



Product catalogue 2026

Fantastic merchandise to help discover and enjoy the natural world





Discover nature

Help your customers identify wildlife with our **WildID** and new **Discovery** guide series.

More and more people are keen to find out more about wildlife, so our nature guides make a great addition to your product range. More than 8 in 10 people would like to find out more about nature, while over 4 in 10 want to be able to name different species of animals and plants.*



You can trust WildID guides to be engaging, user-friendly and accurate. 94% of people using WildID guides would recommend them to other people. Our experienced design team works closely with leading authors and illustrators. Each guide is tested by a panel of users and peer-reviewed by experts during development.*

WildID is part of Field Studies Council, a registered charity established in 1943. We provide outstanding experiences for people to connect with the environment, learn about it, and make choices that help protect it. The vision of far-sighted pioneers working with evacuee children during the Second World War, we now welcome over 150,000 people each year to our field centres across the UK. We often give children their first experience of the countryside. We are also a leading provider of wildlife identification guides, our top selling guides include bees, butterflies and wildflowers, helping people connect with nature in their local environment. Sales of our wildlife guides helps us transform young lives by funding nature education, helping create the next generation of wildlife enthusiasts.

WildID guides are already stocked in over 200 outlets across the UK, including visitor centres, gift shops and garden centres. We offer a range of point-of-sale and merchandising options to retailers.

Contact us for your free welcome pack, including sample WildID guide and trade catalogue.

Dr Rebecca Farley-Brown (WildID Manager)

* Data from independent market research from representative national samples. To verify please visit www.field-studies-council.org/trade

**Ready
to order?**

Call our sales
team on 01952
208910



WildID guides are produced by Field Studies Council, a Limited Company registered in England and Wales No. 412621 and a Charity, No. 313364. Charity registered in Scotland SC039870. Registered Office: Preston Montford, Shrewsbury, Shropshire SY4 1HW



*WildID guides sound great.
But what can you offer retailers?*

Good question!

- ✓ 40% discount on RRP available to retailers
- ✓ Free delivery on orders over £200
- ✓ No minimum order size
- ✓ In-store display equipment and merchandising available (see page 12)

*We take our environmental
responsibility seriously. Do you?*

YES! WildID guides have great **green** credentials

- ✓ Responsibly sourced: 100% of our paper is Forestry Stewardship Council accredited
- ✓ Vegetable-based inks since 2010
- ✓ Totally chlorine-free since 2005
- ✓ No single-use plastics
- ✓ UK manufacturing: over 95% printing within 30 miles of our HQ in Telford
- ✓ Charitable support: buying WildID guides helps our charity support nature education (see opposite)



