

Horace and Co.



"make the Sandwich!" Says Cherry, helps the carrots, slices the apples and slices the doughnuts.

Meanwhile, Mr Blue plays some Lumpy tunes on his robot radio to distract Horace!

Progressive
Preschool
Awards 2019 FINALISTS

the mission

childrens' books to encourage social skills

A range of children's sensory story books about social skills help the parent and child bond to explore and discover how challenging scenarios can be understood through the story book experience.

Being able to relate to the characters in a story is important when looking for children's books about social skills. This range is created by Flossy and Jim, designed to help kids better understand real life situations. Rich in colour to encourage sensory development and filled with easy to read text, the collection features a range of diverse characters and conceptual stories to help children face every day scenarios others would usually find ordinary.

With our personalised books, the child becomes the character. They're given an objective perspective of the story they're starring in. Being able to relate to the character as an animal or robot helps the child see their own challenges in a different light and enables the child to grasp the various struggles and solutions in each story.



Horace's most disgusting picnic, Custard the Wibbly-Wobbly Dinosaur, Where are you Mr Blue? & Rock Monsters Birthday

Age: 4+ | Pages 32 | Size: 170mm x 170mm | Colours: 4/4

meet horace

Meet Horace the most disgusted hamster. Horace is a hamster of particular tastes. Likes: Running on his wheel, pull-ups and CHEESE; Dislikes: EVERYTHING else.



CHEESE!

Fortunately, Horace has a great gang of friends, like Custard the wibbly-wobbly (and extremely shy) dinosaur, Mr Blue the robot-a dancing robot and Flora, a unicorn with unique baking skills. Together they help each other to overcome their fears, giving kids confidence in everyday situations and supporting their developmental pathways.



the books

Horace and Co. Horace the Disgusted Hamster



Horace's most disgusting picnic

Change can make us feel scared and lost. That's how the disgusted hamster feels about trying new food. Horace the hamster only likes cheese, even though the hamster's friends want to help him try all kinds of delicious food. Instead, the hamster's friends have to get creative to help the hamster overcome their fear of foods that make them queasy and uneasy, though they're not sure why....

Brought to you by Flossy and Jim, the Disgusted Hamster book is bold and bright with easy to read text and vibrant illustrations. The book encourages sensory development through eye-catching images that hold their attention. The hamster helps the child relate and understand their own struggles and how they can be overcome with a little help from their friends.



the books

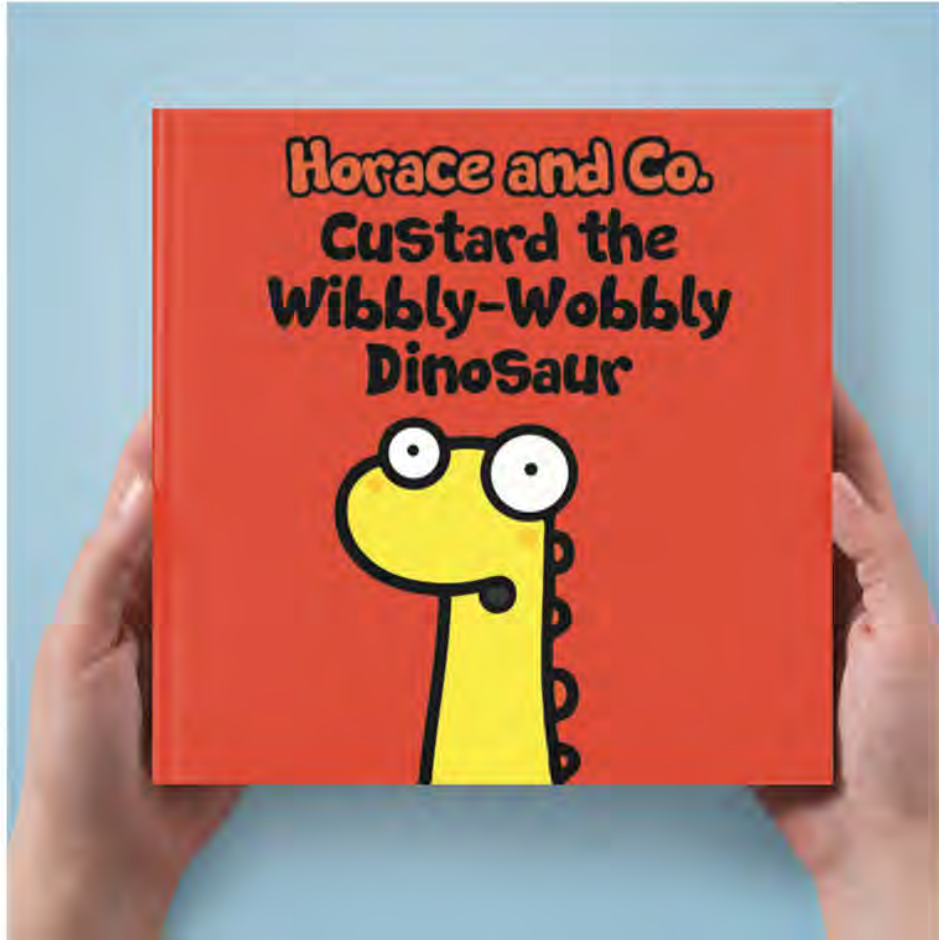
Where are you Mr Blue?



