



Price List and Order Form 2011

Exclusively distributed by:

ETC Educational Technology Connection (HK) Ltd

Room 1509, Cityplaza 4, Tai Koo Shing, Hong Kong

Tel: 2653 2789 • Fax: 2656 1627

info@etc-edutechconnect.com.hk • www.letterland.com

3 easy ways to buy Letterland Products in Hong Kong

- 1. Mail Order** - deliver by local courier post, post or fax this order form
- 2. Letterland Showroom/Shop** - Tai Koo Shing (see address above and below): full product range
Wed 10:00 am - 6:00 pm, Sat 10:00 am - 4:00 pm No lunch hour Cash & EPS
Mon, Tues, Thurs, Fri - by appointment only (DO NOT WALK-IN without appointment)
- 3. Retail Shops** (see addresses below): selected hot items

ORDER FORM: complete and return with payment

- Fax or mail this order form to the above address
- Prices quoted include local courier delivery for order at or above HK\$ 200
Delivery charge of HK\$ 100 applies for order sum less than HK\$ 200
- Payment methods:**
Crossed cheque: payable to "ETC Educational Technology Connection (HK) Ltd"
Bank-in: HSBC account: **582-206-330-838** 匯豐銀行
(can be done via ATM machines at MTR stations)
If order by fax, please attach the bank-in slip as proof of payment

Retail Shops:

Tai Koo Shing: Letterland Showroom
Rm 1509 Cityplaza 4, Tai Koo Shing
tel: 2653 2789
Wed 10:00 am-6:00 pm
Sat 10:00 am-4:00 pm
Mon, Tues, Thurs, Fri **by appointment**
Sun, Public Holiday Closed

Central:

Toys Club
5/F, On Hing Building
1 On Hing Terrace, Central
tel: 2167 8474
Mon - Sat 10:00 am-7:00pm
Sun, Public Holiday 10:00 am-6:00pm

Pollux Books (till end Aug 2011)
Shop 52, G/F, Hong Kong Station
(MTR Airport Express), Central
tel: 2869 1498
Mon - Sat 8:00 am-9:00 pm
Sun, Public Holiday 9:00 am-9:00 pm

Ap Lei Chau:

Toys Club
Room 1913, Horizon Plaza,
2 Lee Wing Street, Ap Lei Chau
tel: 2836 0875
Mon - Sat 10:00 am-6:30 pm
Sun, Public Holiday 11:00 am-6:30 pm

Pollux Books

Room 2101, Horizon Plaza,
2 Lee Wing Street, Ap Lei Chau
tel: 2873 6962
Mon - Sat 10:00 am-6:30 pm
Sun, Public Holiday 11:00 am-6:30 pm

Order Summary Table

Please transfer the Sub total (\$) of each section to this table to arrive at the Grand Total (\$)

Page	Section	Sub total (HK\$)
2	Phonics At-home Starter Set: 5 items (\$ 610)	
2	Nursery, Fix-it Phonics Level 1 & Kindergarten	
3	Primary Years	
3	NEW! Fix-it Phonics Level 1, 2, 3	
4	Software CD-Roms, Fun and Games	
4	Library - Storybooks	
4	Letterland Cartoon DVD	
Delivery Charge \$ 100 for order below \$ 200		
Grand Total:		\$

Letterland online Hong Kong catalogue:

<http://www.letterland.com/distributors/hong-kong>

Please "[X]" and complete: Total \$: _____

[] **by cheque:** cheque no.: _____ bank: _____

[] **by direct bank-in:** please attach bank-in slip

Completed by (no need to indicate school if the order is for home use):

Name: _____ Title: _____ Telephone: _____

School: _____ Fax: _____

Address: _____ Email: _____

Date: _____

Exclusively distributed by:

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* Core teaching resources for school

