



2023 Trade Catalogue



Butterfly Kits

Watch em Grow, Then Let 'em Go!



Giant ↑
Butterfly Garden®

Butterfly ↑
Pavilion®

Original ↑
Butterfly Garden®



#LD
Live Butterfly Display

High-Converting, In-Store Displays
FREE When you order 10 or more Butterfly Kits!*

* Paper Butterfly version or Cup of Caterpillars available.
Indicate which you prefer on order form. Only one per customer per year.



#NLD
Mock Butterfly Display

We are STEM Authenticated™ and STEAM Accredited™

A range of our products have been awarded the STEM Authenticated™ and STEAM Accredited™ Trustmarks. These products have exhibited a true excellence in Science, Technology, Engineering, Arts and Mathematics Education!



Butterfly Kits

Watch em Grow, Then Let 'em Go!



Butterfly Garden

The Classic!

A Family Favourite since 1969!

Insect Lore's best seller continues to stand the test of time. Watch caterpillars change into Painted Lady Butterflies!

Key Features:

- 30cm tall reusable pop-up habitat
- Super clear mesh for better butterfly viewing
- Feeding pipette and instructions
- Voucher for 3-5 FREE* Caterpillars and Food (*a small p&p fee is all that's required)
- Habitat folds flat when not in use



Butterfly Garden®

Item #: 01010T Case Pack: 10

UPC: 7 35569 01010 7



Package Dimensions in cm:
Item # 01010T - 30W x 3D x 30H



Giant Butterfly Garden®
Item #: 01070 Case Pack: 6
UPC: 7 35569 01070 1



Package Dimensions in cm:
38W x 5.7D x 30H



Giant Butterfly Garden

The Deluxe!

The giant-sized version of Insect Lore's best seller! Includes bonus set of Insect Lore's Butterfly Life Cycle Figurines - the perfect educational complement to your butterfly raising activities!

Key Features:

- Extra tall 45cm reusable pop-up habitat
- Super clear mesh for better butterfly viewing
- Feeding pipette and instructions
- Voucher for 6-10 FREE* Caterpillars and Food (*a small p&p fee is all that's required)
- Habitat folds flat when not in use

Includes Butterfly Life Cycle Figurines - a £7.99 Retail Value!



Insect Kits



Butterfly Pavilion

The Ultimate!

The more the merrier! More caterpillars (6-10) and more habitat (60cm tall) provides families with the ultimate butterfly raising experience!

Key Features:

- 60cm tall reusable pop-up habitat
- Super clear mesh for better butterfly viewing
- Feeding pipette and instructions
- Voucher for 6-10 FREE* Caterpillars and Food (*a small p&p fee is all that's required)
- Habitat folds flat when not in use

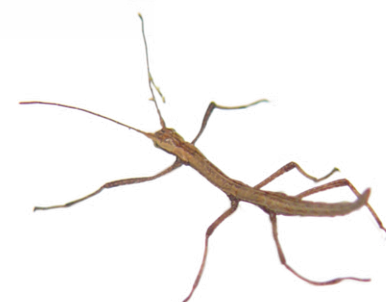
Butterfly Pavilion®
Item #: 01030 Case Pack: 6
UPC: 7 35569 01030 5

Package Dimensions in cm:
38W x 5.1D x 38H



Living Twig - Stick Insect Kit
Item #: 01060 Case Pack: 6
UPC: 7 35569 01060 2

Package Dimensions in cm:
30.5W x 7.6D x 30.5H



Living Twig Kit

Raise a "Living Twig" from a tiny seed-like egg!

Watch your stick insects shed their skin and mimic a branch swaying in the wind! They like to play "hide and seek". Can you find them?

Key Features:

- 30cm tall Reusable pop-up habitat
- Super clear mesh for better viewing
- Brush and instructions
- Voucher for 8-10 FREE* Stick Insect Eggs (*a small p&p fee is all that's required)
- Habitat folds flat when not in use

Butterfly Garden Home School Edition



Butterfly Garden Home School Edition

View your butterflies in a whole new way!

Watch the amazing changes, in our specially developed 4-sided habitat with Ultra-Clear™ front viewing section.