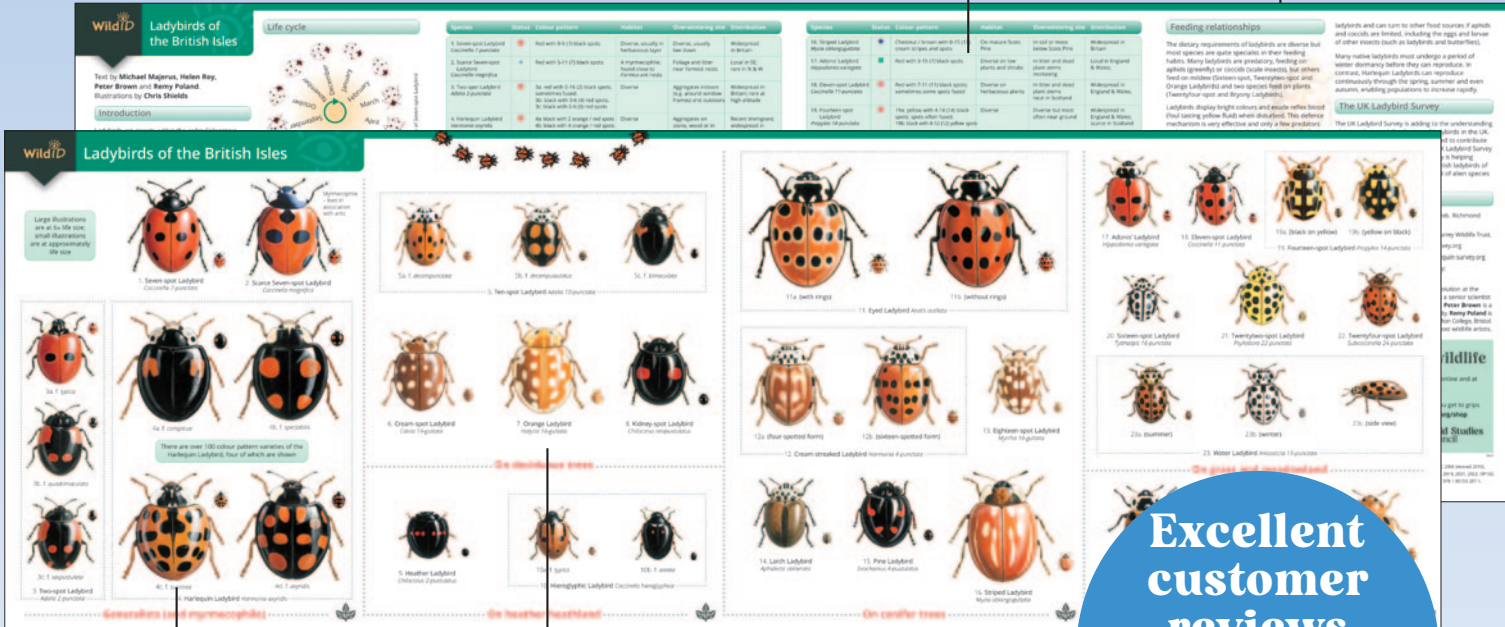


WildID guides

For everyone • ages 8-80+

Accompanying text helps to confirm identification

Rucksack sized: folds to 175 mm x 245 mm



Accurate colour images make identification easy

Similar species arranged nearby for comparison

In-store display options available (see page 12)

Excellent customer reviews
94% people using WildID guides would recommend them to other people

Quick reference for titles and barcodes

Top sellers 1-5

Park and garden birds

SKU OP197
ISBN 978 1 90881 965 9

ISBN 978-1-908819-65-9



Butterflies

SKU OP184
ISBN 978 1 90881 945 1

ISBN 978-1-908819-45-1



Garden bugs and beasties

SKU OP162
ISBN 978 1 90881 915 4

ISBN 978-1-908819-15-4



Trees

SKU OP51
ISBN 978 1 85153 861 4

ISBN 978-1-85153-861-4



Bees

SKU OP119
ISBN 978 1 85153 230 8

ISBN 978-1-85153-230-8



Top sellers 6-10

Flowers of walks and waysides

SKU OP176
ISBN 978 1 90881 934 5

ISBN 978-1-908819-34-5



Woodlands: trees, flowers and fungi

SKU OP195
ISBN 978 1 90881 963 5

ISBN 978-1-908819-63-5



Hedgerows

SKU OP134
ISBN 978 1 85153 246 9

ISBN 978-1-85153-246-9



Dragonflies and damselflies

SKU OP207
ISBN 978 1 90881 983 3

ISBN 978-1-90881-983-3



Mammal tracks and signs

SKU OP209
ISBN 978 1 90881 986 4

ISBN 978-1-908819-86-4





Top sellers 1-5

For everyone • Ages 8-80+ • Full colour • Splashproof
Rucksack-sized • Retail £4.00, trade £2.40, **margin 40%**

Park and garden birds

SKU OP197 • ISBN 978 1 90881 965 9

Is that a Chaffinch, Greenfinch or Bullfinch at the bird feeder? Do you know a Great Tit from a Blue Tit? Covering the top 50 birds seen in parks and gardens, including ponds and rivers.



