



Yop & Tom

RETAIL PACK &
CATALOGUE

2024

OUR STORY

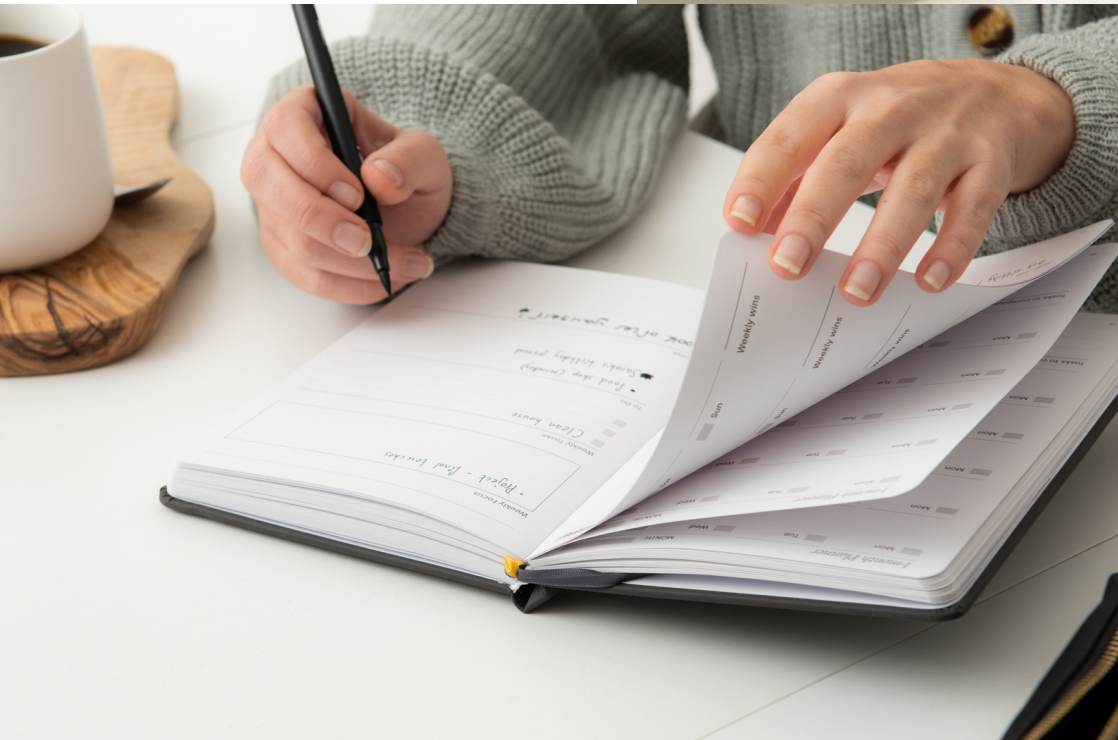
WE CREATE THE CANVAS, YOU
CREATE THE MASTERPIECE

We're Yop and Tom. Two friends from London who came together in 2019 to create a planner we actually wanted to use. From that launchpad we've created notebooks, planners, accessories and more.

We know the importance of stationery and the power of putting pen to paper. Our mission is simple: to create products that inspire joy, well-being and creativity.

Each Yop & Tom product is designed with intention to help empower you, restore your sense of creativity and spark a little joy.

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.



DEMOGRAPHICS



PRIMARY AGE RANGE
18-30

SOLD WORLDWIDE

Europe
The Americas
Asia



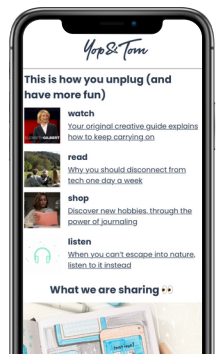
NEWSLETTER

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



OUR PRODUCTS

STATIONERY FOR DREAMERS AND DO-ERS

Our community love our range of notebooks, journals and accessories for their minimalistic design and attention to detail .



Vegan products



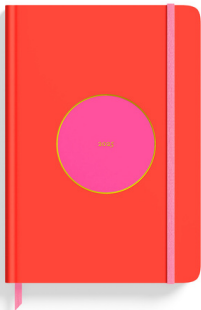
High quality materials



Sustainably sourced



Attention to detail



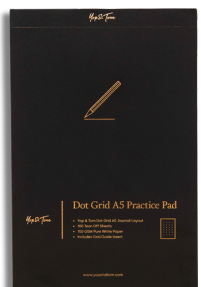
CONTRAST RANGE

Stand out from the crowd with Yop & Tom's Contrast collection of notebooks, pens and diaries. Available in 3 bright, contrasting colourways, designed for those who dare to be bold.



