



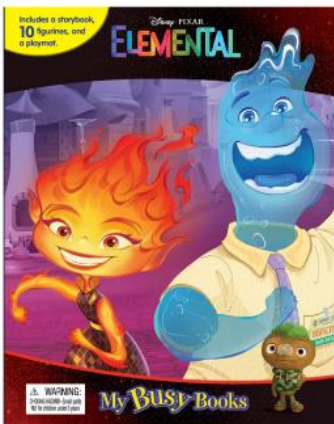
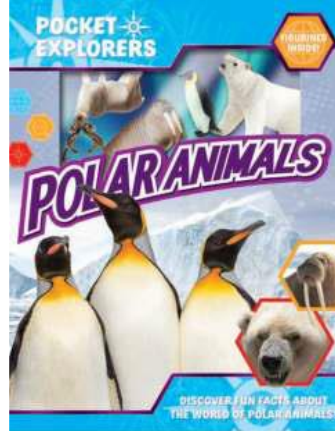
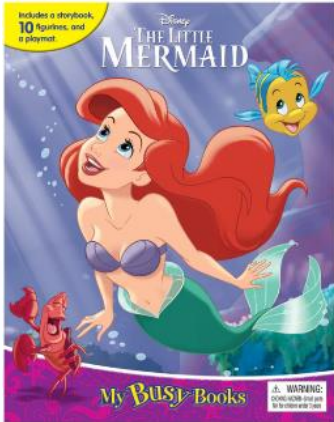
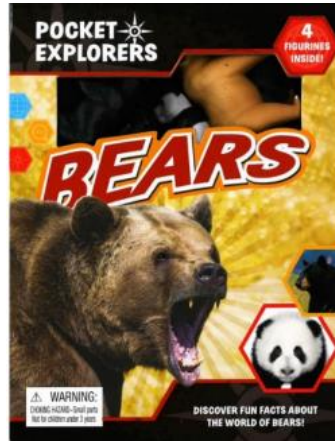
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Introduce the joys
of **LEARNING**
through **PLAY!**

Designed to
EDUCATE
and
ENTERTAIN!

Phidal offers an impressive selection of both branded and own-brand books, with familiar faces from the worlds of Disney, Marvel, and Nickelodeon. You can also discover our many popular original brands, such as the Pocket Explorers or Little Classics collections. Our exciting formats are sure to please!





Learning Series



When it comes to kids learning books, we know just how important it is to provide children with tools that make reading more fun, engaging, and educational. Our magnetic story books do just that, bringing your child's favorite series to life and helping them build crucial motor and cognitive skills along the way.

RSP: AED 69

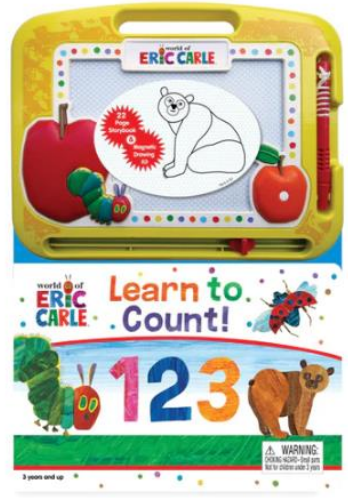
Learning Series



Disney Princess



Mickey and Minnie



The World of Eric Carle



Peppa Pig



PAW Patrol



PJ Masks



Hot Wheels



Disney Princess



Mickey Mouse Clubhouse



Frozen 2

Learning Series



Masha and the Bear



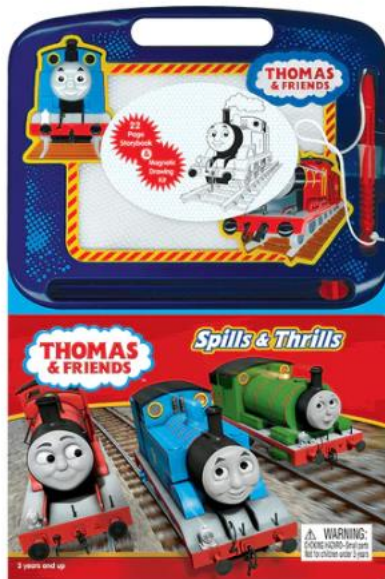
Toy Story 4



PAW Patrol



Disney Baby



Thomas & Friends



Minnie



Blue's Clues & You

Bath Time Books



RSP: AED 49



Splish, splash, and have lots of fun, with waterproof baby books that are guaranteed to be a hit at bath time! We've got a wide selection of bathtub books for babies, including some that feature recognizable and beloved characters from Disney and PAW Patrol

Bath Time Books



Marvel Spidey



Toy Story



Disney Animals



Mickey and Minnie



Land of Unicorns



The World of Eric Carle



PAW Patrol



Mickey

Bath Time Books



Disney Princess



Under the Sea



Disney Baby



PAW Patrol Girls



Frozen

Deluxe Bath Time Book



ISBN 13: 978-2-7643-6343-1
ISBN 10: 2-7643-6343-X



ISBN 13: 978-2-7643-6458-2
ISBN 10: 2-7643-6458-4
EAN: 9 782764 364582



ISBN 13: 978-2-7643-6344-8
ISBN 10: 2-7643-6344-8
EAN: 9 782764 363448



RSP: AED 129

My Mini Busy Books



A fun storytelling kit, *My Mini Busy Books* include a brightly illustrated storybook, four figurines, and an upright playboard. Read the book, and then use the figurines and playboard to create exciting new stories

RSP: AED 39

My Mini Busy Books



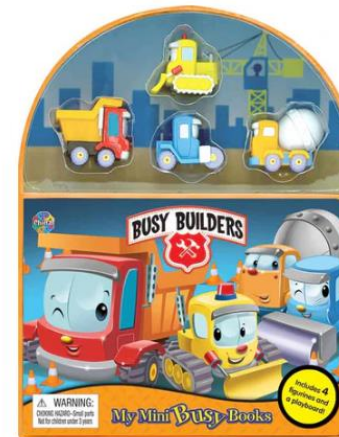
Jurassic Juniors



Playtime with Ponies



Outback Adventures



Busy Builders



Dragon Friends



Merry Christmas



Fun on The Farm



Adorable Kittens

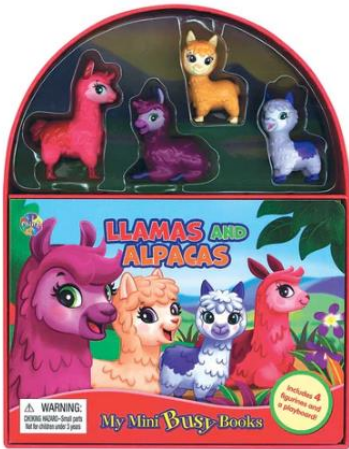


Friendly Forest



Adorable Pups

My Mini Busy Books



Llamas and Alpacas



Land of Unicorns



Ocean Buddies



Baby Animals



Slow Sleepy Sloths



Prehistoric Pals



Polar Adventures



Friends of the Unicorns



Stock Car Superstars



Pony Playtime

My Busy Books



Help your child embrace the joys of reading with My Busy Books! Each of our 10-page Busy Books for toddlers offers an engaging experience and a bunch of fun features for bringing the story to life off of the page. Each set includes figurines and a playmat where your child can act out the story you've just read—or make one up all on their own.

