

Discover  
nature

Nature Spotters



WildID guides



Wildlife packs





## WildID: trustworthy, user-friendly... and great value for retailers

As one of the UK's leading publishers of wildlife identification guides, we've been helping people explore nature since the 1940s.

Our experienced design team works closely with leading authors and illustrators, co-creating guides with nationally recognised bodies like Butterfly Conservation, Buglife and the Mammal Society. Each guide is rigorously tested by a panel of users and peer-reviewed by experts during development.

Tough enough for outdoor use whatever the weather, WildID guides are splashproof, rucksack-sized and light enough to carry all day.

With an RRP of only £4.00 and attractive margins for retailers, our fold-out guides are already stocked by over 200 UK outlets, including gift shops, visitor centres and many others. As well as WildID guides, we offer children's Nature Spotters books plus a range of gift items.

2023 is a great time to add wildlife guides and gifts to your range, with growing numbers of people valuing being in their gardens and the outdoors for their wellbeing.

Dr Rebecca Farley-Brown  
WildID Manager

**Ready to  
order?**

See page 13 for  
in-store displays,  
ordering and  
restocking



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## Our story

WildID is part of Field Studies Council, a registered charity established in 1943 and now the UK's leading provider of environmental identification guides and related adult training.

The vision of far-sighted pioneers working with evacuee children during the Second World War, we now welcome over 150 000 people each year to our field centres across the UK.

We give children their first experience of the countryside. We provide tuition for pupils with additional needs. We provide class groups with wellies and pond nets. And we do so much more...



Your customers can be reassured that buying from WildID helps us transform young lives by funding nature education, helping create the next generation of wildlife enthusiasts.

Read more about our charitable impact  
[www.field-studies-council.org/our-charitys-impact](http://www.field-studies-council.org/our-charitys-impact)



*WildID guides sound great.  
But what can you offer retailers?*

**Good question!**

- ✓ 40% discount on RRP available to retailers
- ✓ Free delivery on orders over £200
- ✓ No minimum order size
- ✓ In-store display equipment and merchandising available (see page 13)

*We take our environmental  
responsibility seriously. Do you?*

**YES! WildID guides have great green credentials**

- ✓ Responsibly sourced: 100% of our paper is Forestry Stewardship Council accredited
- ✓ Carbon neutral: with Woodland Carbon
- ✓ Vegetable-based inks since 2010
- ✓ Totally chlorine-free since 2005
- ✓ No single-use plastics
- ✓ UK manufacturing: over 95% printing within 30 miles of our HQ in Telford
- ✓ Charitable support: Buying WildID guides helps our charity support nature education (see page 3)



Rucksack sized:  
folding down to  
175mm x 245mm

Accompanying text  
helps to confirm  
identification

In-store display  
options available  
(see page 13)

Similar species  
arranged nearby  
for comparison

Accurate colour  
images make  
identification easy

**Excellent  
customer  
reviews**

94% people using  
WildID guides would  
recommend them to  
other people

"The guides give information and enhanced understanding of the natural wildlife to our valued and inquisitive customers, and help them identify the different species of natural wildlife that surrounds our nature reserve and cafe."



**Northumberland  
Wildlife Trust**

**Debbie Lewney, Hauxley Visitor Centre**

"The WildID guides were flying off the shelves over the May Day bank holiday weekend."



**Dŵr Cymru  
Welsh Water**

**Marianne Gray, Elan Valley Visitor Centre**

"FSC WildID laminated guides are a must-have for outdoor explorers."

"Their jewel-like illustrations capture the features of each subject and show just the right amount of detail for confident identification, including scale."

"Beyond the imagery, there is a wealth of information, laid out in with simple clarity that makes them very readable but with substance and depth that's useful to enthusiasts and ecologists alike."

**Paul Jupp, Meadow in My Garden**



## Park and garden birds

SKU OP52 • ISBN 978 1 85153 279 7

Is that a chaffinch, greenfinch or bullfinch at the bird feeder? Can you tell apart a song thrush from a mistle thrush? Covering the top 50 birds seen in parks and gardens, including ponds and rivers.



## Butterflies

SKU OP184 • ISBN 978 1 90881 945 1

Covering all 60 wild butterflies of Britain and Ireland, with beautiful colour life-sized paintings by acclaimed artist Richard Lewington. Co-created with Butterfly Conservation.



## Garden bugs and beasties

SKU OP162 • ISBN 978 1 90881 915 4

Head into the garden and peer among flowers, grasses and plant pots. Featuring common garden minibeasts, from shieldbugs to snails and froghoppers to flower beetles. Great for young explorers!



