

Lappa®

# Join Lappa®'s adventure!



0-6  
Years

Lappa® bilingual picture books | brand merchandising | licenses

# About Lappa®

We create and publish the books of the richly illustrated and interactive Lappa children's series. Each book contains a story page, an activity page and 14 content-related questions for enthusiastic little listeners and Lappa friends. Lappa is successfully published in two different variations: Lappa Kids for children 3-6 years, Lappa Little for children under 3. Each title is available as a traditional picture book in the home language and also in a bilingual version.



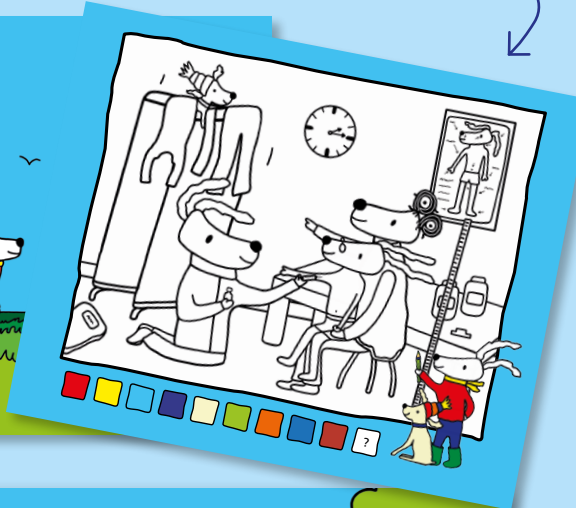
# Lappa - bilingual picture books



- interactive
- positive language development
- support multilingualism
- reinforce identity
- involve parents in school

activity page

colouring page



# Lappa Kids - picture books are

- educational
- interactive
- bilingual available

# Lappa (character)

- loves nature
- connects people
- is positive, sporty... and cheery!

## Specifications

Hard cover | Full colour | 21 x 21 cm | 32 pages



story page

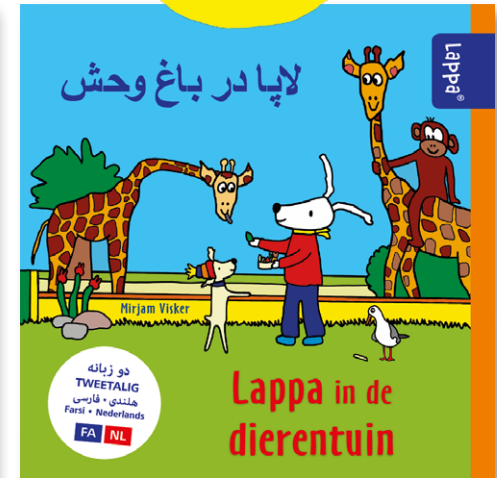
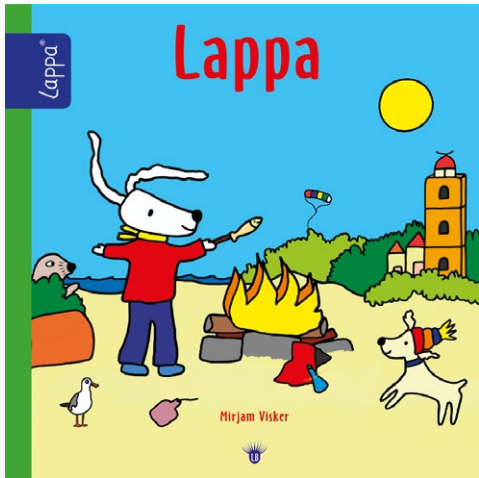
questions for Lappa's little friends

What do you see?