Key Features:

- 30cm tall reusable habitat with Ultra-Clear™ viewing section
- Tuck away panel teaching all 4 stages of the life cycle of a butterfly
- PREPAID voucher for 3-5 FREE* Caterpillars (*NO p&p required)
- STEM Butterfly Diary with fun activities to complete during the process
- Flower-shaped Butterfly Feeder, Chrysalis Holding Log, instructions and feeding pipette
- Habitat folds flat when not in use



Butterfly Garden Home School Edition

Item #: 01035 Case Pack: 12
UPC: 7 35569 01035 0



Package Dimensions in cm:
34.9W x 4.4D x 28.9H



Life Cycle Collection

Watch your
Very Hungry Caterpillars
grow and change!

World of Eric Carle™ The Very Hungry Caterpillar™ Butterfly Growing Kit

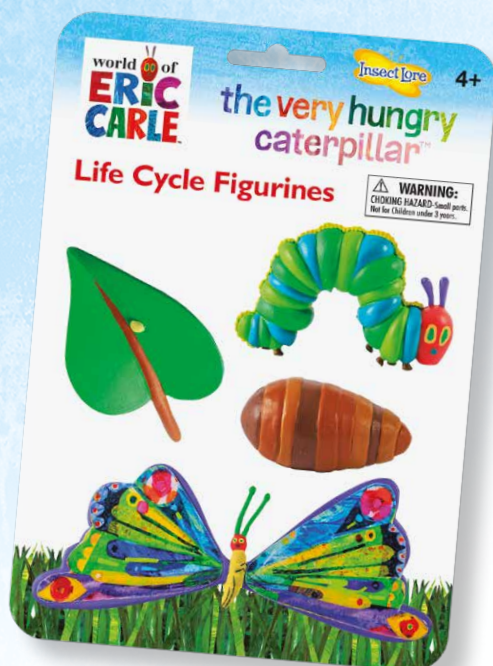
A wonderful combination of
Eric Carle's beloved classic
story and actual caterpillar
metamorphosis

- Special World of Eric Carle Habitat (30cm tall)
- Grow 3-5 Painted Lady Butterflies
- Customer receives voucher for 3-5 FREE* Very Hungry Caterpillars (*a small p&p fee is all that's required)
- Feeding pipette and instructions
- **As a Bonus**, a surprise Fruit or Snack Butterfly Feeder with every kit!




**Hungry Caterpillar
Growing Kit with Voucher**
Item #: 08101 Case Pack: 20
UPC: 7 35569 08101 5

Package Dimensions in cm:
30W x 5.7D x 30H



World of Eric Carle™ The Very Hungry Caterpillar™ Life Cycle Figurines

- Stunning, super-sized, chunky figurines
- Teaches the metamorphosis story
- Includes Egg on Leaf, The Very Hungry Caterpillar™, Cocoon (yeah, we know!) and Beautiful Butterfly

**The Very Hungry Caterpillar™
Life Cycle Figurines**
#8300 Case Pack: 6
UPC: 7 35569 08300 2

Package Dimensions in cm:
18W x 4.3D x 25.3H



"Nature Collection"

A colourful assortment
offering young scientists playful ways
to explore the natural world!



The World of Eric Carle™ Creature Peeper

- Observe a Bad Tempered Ladybird above and below
- 3X magnified viewing chamber for any bugs or nature specimens

The World of Eric Carle Creature Peeper

#08120 Case Pack: 6
UPC: 7 35569 08120 6



Package Dimensions in cm:
10.2W x 10.2D x 24H

The World of Eric Carle Bug Jar

#08135 Case Pack: 6
UPC: 7 35569 08135 0



Package Dimensions in cm:
11W x 11D x 17.5H

The World of Eric Carle™ Bug Jar

- Classic Bug Jar in World of Eric Carle colours
- Shatterproof, with easy grip handle
- Bad Tempered Ladybird included