VEGAN LEATHER RANGE

Our range of dotted and lined notebooks all with extra thick paper and vegan leather soft covers. A favourite of any stationery lover.



TEAR OFF PADS

Our collection of handy planner pads, to do lists and practice pads are the perfect desk companion.

Contrast Lined Notebooks

RRP £14.99

HARDCOVER

- Stain-resistant hardcover
- Debossed with gold foiling

PAPER

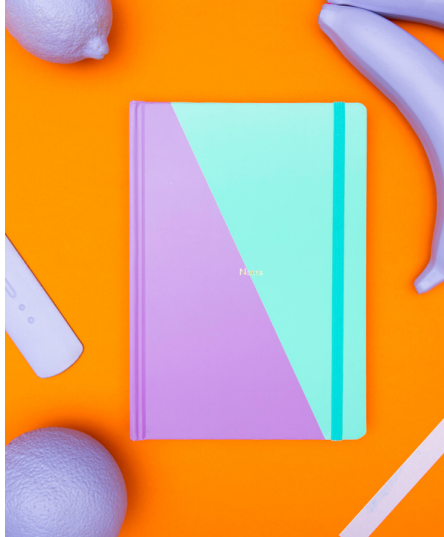
- Pure white 100 GSM paper
- Ruled/Lined layout
- Acid-Free paper (PH value 7.0-8.0)
- Sustainably sourced (FSC)

DIMENSIONS

A5: 148x210mm

FURTHER DETAIL

- Lay-flat binding (sewn)
- 190 pages with printed page numbers
- Elastic Fastener
- 2 divider ribbons
- Design Registered: 6254889



STYLES



Navy/Orange
CNTR-LINE-NAV-ORA



Lilac/Mint
CNTR-LINE-LIL-MIN



Red/Pink
CNTR-LINE-RED-PIN



FOR FURTHER INFORMATION EMAIL US AT TOM@YOPANDTOM.COM

Contrast Dotted Notebooks

RRP £14.99

HARDCOVER

- Stain-resistant hardcover
- Debossed with gold foiling

PAPER

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

DIMENSIONS

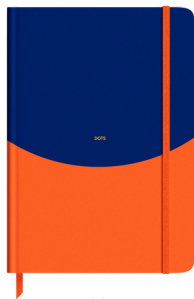
A5: 148x210mm

FURTHER DETAIL

- Lay-flat binding (sewn)
- 180 pages with printed page numbers
- Elastic Fastener
- 2 divider ribbons
- Design Registered: 6254891



STYLES



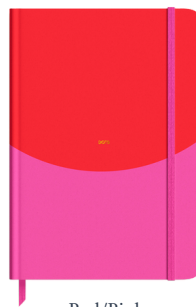
Navy/Orange

CNTR-DOTS-NAV-ORA



Lilac/Mint

CNTR-DOTS-LIL-MIN



Red/Pink

CNTR-DOTS-RED-PIN

NEW!



FOR FURTHER INFORMATION EMAIL US AT TOM@YOPANDTOM.COM

Contrast Ballpoint Pens

RRP £14.99

PRODUCT DETAILS

- Hexagonal Aluminium body
- Matte 2 tone painted finish
- Metal ballpoint Refill
- Black ink
- 0.5mm nib
- Gold coloured metal clip



