



Green bean Collection

AWARD WINNING

FOUNDED SEPTEMBER 2017

**9/10 Parents
Recommend**

Excellence, commitment, dedication even in the face of uncertainty.

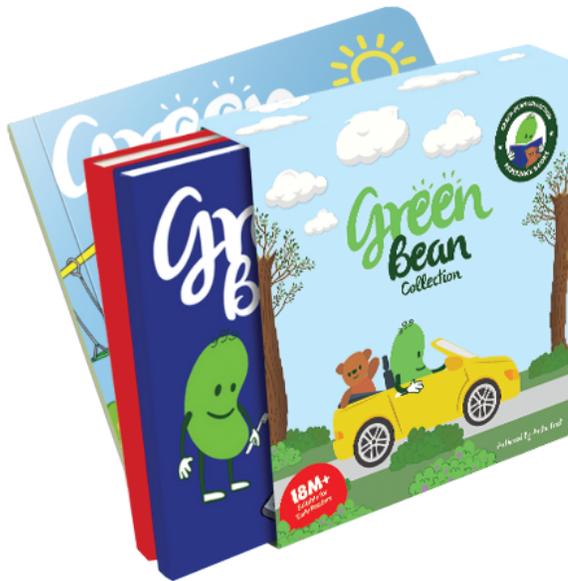
Celebrating Three Years

Green bean Collection



Soft Toy

Paperback Book Boxset



Soft Toy

Explore Learn Have fun!

A wonderful range of books and toys, creating precious moments for your children

www.greenbeancollection.co.uk





Best Children's Toys & Books Retailer 2020

Green Bean and Friends is a series of collectable books and toys based on six unique characters. This Manchester based brand inspires a love of outdoor adventures, education and embracing precious moments with your children from an early age. Extensive and thorough market research and a new kind of customer engagement are just one of the things that make the Green Bean Collection stand out from the crowd...

Anita Frost, founder and author of the Green Bean Collection has an extensive professional background in both the child development and the business industries. While the books and toys had only just been launched, Anita and the team started hosting book launches, pop up shops and immersive storytime experiences. Kids got to experience the brand first hand, and many have loved it from the start, and wanted to purchase more books and more toys.

The Green Bean Collection began in 2017 as a series of books for children, authored by Anita Frost. The books centre around the main character Green Bean, a walking, talking bean, a true delight, readers can submerge into Green Beans everyday adventures and activities, including trips to the park, the grocery store and the swimming pool. More recent books include additional characters, such as a Mr Bear, Beckett and Rosie.

These simple and entertaining stories are highly relatable to primary aged children, as they reflect the everyday routine. There is a strong emphasis on sparking imaginations and broadening horizons, allowing the children to think creatively and grow in confidence. The importance of friendship is emphasised, as well as belonging to a community and helping each other.

The upbeat style of the books engages the curiosity of children, and is complemented by a fun 'lift-the-flap' feature.



Bright colours and engaging stories are designed to be exciting and engaging, as well as being tailored to the developmental stage of each specific target audience.

The company launched a range of plush character toys alongside the books, the growing toy range promotes play, and allows the children to create precious moments through fun adventures.

9/10 Parents Recommend



Anita hopes the Green Bean Collection will become something that kids will come back to again and again.

Already, parents are sharing feedback that shows that this is already happening...a blogger named Alexandra posted a picture on her Instagram story of her smiling six year old son holding up the Green Bean's Bedtime book.

"A year later, he still asks me to read him this story every night", she says.

Parents, teachers and health professionals have said that the books accompanied with the toys are a great way to begin introducing children to the joys of reading from preschool age onwards.

They combine well developed characters and interesting storylines that are easily accessible and enjoyed by little ones. This approach, as well as repetition, makes it easy for kids to become familiar with how sentences and words look and behave.

The confidence that children build through discovering the Green Bean Collection makes it easier for them to pick up similar books, and to build on what they have learned at their own pace.





Creating Precious Moments Through Fun Adventures!

Continued...

This has definitely been the case for one mother and son, as explained in this glowing review: "Reading the Green Bean Collection's books has been a life changing experience for my son - He gets excited about the characters and has developed a personal connection with them, while also learning to read. As a result, his interest in reading other books has increased. This is an educational and fun set of books".