The World of Eric Carle Bug Goggles

#08145 Case Pack: 12
UPC: 7 35569 08145 9



Package Dimensions in cm:
15.2W x 7.75D x 21H

The World of Eric Carle Bug Carrier

#08130 Case Pack: 12
UPC: 7 35569 08130 5



Package Dimensions in cm:
12.5W x 3.8D x 17.6H



The World of Eric Carle™ Bad Tempered Ladybird Bug Carrier

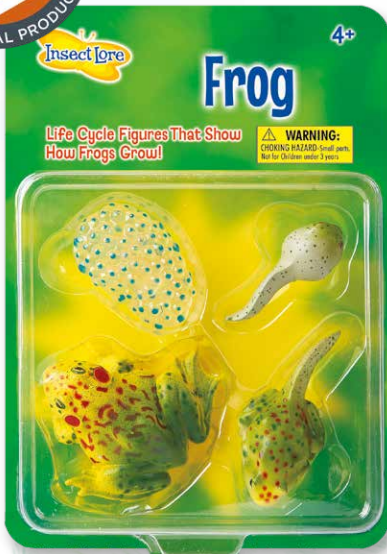
- Carrier vessel decorated with Bad Tempered Ladybird and Very Hungry Caterpillar
- Bad Tempered Ladybird Included
- Leafy carabiner clips to belt or backpack

The World of Eric Carle™ Bug Goggles

- Special storybook orange eyes
- Hinged, prismatic lenses
- LOOK like a Bug, SEE like a Bug!

Life Cycle Figurines

For Hands-On Learning!



Butterfly Life Cycle Stages

Item #: 04760 Case Pack: 12
UPC: 7 35569 04760 8



Ladybird Life Cycle Stages

Item #: 06090 Case Pack: 12
UPC: 7 35569 06090 4



Bee Life Cycle Stages

Item #: 02215 Case Pack: 12
UPC: 7 35569 02215 5



Ant Life Cycle Stages

Item #: 06110 Case Pack: 12
UPC: 7 35569 06110 9



Frog Life Cycle Stages

Item #: 02610 Case Pack: 12
UPC: 7 35569 02610 8



Package Dimensions in cm:
15W x 3.3D x 21.5H

Life Cycle Stages

Realistic!

Oversized, anatomically correct figurines show how bugs and frogs metamorphose and grow! Interesting poses and accurate painting promote interest and learning. Perfect for school and home projects and just for plain fun!

Key Features:

- Realistically sculpted, hand painted, and depicted
- Four life stages per style
- Great for learning, sequencing, and nature study

Bug Fun!

Nature Fun For Kids

Buzzerks

Look like a bug! See like a bug!

Buzzerks give kids a real bug-eyed view of the world with hinged prismatic lenses that allow true compound insect vision.

Key Features:

- Specially designed compound "bug-eyed" prismatic lenses
- Fun, larger-than-life bug features



Buzzerks Assorted Case (12 pcs.)

Item #: 02190 Case Pack: 12

UPC: 7 35569 02190 5



Package Dimensions in cm:
15.2W x 7.75D x 21H

Butterfly Net

Compact Packaging

Finally a net that's easy to display!

Key Features:

- 34.5cm long when assembled
- Durable frame and deep, secure netting
- Detachable handle for easy storage
- Compact packaging with counter display



Butterfly Net

Item #: 05020 Case Pack: 8

UPC: 7 35569 05020 2



Package Dimensions in cm:
14W x 5D x 34.3H

Pop-up Port-A-Bug

The habitat that goes where you go!

Pop it open and get ready for critter catching!

Key Features:

- Lightweight, escape-proof ventilated chamber
- Handy carrying clip snaps on belt or backpack



Port-a-Bug® Display

Item #: 02670 Case Pack:

1 (24)

UPC: 7 35569 02670 2



Package Dimensions in cm:
33W x 27D x 17H

Butterfly Feeder

The Sweeter Butterfly Feeder

Fill with sweet nectar and watch butterflies stop by for a tasty snack!

Key Features:

- Colourfully designed to attract wild butterflies
- Felt flower stamens soak up the nectar



Butterfly Feeder

Item #: 02020 Case Pack: 12

UPC: 7 35569 02020 5



Package Dimensions in cm:
12.7W x 4.3D x 15.1H

Magnifiers & Viewers

For a Bug's Eye View!



Creature Peeper

View from Above and Below!

Best seller combines 3X magnification with a periscope-style mirror.