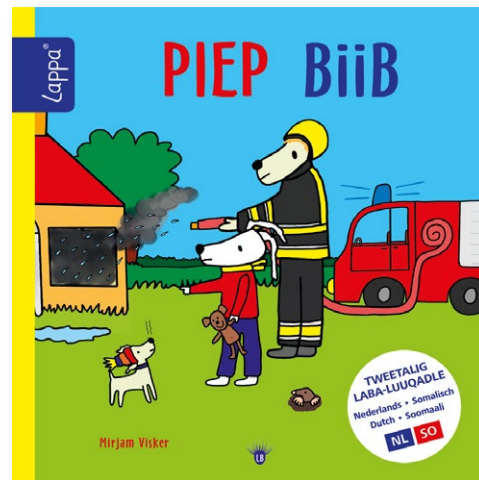
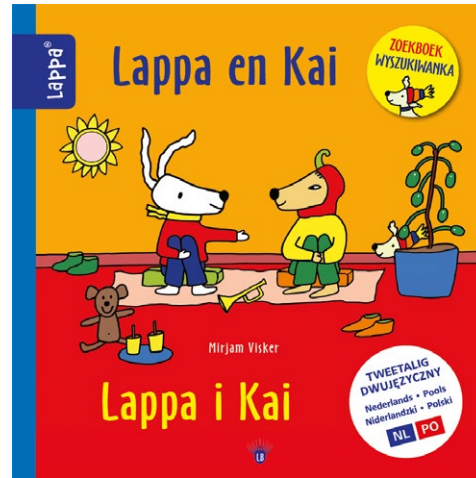
# Lappa Kids - bilingual picture books

3-6  
Years



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3-6  
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# Lappa Kids - bilingual picture books

3-6  
Years



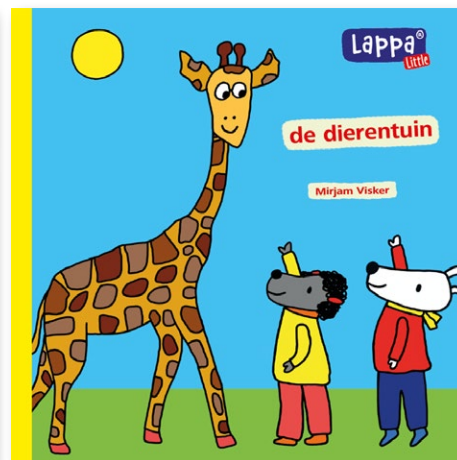
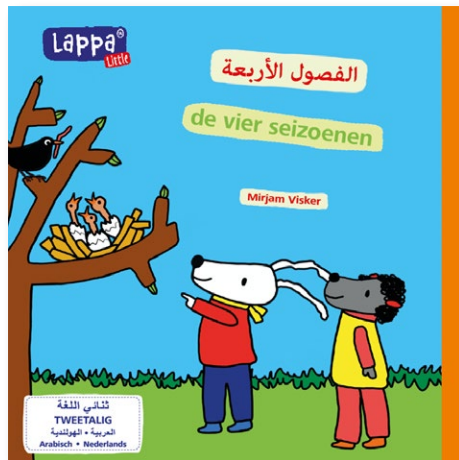
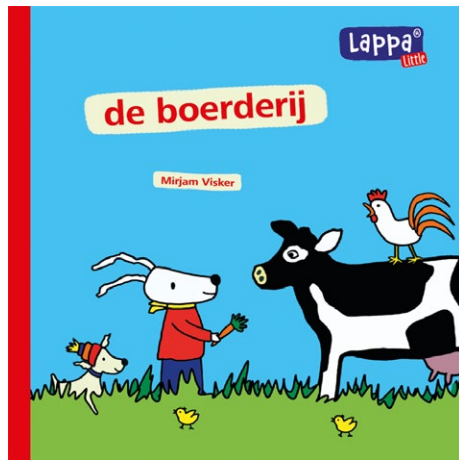
- 01 Lappa
- 02 Lappa's birthday
- 03 Lappa at the farm
- 04 Lappa at the zoo
- 05 Lappa and the moon
- 06 Lappa goes to the doctor
- 07 Lappa feels sad
- 08 Lappa and his garden
- 09 Lappa goes shopping
- 10 Lappa and his friends
- 11 Let's go Lappa!
- 12 Lappa and Kai
- 13 Lappa is Lappa
- 14 Piep
- 15 Lappa colors the city
- 16 Lappa goes camping
- 17 Lappa becomes champion
- 18 Lappa, it's snowing!
- 19 Lappa saves a seal
- 20 Lappa goes to school



# Lappa Little - bilingual picture books



The Lappa Little picture books are fully adapted to this very young target group in terms of content and illustrations.