These are Classic Letterland materials, see p. 2 of 2010 catalogue for details

2010 Catalogue pages 7-12	Code:	Nursery & Kindergarten K1-2 letter shape & sounds a - z, in alphabetical order	HK\$	QTY	Total HK\$
teacher's handbook	EYH	Early Years Handbook* Teacher's guide with lesson plan and activity suggestions	390		
phonics at-home starter \$ 610, 5 items	T27	Early Years Handbook CD* Audio model lessons based on the illustrations on the Letterland ABC book	135		
	ABC SB	Letterland ABC Book* Softback 64 pages. Introduce each one of the Letterland characters, a-z	105		
	TB85	Letterland ABC Book Audio CD Listen to the text on the Letterland ABC books.	75		
	T23	Alphabet Songs CD* Songs for learning a-z sounds, short and long vowels to familiar nursery rhyme tunes	100		
	V10DVD	Once Upon a Time in Letterland DVD* Animated 55 minutes DVD, featuring Letterlanders a-z (p. 28)	195		
			ELT range - replaced by Fix-it Phonics Level 1 NEW! see below and next page		
posters	T04S	Class Train Frieze* Size 4m x 348mm Aa-Zz	255		
	AF01	Alphabet Frieze 7 panels making a frieze 5.7m long, or mount panels in a poster, Aa-Zz	87		
	T30	Class Poster Size A2, Aa-Zz	90		
	T88	Alphabet Desk Strip (pack of 10) put on every student's desk for easy reference to the Letterland alphabet	135		
	T22	Action Tricks Poster Do the actions, make the sounds, a-z	135		
flashcards	BPC	Big Picture Code Cards* Large, bright pictograms. Plain letters on reverse. Size 188x244mm	405		
	T28	Big Capital Picture Code Cards Capital letter versions of Big Picture Code Card (BPC)	405		
	FC01	First Reading Flashcards 65 cards. Pictograms/plain letters on reverse. Size 86x132mm, Aa-Zz	87		
	VC	Vocabulary Cards* 78 cards featuring words/pictures for each a-z letter sounds, plus rhyming words.	405		
school-use copymasters:	T07	Aa-Zz Copymasters* 60 hollow letter pictograms & objects to colour & discuss, lower and upper case Aa-Zz	405		
	T96	Sentence Copymasters* read each sentence together, emphasising the alliterative words	360		
letter shape: pre-writing & handwriting	T18	Early Years Handwriting Copymasters* Handwriting verses and patterns. Size A4 297x210mm	405		
	T24	Handwriting Songs CD* , 26 rhyming songs to help make the sequence of letter strokes easy to remember	100		
	ELTHB	ELT Handwriting Book now TC74 Handwriting Practice 1 from tracing to independent handwriting	60		
	AB02	First Handwriting Activity book now TD01 My First Handwriting Activity Pre-writing activities	60		
activity books pre-reading, a-z sounds	T06	Early Years Workbooks 1-4* Supports Early Years a-z teaching, a set is needed for each student	105		
	AB03	First Reading Activity book now TD02 My First Reading Activity Book Early Reading skills	60		
	AB01	First Alphabet Activity book now TD03 My First Alphabet Activity Book a-z Letterland characters	60		
		Fix-It-Phonics NEW!! focus on systematic word building (synthetic phonics)			
NEW! Fix-it Phonics (not on 2010 catalogue) replaced ELT		Fix-it Phonics Level 1 Aa-Zz, introducing vowel men (long vowels), consonant blends, word building			
	FPT1	Teacher Set: Student book 1 & 2, Workbook 1 & 2, 4 audio CDs (songs, stories, activities narration, assessment guide PDF), teacher's booklet with assessment guide	840		
