



*Yop & Tom*

RETAIL PACK  
& CATALOGUE

2023

# WHO WE ARE

## WE CREATE THE NOTEBOOKS TO BRING YOUR DREAMS TO LIFE

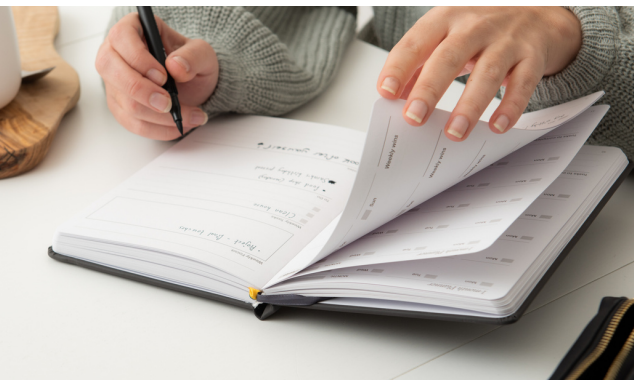
We're Yop and Tom. Two friends from London who came together in 2019 with one big goal in mind, to help people fulfil their potential.

The simple process of planning and journaling allows people to express themselves creatively, achieve more and live their fullest lives.

Each Yop & Tom notebook is designed with intention to help empower you, restore your sense of creativity and take back control of your life.

So that you can live with less chaos and more purpose. And, finally, see your dreams make their way out into the world.

## WE BELIEVE YOUR IDEAS ARE TOO IMPORTANT TO STAY INSIDE YOUR HEAD



We know that when something looks good, you're going to feel good using it. That's why we make design a priority for all of our products.

Because life's too short to spend it dreaming, wishing and hoping. You should be living out those dreams, and that's exactly what our notebooks help you do.

*Yop & Tom*



# OUR COMMUNITY

## A HIGHLY ENGAGED AND LOYAL COMMUNITY OF STATIONERY LOVERS

Amongst our biggest fans we have a highly engaged community of creatives, entrepreneurs, students, teachers and young parents. Our community loves to blend their creativity with practicality. Many of our customers are perfectionists and therefore pay great attention to detail.

### INTERESTS



### SOCIAL MEDIA

Our community are highly engaged on social media, especially on Instagram, TikTok and Pinterest. They will often tag @yopandtom in posts showing their creative designs using our products



### NEWSLETTER

## THE WEEKLY SPREAD

FROM *Yop & Tom*

### YOUR WEEKLY JOURNALING COMPANION

- Yop & Tom articles and blogs
- Weekly content from the wider journaling community
- Links to articles and videos of journaling tips and tricks
- Interviews with people from the community



### DEMOGRAPHICS

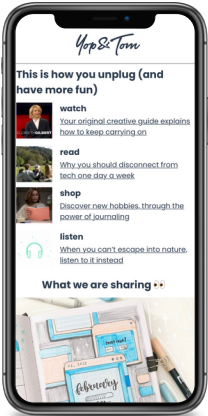


### PRIMARY AGE RANGE

18-30

### SOLD WORLDWIDE

Europe  
The Americas  
Asia



# OUR PRODUCTS

## NOTEBOOKS AND PLANNERS FOR DREAMERS AND DO-ERS

Our community love our range of notebooks, journals and planners for their minimalistic design and attention to detail . All of our journals have:



**Vegan leather cover**



**Extra thick paper**



**Sustainably sourced materials**



**Attention to detail**



### DOT GRID JOURNALS

A typical favourite for all people who love bullet journaling, the A5 dot grid journal is loved by our community for its extra-thick paper, dot grid layout, grid guide and vegan leather cover design.

### DOT GRID PRACTICE PAD

The Dot Grid Practice Pad is the perfect companion to the Yop & Tom Dot Grid Journals. Practice your designs with this 100 page tear off pad before you create them in your journal.



### POWER OF 3 - GOAL PLANNERS

The Power of 3 is the paper planner that puts your potential into your own hands by making your goals meaningful, memorable and manageable. It's time to design goals that matter to you and bring them to life week by week, with a system that actually works

### LINED JOURNALS

When inspiration strikes, this lined journal, with its thick uncoated paper, is perfect for jotting down those all-important notes. It makes for a perfect gift for avid journalers and stationery lovers.





# A5 Dot Grid Journals

RRP £19.99

## VEGAN LEATHER COVER

- Stain-resistant PU leather
- Debossed with gold foiling

## EXTRA THICK PAPER

- Pure white 160 GSM paper
- Acid-Free paper (PH value 7.0-8.0)
- Sustainably sourced

## DIMENSIONS

A5: 148x210mm

## STYLES

Available in 5 styles and a variety of colours

## FURTHER DETAIL

- Lay-flat binding (sewn)
- 5mm Grid
- 160 pages (152 dot grid pages)
- Back-page envelope
- Key, Index and Pen Test Pages
- 1 Bookmark ribbon
- Elastic fastener
- Includes Grid Guide except Cloud emblem journals



