore Champion

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

Size: 297 x 420 mm magnetic board

Age: 3+ years

MY 3D ADVENTURE



A book? A playset? A mission? These interactive storybooks invite children to step into two exciting worlds – a vibrant garden and a thrilling fire station – while engaging in hands-on learning and imaginative play. Each spread combines a fun storyline with interactive tasks, plus press-out 3D objects that children can use to mow the lawn, plant vegetables, harvest fruit, inspect a fire truck, extinguish flames, or even fly a helicopter! These titles spark curiosity, role play, and active exploration – all while building practical knowledge and motor skills.



with press-out 3D objects for real interactive missions

- press-out 3D elements for interactive, hands-on fun
- encourages role-play and imagination
- teaches children about nature cycles and emergency services
- promotes fine motor skills and practical thinking



Series:
My 3D Adventure

Titles:
Welcome to the Garden
At the Fire Station

Extent: 2 covers, 14 pages, 4/5 press-out pieces

Binding: board book

Size: 190 x 190 mm

Age: 3+ years

HAPPY BIRTHDAY!

AN INTERACTIVE
SOUND BOOK

NEW
TITLE



This unique interactive sound book invites children to join the birthday party – not just as readers, but as real participants. Each spread features a short story and an exciting action prompt. When the child responds (claps, knocks, sings, or blows), the book reacts with music, sound effects, or cheerful narration. With surprises on every page this book turns reading into a joyful party experience. Perfect as a birthday gift or a festive activity any day of the year.



the book
responds
when the child
interacts

- interactive story with sound module triggered by movement or sound
- encourages active participation
- reinforces listening skills, rhythm, and social interaction
- batteries included for immediate use



Extent: 2 covers, 5 inside pages, 5 sound buttons

Binding: board book

Size: 190 x 245 mm (portrait)

Age: 3+ years

Titles:

Happy Birthday! – An Interactive
Sound Book

BATH STICKERS

BESTSELLER

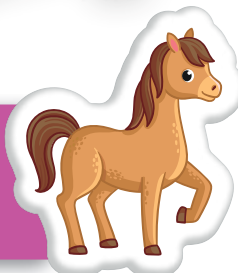


Made of non-absorbent, soft material pleasant to the touch, the Bath Stickers series turns the bath into an extraordinary adventure. Dip the stickers in the water, press them on the side of the bathtub, and create colourful stories with animals, cars and jigsaw puzzles.

- 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

MY CREATIVE YEAR – SCRATCH-OFF CARDS

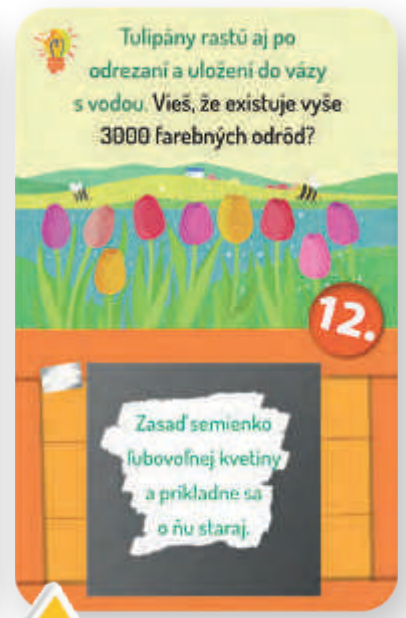
NEW TITLE

A year full of creativity, learning, and joy – in one box! Set contains 52 scratch-off activity cards, one for each week of the year. On the front: a fun fact and a surprise challenge hidden under a scratch-off surface. On the back: a playful colouring picture. Each weekly task encourages imagination, learning, and kindness – from exploring the seasons to doing small good deeds. Cards are numbered 1 to 52 to match the calendar weeks, so you can start any time of year.



scratch, discover, and create – week after week!

- 52 creative cards – one for every week of the year
- scratch-off surface reveals fun challenges and facts
- combines creativity, learning, and social-emotional growth
- encourages weekly reflection and positive action
- durable cards in a practical box – great gift idea



Title:
My Creative Year – Scratch-Off Cards

Extent: colorbox, 52 cards
Size: 85 x 130 mm cards
Age: 3+ years

This interactive workbook series uses velcro-based play to help children explore everyday life topics like shopping and money. Each book contains colourful activity pages and press-out cardboard pieces that children attach using velcros. From sorting groceries to understanding how we pay, children learn by doing – again and again! Designed to develop logic, vocabulary, and everyday awareness, this format encourages independent play and hands-on learning.



Knowledge that sticks – attach, learn, repeat

- velcro format for repeatable, hands-on activities
- introduces early financial literacy and shopping basics
- supports logical thinking, sorting, and matching skills
- promotes independence and active engagement
- fun, durable, and easy to assemble – ideal for preschool learning

Z tovarov odpadli cenovky. Nalep ich na vyznačené miesta. Viš pomenovať geometrické tvary, ktoré zobrazujú?

Kto pracuje v obchode?

Do chladničky vľavo nalep mäsové výrobky, do chladničky vpravo nalep mliečne výrobky.

Zrátaj mince. Ku každej kôpke nalep správne číslo.

Ako môžeme platiť? Zistiš, keď nalepíš nálepky podľa tieňov.

Viš, ako putujú peniaze? Zistiš to, keď nalepíš nálepky podľa tieňov.

Series:
Quiet Book

Titles:
In the Shop
Let's Talk About Money

Extent: 2 covers, 10 inside pages, 4 sheets of press-out pieces, velcros, 2 plastic rings

Binding: spiral – plastic rings

Size: 160 x 215 mm (landscape)

Age: 3+ years

3D FUN STICKERS

NEW
TITLES

BESTSELLER



Over 80,000 titles sold across 4 countries – and now the 3D Fun Stickers series is growing with 7 brand-new sets that bring even more magic and creativity! Little explorers can now enjoy their favourite themes with special effects:

4 glow-in-the-dark titles that light up after dark,
1 reflective title that reflects light and 2 pop-up stickers with shimmering sequins.

The full collection now includes 19 engaging titles, from safari and kitchen adventures to human anatomy, fantasy lands, and exciting new sticker effects. A bestselling favourite – now brighter, shinier, and more playful than ever!

- 80,000+ copies sold internationally

- reusable stickers

- double-sided background provides plenty of inspiration for creating your own stories

- sparks storytelling, creativity, and fine motor skills

- ideal for travel, gifting, and quiet play



watch!

click



scan

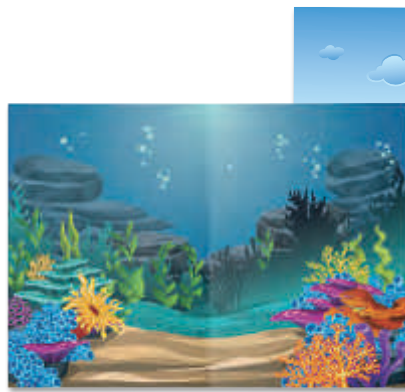
7 new titles
with glowing,
shining & sparkling
sticker fun!

19 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



RUBBER STICKERS

NEW
TITLES

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.



sticker size is perfect for little hands



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



10 titles available
Extent: double-sided background, sticker sheet
Size: 310 x 240 mm (folded background), 310 x 720 mm (unfolded background)
Age: 3+

JELLY STICKER BOOK



reusable
jelly
stickers



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



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

MEET OUR TEAM



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Explore our backlist for more titles!



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

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