Some days we can feel lots of different emotions, especially the robot of this story. Playing music on the robo-record player is the robot's favourite activity, from fast songs to slow songs, happy tunes and sad ones. But, sometimes the sad songs are too much for the robot which makes them want to be alone and hide from their friends. The robot's friends know the robot can feel this way at times and the friends can't always help, but they can help the robot realise the sad song will soon end.

Brought to you by Flossy and Jim, this book encourages sensory development through vibrant illustrations and bold, easy to read text the child will be motivated to read, whilst the story will help them relate to the scenario. The child will grasp how the robot's emotions are up and down like the music the robot listens to. Parents too, reading the book with the child, will be able to understand that though they cannot always have a concrete solution, the sad song will soon end and sometimes, just being there helps.

the books



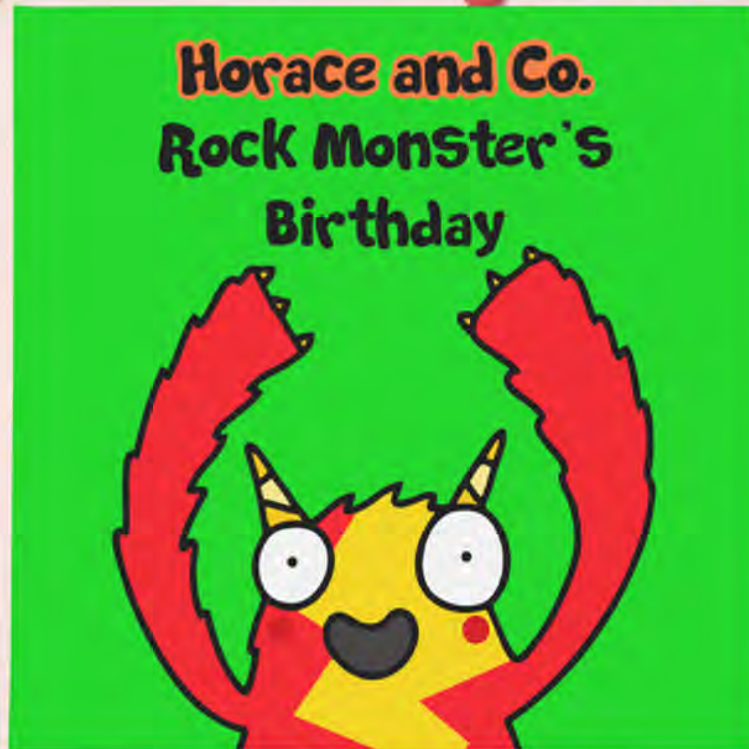
Custard the Wibbly-Wobbly DinoSaur

A book to teach kids that it's okay to be afraid! This book by Flossy and Jim, features a nervous dinosaur who's scared of everything, including spiders, monsters under the bed and even going outside. This dinosaur is a bit different from other Jurassic creatures, but, in this storybook, your child will find out that being different is what makes them who they are.