Butterflies

SKU OP184 • ISBN 978 1 90881 945 1

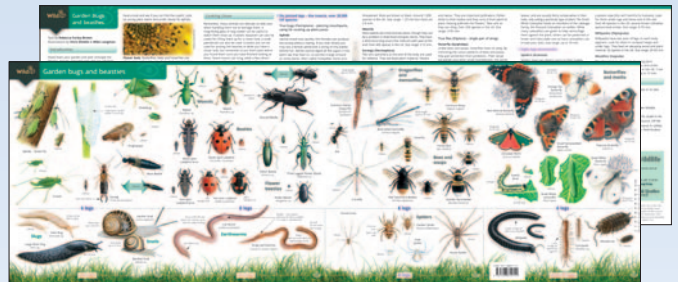
Covering all 60 wild butterflies of Britain and Ireland, with beautiful colour life-sized paintings by acclaimed artist Richard Lewington. Co-created with Butterfly Conservation.



Garden bugs and beasts

SKU OP162 • ISBN 978 1 90881 915 4

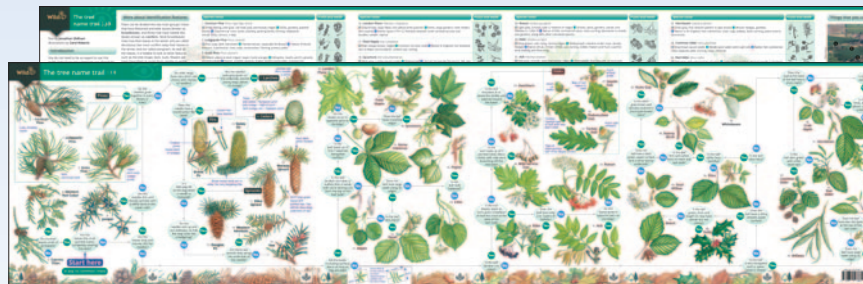
Head into the garden and peer among flowers, grasses and plant pots. Featuring common garden minibeasts, from shieldbugs to snails and froghoppers to flower beetles. Great for young explorers!



Trees

SKU OP51 • ISBN 978 1 85153 861 4

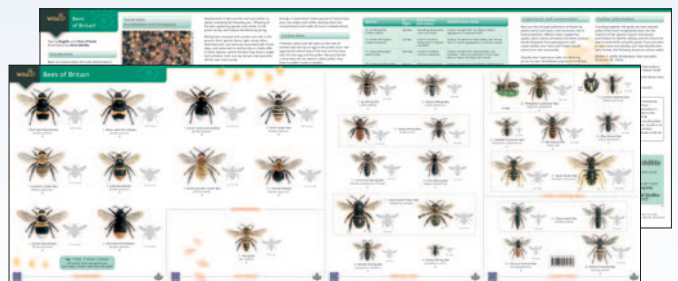
Can you tell apart Maple and Sycamore? Beech and Hornbeam? Pine, Cedar, Spruce and Fir? Straightforward questions will quickly guide you to the right answers. Co-created with the Forestry Commission.



Bees

SKU OP119 • ISBN 978 1 85153 230 8

Gardeners know the value of pollinators. Featuring 28 species of bees found in gardens, including mining bees, cavity-nesting bees and cuckoo bees as well as the Big Six bumblebees. Co-created with Buglife.



3

In-store display options available: see page 12 (counter-top displays and spinners)





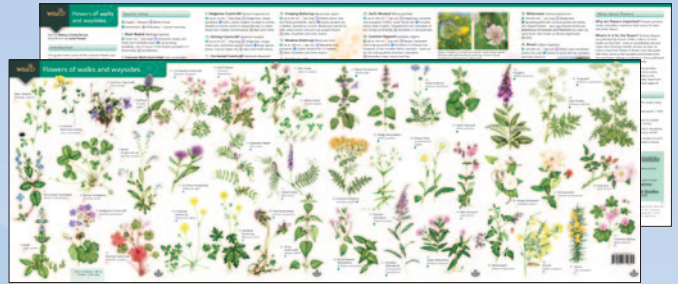
Top sellers 6-10

For everyone • Ages 8-80+ • Full colour • Splashproof
Rucksack-sized • Retail £4.00, trade £2.40, **margin 40%**