## Lappa Little is

- for children under 3 year
- educational
- interactive
- bilingual available



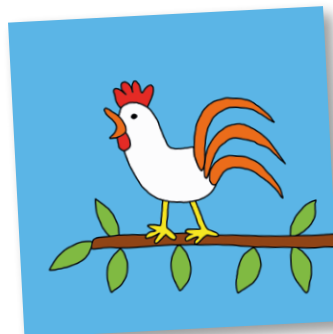
story page



question for  
Lappa's little friends



activity page



word list

WOORDENLIJST

- |              |                |                 |
|--------------|----------------|-----------------|
| allebei      | jarig zijn     | schrikken       |
| bang zijn    | jezelf         | snel            |
| het bezoeken | kapot          | sorry           |
| blij zijn    | de kliepauto   | spelen          |
| boos zijn    | kijken         | staan           |
| het cadeau   | klikken        | stampen         |
| dagelijks    | kwaad          | sterk           |
| eng          | lopen          | stuk            |
| de engerd    | lukken         | troosten        |
| eraf         | niet leuk      | trots zijn      |
| fijn         | maken          | de tuin         |
| goed doen    | opeens         | verdrietig zijn |
| goed zo      | plezier hebben | de voet         |
| gillen       | rechttop       | vrijlijk        |
| grommen      | rijden         | wegjagen        |
| groot        | de ruzie       | het wiel        |
| de hond      | samen          | de zandbak      |
| hullen       |                | zitten          |



# Mirjam Visker (1965) writer, illustrator, publisher & founder Lappa brand

## The artist

Mirjam Visker, the pseudonym for Mirjam Touwslager, was born in 1965. After having worked in the commercial sector for many years, she finally decided to follow her heart in 1998 and enrolled for evening classes at the Willem de Kooning Art School in Rotterdam, at the age of 33. In 2006, the successful avant-garde gallery Espace in Amsterdam selected her work to be exhibited among world-famous colleagues such as Karel Appel, Lucebert and Corneille. From that year on, she worked as a 3D artist using waste materials, under the name of Mirjam Visker. But it was her love of drawing that would ultimately prevail. In her spare time, Mirjam drew portraits as well as illustrating for well-known Dutch clients such as the Dutch Social and Cultural Planning Agency, ActiZ, and de Volkskrant, the quality Dutch daily newspaper. In 2011, she created the character of 'Lappa'. The following year, Lappa became a registered trademark.



## Mirjam's mission

Lappa provided Mirjam the opportunity to communicate her mission to young children between 0 and 6 years of age. Her themes - interconnection of cultures and races, care for nature, and a positive attitude to life - can be seen reflected in the adventures of the ever-curious, sporty and especially cheerful Lappa, his best friend Lin and his little friend Doggie Woof.



But Lappa also focuses attention on the more serious topics, like the death of Lappa's grandfather, with which young children, just like Lappa, might also have to deal with. In 2015, the book *Bye bye dear grandfather* was nominated for the Yarden Farewell Prize. Mirjam gained 2nd prize in a field of 1648.