The wibbly-wobbly dinosaur book is rich in colour; the vibrant illustrations encourage your child's sensory development, making them receptive to the story they're following. The bold, easy to read text explains the scenario as it unfolds. The aim of the book is to help the child relate to how the dinosaur handles their fears with the help of their friends.



the books



Rock Monster's Birthday

Sometimes we can all feel frustrated, sad and angry. Rock Monster feels all of these feelings at his Birthday party when trying to show his friends his brand new electric guitar. Can the Rock Monster's friends calm him down or will he ruin the party with his outbursts?

Brought to you by Flossy and Jim, the Rock Monster's book is bold and bright with easy to read text and vibrant illustrations. The book encourages sensory development through eye-catching images that hold their attention.

The Rock Monster helps the child relate and understand their own struggles and how they can be overcome with a little help from their friends.



meet the gang - rock monster

Rock monster is the most confident member of the gang and is passionate about everything, so much so, he gets easily excited (especially when listening to rock music.) He is prone to a tantrum when he gets frustrated and he is also the tallest member of the gang. With his extra long heavy arms, he is the best at giving hugs.



meet the gang - horace

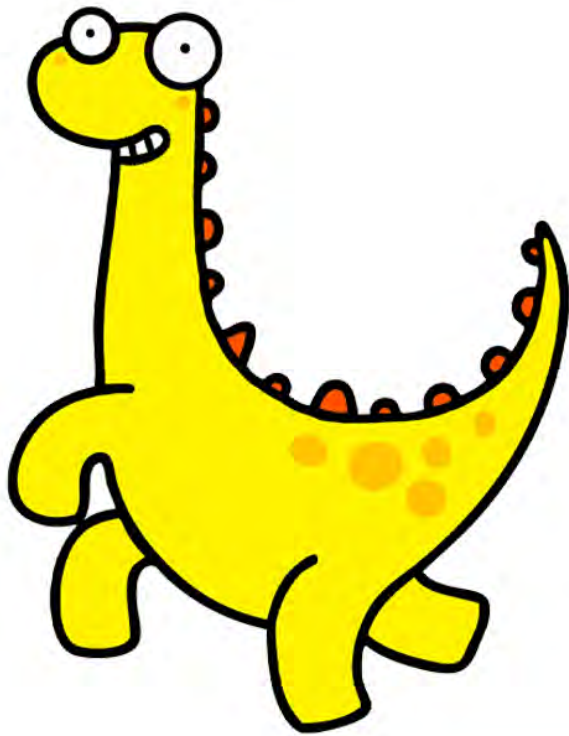
Horace is the most disgusted hamster and is very hard to please. He can appear quite rude at times but he doesn't mean to be. Horace is a keep fit fanatic and can do 100 pull-ups! He loves to eat cheese. He would actually like to marry cheese. This little hamster is very small and is the shortest member of the gang.



meet the gang - cuStard

Custard is unusually yellow for a dinosaur and is very shy and nervous. When he is with good friends he is the happiest, yellow dinosaur. Custard is extremely good at trampolining and when he bounces, all of his troubles fly away.

He once hit the sun he jumped so high!



meet the gang - bessie

Bessie the llama is the most curious member of the gang and is a keen adventurer, however, she does doubt herself a lot, she shouldn't - she is amazing, and all of her friends look up to her as an inspiration! Bessie is very proud of her fro'and owns it like the rockstar she is. Bessie can sometimes be a naughty and once she did a spit and got told off. (She doesn't do spitting anymore.)



