



HOLIDAY 2018

# Gifts

That Give

yoobi™   
one for you. one for me.





# The Power of Your Purchase

Make this holiday season matter by purchasing gifts that give. Yoobi's mission is to bring colour, differentiation, and innovation to the school and office supplies category and help solve a big problem along the way. Since, when you buy, Yoobi gives, it has never been easier to make an impact with your purchase. This holiday season, we're introducing over 40 new items at Indigo and Chapters stores nationwide! Hitting shelves in November, you can expect glamorous, retro takes on core Yoobi items like ballpoint pens, journals, and pencils - plus DIY kits (perfect for gifting a BFF), coin purses, and more! Together, we can ensure that ALL kids in Canada have the tools they need to learn and be creative. Help us spread the Yoobi love!

Cheers,  
Team Yoobi

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Pssst. For more information, samples, or hi-res images, please contact [izabela.leszko@citizenrelations.com](mailto:izabela.leszko@citizenrelations.com). Details are subject to change.

# Throwback



Our nostalgic holiday goodies are decked out with cassette tapes and turntable prints to pump up the volume.

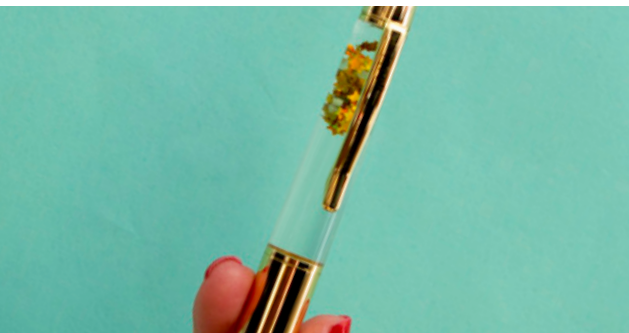


A. Spiral Notebook – Mixtape, \$9.95 B. Spiral Notebook – Retro Roller-Skates, \$9.95 C. Journal – Turntable, \$16.95 D. Spiral Notebook – Rainbow Cloud, \$9.95 E. Spiral Notebook – Boombox, \$9.95





A. Journal - Record, \$16.95  
B. Ballpoint Pen - Floating  
Retro Icons, \$7.95





# Sweet Treats

Heck yes! This collection is on point! With donuts, ice cream, and candy cane wishes, everyone will have sweet stockings this season!

- A. Journal – Blah Blah Blah,**  
\$16.95  
**B. Stamp Set – Heck Yes,**  
\$6.95  
**C. 12 Pk Assorted Colour &  
Glitter Gel Pens, \$12.98**  
**D. Ballpoint Pen and Topper**  
– Glitter Heart, \$3.95





# SweetTreats

PSSST! This pen with invisible ink is the perfect way to share secret notes with your BFF!



A. Spy Message Marker – Rainbow Stripe, \$8.95 B. Journal – On Point, \$16.95 C. Journal – Heck Yes, \$16.95 D. 3 Pk Pencil and Eraser Set – Sweet Treats, \$5.95 E. Ballpoint Pen and Topper – Pom-Pom Cat, \$3.95





# Flashy Finds



A

Get your sparkle on! This glamorous collection has all the perfect giftables for those that like a little extra pizzazz! Yoobi's first ever reversible sequin journal will surely stand out under the tree.



B

C

A. Journal – Aqua and Gold Sequin, \$16.95 B. Journal – Purple Glitter, \$16.95 C. Flat Coin Purse – Purple Glitter, \$7.95





A. Spiral Notebook – Balloonicorn, \$9.95 B. Spiral Notebook – Heck Yes, \$9.95 C. Ballpoint Pen – Glitter, \$7.95 D. 6 Pk No 2 Pencils – Blush Ombre, \$4.95 E. Ballpoint Pen – Floating Glitter, \$7.95



# DIY Gifts



Our DIY goodies are the perfect giftables for everyone on your list!  
The Pom-pom keychains are a great activity to do with friends.



A. Mini Sticker Roll – 100 + Stickers, \$3.95 B. 2 Pk DIY Pom-Pom Kit, \$9.95



# DIY Gifts



A. 8 Pk Washable Paint Set with Stencils – Neon Multicolour, \$24.95



# Stocking Stuffers

One stop shop for mini giftables and cute secret Santa gifts! Our mini supply kits come in compact carrying cases and fun prints to help you make magic this season.

A. Flat Mini Supply Kit – Blue, \$9.99 B. Flat Mini Supply Kit – Pink Pineapple, \$9.99 C. Flat Mini Supply Kit– Pink, \$9.99  
D. Mini Supply Kit – Make Magic, \$9.99 E. Mini Supply Kit – Dream Big, \$9.99



# Holiday Must Haves



A

B



H



C



G



D



F



E

These bags are the perfect carrying case for holiday treats, or your new Yoobi pencils! Gift everyone on your list in style with fun designs, patterns, and colors.

A. 10 Colour Clickable Pen – Rainbow Stripe, \$7.95 B. Heck Yes Pouch, \$9.95 C. Make Magic Pouch, \$9.95 D. 6 Pk No 2 Pencils – Purple Ombre, \$4.95 E. 6 Pk No 2 Pencils – Brights, \$4.95 F. Zip Pouch – Dream Big, \$9.95 G. 6 Pk No 2 Pencils – Heck Yes, \$4.95 H. 7 Pk No 2 Pencils – Days of the Week, \$4.95



# Our Give

## You Buy, Yoobi Gives

You have the power to change the lives of kiddos with your purchase. Remember, for every Yoobi item purchased at Indigo stores, Yoobi will donate a school supply item to a classroom in need right here in Canada through its partnership with the Indigo Love of Reading Foundation. Thank you for helping us make an impact this holiday season!



Visit [yoobi.com/ourstory](https://yoobi.com/ourstory) to learn more about our giving program.