## Lappa Loves Nature

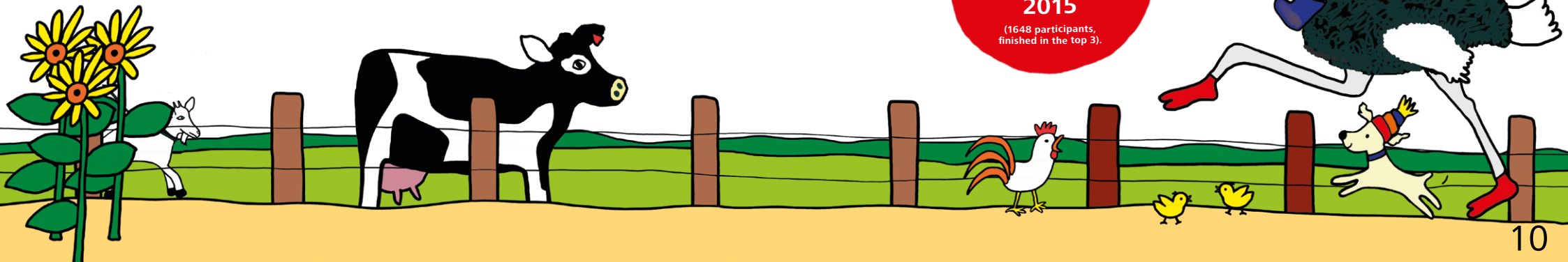
The latest development is the new series 'Lappa Loves Nature' which invites young children to explore nature in their everyday lives.

## Expanding company

Today, Mirjam works with an inspiring team of dedicated people who share and support her vision, working hard and having fun making Lappa known all over the world. She is head of the creative side of an expanding company.

**Nomination  
Yarden  
Farewel Prize  
2015**

(1648 participants,  
finished in the top 3).

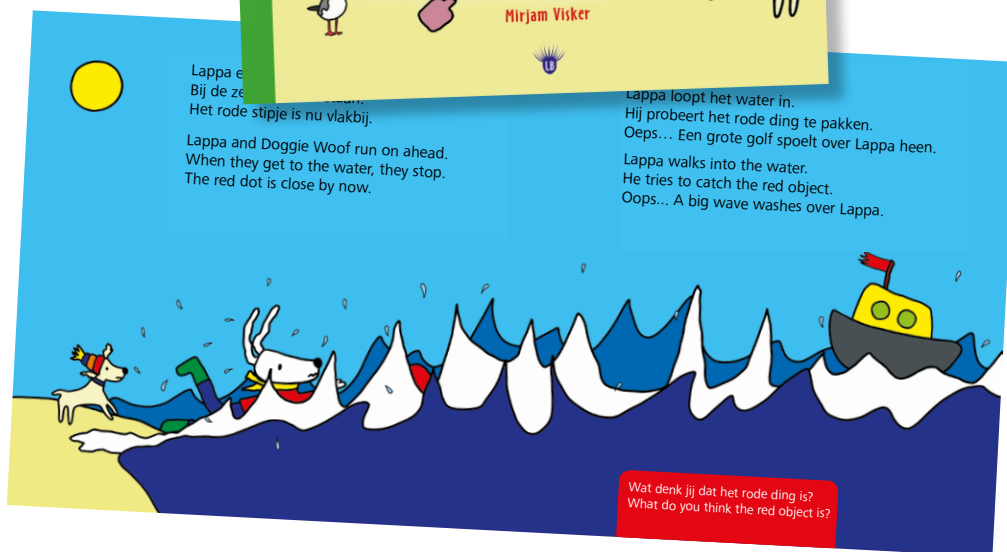
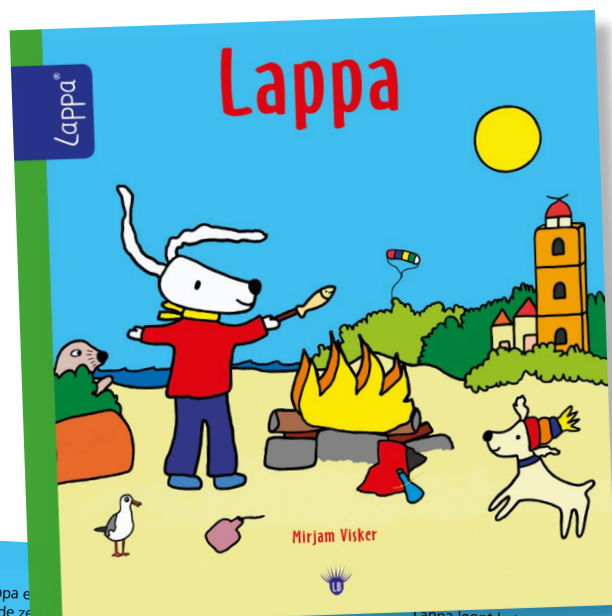