## MOON & STARS EMBLEM



Midnight Blue

DGRD-MNB-MST



Blush Pink

DGRD-BLP-MST



Forest Green

DGRD-GRN-MST



Charcoal

DGRD-CHA-MST



Sage Green

DGRD-SGN-MST

## HUMMINGBIRD EMBLEM



Deep Ocean

DGRD-DEO-HUM



Charcoal

DGRD-CHA-HUM



Forest Green

DGRD-GRN-HUM



Burnt Orange

DGRD-ORA-HUM

## CLOUD EMBLEM



Sunshine Yellow

DGRD-YEL-CLD



Pastel Peach

DGRD-PEA-CLD



Eggshell Blue

DGRD-EGG-CLD

# A5 Dot Grid Journals

## TAROT HAND EMBLEM



Charcoal

DGRD-CHA-THD



Deep Ocean

DGRD-DEO-THD

## DANDELION EMBLEM



Midnight Blue

DGRD-MNB-DAN



Sage Green

DGRD-SGN-DAN

## BUTTERFLY EMBLEM



Burnt Orange

DGRD-ORA-BFL



Sage Green

DGRD-SGN-BFL

## GRID GUIDE INSERT



- Used to plan designs in journal grid structure



# A5 Dot Grid Practice Pad

RRP £7.99

## DESIGN

- Dot Grid Journal layout
- Grid guide and grid markers to structure your designs
- 100 perforated tear off sheets

## THICK PAPER

- Pure white 100 GSM paper
- Acid-Free paper (PH value 7.0-8.0)
- Sustainably sourced

## DIMENSIONS

A5: 148x210mm

## FURTHER DETAIL

- Companion to the Yop & Tom Dot Grid Journals
- Includes Grid Guide

## PRACTICE PAD



Charcoal

PRAC-CHA-PCL



# A5 Lined Notebooks

RRP £17.99

When inspiration strikes, this lined journal, with its thick uncoated paper, is perfect for jotting down those all-important notes. It makes for a perfect gift for avid journalers and stationery aficionados and comes packed with these features:

### VEGAN LEATHER COVER

- Stain-resistant PU leather
- Debossed with gold foiling

### THICK PAPER

- Pure white 120 GSM paper
- Acid-Free paper (PH value 7.0-8.0)
- Sustainably sourced

### DIMENSIONS

A5: 148x210mm

### STYLES

Available in 4 styles and 5 colours.

### FURTHER DETAIL

- Lay-flat binding (sewn)
- Medium ruled: 7.3mm
- Back-page envelope
- 180 pages
- Fastener
- Divider Ribbon



### BEE EMBLEM



Charcoal

LINE-CHA-BEE



Sunshine Yellow

LINE-YEL-BEE

### MOON AND STARS EMBLEM



Forest Green

LINE-GRN-MST



Midnight Blue

LINE-MNB-MST

### HUMMINGBIRD EMBLEM



Forest Green

LINE-GRN-HUM

### BUTTERFLY EMBLEM



Blush Pink

LINE-BLP-BFL





# Power of 3® Undated Goal Planners

RRP £19.99

A weekly planner and goal planner in one, this undated planner helps to organise and achieve your goals, with a simple system inspired by science.

## VEGAN LEATHER COVER

- Stain-resistant PU leather
- Debossed with gold foiling

## THICK PAPER

- Pure white 120 GSM paper
- Acid-Free paper (PH value 7.0-8.0)
- Sustainably sourced

## DIMENSIONS

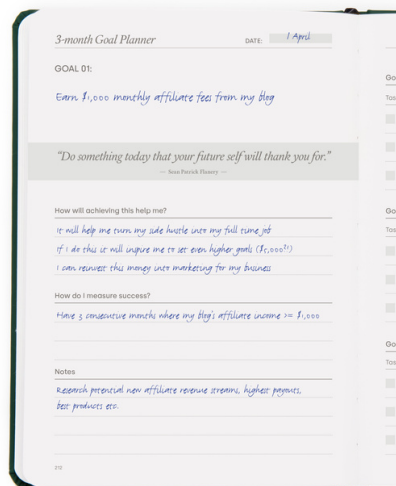
A5: 148x210mm

## STYLES

Available in 3 colours

## FURTHER DETAIL

- Lay-flat binding (sewn)
- 222 pages, with a yearly overview and focus, 4 quarterly spreads, 12 monthly spreads and 53 weekly spreads
- Important Dates and Contacts pages
- Fastener
- 3 divider ribbons



## POWER OF 3



Forest Green  
PWR3-GRN



Charcoal  
PWR3-CHA



Sunshine Yellow  
PWR3-YEL



# BECOME A STOCKIST

JOIN THE YOP & TOM JOURNEY

Add Yop & Tom to your catalog  
to offer our premium journals  
and planners to your customer  
base.

If you have any questions, drop  
us a line.

[tom@yopandtom.com](mailto:tom@yopandtom.com).



VISIT OUR WEBSITE  
FOR MORE  
INFORMATION



[www.yopandtom.com](http://www.yopandtom.com)



FOR FURTHER INFORMATION DROP US AN EMAIL AT [TOM@YOPANDTOM.COM](mailto:TOM@YOPANDTOM.COM)