

Magical Story Jars[®]


★ Create magical stories together. ★
Make memories forever.


Retail Information



www.magicalstoryjars.com

 @magicalstoryjars

 fb.com/magicalstoryjars

 @magicalstoryjar

What?

It's the new way to tell stories. One jar, a sprinkling of magic dust, three sets of illustrated colour coded story cards and endless stories waiting to be told. Magical Story Jars are unique gifts which provide an opportunity for precious bonding time for families. They are a fun alternative to help create bedtime stories that are as unforgettable and unique as the people using them.

Each Magical Story Jar contains an instruction card, magic dust and 39 (30 in the Christmas themed jar) illustrated colour coded story cards, three of which are blank, so children can make up their own story characters, settings and plots. Our story jars are suitable for ages 3 years to 103!

At present, we have a range of three different themed Magical Story Jars: Adventure, Fairy Tale and Christmas. We noticed that children were also using story jars as creative writing prompts, so we have also added a story card stand and story writing notebooks to the range.



How?

Using a Magical Story Jar is as easy as one, two three!



Sprinkle the cards with some magic dust and shake the jar to make the stories awaken.



Pick out one character, one setting and one plot card to form the basis of your magical stories.



Have fun making up unique stories together based on your chosen cards.





Why?

Magical Story Jars are made for children, with children! They make great gifts that provide an opportunity for fun bonding time between children and parents and a wholesome experience away from the modern world we now live in. They are fun, easy to use and educational. Magical Story Jars can also be used for story making whilst travelling, role play, drawing prompts and creative writing.



Retailer benefits:

- Innovative product developed by a mum and daughter
- Product designed and assembled in the UK with UK quality assurance
- Story cards and box packaging made from FSC accredited card
- Our products have been extensively tried and tested in schools, nurseries and at drama groups
- Product not available in large retailers at present



“Educational, interactive and multi-functional toys are also increasing in popularity as families in developed markets choose to purchase them as a tool for childhood development.”

PLAY Market Research, 2020 Toy and Gaming Trends Report

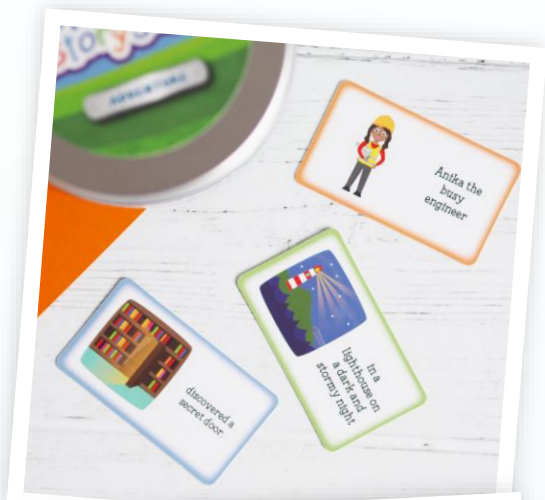
What makes us different?

After conducting a thorough competitor analysis of current story creation products on the market, we're confident that our products are:

Innovative. The product has been developed by a mum and daughter after her children expressed an interest in creating their own bedtime stories. After much searching, it was established that there was a need for a fun and whimsical interactive story making aid that appealed to the younger end of the market.

Unique. Magical Story Jars are the only story creation activity on the market that have **magic dust** in order to make the process interactive and engaging whilst boosting the child's confidence in creating their own stories.

Multi-functional. In addition to creating stories, Magical Story Jars can also be used for: story making whilst travelling, drawing prompts, role play and creative writing. Much of this is demonstrated in the story making experiences we regularly run out in the community. Furthermore, the items in this range support the National Curriculum key stages one and two.





Story Writing Notebooks

Our story writing notebooks make the perfect fun gift for reluctant writers and will help you to plan and create the most magnificent stories in the entire world. Inside you will find not only lots of space to write stories, but story writing hints and tips along with wonderful words to help kids on their way to story writing stardom.

- ★ Contains an illustrated story rainbow to help guide your mini story maker through the story making process
- ★ 100 A5 sides of 120 premium gsm FSC certified, responsibly sourced uncoated paper
- ★ Colourful illustrations throughout with fun story writing tips brought to life by our Magical Story Jars characters
- ★ Three 'wonderful words' sections to help inspire and improve creative writing
- ★ Landscape scenes with lots of space for children to illustrate their stories
- ★ Makes a great educational gift that is ideal for inspiring creativity and helping children to write their own story
- ★ 0.8 mm lined space making writing suitable for both younger and older writers alike
- ★ Comes spiral bound meaning the book lies flat easily whilst writing. Also making it perfect for your left handed mini story makers



Wooden Story Card Stands

Our story card stands are handmade here in the UK with lots of love and care. They make the perfect accompaniment for your Magical Story Jar.

- ★ Made to hold three story cards; a character card, a story setting card and a plot card
- ★ Simplistic design that is great for little hands and holds story cards in a stable and upright position
- ★ Enables children and parents to stylishly display their chosen story combination
- ★ Great for use alongside creative writing
- ★ Perfect for standing on a bedroom shelf or windowsill to display a story combination to ignite children's imaginations and spark great stories
- ★ Ideal for dramatic and expressive story makers who move around lots
- ★ Engraved with Magical Story Jars text and stars for a simplistic yet stylish look
- ★ Made from UK supplied, FSC certified beech wood sourced from sustainable forests which meet the highest environmental and social standards



Fun, Inspiring and Entertaining Story Cards

Many of the characters contained in our Magical Story Jars are diverse, act as fantastic role models to children and are reflective of the surge in demand for global inclusivity, containing characters such as Anika the busy engineer, Tilly the ticklish tiger who couldn't hear, Prue the very posh dragon who got teased for being different and the three wise women. At the request of our little customers, a handful of the characters created also have a mild element of 'toilet humour' such as Mr Windy, the teacher who couldn't stop trumping!