meet the gang -flora

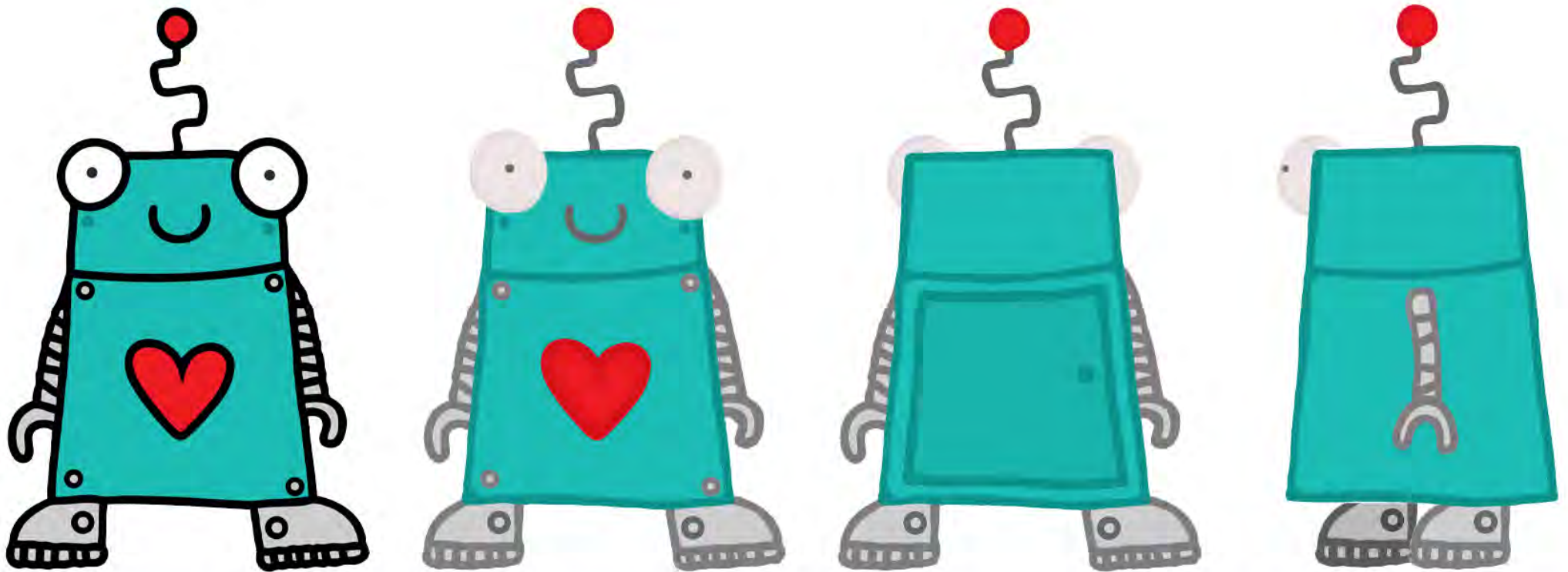
Flora is the most hopeful and optimistic unicorn in the whole wide world, although she does get jealous very easily and can sometimes go off in a huff. Flora has an amazing talent! Her golden magical horn can produce cupcakes on demand.

Yummy. We could all do with a friend like Flora, right?! She is also an amazing tap-dancer. Clippity Clop!



meet the gang - mr blue

A robot with emotion - Mr Blue is the most loving of all the gang. Mr Blue is so in touch with his emotions he can also become sad at the slightest thing. He is very sensitive. His antenna can play all the coolest tunes, and he is amazing at doing the robot dance! Of course!



meet the gang - cherry

A pink sloth that is full of surprises! Cherry is a bit of a worrier and is always biting her nails. However, she is very creative and loves painting, cooking and space travel. Bubble baths also make her very happy and help to relax her when she is feeling worried about something.



personalised books

Signature Books to create personalised 'Horace and Co' gift books.

When Lynette's son was diagnosed with autism she struggled to find any books or materials to help her prepare him for new experiences and situations.

So she set about writing her own humorous stories adding lots of fun illustrations and using these to help and encourage him to try new foods, with meeting new friends and prior to visiting new places.