## Trees

SKU OP51 • ISBN 978 1 85153 861 4

Can you tell apart maple and sycamore? Beech and hornbeam? Pine, cedar, spruce and fir? Straightforward questions will quickly guide you to the right answers. Co-created with the Forestry Commission.



## Bees

SKU OP119 • ISBN 978 1 85153 230 8

Gardeners know the value of pollinators. Featuring 28 species of bees found in gardens, including mining bees, cavity-nesting bees and cuckoo bees as well as the Big Six bumblebees. Co-created with Buglife.



## Walks and wayside flowers

SKU OP176 • 978 1 90881 934 5

Looking for a quick guide to common wild flowers? Gardens, grassy tracks, quiet lanes, hedgerows, playing fields and canal towpaths are a great place to look. Features 42 different flowers to spot.



## Woodlands: trees, flowers and fungi

SKU OP195 • ISBN 978 1 90881 963 5

A woodland walk is a wonderful way to get outdoors and explore nature. Featuring 61 different trees, flowers, ferns and fungi, this guide will help you find plants all year round.



## Hedgerows

SKU OP134 • ISBN 978 1 85153 246 9

A great introductory guide to the countryside, with beautiful colour paintings of the common woody plants, wild flowers, berries and seed heads, birds, mammals and invertebrates that live in the hedgerow.



## Foraging

SKU OP168 • ISBN 978 1 90881 925 3

Written by an experienced forest schools leader, this is a great guide to take on a walk with children. It covers the top 25 most common and tasty plants that can be found from just outside your front door.



## Non-native invasive plants

SKU OP186 • ISBN 978 1 90881 949 9

31 terrestrial plants restricted by UK and Irish legislation, including perfoliate alexanders, pirri-pirri bur, skunk cabbage, Japanese knotweed, variegated yellow archangel and several cotoneasters.



for everyone • ages 8-80+  
full colour • splashproof • rucksack-sized  
retail £4.00 • trade £2.40 • margin 40%

## Dragonflies

SKU OP207 • ISBN 978 1 90881 983 3

Featuring all 20 damselflies and 26 dragonflies of Britain and Ireland, plus 5 common vagrant species. Designed for speedy identification in the field, with paintings shown at life-size.



## Ladybirds

SKU OP102 • ISBN 978 1 85153 297 1

There are 26 different ladybird species in Britain and Ireland. Beautiful colour paintings of all species by Chris Shields show the key colours and patterns to look out. Co-created with the UK Ladybird Survey.



## Day flying moths

SKU OP106 • ISBN 978 1 85153 215 5

Although most moths fly at night, many are active during the day. A surprising number can be seen in gardens. Featuring 103 species which fly in the daytime, including tiger moths, burnet moths and clearwings.



## Spiders

SKU OP69 • ISBN 978 1 85153 879 9

Featuring 40 common spiders seen in homes, unheated outbuildings and around gardens. Also includes a concise guide to web shapes. Co-created with the British Arachnological Society.



## Freshwater name trail

SKU OP39 • ISBN 978 1 85153 839 3

The classic pond-dipping guide! Used successfully by generations of children. The straightforward flow chart guides users quickly to the main groups of animals of ponds and streams.



for everyone • ages 8-80+  
full colour • splashproof • rucksack-sized  
retail £4.00 • trade £2.40 • margin 40%

## Ducks, geese and swans

SKU OP183 • ISBN 978 1 90881 944 4

Visiting a wetland reserve? Covering all 32 wild waterfowl in Britain including dabbling ducks, diving ducks, sawbills, swans and wild geese. Especially suitable for winter wildlife watching.



## Land mammals

SKU OP149 • ISBN 978 1 90881 900 0

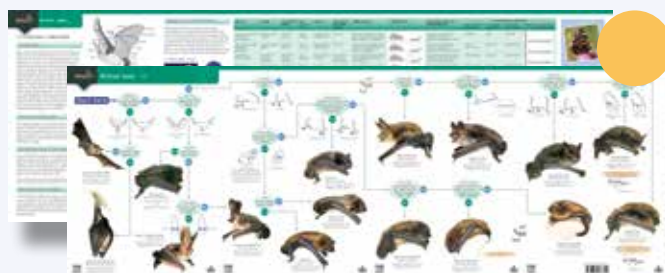
A fantastic identification guide to all of the major wild and naturalised terrestrial mammals in Britain, from hares and rabbits to rodents and deer. Co-created with the Mammal Society.