# Lappa merchandising



- online games
- card games, hide & seek game
- cuddly toys with handmade shawls
- cups, t-shirts, beach balls... and much more, made to order!

# Review by Laura Smith @expatmamareads



## Review

Lappa is the first bilingual (Dutch/English) book we've read.

It was a novelty for our children to hear Mummy and Daddy read a book together at the same time!

Lappa is the first book in the Lappa series. Lappa, his parents and best friend Doggie Woof go on holiday to a nearby island. They visit the beach, see a lighthouse, feed the seagulls, build a fire to cook dinner and even discover a monster... Lappa is frightened until he discovers it's an animal in need who he helps rescue. After an action packed holiday, it's time to take the boat home.

Not only are the Lappa books interactive but also educational. The story addresses the topical issue of plastic pollution and how it impacts our sea life. This book could be used during a lesson about holidays, travelling or the environment.

The bilingual Lappa books are aimed at children aged 3-6 but they could also be used for older children in primary schools who are learning English. The cheery and eye-catching illustrations immediately grab the reader's attention and there is a question to encourage discussion on every page. A very useful addition for teachers and a great way to elicit/review vocabulary.

*Laura Smith (expat) reviews picture books for suitability for young children of expat parents.*

*@expatmamareads on Instagram*

# Lappa in China



Through our Chinese agent, a Chinese publishing house purchased a Lappa license to print and sell 200,000 copies of the Lappa picture book series (20,000 copies per volume).

## More information about Lappa

- We release several new titles each year
- Lappa bilingual picture books are available in all languages combinations
- Lappa picture books are also available in a single language.

