

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.

*Yoppe and 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

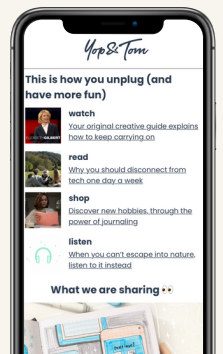


## NEWSLETTER

**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 design  
aesthetic and attention to detail.



High quality materials



Sustainably sourced



Attention to detail



### GRAPHIC RANGE



### PLANNERS



### 2025 DIARIES



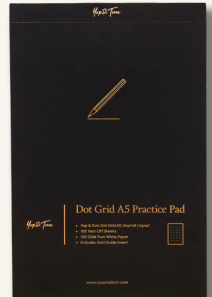
### VEGAN LEATHER RANGE



### CONTRAST RANGE



### TEAR-OFF PADS





# Graphic Lined Notebooks

RRP £16.99

## HARDCOVER

- Scuff-resistant hardcover

## PAPER

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

## DIMENSIONS

A5: 148x210mm

## FURTHER DETAIL

- Sewn binding
- 192 pages
- 1 divider ribbons
- Design Registered



## STYLES



Red Ripple

HBL-RERI



Green Mosaic

HBL-GRMO



Orange Horizon

HBL-ORHO



Pink Pebbles

HBL-PIPE



Purple Islands

HBL-PUIS



Electric Maze

HBL-ELMA



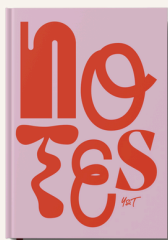
Parade of Toucans

HBL-PATO



Toucan Tapestry

HBL TOTA



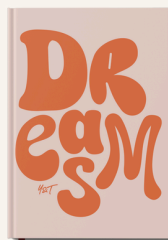
Notes in Motion Red

HBL-NIMRED



Notes in Motion Rainbow

HBL-NIMRAIN



Peachy Dreams

HBL-PEDR



Ideas in Indigo

HBL-IDIN

# Daily Planners

RRP £19.99

## HARDCOVER

- Scuff-resistant hardcover

## LAYOUT

- Undated design
- Daily and Weekly Planner Pages

## DIMENSIONS

A5: 148x210mm

## FURTHER DETAIL

- Sewn binding
- 192 pages
- 1 divider ribbon
- Design Registered



## STYLES



Pink Daily

DPL-PINK



Purple Daily

DPL-PURP



Sand Daily

DPL-SAND



Vase

DPL-VASE



Botanical daily

DPL-BOTA



# 2025 Diaries

RRP £14.99 Contrast // £16.99 Graphics

## STRUCTURE

- Week-to-view layout
- UK holidays and dates
- 12 monthly double pages
- 52 weekly double pages

## PAPER

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

## HARDCOVER

- Scuff-resistant hardcover

## FURTHER DETAIL

- Sewn binding
- Printed page numbers
- Elastic Fastener
- 2 divider ribbons
- Design Registered

## DIMENSIONS

- A5: 148x210mm



## STYLES



Purple Check  
DIA25-PUCH



Pink Mosaic  
DIA25-PKMO



Blue Stripes  
DIA25-BLST



Bold Tones  
DIA25-BOTON



Purple Hues  
DIA25-PUHUE



Contrast Red & Pink  
CNTR-DIA25-RED-PIN

# Travel Planners

RRP £19.99

## HARDCOVER

- Scuff-resistant hardcover

## LAYOUT

- Multi-trip travel planning pages including:
  - Transport
  - Accommodations
  - Packing List and more
- Includes journaling pages