RSP: AED 69

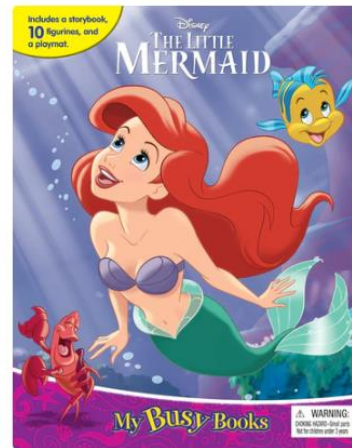
My Busy Books



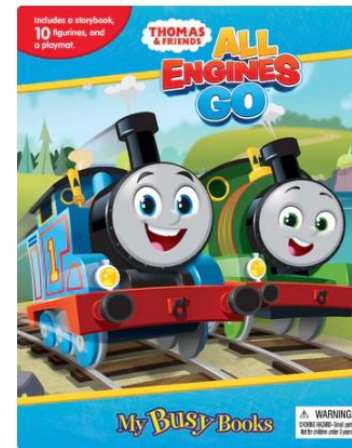
Elemental



CoComelon



Little Mermaid



Thomas All Engines Go



Barbie



Disney Baby



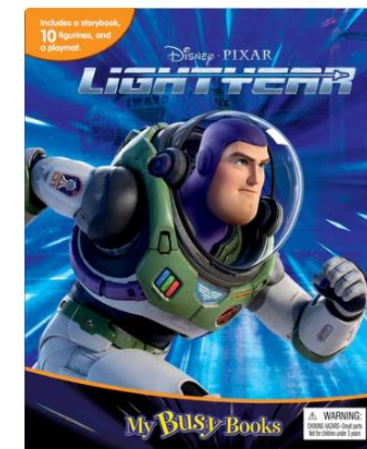
My Little Pony



Jurassic World



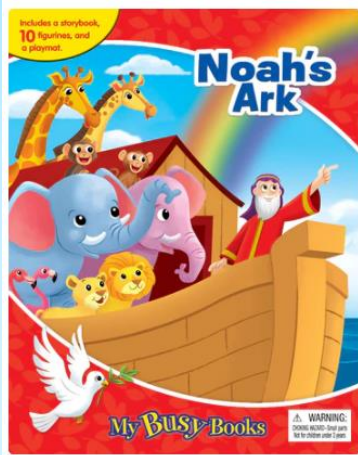
Blippi



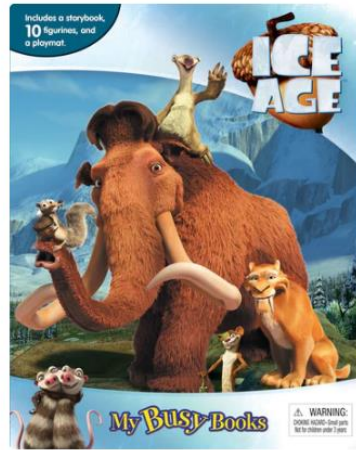
Lightyear



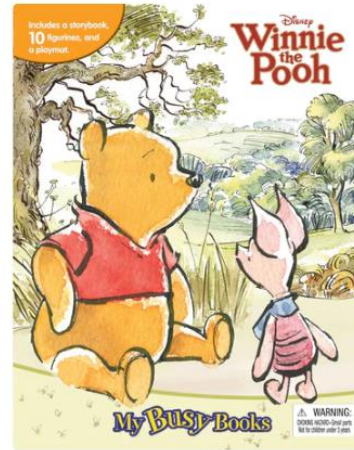
My Busy Books



Noah's Ark



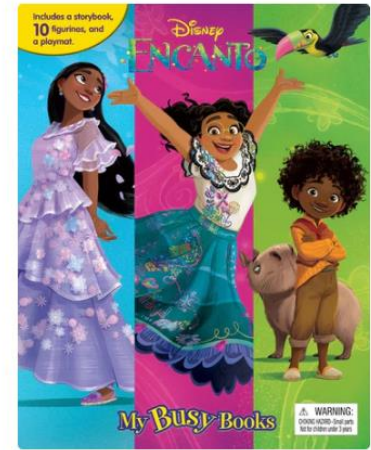
Ice Age



Winnie the Pooh



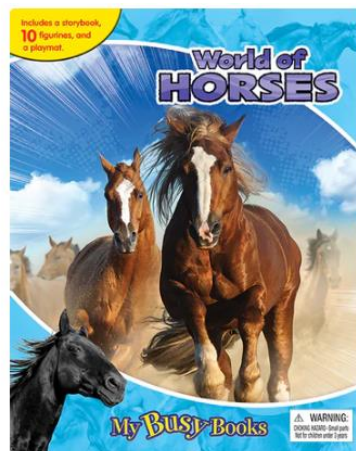
The World of Peter Rabbit



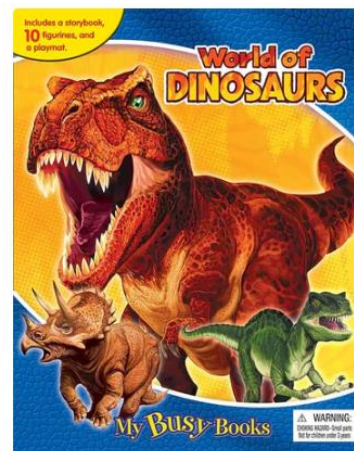
Disney Encanto



World of Sharks



World of Horses



World of Dinosaurs



Luca



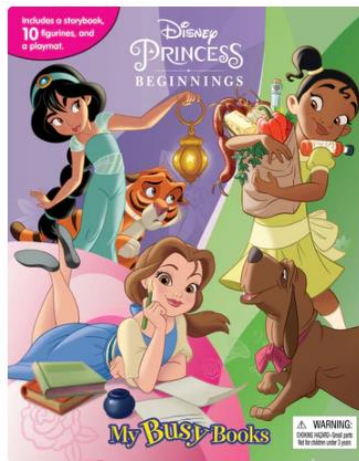
Peppa Pig



My Busy Books



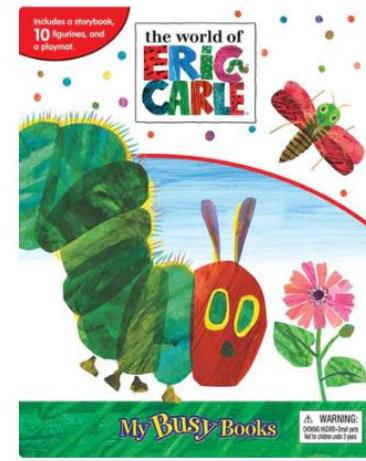
PAW Patrol