Flowers of walks and waysides

SKU OP176 • ISBN 978 1 90881 934 5

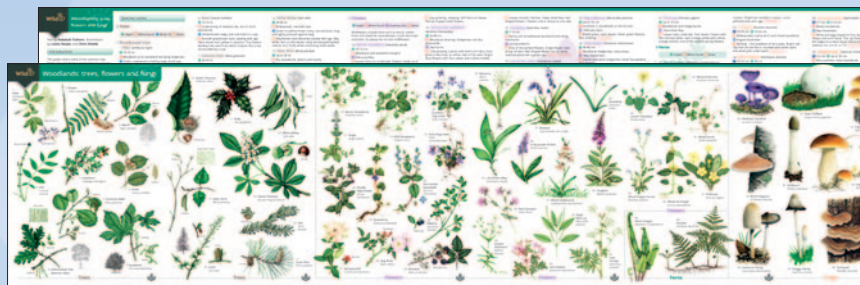
Looking for a quick guide to common wild flowers? Gardens, grassy tracks, quiet lanes, hedgerows, playing fields and canal towpaths are a great place to look. Features 42 different flowers to spot.



Woodlands: trees, flowers and fungi

SKU OP195 • ISBN 978 1 90881 963 5

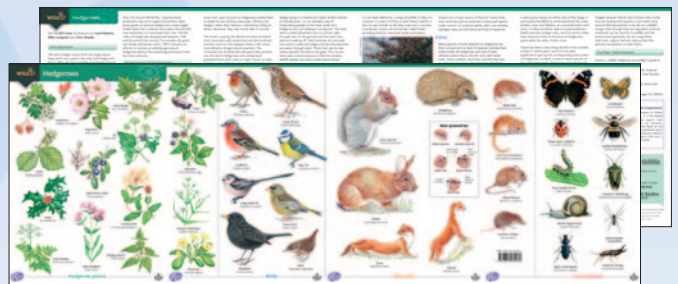
A woodland walk is a wonderful way to get outdoors and explore nature. Featuring 61 different trees, flowers, ferns and fungi, this guide will help you find plants all year round.



Hedgerows

SKU OP134 • ISBN 978 1 85153 246 9

A great introductory guide to the countryside, with beautiful colour paintings of the common woody plants, wild flowers, berries and seed heads, birds, mammals and invertebrates that live in the hedgerow.



Dragonflies and damselflies

SKU OP207 • ISBN 978 1 90881 983 3

Featuring all 20 damselflies and 26 dragonflies of Britain and Ireland, plus 5 common vagrant species. Designed for speedy identification in the field, with paintings shown at life-size.



Mammal tracks and signs

SKU OP209 • ISBN 978 1 90881 986 4

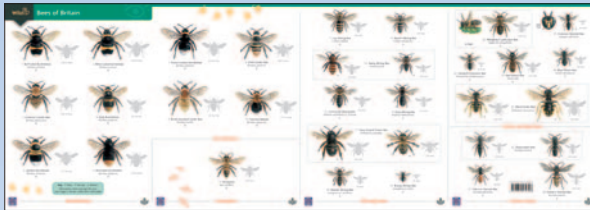
Track shy and elusive wild mammals in the countryside with this guide to their footprints, burrows and nests, droppings and feeding signs. Co-created with the Mammal Society.