	FPS1	Student Set: Student book 1 & 2, Workbook 1 & 2 - no songs CD	490		
	ELTAZCD	ELT Alphabet Songs CD a-z songs on Level 1 Student book 1 & 2	135		
	T25	Blends and Digraphs Songs CD consonant blends (bl, cr, sw...) songs on level 1 Student book 2	195		
2010 Catalogue pages 15-23		Kindergarten K3 / Primary Year 1 of international school revision on letter sound a-z, blends, simple word building all the resources in nursery & K1-2, plus the following:			
core teaching materials	TG	Letterland Teacher's Guide* Comprehensive lesson plans. 218 page	570		
	TD28	Beyond ABC book* (new edition) see what happens when Letterlanders come together to make a new sound in word	105		
	TD32	Beyond ABC audio CD* (new edition) a must have companion to the Beyond ABC book	75		
	T29	Letterland Straight Picture Code Cards* 85 cards. Pictograms one side, black letters on reverse, story summaries	330		
	T25	Blends and Digraphs Songs CD* Featuring blends, digraphs, trigraphs, 42 songs	195		
		T65	Sammy Snake's Snap Speeding up letter recognition, four sets of a-z plus long vowels, silent magic e	87	
flashcards	FC02	Second Reading Flashcards 80 cards. 74 key words & phrases	87		
	phonic readers	T93	Phonic Vowel Readers - Red Series now TC78 Letterland Stories Level 1 (1 book), focus on short vowels: a, e, i, o, u	90	
T94		Phonic Vowel Readers - Blue Series now TC79 Letterland Stories Level 2 (1 book), focus on initial & final phonemes and short medial vowels	90		
activity books: a-z	T05	Letterland Workbooks 1-4* Supports Letterland Teacher's Guide, a set is needed for each student	105		
	T38	Sticker Dictionary Featuring over 120 key words. 16 pages	60		
	NEW!	AB07 First Rhyming Activity book now TD04 My First Rhyming Activity Book rhyming and word building (covering discontinued First Rhyming Activity Book p.1-7,14,16,20-21 + p.2-11 of Building Words Activity Book)	60		
	T49	Rhyming Flashcards 56 cards. Identify words that rhyme and anticipate word endings, picture/words	87		
	AB04	Alphabet Sounds Activity book now TD05 My Second Handwriting Activity Book learn the sound tricks	60		
	AB06	Reading Words Activity book now TD06 My Second Reading Activity Book word beginning, middles, endings	60		
	AB05	Building Words Activity book now TD04 My First Rhyming Activity Book rhyming and word building (covering discontinued First Rhyming Activity Bk , and p.1-7,14,16,20-21 + p.2-11 of Building Words Activity bk)	60		
	NEW!	TD08 My Second Rhyming Activity book NEW! (not on 2010 catalogue) (covering First Rhyming Activity Book p. 8-13,15,17-19,22-24 and discontinued Building Words Activity Book p.15,20)	60		
	AB08	Spelling Words Activity book now TD07 My Second Alphabet Activity Book Read, spell regular words	60		
	NEW!	TD23 Handwriting Practice 2 NEW! (not on 2010 catalogue) Progress from Handwriting Practice 1, pre-writing activities, letter formation, combining letters to form words and sentences, to pre-cursive	60		
school-use copymasters	T17	Word Bank Copymasters Example words and pictograms for each spelling pattern, story summaries	360		
	T45	Blends and Digraphs Copymasters* To be used alongside with the Teacher's Guide (TG)	405		
Sub total (transfer this to the Order Summary Table on the cover page)					\$

