

Letterland



Price List and Order Form 2010

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): full product range
Wed 10:00 am - 6:00 pm, Sat 10:00 am - 4:00 pm No lunch hour Cash & EPS
- 3. Retail Shops** (see list on this page): 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: Hong Kong Bank account: **582-206-330-838**
(can be done via ATM machines at MTR stations)
If order by fax, please attach the bank-in slip as proof of payment

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 (\$ 562)	
2	Nursery & Kindergarten	
3	Primary Years	
3	Software CD-Roms, Fun and Games	
4	Library - Storybooks	
4	Letterland Cartoon DVD	
	Delivery Charge \$ 100 for order below \$ 200	
	Grand Total: \$	

Please "[X]"

[] please send us the 2010 Letterland Hong Kong Online Digital Catalogue

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

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

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

Retail Shops:

Kowloon:

Pollux Books

Shop 67, G/F, Kowloon Station
(MTR Airport Express), Kowloon
tel: 2196 8111

Mon - Sat 10:30am-7:30 pm
Sun, Public Holiday 10:00am-7:00 pm

Central:

Toys Club

13/f, 1 Duddell Street, Central
tel: 2167 8474

Mon - Sat 10:00am-7:00 pm
Sun, Public Holiday 11:00am-6:00 pm

Pollux Books

Shop 52, G/F, Hong Kong Station
(MTR Airport Express), Central
tel: 2869 1498

Mon - Sat 8:00am-9:00 pm
Sun, Public Holiday 9:00am-9:00 pm

Ap Lei Chau:

Toys Club

Room 1913, Horizon Plaza,
2 Lee Wing Street, Ap Lei Chau
tel: 2836 0875

Mon - Sat 10:00am-6:30 pm
Sun, Public Holiday 11:00am-6:30 pm

Pollux Books

Room 2101, Horizon Plaza,
2 Lee Wing Street, Ap Lei Chau
tel: 2873 6962

Mon - Sat 10:00am-6:30 pm
Sun, Public Holiday 11:00am-6:30 pm

Tai Koo Shing: Letterland Showroom

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

Name: _____ Title: _____ Telephone: _____

School: _____ Fax: _____

Address: _____ Email: _____

Date: _____

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181209

*** 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	375		
Phonics at-home starter \$502, 5 items	T27	Early Years Handbook CD* Audio model lessons based on the illustrations on the Letterland ABC book	128		
	ABC SB	Letterland ABC Book* Softback 64 pages. Introduce each one of the Letterland characters, a-z	90		
	TB85	ABC Audio Book CD Listen to the text on the Letterland ABC books. Ideal for phonemic awareness.	64		
	T23	Alphabet Songs CD* Songs for learning a-z sounds, short and long vowels to familiar nursery rhyme tunes	89		
	V10DVD	Once Upon a Time in Letterland DVD* Animated 55 minutes DVD, featuring Letterlanders a-z (p. 28)	191		
Letterland Simplified	ELTTG	ELT Teacher's Guide with lesson plan and activity suggestions, 116 pages	300		
	ELTMK	Monkey Hand Puppet As featured in the ELT teacher's guide, and the Once Upon a Time in Letterland DVD	153		
	ELTSB	ELT Student Book 21 unit course introduces students to alphabet sounds, listening, word building	105		
	ELTSBCD	ELT Student Book CD Provides pronunciation models, clear friendly instruction, Double CD	215		
	ELTAZCD	ELT Alphabet Songs CD Simple a-z letter sounds songs for younger learners	128		
	ELTWB	ELT Workbook Consolidates letter sounds and vocabulary covered in ELT student book	60		
	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	89		
T30		Class Poster Size A2, Aa-Zz	77		
T88		Alphabet Desk Strip (pack of 10)put on every student's desk for easy reference to the Letterland alphabet	128		
T22		Action Tricks Poster Do the actions, make the sounds, a-z	128		
flashcards		BPC	Big Picture Code Cards* Large, bright pictograms. Plain letters on reverse. Size 188x244mm	398	
	T28	Big Capital Picture Code Cards Capital letter versions of Big Picture Code Card (BPC)	398		
	FC01	First Reading Flashcards 65 cards. Pictograms/plain letters on reverse. Size 183x127mm, Aa-Zz	83		
	VC	Vocabulary Cards* 78 cards featuring words/pictures for each a-z letter sounds, plus rhyming words.	398		
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	338		
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	89		
	ELTHB	ELT Handwriting Book Progress from tracing to independent writing, pictogram approach	60		
activity books pre-reading, a-z sounds	AB02	First Handwriting Activity book Pre-writing activities	60		
	T06	Early Years Workbooks 1-4* Supports Early Years a-z teaching, a set is needed for each student	98		
	AB03	First Reading Activity book Develop a variety of early reading skills	60		
	AB01	First Alphabet Activity book First introduction to the a-z Letterland characters	60		
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	555		
	T99	Beyond ABC book* see what happens when Letterlanders come together to make a new sound in word	90		
	TB86	Beyond ABC audio book* a must have companion to the Beyond ABC book	64		
	T29	Letterland Straight Picture Code Cards* 85 cards. Pictograms one side, black letters on reverse, story summaries	319		
	T25	Blends and Digraphs Songs CD* Featuring blends, digraphs, trigraphs, 42 songs	191		
flashcards	T65	Sammy Snake's Snap Speeding up letter recognition, four sets of a-z plus long vowels, silent magic e	89		
	FC02	Second Reading Flashcards 80 cards. 74 key words & phrases	83		
phonic readers	T93	Phonic Vowel Readers - Red Series This new set of readers focuses on the short vowels: a, e, i, o, u	300		
	T94	Phonic Vowel Readers - Blue Series focusing on initial & final phonemes and short medial vowels	300		
activity books: a-z	T05	Letterland Workbooks 1-4* Supports Letterland Teacher's Guide, a set is needed for each student	98		
	T38	Sticker Dictionary Featuring over 120 key words. 16 pages	60		
	AB07	First Rhyming Activity book Identify words that rhyme and anticipate word endings	60		
	T49	Rhyming Flashcards 56 cards. Identify words that rhyme and anticipate word endings, picture/words	83		
	AB04	Alphabet Sounds Activity book learn the Letterland sound tricks	60		
	AB06	Reading Words Activity book Identify word beginnings, middles and word endings	60		
	AB05	Building Words Activity book Blend sounds to form words	60		
	AB08	Spelling Words Activity book Read and spell regular words	60		
school-use copymasters: blends	T17	Word Bank Copymasters Example words and pictograms for each spelling pattern, story summaries	338		
	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: _____