Working with our Master Licensee for Publishing, Ferly, this idea went on to become "Horace and Co" - Horace and his gang of friend help each other to overcome their fears, giving kids confidence in everyday situations whilst supporting their developmental pathways.

In a project close to her heart Lynette says, "We are delighted to be partnering for personalised Horace and Co picture books with Signature Books.

"I am thrilled that Signature Gifts share my vision for creating books that help children to prepare for new experiences and their high-quality, personalised books are a perfect way to encourage a bond between the adult and the child who is being read to." said Lynette.

Signature already produce other licensed preproperties including:

Beatrix Potter, Thunderbirds, The Beano, and Ladybird.

Available in the U.K and U.S, three titles will launch in early 2019 and will include the child's name throughout the illustrations and on the cover making them the subject of each story.



retailers

Custom
Gifts



Gifts24-7.co.uk
Personalised Gifts & Gift Ideas for any Occasion
ClickandCollectGifts.co.uk

PukkaGifts.uk
Gifts For Any Occasion

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studio

freemans.com

next

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Personalised Moments

 *Signature*
GIFTS

awards

We were delighted that the personalised books from Horace & Co and Signature Gifts were shortlisted for the 'Best Preschool Publishing Range' in the Progressive Preschool awards.



Progressive Preschool Awards 2019 FINALIST



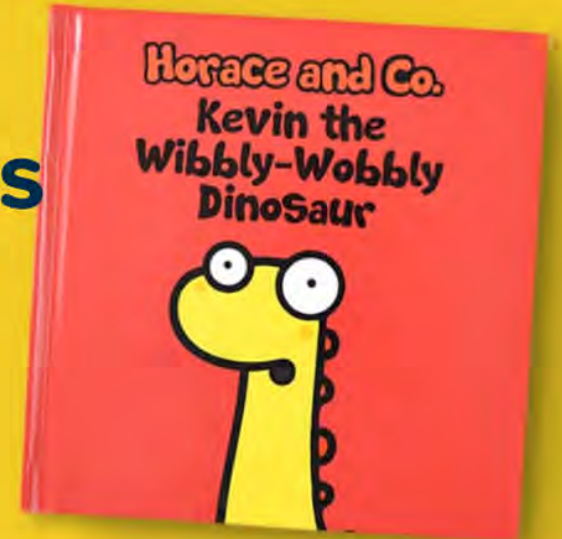


 Children's Reading Educational

Best Children's Books About Diversity

Written by Francesca BJORKEGREN

Last Updated on 16th December 2019



We were very excited to be featured in the 'Best children's books about diversity' by 'In the book'.

The members of the Horace and Co gang all have something that makes them different, that can help children learn about others. Bessie the llama has big curly afro hair which she rocks and all her friends love. Rock monster has extra long arms, which are the best for giving the best hugs!

Personalised Disgusted Hamster Book

We know that some children can be fussy eaters and seem afraid of trying new foods.

With our [Personalised Disgusted Hamster Book](#), you can tackle this issue head on! The Hamster in the story only likes cheese, and with a lot of encouragement from his friends he tries new foods.

By reading this book to your child, it will promote to them that being adventurous with food isn't scary and should be something to encourage. Yes, we'll all find a food we really love and want to eat it all day, every day, but it's important to show your children that eating different foods is healthy and a way to experience other countries' cultures.

autism

It's National Autism Awareness week. 📖 Take a look at the best practice to read to children with autism from industry leading experts such as **Flossy and Jim**: <http://bit.ly/2HX6wWP>



INTHEBOOK.COM

How to Engage an Autistic Child Through Reading | In The Book UK

Horace and Co children's books are social stories created to help children learn about themselves and the world around them. These stories are particularly useful for children with autism who can struggle with what others might feel ordinary.

We were delighted to be featured on the 'In the Book' website during National Autism Awareness week to help guide parents when reading to autistic children.



bookful books



bookful books

Flossy and Jim has embarked on a new partnership with the award-winning AR app Bookful to bring the Horace & Co storybooks to its mobile library.