 Name: _____ Position (school only): _____
 School (school order only) : _____ Tel: _____

*** Core teaching resources for school**

2010 Catalogue pages 15-23	Code:	Primary Years fast track a-z phonemic awareness. blends, digraphs, word building	HK\$	QTY	Total HK\$	
core teaching materials	TG	Letterland Teacher's Guide* Comprehensive lesson plans 218 page	570			
	T29	Letterland Straight Picture Code Cards* 85 cards. Pictograms one side, black letters on reverse, story summaries	330			
	ABC SB	Letterland ABC Book* Softback 64 pages. Introduce each one of the Letterland characters, a-z	105			
	T27	Early Years Handbook CD* Audio companion for the Letterland ABC book illustration pages	135			
	T23	Alphabet Songs CD* Songs for learning a-z sounds, short and long vowels to familiar nursery rhyme tunes	100			
	VC	Vocabulary Cards* 78 cards featuring words/pictures for each a-z letter sounds, plus rhyming words.	405			
	TD28	Beyond ABC book* (new edition) see what happens when Letterlanders come together to make a new sound in word	105			
	TD32	Beyond ABC audio CD* (new edition) a must have companion to the Beyond ABC book	75			
	T25	Blends and Digraphs Songs CD* Featuring blends, digraphs, trigraphs, 42 songs	195			
	NEW! NEW!	TD24	Far Beyond ABC book* NEW! (not on 2010 catalogue) even more stories after Beyond ABC	105		
	TD33	Far Beyond ABC audio CD* NEW! (not on 2010 catalogue) a must have companion to the Far Beyond ABC book	75			
	T43	Advanced Teacher's Guide* All sounds not covered in Teacher's Guide	420			
	T44	Advanced Picture Code Card* All patterns in the Advanced Teacher's Guide, story summaries	330			
	T52	Advanced Songs CD* Audio songs to learn some of the sounds covered in the Advanced Teacher's Guide	135			
	flashcards	T65	Sammy Snake's Snap Speeding up letter recognition, four sets of a-z plus long vowels, silent magic e	87		
FC01		First Reading Flashcards 65 cards. Pictograms/plain letters on reverse. Size 86x132mm, Aa-Zz	87			
FC02		Second Reading Flashcards 80 cards. 74 key words & phrases	87			
posters, magnets	T04S	Class Train Frieze* Size 4m x 348mm, Aa-Zz	255			
	T30	Class Poster Size A2, Aa-Zz	90			
	T88	Alphabet Desk Strip (pack of 10) put on every student's desk for easy reference to the Letterland alphabet	135			
	T09	Magnetic Letters 62 picture-coded a-z, vowel men, magic e and plain vowel magnetic letters	75			
	T22	Action Tricks Poster Do the actions, make the sounds, a-z	135			
	T31	Vowel Scene Posters* Size A2, pack of 4 posters. Important consolidation resource for key phonic facts	248			
phonic readers	T93	Phonic Vowel Readers - Red Series now TC78 Letterland Stories Level 1 (1 book), focus on short vowels: a, e, i, o, u	90			
	T94	Phonic Vowel Readers - Blue Series now TC79 Letterland Stories Level 2 (1 book), focus on initial & final phonemes and short medial vowels	90			
	T95	Phonic Vowel Readers - Orange Series now TC80a & TC80b Letterland Stories Level 3a,3b (2 books), focus on vowel digraphs: a-e, e-e, i-e, o-e, u-e, ai, ay, ea, ee, ie, oa, oo	180			
activity books: a-z	T05	Letterland Workbooks 1-4* Supports Letterland Teacher's Guide (TG), a set is needed for each student	105			
	T38	Sticker Dictionary Featuring over 120 key words. 16 pages, see page 21	60			
	NEW!	AB07 First Rhyming Activity book now TD04 My First Rhyming Activity Book rhyming and word building (covering discontinued First Rhyming Activity Book p.1-7,14,16,20-21 + p.2-11 of Building Words Activity Book)	60			
	T49	Rhyming Flashcards 56 cards. Identify words that rhyme and anticipate word endings, picture/word	87			
	AB04	Alphabet Sounds Activity book now TD05 My Second Handwriting Activity Book learn the sound tricks	60			
	AB06	Reading Words Activity book now TD06 My Second Reading Activity Book word beginning, middles, endings	60			
	AB05	Building Words Activity book now TD04 My First Rhyming Activity Book rhyming and word building (covering discontinued First Rhyming Activity Book p.1-7,14,16,20-21 + p.2-11 of Building Words Activity Book)	60			
	NEW!	TD08 My Second Rhyming Activity book NEW! (not on 2010 catalogue) (covering First Rhyming Activity Book p. 8-13,15,17-19,22-24 and discontinued Building Words Activity Book p.15,20)	60			
	AB08	Spelling Words Activity book now TD07 My Second Alphabet Activity Book Read, spell regular words	60			
	NEW!	TD23 Handwriting Practice 2 NEW! (not on 2010 catalogue) Progress from Handwriting Practice 1, pre-writing activities, letter formation, combining letters to form words and sentences, to pre-cursive	60			
school-use copymasters: blends & digraphs	T96	Sentence Copymasters read each sentence together, emphasising the alliterative words	360			
	T17	Word Bank Copymasters Example words and pictograms for each spelling pattern, story summaries	360			
	T45	Blends and Digraphs Copymasters* To be used alongside with the Teacher's Guide (TG)	405			
	T53	Advanced Copymasters* To be used alongside with the Advanced Teacher's Guide (T43)	405			
Sub total (transfer this to the Order Summary Table on the cover page) \$						