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*** 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	555		
	T29	Letterland Straight Picture Code Cards* 85 cards. Pictograms one side, black letters on reverse, story summaries	319		
	ABC SB	Letterland ABC Book* Softback 64 pages. Introduce each one of the Letterland characters, a-z	90		
	T27	Early Years Handbook CD* Audio companion for the Letterland ABC book illustration pages	128		
	T23	Alphabet Songs CD* Songs for learning a-z sounds, short and long vowels to familiar nursery rhyme tunes	89		
	VC	Vocabulary Cards* 78 cards featuring words/pictures for each a-z letter sounds, plus rhyming words.	398		
	T99	Beyond ABC book* see what happens when Letterlanders come together to make a new sound in word	90		
	TB86	Beyond ABC audio book* a must have companion to the Beyond ABC book	64		
	T25	Blends and Digraphs Songs CD* Featuring blends, digraphs, trigraphs, 42 songs	191		
	T43	Advanced Teacher's Guide* All sounds not covered in Teacher's Guide	405		
	T44	Advanced Picture Code Card* All patterns in the Advanced Teacher's Guide, story summaries	319		
	T52	Advanced Songs CD* Audio songs to learn some of the sounds covered in the Advanced Teacher's Guide	128		
flashcards	T65	Sammy Snake's Snap Speeding up letter recognition, four sets of a-z plus long vowels, silent magic e	89		
	FC01	First Reading Flashcards 65 cards. Pictograms/plain letters on reverse. Size 183x127mm, Aa-Zz	83		
	FC02	Second Reading Flashcards 80 cards. 74 key words & phrases	83		
posters, magnets	T04S	Class Train Frieze* Size 4m x 348mm, Aa-Zz	255		
	T30	Class Poster Size A2, Aa-Zz	77		
	T88	Alphabet Desk Strip (pack of 10)put on every student's desk for easy reference to the Letterland alphabet	128		
	T09	Magnetic Letters 62 picture-coded a-z, vowel men, magic e and plain vowel magnetic letters	64		
	T22	Action Tricks Poster Do the actions, make the sounds, a-z	128		
	T31	Vowel Scene Posters* Size A2, pack of 4 posters. Important consolidation resource for key phonic facts	242		
phonic readers	T93	Phonic Vowel Readers - Red Series This new set of readers focuses on the short vowels: a, e, i, o, u	300		
	T94	Phonic Vowel Readers - Blue Series focusing on initial & final phonemes and short medial vowels	300		
	T95	Phonic Vowel Readers - Orange Series vowel digraphs:a-e, e-e, i-e, o-e, u-e, ai, ay, ea, ee, ie, oa, oo	300		
activity books: a-z	T05	Letterland Workbooks 1-4* Supports Letterland Teacher's Guide (TG), a set is needed for each student	98		
	T38	Sticker Dictionary Featuring over 120 key words. 16 pages, see page 21	60		
	AB07	First Rhyming Activity book Identify words that rhyme and anticipate word endings	60		
	T49	Rhyming Flashcards 56 cards. Identify words that rhyme and anticipate word endings, picture/word	83		
	AB04	Alphabet Sounds Activity book Learn the Letterland sound tricks	60		
	AB06	Reading Words Activity book Identify word beginnings, middles and word endings	60		
	AB05	Building Words Activity book Blend sounds to form words	60		
AB08	Spelling Words Activity book Read and spell regular words	60			
school-use copymasters: blends & digraphs	T96	Sentence Copymasters read each sentence together, emphasising the alliterative words	338		
	T17	Word Bank Copymasters Example words and pictograms for each spelling pattern, story summaries	338		
	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)					\$

2010 Catalogue pages 13-14	Code:	Software	HK\$	QTY	Total HK\$
Software Windows 2000, XP, Vista	T70	Living ABC! CD-Rom* Enter the interactive world of Letterland: stories, songs, activities. a-z, single user	714		
	T90	ABC Adventure CD-Rom great new software with activities on a-z letter shape and sounds	195		
	T80	Living Code Cards CD-Rom* Listen and watch the phoneme and digraphs stories, single user	657		
2010 Catalogue pages 23-24		Fun & Games			
NEW! NEW! activities	T86	Letterland Cookbook Easy-to-follow recipes with Letterland characters. 48 pages	105		
	TB97	Letterland Things to Make & Do Cut, Trace, Fold, Colour with Letterlander A-Z, 56 pages	105		
	TB89	Height Chart Keep track of how fast your child is growing	64		
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+	179		
	T92	Lucy Lamp Light's Lotto play lotto/bingo with up to 6 players	166		
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)					\$

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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)	128		
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 young learners to meet all the Letterlanders, 140 mm x 140 mm, 12 pages, hardback			
	T33	Under the Sea featuring a, w, o, n, d, x	60		
	T32	In the Jungle featuring e, t, h, m, f, r	60		
	T34	At the Seaside featuring b, v, k, c, l, j, y	60		
	T35	On the Go! featuring g, p, z, s, q, i, u	60		
	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	90		
		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\$
	V10DVD	Once Upon a Time in Letterland DVD Animated 55 minutes DVD , featuring Letterlanders a-z	191		
	V9DVD	A Christmas Story DVD Animated 55 minutes DVD , featuring Letterlanders a-z	191		
	V8DVD	Detective Dippy Duck DVD Animated 55 minutes DVD , featuring Letterlanders a-z and vowel men	191		
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\$ 3,973**	HK\$ 1,722 (plus K1-2 resources)	HK\$ 5,552**

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