Bookful is the brainchild of Inception XR, a content platform that delivers extended reality (XR) to readers. It boasts a library of over 100 books and games for children, creating a universe where books are brought to life in augmented reality.

Under the new deal, the Horace & Co titles will be available for download via the app and will include Horace the Disgusted Hamster, Custard the Wibbly-Wobbly Dinosaur and Where are you Mr Blue?

Each book featured in the app – available on the App Store and Google Play – will allow children to read the story with 3D animations that can be projected in the user’s environment using AR technology. This is supported by a suite of assistive reading functions including narration, subtitles, and interactive activities to engage the reader.

“We are so excited to be bringing books to life through augmented reality, the titles are sure to entertain, educate and delight both children and parents alike,” said Denise Deane, owner of Edutainment Licensing who brokered the deal.

“Bookful is about creating meaningful screen time,” said Benny Arbel, CEO, Inception. “We are on an educational mission to get kids excited about reading, and through 3D and AR reclaim some of the digital screen time for our favourite books and stories.”

The titles are to be marketed to English Language territories worldwide and will also be available in Mandarin, Japanese and Korean for a growing number of distribution partners in Asia and beyond.

bookrKIDS books

Horace & Co, the popular publishing property from Flossy and Jim, has partnered with the BookrKids digital library.

Created by Lynette Dare, the co-founder of Flossy and Jim, when she began writing her own stories for her autistic son, Horace & Co uses its stories to encourage children to try new foods, meet new friends and prepare to visit new places.

The books aim to help all children relate to everyday scenarios and understand how the world works, as they discover that everyone has qualities that are different.

The BookrKids App is an easy to use library application for children aged two to ten years old and features a vast library of interactive, educational stories. The library has been curated by a panel of children's literature experts and each is enriched with animation, narration, and text highlighting.

BookrKids also features a number of games related to particular stories, as well as sound effects and music.

"It's proven that using the application helps children improve reading skills and develop a good relationship with stories and quality literature, while thanks to the special features, the traditional books are presented to them in a form that they can easily find attractive," read a statement from the firm.



epic books



Horace & Co Get Epic!

In a deal brokered by our Master Publishing Licensee for Flossy and Jim, Kaiken Entertainment are delighted to announce a partnership for Horace & Co with Epic! in the USA.

Horace and his gang of friends help each other to overcome their fears, giving kids confidence in everyday situations and supporting their developmental pathways.

Epic! is the leading digital library for kids 12 and under with instant access to 25,000 of the best books, learning videos, quizzes and more.

Founded in 2013, the co-founders Suren Marksman and Kevin Donahue decided to build the first “epic” reading experience, designed just for kids.

Today, Epic! has grown into an award-winning subscription service, which gives millions of families and classrooms instant, unlimited access to thousands of books, videos and



Horace and Co.

Horace & Co picture books now on the PlayKids app!

PlayKids now has Horace and Co picture books on their app! Playkids is available as a free app download, where you can access some of the books, activities, games and content free of charge.

To watch any locked videos, a subscription is required. With the subscription, you can download and watch more than 50 children's titles, with more than 1000 videos, books, games and drawings in total.

While other video apps for kids usually feature only one cartoon, the PlayKids app brings a much bigger selection for your kids! They are also set in a safe environment for your children, without any advertising or inappropriate content.



the computer game

Market JS the B2B games developer have licensed 'Horace and Co' for a fun, cheese chasing, disgusted hamster adventure!

'Horace Vs Cheese' is sure to be an addictive, super fun, and cheesetastic gaming experience for all 'Horace and Co.' fans!



Summary

Horace and Co.

"Horace the hamster and his great gang of friends help each other to overcome their fears, giving kids confidence in everyday situations and supporting their developmental pathways."



Flossy and Jim

Horace and Co.

A range of children's books created by Flossy and Jim that are rich in colour to encourage sensory development and filled with easy to read text, the collection features a range of diverse characters and social stories to help children face every day scenarios others would usually find ordinary.



Flossy and Jim

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