not on 2010 catalogue	Code:	Fix-It-Phonics NEW!! suitable for primary years focus on systematic word building (synthetic phonics) cover a-z, all major sounds	HK\$	QTY	Total HK\$
NEW! Fix-it Phonics (not on 2010 catalogue) Level 1-3		Fix-it Phonics Level 1 Aa-Zz, introducing vowel men (long vowels), consonant blends, word building			
	FPT1	Teacher Set: Student book 1 & 2, Workbook 1 & 2, 4 audio CDs (songs, stories, activities narration, assessment guide PDF), teacher's booklet with assessment guide	840		
	FPS1	Student Set: Student book 1 & 2, Workbook 1 & 2 - no songs CD	490		
		Fix-it Phonics Level 2 review Level 1, consonant & vowel digraphs, silent magic e, r/w-controlled digraphs, word building			
	FPT2	Teacher Set: Student book 1 & 2, Workbook 1 & 2, 4 audio CDs (songs, stories, activities narration, assessment guide PDF), teacher's booklet with assessment guide	840		
	FPS2	Student Set: Student book 1 & 2, Workbook 1 & 2 - no songs CD	490		
Teacher Set Student Set		Fix-it Phonics Level 3 review Level 1 & 2, oo, oi, oy, oi, aw, au, ow, ou, wh, ph, air, ear, word building			
	FPT3	Teacher Set: Student book 1 & 2, Workbook 1 & 2, 4 audio CDs (songs, stories, activities narration, assessment guide PDF), teacher's booklet with assessment guide	840		
	FPS3	Student Set: Student book 1 & 2, Workbook 1 & 2 - no songs CD	490		
songs CDs for student sets		Songs CD - only if you order Student Set, which does not come with Songs CD. All Teacher Sets come with songs CD			
	ELZCD	ELT Alphabet Songs CD for Fix-it Phonics Level 1 student books 1 & 2	135		
	T25	Blends and Digraphs Songs CD for consonant blends (bl, cr, sw...) songs on Fix-it Phonics Level 1 student book 2 digraph songs for Level 2 and 3 student books 1 & 2	195		
	T52	Advanced Songs CD for remaining songs on Level 3 student books 1 & 2	135		
Sub total (transfer this to the Order Summary Table on the cover page) \$					

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 School (school order only) : _____ Tel: _____

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*** Core teaching resources for school**


These are Classic Letterland materials, see p. 2 of 2010 catalogue for details

2010 Catalogue pages 13-14	Code:	Software	HK\$	QTY	Total HK\$
Software	T70	Living ABC! CD-Rom* Enter the interactive world of Letterland: stories, songs, activities. a-z, single user (PC)	770		
	T90	ABC Adventure CD-Rom great new software with activities on a-z letter shape and sounds(PC/Mac)	198		
	T80	Living Code Cards CD-Rom* Listen and watch the phoneme and digraphs stories, single user (PC/Mac)	700		
2010 Catalogue pages 23-24		Fun & Games			
activities	T86	Letterland Cookbook Easy-to-follow recipes with Letterland characters. 48 pages	120		
	TB97	Letterland Things to Make & Do Cut, Trace, Fold, Colour with Letterlander A-Z, 56 pages	120		
	TD20	Harry Hat Man's Holiday Activity Book NEW! (not on 2010 catalogue) perfect holiday activities	60		
	TB89	Height Chart Keep track of how fast your child is growing	75		
stickers	T16	Fun-To-Find Sticker Book 80 fun things to find and stick. 16 pages	60		
	T21	Alphabet Stickers 10 sheets per pack. For personal dictionaries and games	128		
	T46	Merit Stickers 10 sheets of fun sticker offering encouragements: such as "I can read better than Red Robot"	128		
board games	T68	Giant Alphabet Puzzle All the Letterlanders in alphabetical order, 28 pieces for age 2+	175		
	T92	Lucy Lamp Light's Lotto play lotto/bingo with up to 6 players	175		
songs	T40	Action Songs CD 26 alliterative action songs, a-z	138		
Sub total (transfer this to the Order Summary Table on the cover page)					\$