STYLES



Navy/Orange

CNTR-PEN-NAV-ORA



Lilac/Mint

CNTR-PEN-LIL-MIN



Red/Pink

CNTR-PEN-RED-PIN



FOR FURTHER INFORMATION EMAIL US AT TOM@YOPANDTOM.COM

Contrast 2025 Diary

RRP £14.99

HARDCOVER

- Stain-resistant hardcover
- Debossed with gold foiling

PAPER

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

DIMENSIONS

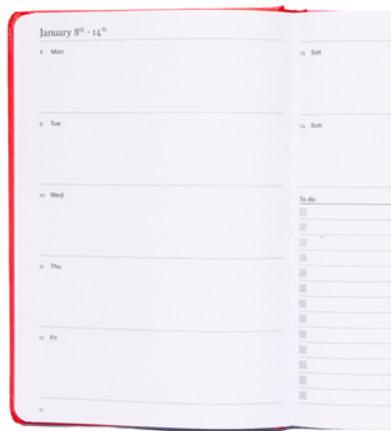
A5: 148x210mm

STRUCTURE

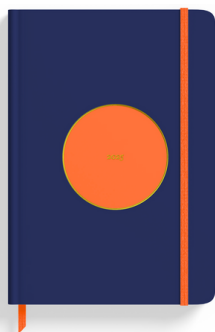
- 12 monthly double pages
- 52 weekly double pages

FURTHER DETAIL

- Lay-flat binding (sewn)
- Printed page numbers
- Elastic Fastener
- 2 divider ribbons
- Design Registration pending



STYLES



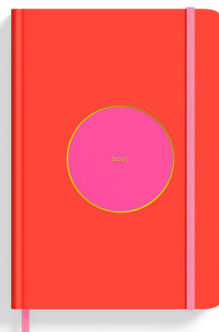
Navy/Orange

CNTR-DOTS-NAV-ORA



Lilac/Mint

CNTR-DOTS-LIL-MIN



Red/Pink

CNTR-DOTS-RED-PIN



Pre-Order
2025 Design
for Autumn '24
Delivery

FOR FURTHER INFORMATION EMAIL US AT TOM@YOPANDTOM.COM

Vegan Leather Dotted

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 6 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 insert



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

Low Stock

HUMMINGBIRD EMBLEM



Deep Ocean

DGRD-DEO-HUM



Charcoal

DGRD-CHA-HUM



Burnt Orange

DGRD-ORA-HUM

BEE EMBLEM



Charcoal

DGRD-CHA-BEE

Vegan Leather Dotted

TAROT HAND EMBLEM



Charcoal

DGRD-CHA-THD

DANDELION EMBLEM



Midnight Blue

DGRD-MNB-DAN



Sage Green

DGRD-SGN-DAN

Low Stock

BUTTERFLY EMBLEM



Burnt Orange

DGRD-ORA-BFL

GRID GUIDE INSERT



Used to plan designs in journal grid structure



Vegan Leather Lined

RRP £19.99

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



Midnight Blue

LINE-MNB-MST

MOON AND STARS EMBLEM

HUMMINGBIRD EMBLEM



Forest Green

LINE-GRN-HUM



Tear off Pads

DESIGN

- Available as Weekly and Daily Planners
- To Do List
- Dotted Practice Pad

DIMENSIONS

Weekly Planner - A4
Daily Planner - A5
To Do - A6
Practice Pad - A5

COLOURS

- Daily Planner, Weekly Planner and To Do available in blue and pink



WEEKLY PLANNER



Blue

TO-WP-BLUE

Pink

TO-WP-PINK

DAILY PLANNER



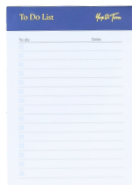
Blue

TO-DP-BLUE

Pink

TO-DP-PINK

TO DO LIST



Blue

TO-TODO-BLUE

Pink

TO-TODO-PINK

PRACTICE PAD



Charcoal

PRAC-CHA-PCL

NEW!



Display Stands

Use one of our display stands to showcase Yop & Tom products most effectively, increasing in store purchases.

Additional displays are currently in development. For display requests or questions, contact tom@yopandtom.com



24 NOTEBOOK DISPLAY

- 2 step display
- Available at no cost with purchase of 24 units per store
- SKU: CDU-CARD-24-BLUE



6 NOTEBOOK DISPLAY

- Cardboard Tray
- Available at no cost with purchase of 12 units per store
- SKU: CDU-NB-12

PEN DISPLAY

- Cardboard display holding 12 pens
- Available at no cost with purchase of 12 units per store
- SKU: CDU-PEN-12

BECOME A STOCKIST

JOIN THE YOP & TOM JOURNEY

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

If you have any questions, drop us a line.

tom@yopandtom.com.



VISIT OUR WEBSITE
FOR MORE
INFORMATION



www.yopandtom.com



FOR FURTHER INFORMATION DROP US AN EMAIL AT TOM@YOPANDTOM.COM