Insects

Identify pollinators, predators and prey



Bees

SKU OP119 • ISBN 978 1 85153 230 8



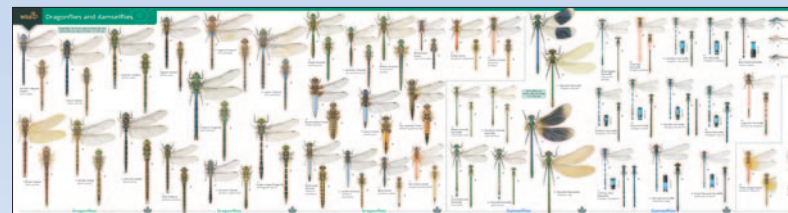
Butterflies

SKU OP184 • ISBN 978 1 90881 945 1



Ladybirds

SKU OP102 • ISBN 978 1 85153 297 1



Dragonflies and damselflies

SKU OP207 • ISBN 978 1 90881 983 3



Day flying moths

SKU OP106 • ISBN 978 1 85153 215 5



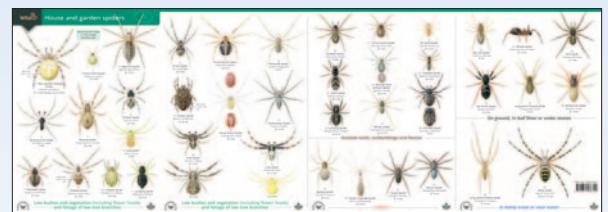
Garden bugs and beasties

SKU OP162 • ISBN 978 1 90881 915 4



Insects

SKU OP153 • ISBN 978 1 90881 905 5



Spiders

SKU OP69 • ISBN 978 1 85153 879 9



Caterpillars

SKU OP185 • ISBN 978 1 90881 946 8

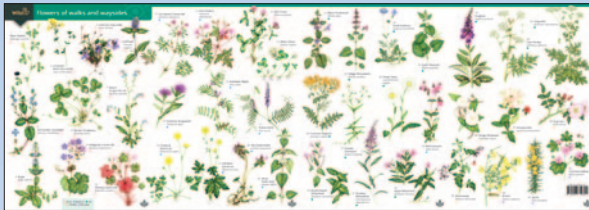
In-store display options available: see page 12