Key Features:

- Escape-proof interactive viewer
- Plastic, squishy ladybird included

Creature Peeper®

Item #: 02770 Case Pack: 12
UPC: 7 35569 02770 9



Package Dimensions in cm:
10W x 10.8D x 23.5H

Watch A Bug

Anytime is Bug Time!

Portable bug viewer

Key Features:

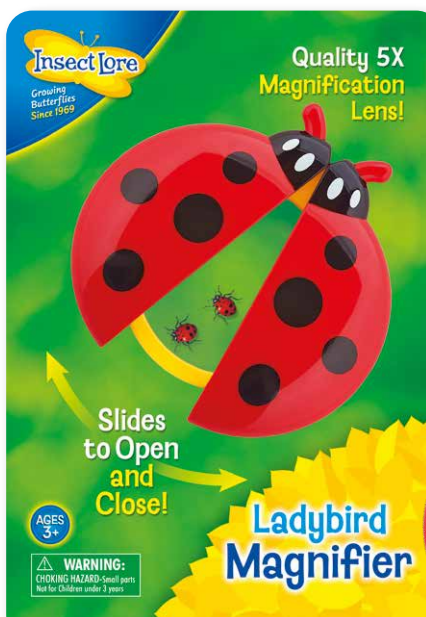
- Pop open, snap shut chamber
- See-through mesh canopy watch
- One-size-fits-all wristband
- Includes squishy ladybird to get the viewing started!

Watch-A-Bug® (carded)

Item #: 02710 Case Pack: 12
UPC: 7 35569 02710 5



Package Dimensions in cm:
15W x 7.4D x 21.5H



Ladybird Magnifier

Designed specifically for little hands!

- Fun Ladybird opens its wings to reveal a surprise magnifying lens
- Quality 5X Magnification

Ladybird Magnifier

Item #: 02951 Case Pack: 12
UPC: 7 35569 02951 2



Package Dimensions in cm:
14.2W x 2D x 20.7H



Magnifiers & Viewers

For a Bug's Eye View!



Clip-On Critter Carrier

3X Magnification!

Always Adventure-Ready!

Key Features:

- Leafy carabiner for clipping to a belt loop or back pack
- Powerful 3X magnifying lid
- Even includes a special soft, squishy ladybird to get the viewing started!

Clip-On Critter Carrier
Item #: 02751 Case Pack: 24
UPC: 7 35569 02751 8



Package Dimensions in cm:
12.7W x 3.8D x 17.8H



Classic Ventilated Bug Jar

Best Ever Bug Jar!

Best Ever Bug Jar
Item #: 02730 Case Pack: 12
UPC: 7 35569 02730 3



Package Dimensions in cm:
11W x 11D x 17.5H

Designed with critter comfort in mind!

Key Features:

- Breathable mesh top
- Safe and shatter-proof
- Squishy ladybird included
- Easy-grip leafy lid and handle



Butterfly Mini Magnifier

Great for little hands!

Key Features:

- Brightly coloured butterfly magnifiers to catch attention on the shelves!
- Handy wrist strap to keep the magnifier from getting lost!

Butterfly Mini Magnifier
Item #: 02900 Case Pack: 24
UPC: 7 35569 02915 4



Package Dimensions in cm:
9.5W x 2D x 13.3H



Magnifying Bug Jar

3X Magnification!

Designed with critter comfort in mind!

Key Features:

- Giant scratch resistant lens
- Powerful 3X magnification
- Safe & shatter-proof

Big Bug Magnifying Jar
Item #: 05180 Case Pack: 12
UPC: 7 35569 05180 3



Package Dimensions in cm:
12.1W x 12.1D x 22.5H

Impulse Items

Bug Fun!



Wind-Up Butterflies

Wind 'em up and Let 'em go!

- Elastic band-powered favourites
- 4 Styles, compact display



Wind-Up Butterfly 48pc Display
Item #: 03860 Case Pack: 1 (48)
UPC: 7 35569 03860 6



Package Dimensions in cm:
29.2W x 9.5D x 18H

3D Butterfly Stickers

Stickers with a little bit extra!