## Bats

SKU OP65 • ISBN 978 1 85153 875 1

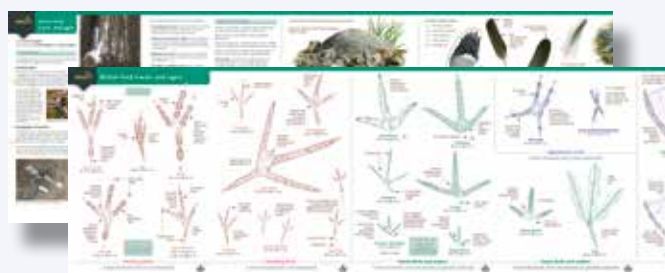
A question trail to identify all 16 British species with images of bats, plus a concise guide to bat calls when using a detector, for identifying bats in flight and at night. Co-created with the Mammal Society.



## Bird tracks and signs

SKU OP187 • ISBN 978 1 90881 950 5

Develop bushcraft skills by tracking birds in gardens, woodland, sandy beaches, snow and mud. Bird signs to look out for include footprints, tracks, droppings and evidence of feeding.



## Owls and owl pellets

SKU OP123 • ISBN 978 1 85153 235 3

Two guides in one: both a field guide to the 5 wild owls of the UK plus a guide to investigating the small mammal bones found in owl pellets. Co-created with the Hawk and Owl Trust.



## Seaside flowers

SKU OP188 • ISBN 978 1 90881 954 3

38 special flowers of cliffs, sand dunes, saltmarshes and shingle, from buck's-horn plantain and biting stonecrop to viper's bugloss and yellow-horned poppy. Many seaside flowers don't grow anywhere else.



## Seashells

SKU OP154 • ISBN 978 1 90881 906 2

From cockles to scallops, from limpets to topshells, this guide includes 40 common seashells to find around the coast. All pictures show empty shells. It's great for exploring beaches and rockpools.



## Summer coastal birds

SKU OP161 • ISBN 978 1 90881 914 7

28 birds to spot along the coast in summer. Featuring both cliff-nesting birds (like gannet and razorbill) and waders (like oystercatcher and avocet) as well as all the common seagulls.



## Rocky shore name trail

SKU OP61 • ISBN 978 1 85153 871 3

Going rockpooling? This guide covers the most common limpets, mussels, periwinkles, topshells, starfish, crabs and fishes you might see, plus seaweeds, lichens and sponges. Ideal for ages 7-11.



## Cetaceans and seals

SKU OP155 • ISBN 978 1 90881 907 9

A guide to marine mammals, featuring 25 species of seals, dolphins, porpoises and whales most likely to be seen in British and Irish waters. Co-created with Whale and Dolphin Conservation.



# Nature Spotters

A5 pocket size books • ages 8-14  
modern spotters guides • writable  
retail £5.00 • trade £3.00 • margin 40%

## In the Garden

SKU NS01 • 978 1 90881 947 5

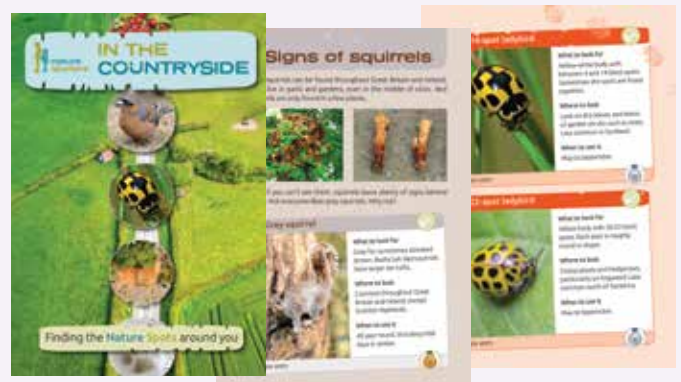
Go out into the garden and gaze among the flowers, grasses and plant pots. From birds and butterflies to pollinators and plants, each will win you a bronze, silver or gold medal. Can you find all 80 Nature Spots?



## In the Countryside

SKU NS02 • 978 1 90881 948 2

Head out into the countryside and explore the fields, hedgerows and waysides. From ladybirds and squirrels to wild flowers and animal tracks, there's wildlife to see all year round. Can you find all 80 Nature Spots?



## In Trees and Woodland

SKU NS03 • 978 1 90881 961 1

Explore trees, woods and forests. From broadleaved and conifer trees to shieldbugs and fungi, there are Nature Spots to see all year round. Can you find all 80 Nature Spots?



## At the Seaside

SKU NS04 • 978 1 90881 962 8

From barnacles and bladder wrack to starfish and sea squirts, head out to the coast and explore sandy beaches, rock pools, clifftops, dunes and saltmarshes. Can you find all 80 Nature Spots?