Princess Beginnings



Disney Heroes and Villains



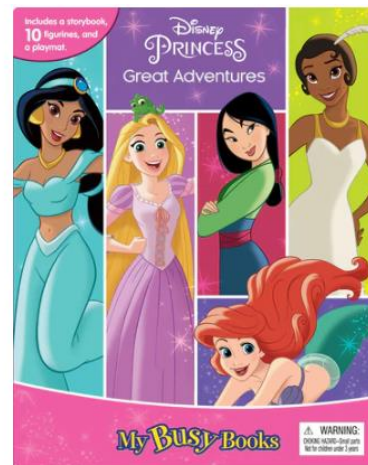
The World of Eric Carle



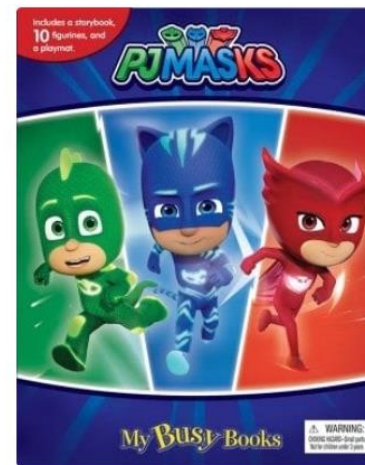
Raya



Frozen 2



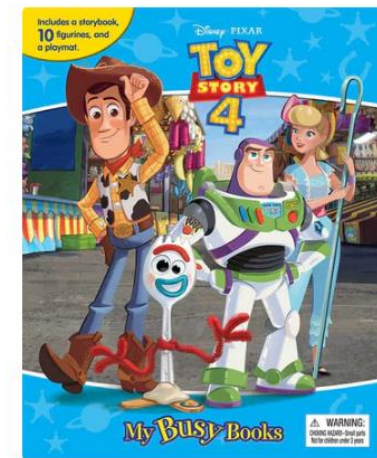
Disney Princess



PJ Masks



Masha and the Bear

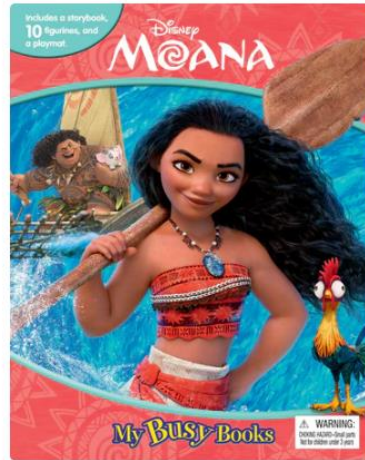


Toy Story 4

My Busy Books



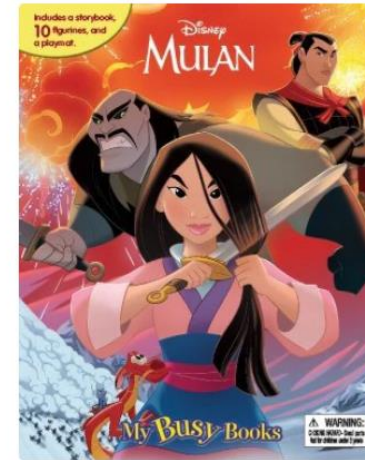
Unicorns & Friends



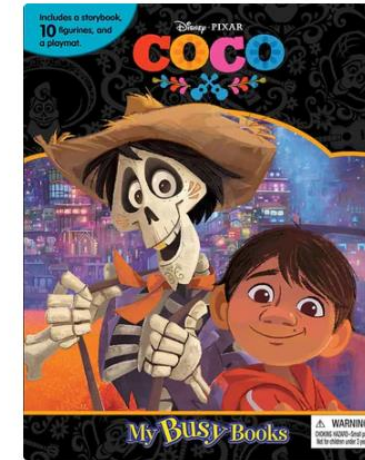
Moana



Disney Tails of Adventure



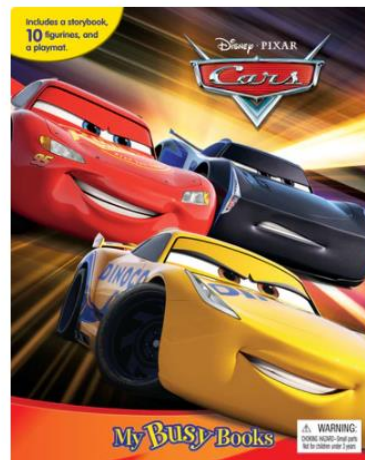
Mulan



Coco



PAW Patrol



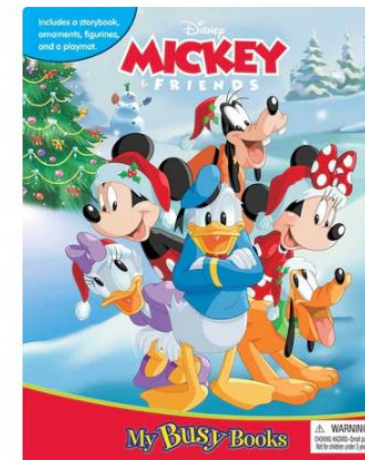
Cars 3



Merry Christmas



Rudolph



Mickey's Christmas

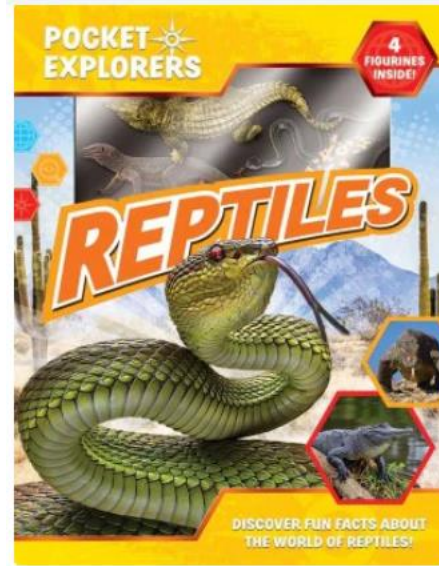
Pocket Explorers



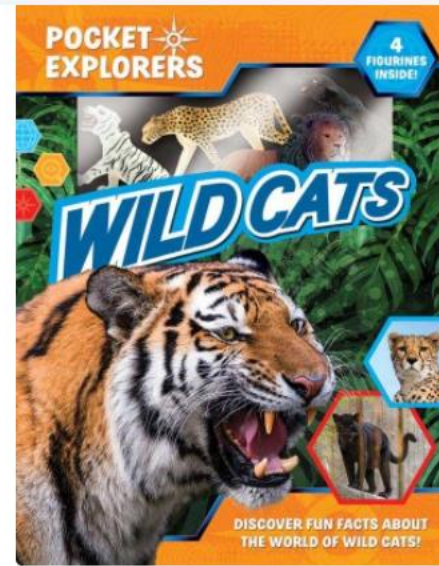