The brand's strong focus on inspiring children to love the natural world is a response to the growing popularity of mobile technology, and how this has impacted the way children learn and interact with their surroundings.

Increased use of mobile technology has led to a tendency for children to be more sedentary. This company promotes the importance of physical activity, emphasising the benefits of nurturing a child's health and wellbeing. Anita hopes that the positive message through the books and toys will ignite a love of being outside that will stay with children for a lifetime.

A parenting and family blogger, The Redhead, has reviewed the collection, after her own children fell in love with the toys and books. "Green Bean Collection has a great range of products that a whole family can enjoy together, and I know that their books and toys have really helped to inspire our children's imaginations. The books are beautiful, durable and have real longevity. Plus, the toys compliment the books perfectly but can also be enjoyed by themselves too". Lockdown has been especially challenging for parents, many of whom have had to adjust overnight to juggling working from home with home schooling.

One mum who works in public health has told the team how valuable the books have been to her family, particularly during recent challenging times: "We LOVE the Green Bean collection! As a parent and also working in public health, I know how important it is to find books that engage children from a young age. These books certainly do that! All whilst conveying positive messages in a simple way, and sparking imagination. I would definitely recommend".





Founder

Anita Frost, founder and author of the Green Bean Collection.

“This past two and a half years has been an exceptional time of growth for the Green Bean Collection”, Anita says. “As the author and founder, I am privileged to create characters that bring joy to children up to primary school age”.

We endeavour to continue improving and developing year on year. As we begin to make space for more people to join our team, including investors and forming key partnerships, we have a strong foundation on which the company can build, to reach our long term vision of becoming a household name that creates special memories for parents and children. Taking into consideration this difficult moment in history that we are all navigating, we can see it is more important than ever to introduce more products that are good for the environment and the wellbeing of families.

We look forward to our third anniversary knowing we have so much more to give our new and existing fans”.

Anita Frost

Founder & Author



WATERSTONES

The first independent stores displayed the Green Bean Collection's toys and the books in December 2017.



Above: Team Photo 2017

Extended Team

Green Bean Studios has obtained services from a team of part-time staff, seasonal workers and freelancers. They have assisted with the business operations across graphic design, media, music, photography, editing, prototyping, and administration.

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Soon after the very first books and toys were released, the team found a new way to market the products. From book launches to pop up shops, the company held interactive roadshow events that created a family friendly and fun environment for children to meet the characters, play with the toys and participate in a storytime session with the author. The team approached retailers such as Waterstones and The Trafford centre to propose holding events in malls or on the shop floor.

These events have been replicated in the high street and local shops across the country, as well as in community spaces such as local libraries. The success of these events led to The Trafford Centre asking the team to return as a special guest three times in a row. Green Bean Collection's UK Stores Manager Georgia Barrett who's lead role is in the brand's retail journey and instore marketing strategy, comments, "we were provided with a central space in the main shopping centre located close to John Lewis and Waterstones, to showcase the brand and attract sales. We provided customers with a personal experience and a chance to meet the characters from the collection". Anita comments, "the success of these events led to further invitations from shopping malls across the UK, as well as theme parks".

Client engagement has been key to the growth of the company. The first retail store to showcase the brand was Waterstones on Deansgate in Central Manchester.

The Green Bean Collection was provided with two feature walls, in which all goods sold out within a two week timeframe. The team utilises these opportunities to research and observe market engagement to inform future business developments and innovations.

The team strongly believe in supporting local business, so all product prototypes are developed locally. This provides opportunities for independent freelance workers throughout the product development process. Their aim is to know who works in their supply chain, so that all products are produced to a high standard, without exploiting workers. All packaging is made from recycled materials, and can be recycled after use.

Supporting local trade markets, product prototype stages has been consistently developed locally. Providing business opportunities for independent freelance workers throughout each product development process, as they strongly believe in supporting local business. They have created internship and work experience opportunities for local students and graduates to gain a valuable professional network, as well as building workplace confidence.

The brand contributes to a number of reputable charity initiatives. Generosity is a big part of the company's core values. The team has donated toys and books to Compassion UK, a children's sponsorship based charity that operates worldwide, lifting children and communities out of poverty. It also partners with Alder Hey Children's Hospital in Liverpool and !Audacious Church in Manchester, to support community engagement initiatives.

The progress the brand has experienced as it approaches its third anniversary is very encouraging, and the team are excited about their future plans.