- Glittery 3D 2-layer butterflies
- 3 styles, 10 butterfly stickers per pack



3D Butterfly Sticker 48pc Display

Item #: 03801 Case Pack: 1 (48)
UPC: 7 35569 03800 2



Package Dimensions in cm:
28W x 18D x 16.5H



Ladybird Gel Stickers

Vibrant and jewel-like!

Ideal for teachers, crafting, parties, and more!

Key Features:

- One sheet of 39 stickers.
- Sizes of ladybirds vary.

Ladybird Stickers

Item #: 06030 Case Pack: 48
UPC: 7 35569 06030 0



Package Dimensions in cm:
7.6W x 19.6H



Butterfly Lace Wings

Let your shoes fly!

- 4 designs: Blue, Purple, Pink and Orange
- One size fits all



Butterfly Lace Wings 48pc Display

Item #: 03900 Case Pack: 1 (48)
UPC: 7 35569 03900 9



Package Dimensions in cm:
14W x 18.5H

Impulse Items

Bug Fun!



Lots O' Ladybirds

Squishy Loveliness

Imagine a dozen soft, squishy Ladybirds!

- Completely irresistible, over-sized and anatomically correct!
- Great for counting, sorting, arranging, adding to play sets, and simply having fun!

Lots O' Ladybirds
Item #: 04852 Case Pack: 12
UPC: 7 35569 04852 0

Package Dimensions in cm:
17.3W x 1.3D x 25H



Bug Eyes

See like a bug!

Each Bug Eyes features one of our lovable mascots!

- Each Blind Bag is packaged randomly. Collect all 6 including the Bug Eyes 'Surprise'!
- Prism Viewer, to see like a bug
- Colourful and fun and great for little hands!

Bug Eyes
Item #: 03700 Case Pack: 12
UPC: 7 35569 03700 5

Package Dimensions in cm:
8.9W x 3.2D x 14H



Bunch O' Butterflies

18 Colourful Butterflies

Big Bunches of Fun!

Key Features:

- Anatomically detailed butterflies
- Resealable storage tube
- Impulse priced

Big Bunch O' Butterflies
Item #: 04842 Case Pack: 6
UPC: 7 35569 04842 1

Package Dimensions in cm:
3.8W x 3.8D x 25.5H



Bunch O' Bugs

18 Colourful Bugs

Big Bunches of Fun!

Key Features:

- Anatomically detailed insects and arachnids
- Resealable storage tube
- Impulse priced

Big Bunch O' Bugs
Item #: 04840 Case Pack: 6
UPC: 7 35569 04840 7

Package Dimensions in cm:
3.8W x 3.8D x 25.5H



Displays

Eye-Catching, Space-Efficient



Butterfly Garden and Insect Kit Displays

Slimline display featuring up to 3 of our best-selling kits!

This display stand is a great introduction to some of our best-selling Insect Kits. Whether you choose to stick with one kit or include a variety, this stand is perfect for those with limited floor space.

Key Features:

- Slimline and compact display
- Lightweight and easy to move
- Customisable product options
- Reusable

Assembled Dimensions in cm:
32.5W x 40D x 149H



Displays

Eye-Catching, Space-Efficient, Instant Nature Stations!

Filled Floor Display with Paper Butterflies Display

Create instant impact with a wide range of products!

Including many of our best-selling products, this display stand is a perfect introduction to a Nature Station. This display will arrive ready-made and has instant impact in any store.

Key Features:

- Includes many of the best sellers
- Customisable product options
- Reusable
- Sturdy and Durable
- Mock Butterfly Display

Display includes:

- 12 x Butterfly Garden
- 7 x Giant Butterfly Garden
- 7x Living Twig Insect Kit
- 12 x Creature Peeper
- 12 x Best Ever Bug Jar
- 24 x Bunch O' Bugs
- 24 x Bunch O' Butterflies
- 12 x Buzzerks (Assorted Styles)
- 96 x 3D Butterfly Stickers and/or Wind Up Butterflies
- 30 x Assorted Life Cycle Stage Selection

Contact us if you would prefer to customise the product selection.

Assembled Dimensions in cm:
56W x 48.7D x 146.5H

FREE With this
Display!*

#NLD

Mock Butterfly Display

* Paper Butterfly version only.



High-Converting, In-Store Display

Nature-based fun for the whole family!



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