In-store display  
options available  
(see page 13)

# Wildlife packs

for everyone • ages 8-80+  
presentation pack of 5 fold-out guides  
retail £17.50 • trade £12.25 • margin 30%

## Garden safari

SKU WP11 • 978 1 90881 967 3

Explore the wildlife of our gardens

Garden bugs and beasties • Ladybirds  
Butterflies • Spiders • Park and garden birds



## Seashores

SKU WP12 • 978 1 90881 968 0

Amazing wildlife of our coastline

Seashells • Rocky shore • Summer coastal  
birds • Cetaceans and seals • Seaside flowers



## Woodlands

SKU WP13 • 978 1 90881 969 7

Over 100 flowers, fungi and animals to see

Woodlands: trees, flowers, fungi • Tree name  
trail • Hedgerows • Ferns • Ancient woodland



## Winged insects

SKU WP14 • 978 1 90881 970 3

Garden insects that buzz, drift or zoom

Bees • Shieldbugs • Butterflies •  
Day-flying moths • Hawkmoths



## Birds

SKU WP15 • 978 1 90881 971 0

Birds of gardens, countryside and water

Park and garden birds • Birds of prey •  
Owls • Ducks, geese and swans • Bird tracks



## Ponds

SKU WP16 • 978 1 90881 972 7

What's in your pond?

Freshwater trail • Water plants • Tadpoles •  
Dragonflies • Ducks, geese and swans





## In-store displays

Drive impulse sales of WildID guides in-store with our specially customised displays.

Available free on loan, they are delivered with stock and merchandising ready to be placed out.

We have a range of options to suit all retail needs.

## Restocking options

### ✓ Fast Top-up

Don't run out of guides! We will send you half as much stock again.

### ✓ Bespoke Restock

Choose whichever guides and whatever quantities you need



Contact our sales team on 01952 208910  
or [publications@field-studies-council.org](mailto:publications@field-studies-council.org)

Ready to  
order?

## Counter-top **£144**

- **Display type:** Counter-top, free on loan (base 1 sq ft, height 2 ft, holds 60 guides)
- **Stock: 60 WildID guides**  
20 copies of any 3 titles  
(to suit your location and customers)  
OR choose from 5 ready-made options\*
- **Margin:** 40%
- **Cost for Full Restock:** £144
- **Sales per linear foot:** £240



\* Choose from 5 ready-made options to suit your customers

1. Gardens package: Park and garden birds; Butterflies; Garden bugs and beasts.
2. Birds package: Park and garden birds; Ducks, geese and swans; Birds of prey;
3. Pollinators package: Bees; Butterflies; Ladybirds.
4. Plants package: Wayside, plants; Woodlands; Foraging.
5. Seaside package: Seashells; Seaside flowers; Summer coastal birds.

## Spinner with Half Fill **£360**

- **Display type:** 4-sided spinner, free on loan (base 2 sq ft, height 6 ft, holds 300 guides)
- **Stock: 150 WildID guides**  
Choose any 150 guides  
OR 20 of each Top sellers 1-5 & 10 of each Top sellers 6-10
- **Margin:** 40%
- **Cost for Fast Top-up:** £180  
10 of each Top sellers 1-5 & 5 of each Top sellers 6-10
- **Cost for Full Restock:** £360
- **Sales per linear foot:** £300

See pages 6-10 for Top sellers

- Top sellers 1-5
- Top sellers 6-10
- Top sellers 11-15

## Spinner with Full Fill **£660**

- **Display type:** 4-sided spinner, free on loan (base 2 sq ft, height 6 ft, holds 300 guides)
- **Stock: 300 WildID guides**  
Choose any 300 guides  
OR 30 of each Top sellers 1-5 & 10 of each Top sellers 6-15
- **Margin:** 45%
- **Cost for Fast Top-up:** £330  
20 of each Top sellers 1-5 & 5 of each Top sellers 6-15
- **Cost for Full Restock:** £660
- **Sales per linear foot:** £600

See pages 6-10 for Top sellers

- Top sellers 1-5
- Top sellers 6-10
- Top sellers 11-15



Special offer prices on the page are valid until 30 September 2023



# 2023 Product catalogue

**WildID guides • Nature Spotters • Wildlife packs**

As one of the UK's leading publishers of wildlife identification guides, we've been helping people explore nature since the 1940s.

See why over 200 visitor centres, gift shops and other retail outlets stock WildID guides. Trustworthy, user-friendly... and great value.



**Ready to  
order?**

Tel 01952 208910

Email [publications@field-studies-council.org](mailto:publications@field-studies-council.org)

Field Studies Council Ltd

Unit C1, Stafford Park 15, Telford, TF3 3BB, UK

[www.field-studies-council.org/trade](http://www.field-studies-council.org/trade)