Get ready to explore, with animal books for kids that provide your little ones with fascinating facts about some of the world's most interesting and exotic creatures. Our Pocket Explorers collection features some of the best children's books about animals, with educationally driven content that's designed to take imaginations on a wild journey—whether that's to the world of sharks under the sea or into the jungle with wild cats.

RSP: AED 39

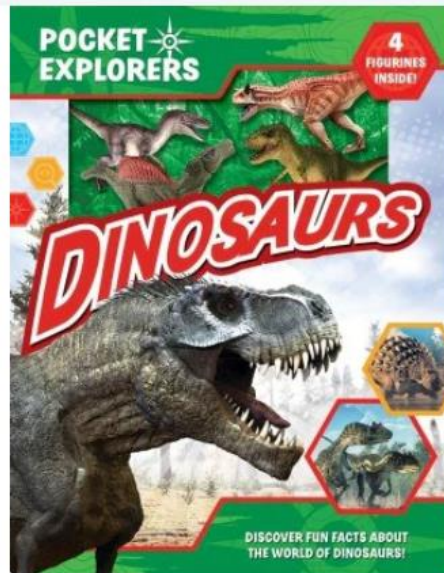
Pocket Explorers



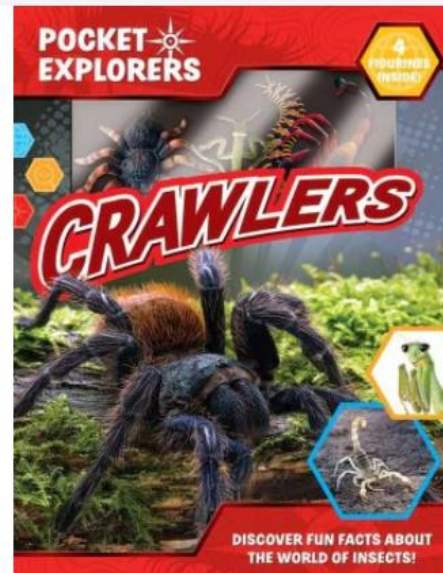
Reptiles



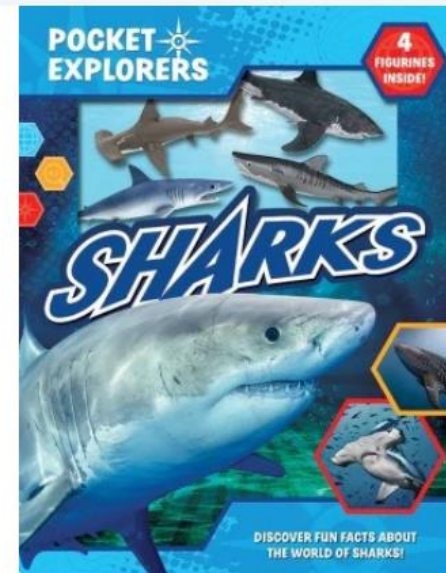
Wild Cats



Dinosaurs



Crawlers



Sharks

Tattle Tales



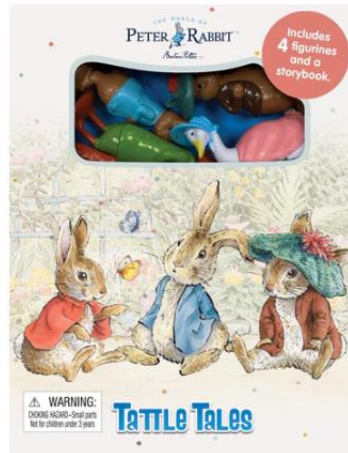
Take your little one on a wild ride with Tattle Tales adventure books for kids! These fun and engaging toy books for toddlers (ages 3+) each feature a sturdy board book and four themed figurines to help emerging imaginations take the story off of the page.