## DIMENSIONS

A5: 148x210mm

## FURTHER DETAIL

- Sewn binding
- 192 pages
- 1 divider ribbon
- Design Registered



## STYLES



Sunset Dream

TPL-SUN



Mountain  
Escape

TPL-MOUNT



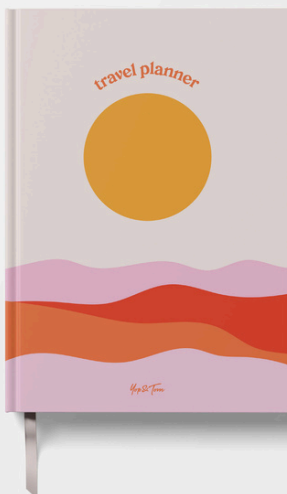
Red Coral

TPL-REDCOR



Green Coral

TPL-GRECOR





# 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
- 2 Bookmark ribbons
- Elastic fastener
- Includes Grid Guide insert



## STYLES

### MOON & STARS



Midnight Blue

DGRD-MNB-MST



Blush Pink

DGRD-BLP-MST



Forest Green

DGRD-GRN-MST



Charcoal

DGRD-CHA-MST

### HUMMINGBIRD



Deep Ocean

DGRD-DEO-HUM



Charcoal

DGRD-CHA-HUM



Burnt Orange

DGRD-ORA-HUM



Charcoal

DGRD-CHA-BEE

### BEE

# Vegan Leather Dotted

## TAROT HAND



Charcoal

DGRD-CHA-THD



Deep Ocean

DGRD-DEO-THD

## DANDELION



Midnight Blue

DGRD-MNB-DAN



Sage Green

DGRD-SGN-DAN

## BUTTERFLY



Burnt Orange

DGRD-ORA-BFL



Sage Green

DGRD-SGN-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



## STYLES

### BEE



Charcoal

LINE-CHA-BEE

### MOON & STARS



Midnight Blue

LINE-MNB-MST

### HUMMINGBIRD



Forest Green

LINE-GRN-HUM



# Contrast Lined Notebooks

RRP £14.99

## HARDCOVER

- Stain-resistant hardcover
- Debossed with gold foiling

## PAPER

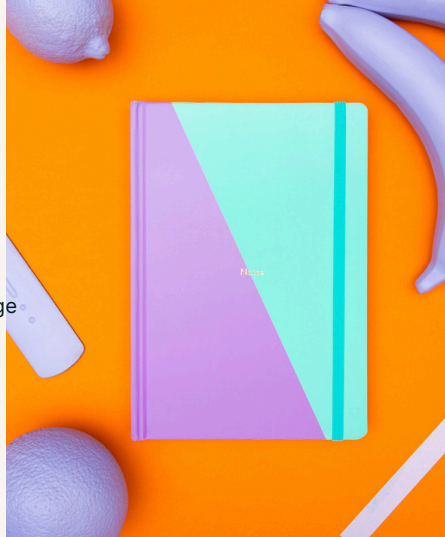
- Pure white 100 GSM paper
- Ruled/Lined layout
- Acid-Free paper (PH value 7.0-8.0)
- Sustainably sourced (FSC)