### For licensing or partnerships contact

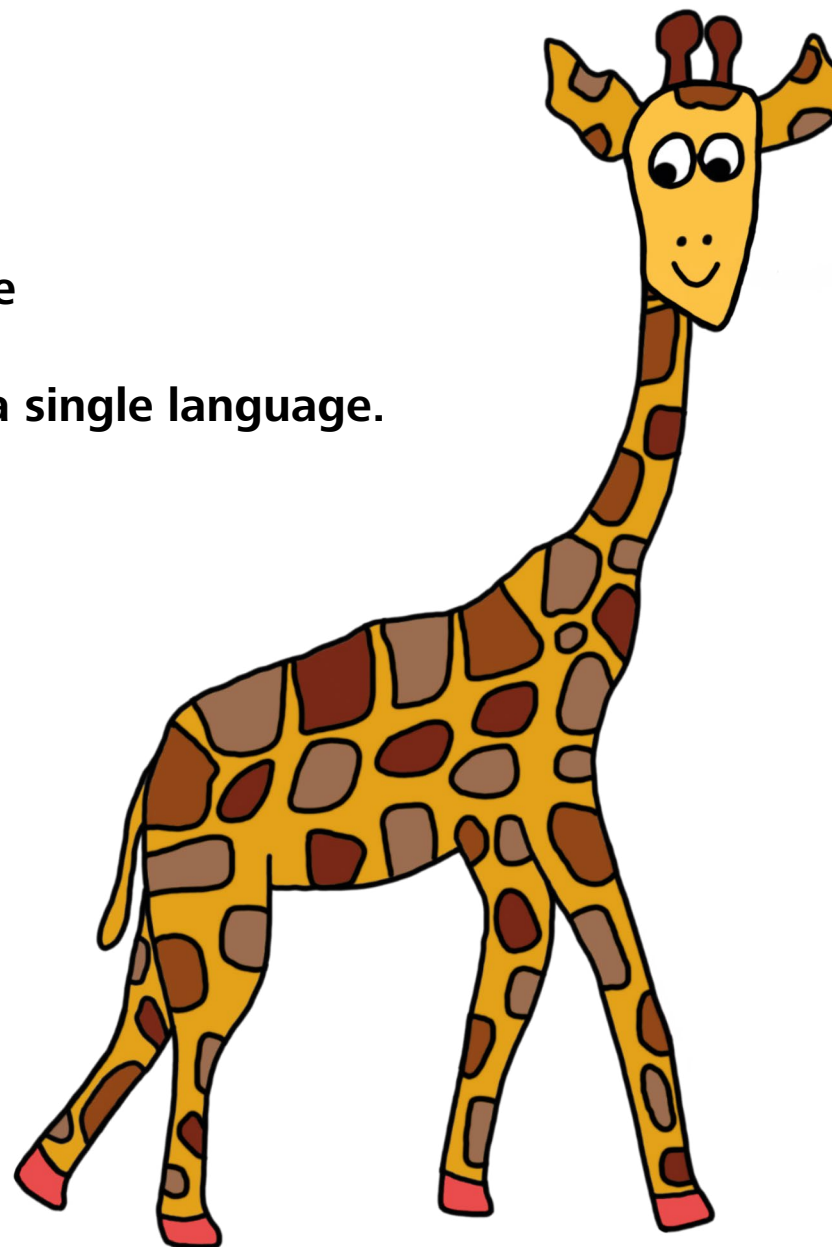
**Marc van Selms**

Trademark Licensing

E-mail: [marc@trademarclicensing.com](mailto:marc@trademarclicensing.com)



-  Lappa Books International
-  vriendjevanlappa.nl
-  lappa\_books
-  boffyjp (Lappa Japan, for acquisition)
-  lappabooks.es (Lappa Spain, for acquisition)



# More information about Trademarc Licensing

**Trademarc Licensing** is gearing up to expand the popularity of Lappa books series with new merchandise products. Up to and including today over 70K books have been sold in the Netherlands and Belgium. In 2024 Trademarc is ready to sign up licenses across a variety of book publishing, puzzles, games, plush, sleepwear and apparel.

At the same time, discussions will be started with serious partners within the edu-tainment industry. Parties interested in realizing theater, music, games and animation - specifically for this young target group – are happily invited to respond.

## Lappa picture books

### The stories behind the Lappa success

Lappa is the leading character in a series of highly popular interactive picture books illustrated by the Dutch artist Mirjam Visker. Lappa lives in a bright landscape with his friends Lin and Doggie Woof. The brightly coloured and interactive picture books are a reflection of the daily life that all our children encounter.

The characters deal with elementary situations such as going to school, visiting a supermarket, going to the doctor and many more. Over 30 topics in more than 17 languages presented in a simple, colourful and recognizable way in a fascinating Lappa story.

The popular Lappa books are not only sold within traditional bookstores but also widely distributed through schools, libraries, (refugee) organisations, daycare centers, wholesale, websites and online webshops.

### Targetgroup

The Lappa product range is divided into two target groups and the books are specifically adapted to both target groups.

Primary age group series Lappa Kids: boys and girls 3-6 years.

Secondary age group series Lappa Little: boys and girls 3 years and younger.

### Artwork & Style Support

All artwork and designs are available for licensees.

### Territories

Promotional partnerships and product licenses – including a large number of publishing variations - are now available in all countries.

hallo hello **merhaba** cześć

你好 **hola** ciao Привіт ॐᳵᳶᳵ

ሰላም أب حرم bonjour **hi**

Здравейте こんにちは