RSP: AED 39

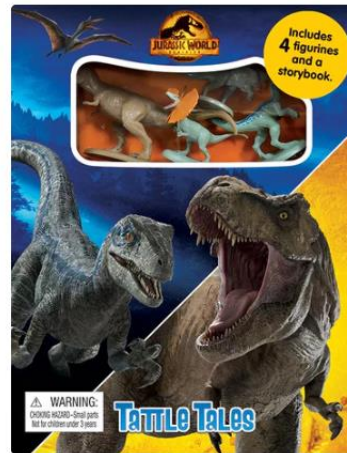
Tattle Tales



Lightyear



The World of Peter Rabbit



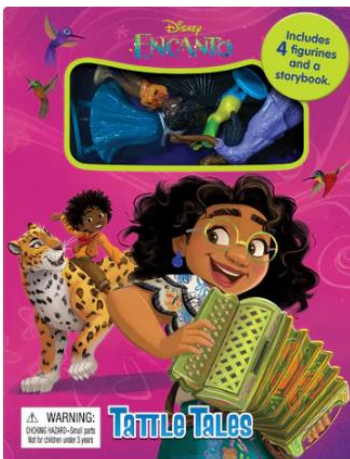
Jurassic World



PAW Patrol



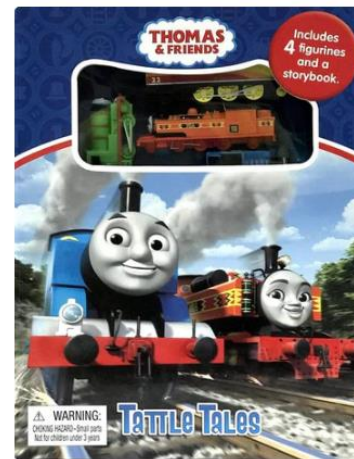
My Little Pony Book



Disney Encanto



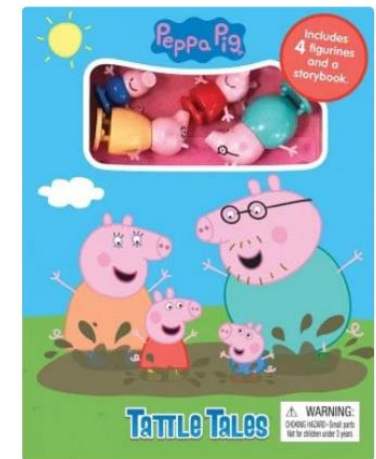
Disney Baby



Thomas & Friends



PJ Masks



Peppa Pig

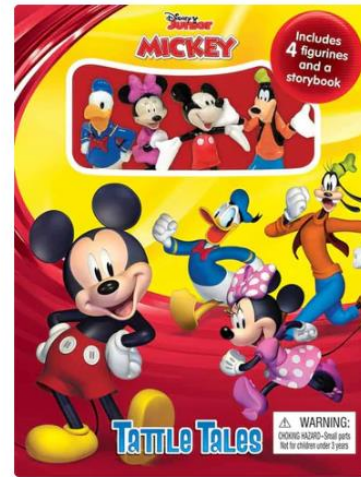
Tattle Tales



Luca



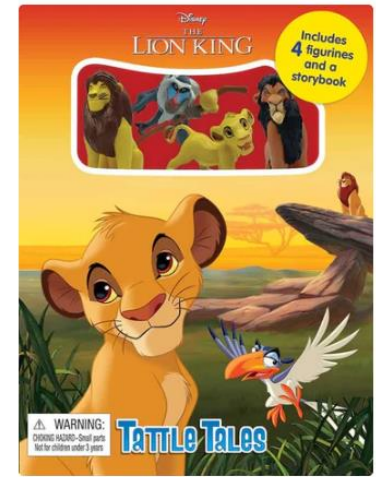
PAW Patrol Book



Mickey



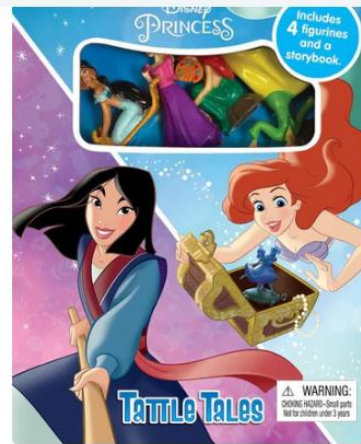
The World of Eric Carle



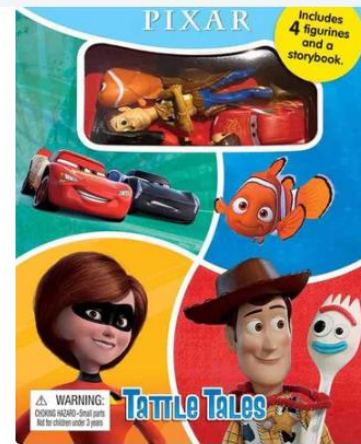
The Lion King



Blue's Clues & You



Disney Princess



Disney Pixar



Frozen 2



Disney Animals

Sticker Book Treasury



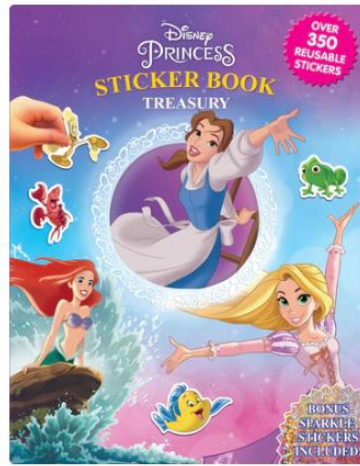
Sticker Book Treasuries provide an amazing line of sticker books for kids that offer a whole new way to bring stories off of the page. Your children can collect and enjoy more than 350 exciting reusable stickers with every single book!