## DIMENSIONS

A5: 148x210mm

## FURTHER DETAIL

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



## STYLES



Navy/Orange  
CNTR-LINE-NAV-ORA



Lilac/Mint  
CNTR-LINE-LIL-MIN



Red/Pink  
CNTR-LINE-RED-PIN



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



## STYLES



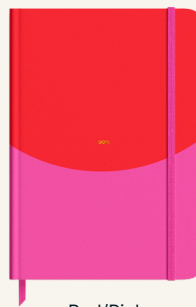
Navy/Orange

CNTR-DOTS-NAV-ORA



Lilac/Mint

CNTR-DOTS-LIL-MIN



Red/Pink

CNTR-DOTS-RED-PIN



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# Tear off Pads

## DESIGN

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

## DIMENSIONS

Weekly Planner - A4  
Daily Planner - A5  
Practice Pad - A5

## COLOURS

- Daily Planner and Weekly Planner available in blue and pink



## WEEKLY PLANNER



Blue

TO-WP-BLUE

Pink

TO-WP-PINK

RRP: £11.99

## DAILY PLANNER



Blue

TO-DP-BLUE

Pink

TO-DP-PINK

RRP: £7.99

## PRACTICE PAD



Charcoal

PRAC-CHA-PCL

RRP: £7.99



# 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
- Supplied with CDU that holds 12 pens and 1 free sample.



## STYLES



Navy/Orange

CNTR-PEN-NAV-ORA



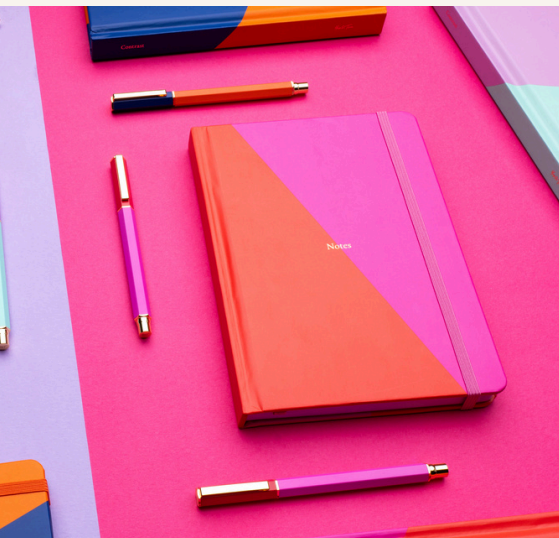
Lilac/Mint

CNTR-PEN-LIL-MIN



Red/Pink

CNTR-PEN-RED-PIN



Set of 12 Includes Free CDU and sample pen

# 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 [wholesale@yopandtom.com](mailto:wholesale@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-6



## PEN DISPLAY

- Cardboard display holding 12 pens and 1 sample pen
- Available at no cost with purchase of 12 units per store
- SKU: CDU-PEN-12





# BECOME A STOCKIST

Sign up to Yop & Tom's retailer portal to place an order and view stock levels.

[yopandtom.orderspace.com/signup](http://yopandtom.orderspace.com/signup)

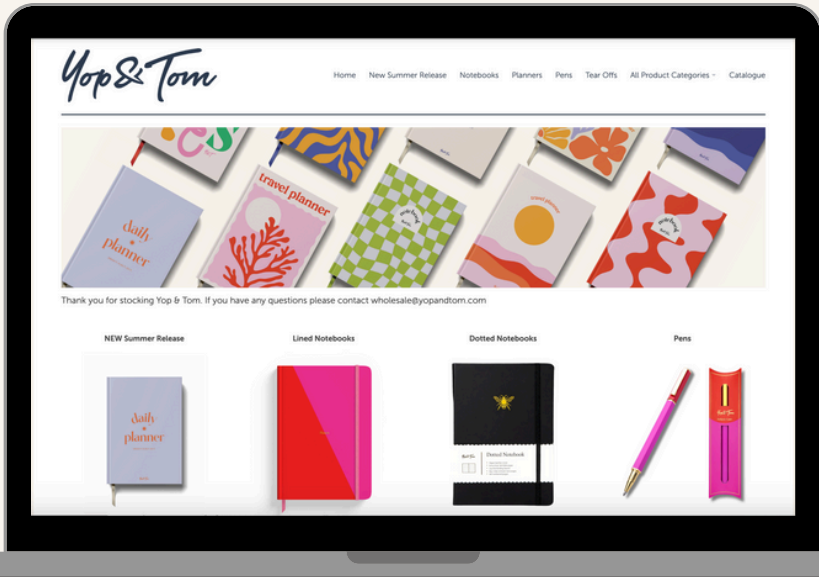
For any assistance or questions, please email: [wholesale@yopandtom.com](mailto:wholesale@yopandtom.com).

*Yoppe and Tom*



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

## YOP & TOM WHOLESALE PORTAL



FOR FURTHER INFORMATION DROP US AN EMAIL AT [WHOLESALE@YOPANDTOM.COM](mailto:wholesale@yopandtom.com)