We're confident that the range of story card characters, settings and plots also reflect current toy trends incorporating many different elements such as unicorns, flamingos and a slime factory! The artwork on the boxes of our Magical Story Jars has been created from the illustrations found on the story cards in order to give the customer an indication of the illustrations found inside the product.

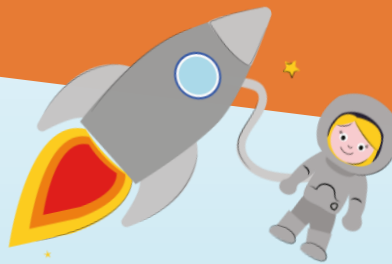


Nostalgic Fun Magical Story Jars provide a modern take on the old fashioned tradition of storytelling making them a toy filled with nostalgia for both parents and grandparents who are looking to share toys and activities that played a big part in their childhoods.

'Create Your Own' Story Cards In order to further enable Magical Story Jar stories to become as unique as the people creating them, each jar also comes with a blank character, setting and plot story card to enable children to create their own story cards. They could put themselves, their friends, their pets, their favourite characters or anything at all on these story cards and use them to personalise their stories even further.

Thousands of Story Combinations There are 39 story cards in our adventure and fairy tale jars which equates to over 59,000 possible story combinations. There are 30 story cards in our Christmas story jar which equates to over 27,000 possible story combinations.

Wow Words The descriptions on our story cards contain lots of 'wow words' (advanced adjectives, verbs and adverbs which are used to improve a piece of writing by making it vivid and interesting) in order to help the user build language skills and comprehension.



Our story so far

Target market

What problem do we solve and who do we help?

- People who are looking for a unique gift that stands out from the crowd.
- Busy people who want to spend quality time with their children and create precious memories together.
- Adults who feel their children's bedtime stories need refreshing.

After conducting market research and looking at the demographics of our buyers, we have concluded our typical buyer is aged 33+, predominantly female with a young family. We are also looking to target Grandparents.



To date our Magical Story Jars have been sent all over the world including to Canada, New Zealand, America, Italy and Ireland. The story about how our product came to be can be seen by visiting:

www.magicalstoryjars.com/ourmagicalstory

We have taken the vast amount of customer feedback from our product development surveys and extensive testing of a beta version and used it to further improve our newly launched retail version of Magical Story Jars into something that our customers love.

Our marketing activities

Here at Magical Story Jars we know that effective marketing is key to driving sales. We consistently market ourselves in many ways. For example, we provide regular social content that helps, informs and entertains our customers. We build relationships with and approach industry influencers who have an interest in children's books. We also run story making experiences in the community to 'do what it says on the jar'!

Terms of sale

Our minimum order value is £100 (15 Magical Story Jars). Orders will be dispatched within 7-10 working days. Once we have received your order, we will contact you to confirm the items ordered, payment process and delivery.

Postage costs for international orders are based on weight and country and can be provided upon request. Email beth@magicalstoryjars.com for more information.

Boring but important parts!

- ★ All our Magical Story Jars and notebooks comply with the relevant legal requirements and carry the CE certification mark. Whilst we don't classify Magical Story Jars as toys, we also meet the requirements of EN71 toy safety standards as we believe this is morally correct.
- ★ Magical Story Jar dimensions are 80mm (height) x 100mm (diameter). Dimensions once packaged in an outer box are 83mm (height) x 104mm (width) x 104mm (depth). The boxes can be displayed /stacked on top of one another if required.
- ★ A5 story writing notebook dimensions are 210mm (height) x 160mm (width) x 14mm (depth).
- ★ Story card stand dimensions are 20mm (height) x 220mm (width/length) x 18mm (depth)
- ★ © 2016-19 Elizabeth M De Nobrega. All rights reserved. Magical Story Jars ® retains all copyright and reproduction rights.
- ★ Please be aware that all company details in relation to your purchase will be stored in accordance with the GDPR Act 2018 and in adherence to our [GDPR policy](#). Full T&C's of sale can be found [here](#). Any order cancellation must be submitted in writing within seven days of placing the order. Claims for shortage or defects must be submitted in writing within seven days of receiving the goods.

“We bought our magical story jar today and have just used it for the time and my daughter absolutely loves it, thank you so much.”

Lydia Mcguirk via Facebook reviews

Payment options

Retail costs can be seen on the next page. We accept payment via BACS and PayPal.

Orders should be emailed to beth@magicalstoryjars.com



Retail Price

You can find our complete range along with product descriptions at www.magicalstoryjars.com/shop

Product Number	Design	RRP	Number of Units	Price	Total £
MSJAD001	1 x Adventure story jar	£12.95 - £13.95		£6.95 per unit	
MSJFT002	1 x Fairy Tale story jar	£12.95 - £13.95		£6.95 per unit	
MSJCR003	1 x Christmas story jar	£12.95 - £13.95		£6.95 per unit	
FTNB001	1 x Adventure notebook	£10.50		£5.95	
ADNB002	1 x Fairy Tale notebook	£10.50		£5.95	
MSJSC001	1 x Story card stand	£9.95		£5.50	

Orders below £200 cost £9.99 postage and packaging.

We provide free postage and packaging on orders over £200.

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