RSP: AED 55

Sticker Book Treasury



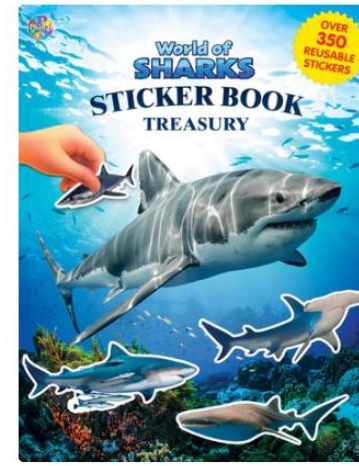
Barbie



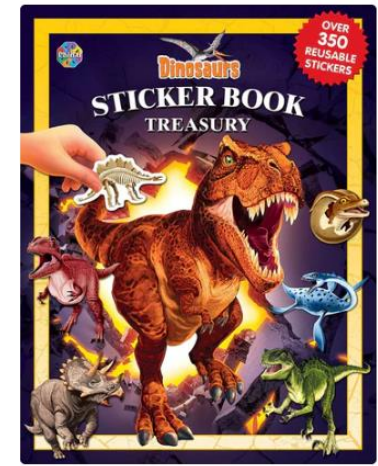
Disney Princess



Disney Animal Classics



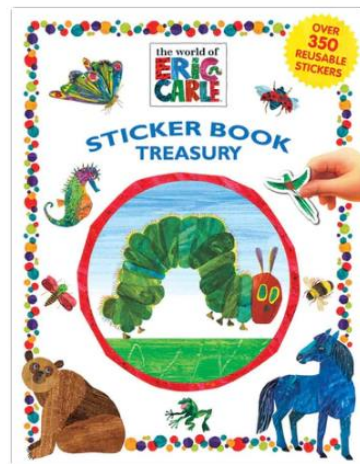
World of Sharks



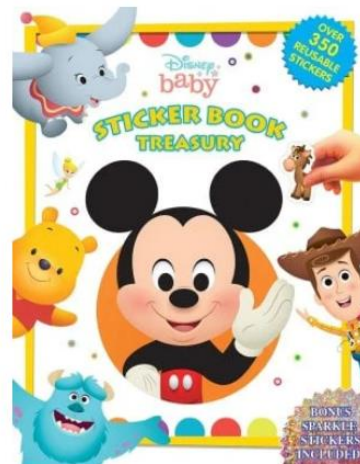
Dinosaurs



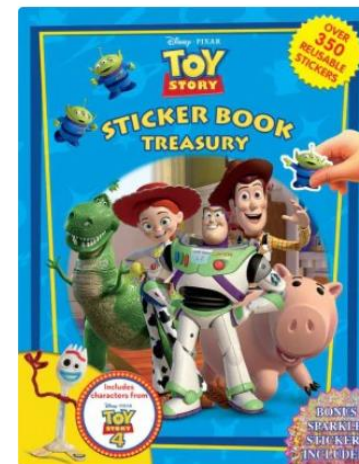
World of Horses



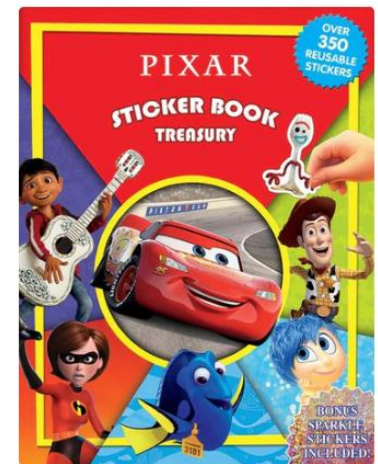
The World of Eric Carle



Disney Baby



Toy Story

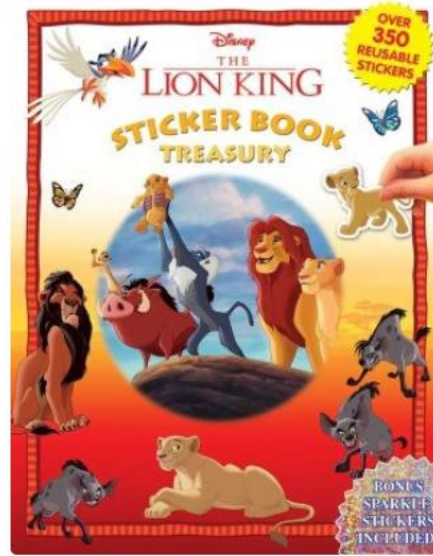


Disney Pixar

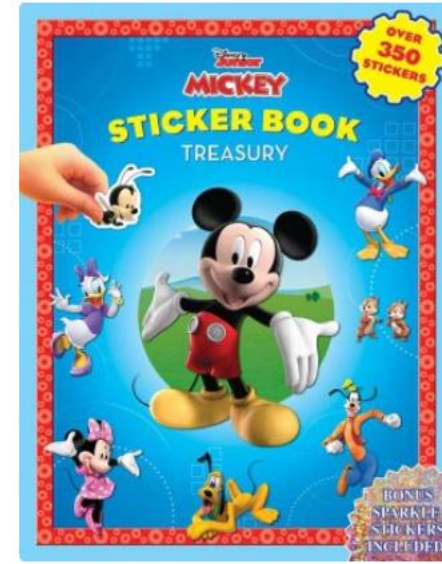
Sticker Book Treasury



Frozen 2



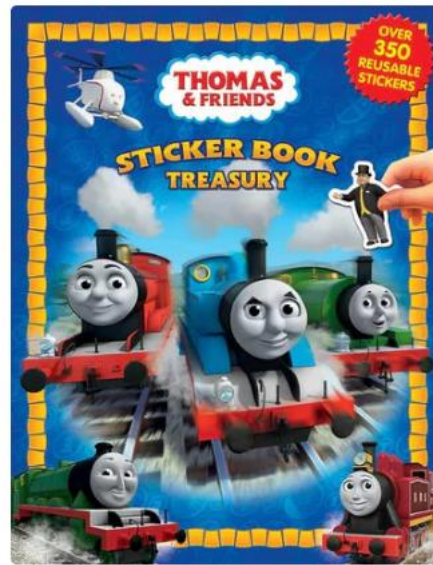
The Lion King



Mickey



Disney Princess



Thomas & Friends



Hot Wheels Sticker Book

My First Puzzle Book



Explore the My First Puzzle series, featuring puzzle story books that encourage deeper engagement with the storybook characters that your child already knows and loves. These toddler puzzle books are designed for young readers aged 3 and up, with each book featuring an original story plus five different puzzles for your child to put together.