2010 Catalogue pages 25-28	Code:	Letterland LIBRARY storybooks, magazine	HK\$	QTY	Total HK\$
picture only	T11	Alphabet Adventures Softback Different settings for children to search a-z Letterlanders, 24 pages	90		
	T67	Adventure Poster Size A2, pack of 3 posters: Land, Air and Sea (as in T11, Alphabet Adventures)	135		
one sentence	T48	Letterland ABC board book 210 x 210 mm, 26 pages, one alphabet on every page (a-z), hardback	90		
	T13	First Picture Word Book Softback Over 180 essential words. 32 pages. Size 254x254mm	90		
		Letterland Board books Under the Sea, In the Jungle, At the Seaside, On the Go discontinued			
	T42	"Who's Hiding?" Lift-The-Flap ABC Softback Interactive lift the flap features, lively scenes, a-z	90		
more sentences	T64	Alphabet Tales Comic style colourful stories for each Letterlander, 80 pages, 220 x 280mm, softback	105		
rhymes	T14	Alphabet of Rhymes Softback 32 pages, one rhyme for every Letterland character, a-z, softback	90		
plays/drama		Letterland Plays delightful plays practise initial sounds, rhyming words, word building. 210 x 170mm, 24 pages			
	T47A	Going to the Park featuring a, l, n, p, x	53		
	T47B	Bouncy Ben Goes to Shopping , featuring b, o, h, s, p	53		
	T47C	What Shall We Do Today? featuring f, g, n, r, u	53		
	T47D	Let's All Go to the Seaside featuring k, q, n, s, u	53		
longer text: for reading-to or older learners	T41	Bedtime Stories Softback 32 pages. Endearing stories to be read again and again. Size 210x296mm	105		
		Letterland Storybooks (24 pages each, hardback, set of 4)			
	SB1	Storybooks Set 1: Impy Ink's Invisible Ink Robber Red and the Robot	Munching Mike's Mistake Sammy Snake and the Snow	299	
	SB2	Storybooks Set 2: Annie Apple's Adventure Dippy Duck Dresses up	Clever Cat and the Clown Eddy Elephant and the Forest Fire	299	
	SB3	Storybooks Set 3: Bouncy Ben's Birthday Kicking King Lost in Letterland	The Hairy Hat Man's House The Wicked Water Witch's Wish	299	
	SB4	Storybooks Set 4: Naughty Nick and the Nettle Nibbler Quarrelsome Queen's Quiz	Poor Peter's Penguin Pals Ticking Tess and the Tiger	299	
	SB5	Storybooks Set 5: Orange and the Octopus Zig Zag Zebra Saves the Day	Uppy Umbrella in Volcano Valley The Vowel Street Party	299	
Sub total (transfer this to the Order Summary Table on the cover page)					\$

2010 Catalogue pages 29	Code:	Letterland Cartoon DVD	HK\$	QTY	Total HK\$
DVD	V10DVD	Once Upon a Time in Letterland DVD Animated 55 minutes DVD, featuring Letterlanders a-z	195		
	V9DVD	A Christmas Story DVD Animated 55 minutes DVD, featuring Letterlanders a-z	195		
	V8DVD	Detective Dippy Duck DVD Animated 55 minutes DVD, featuring Letterlanders a-z and vowel men	195		
Sub total (transfer this to the Order Summary Table on the cover page)					\$

Cost-At-A-Glance for School: Core Teaching Resources

 **the following price includes the Software CD-Rom
(Kindergarten: Living ABC, Primary: Living Code Cards)

Year groups	Nursery Kindergarten K1-2	Kindergarten K3 (Yr 1, Int'l School)	Primary Years
Learning objectives	letter shapes Aa-Zz letter sounds Aa-Zz	letter sounds Aa-Zz word building Aa-Zz letter sounds 'sh', 'ch'	letter sounds Aa-Zz, all digraphs, blends, and other common spellings, word building using all the sounds
Budget \$ for core teaching resources indicated with * on p. 2 & 3	HK\$ 4,135**	HK\$ 1,785 (plus K1-2 resources)	HK\$ 5,793**

Name: _____ Position (school only): _____
 School (school order only) : _____ Tel: _____