RSP: AED 45

My First Puzzle Book



Little Mermaid



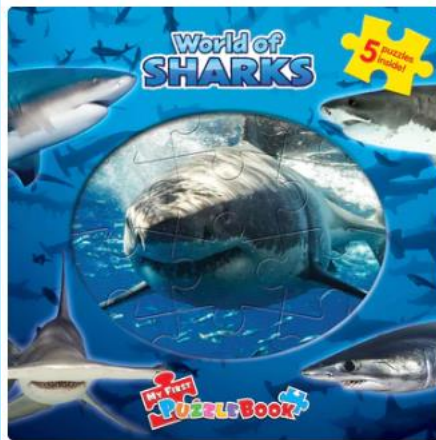
My Little Pony



Barbie



PAW Patrol Dino Rescue



World of Sharks



Jurassic World

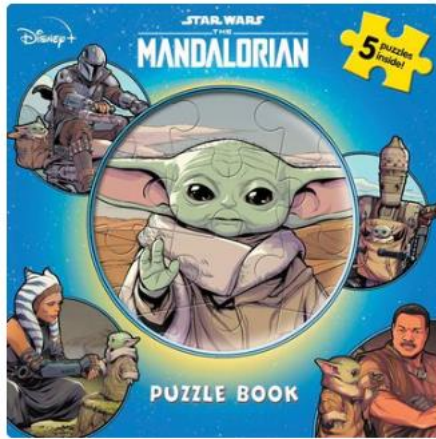


Disney Encanto



Lightyear

My First Puzzle Book



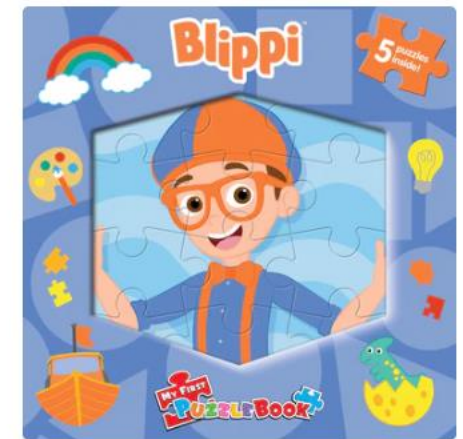
The Mandalorian



Blue's Clues & You



The World of Peter Rabbit



Blippi



Luca



Mickey

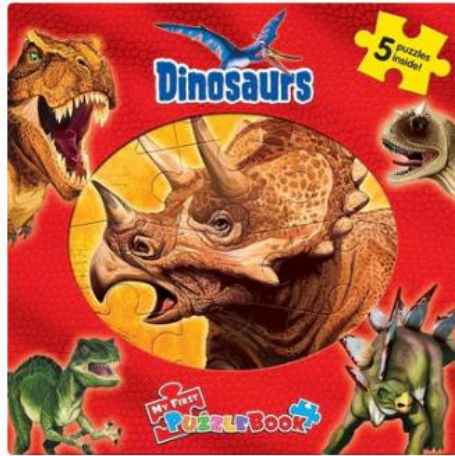


Frozen 2

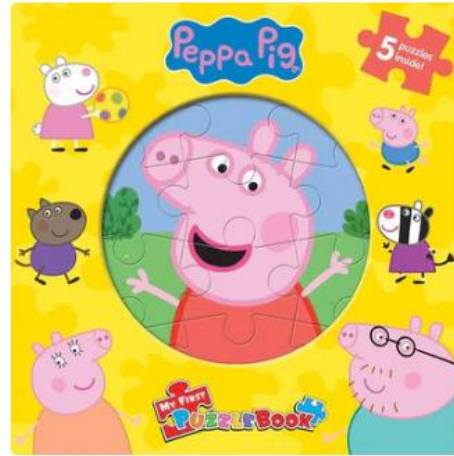


PAW Patrol

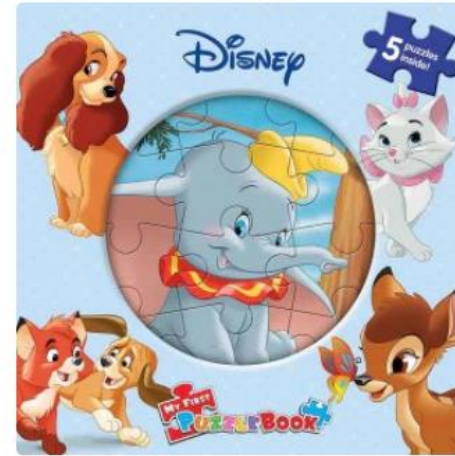
My First Puzzle Book



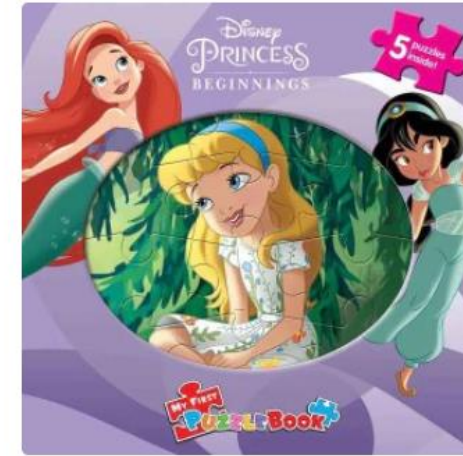
Dinosaurs



Peppa Pig



Disney Animals



Princess Beginnings



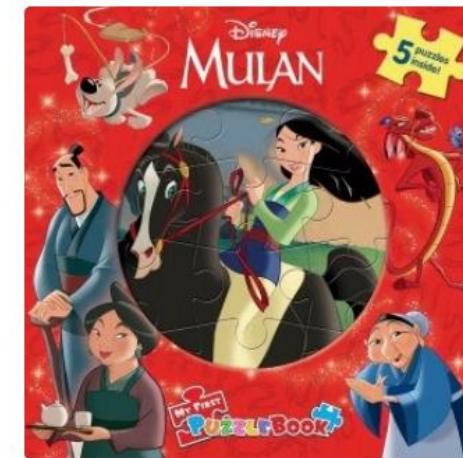
PJ Masks



Disney Raya



Onward

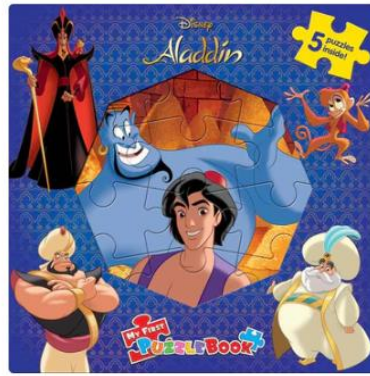


Mulan

My First Puzzle Book



Toy Story 4



Aladdin



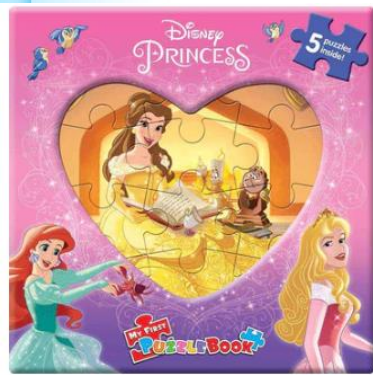
Disney Baby



Mickey and the Roadster



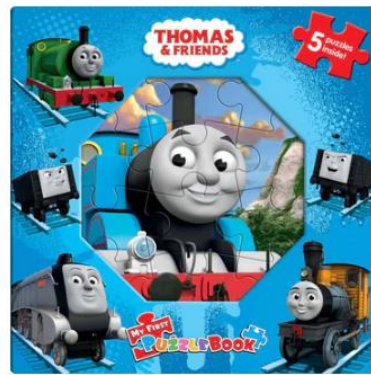
PAW Patrol



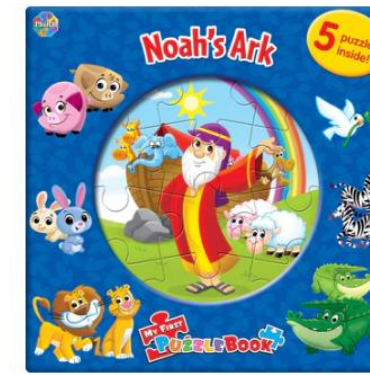
Disney Princess



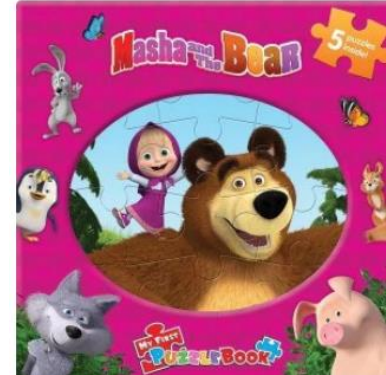
Minnie



Thomas & Friends



Noah's Ark



Masha and the Bear

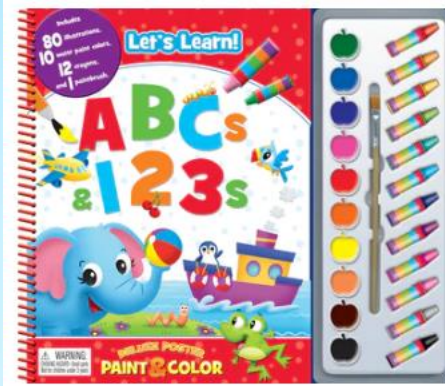
Deluxe Poster Paint & Color



Our collection of deluxe poster paint with water coloring books combines story with art to create the ultimate imagination-driven experience. Featuring some of the most beloved characters from Disney, Marvel, and Nickelodeon, these paint with water activity books provide children with an opportunity to fully immerse themselves in the storybook world.

RSP: AED 69

Deluxe Poster Paint & Color



Let's Learn!



Barbie



Disney Baby



Avengers



The World of Eric Carle



Disney Princess



PJ Masks



My Little Pony

Deluxe Poster Paint & Color



Justice League



Disney Animals



The Lion King



Toy Story



Mickey



Happy Halloween

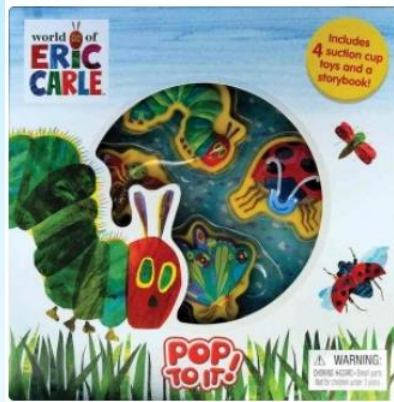


Cars



Disney Heroes and Villains

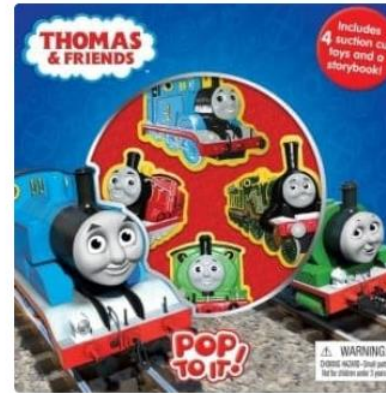
Pop To it



The World of Eric Carle



Hot Wheels



Thomas & Friends



PAW Patrol

A great activity kit! *Pop to It!* includes a sturdy board book and 4 suction cup toys. Have fun reading the story and completing the scenes with your suction cup toys.

RSP: AED 39



Learning 123



Learning ABC

Crafty Crayons

The Crafty Crayons Books are a great way to play and learn while having fun! A coloring book with your very own crayons!

RSP: AED 25



Stuck on Stories



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3 years and up
 10 pages board book
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 8" x 10"
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Read & Glow



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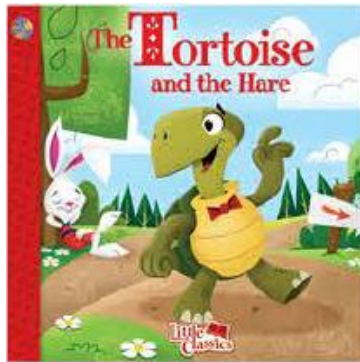


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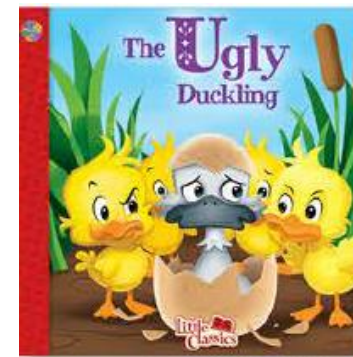
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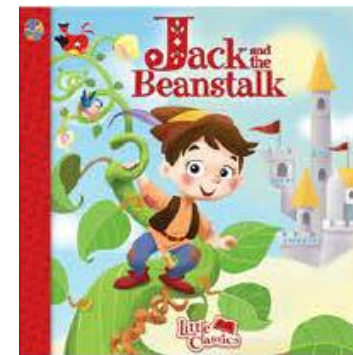
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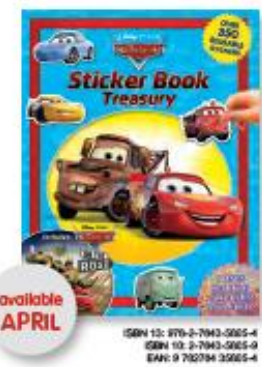
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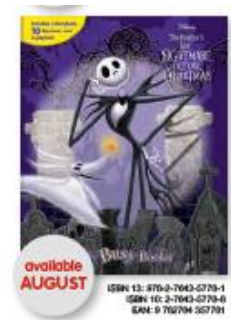
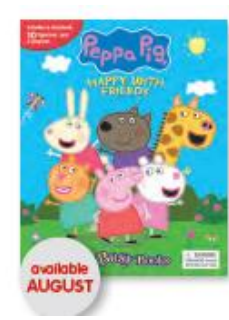
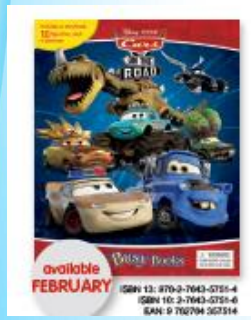
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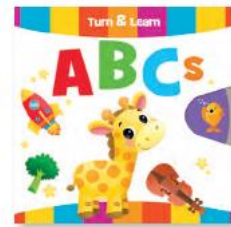
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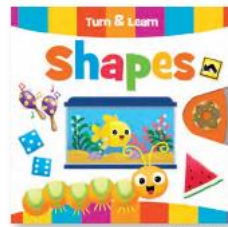
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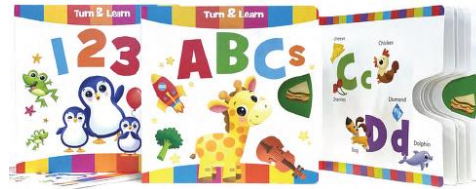
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