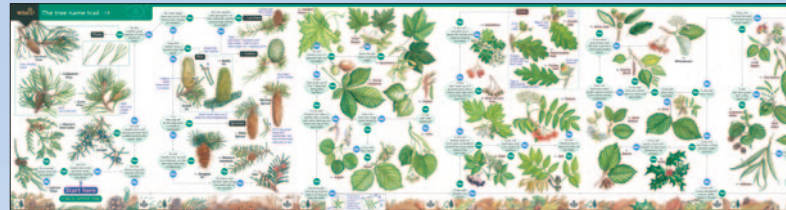
Plants and fungi

From early spring to late autumn



Flowers of walks and waysides

SKU OP176 • ISBN 978 1 90881 934 5



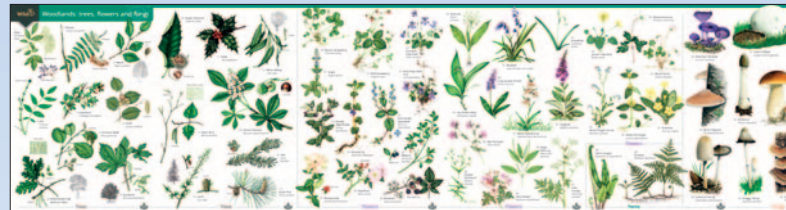
Trees

SKU OP51 • ISBN 978 1 85153 861 4



Hedgerows

SKU OP134 • ISBN 978 1 85153 246 9



Woodlands

SKU OP195 • ISBN 978 1 90881 963 5



Grasses

SKU OP136 • ISBN 978 1 85153 248 3



Autumn fruits and seeds

SKU OP227 • ISBN 978 1 91715 404 8



Distinctive gilled fungi

SKU OP214 • ISBN 978 1 90881 991 8



Distinctive non-gilled fungi

SKU OP213 • ISBN 978 1 90881 990 1



Distinctive grassland fungi

SKU OP226 • ISBN 978 1 91715 403 1



Foraging

SKU OP168 • ISBN 978 1 90881 925 3





Animals

Great choice for bird reserves and zoos



Park and garden birds

SKU OP197 • ISBN 978 1 90881 965 9



Ducks, geese and swans

SKU OP183 • ISBN 978 1 90881 944 4



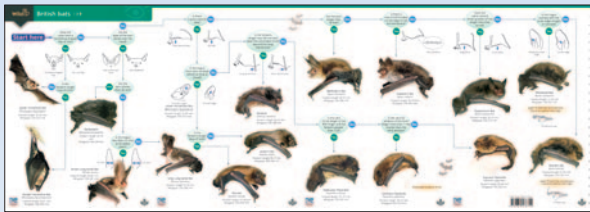
Land mammals

SKU OP149 • ISBN 978 1 90881 900 0



Mammal tracks and signs

SKU OP209 • ISBN 978 1 90881 986 4



Bats

SKU OP65 • ISBN 978 1 85153 875 1



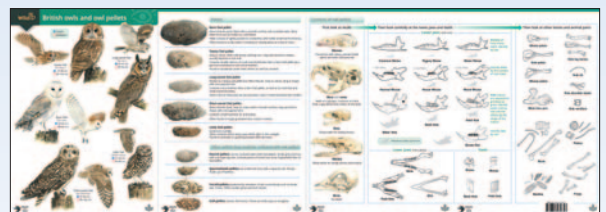
Reptiles and amphibians

SKU OP55 • ISBN 978 1 85153 865 2



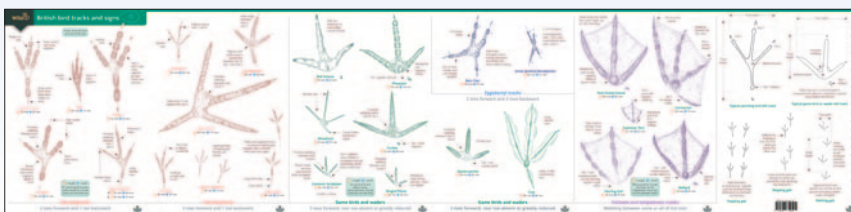
Birds of prey

SKU OP143 • ISBN 978 1 85153 282 7



Owls and owl pellets

SKU OP123 • ISBN 978 1 85153 235 3



Bird tracks and signs

SKU OP187 • ISBN 978 1 90881 950 5



In-store display options available: see page 12





Seaside

Great for coastal attractions:
birds, flowers, sea mammals and rockpool animals



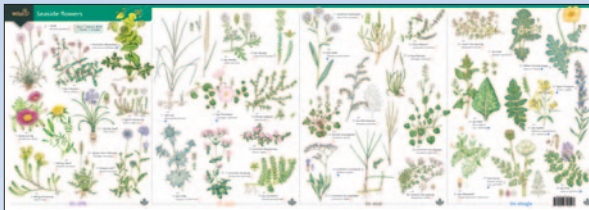
Summer coastal birds

SKU OP161 • ISBN 978 1 90881 914 7



Winter coastal birds

SKU OP179 • ISBN 978 1 90881 939 0



Seaside flowers

SKU OP188 • ISBN 978 1 90881 954 3



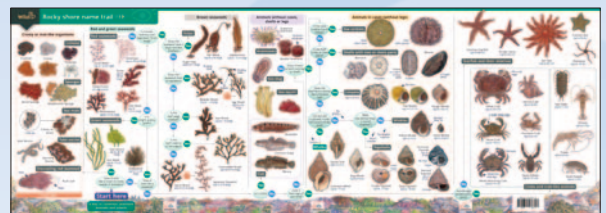
Waders

SKU OP212 • ISBN 978 1 90881 989 5



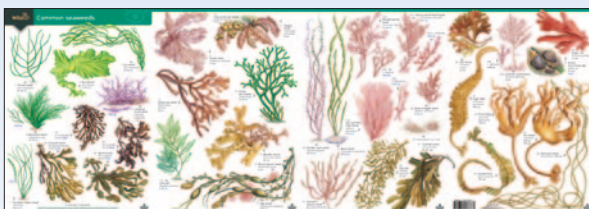
Seashells

SKU OP154 • ISBN 978 1 90881 906 2



Rocky shores

SKU OP61 • ISBN 978 1 85153 871 3



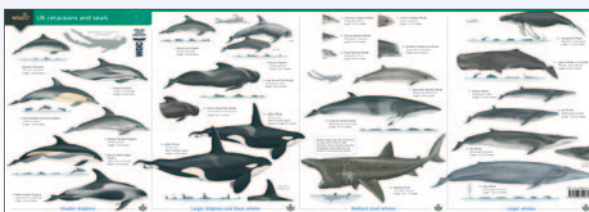
Seaweeds

SKU OP58 • ISBN 978 1 85153 868 3



Jellyfish and allies

SKU OP199 • ISBN 978 1 90881 973 4



Cetaceans and seals

SKU OP155 • ISBN 978 1 90881 907 9



Shark and skate eggcases

SKU OP210 • ISBN 978 1 90881 987 1





Nature Spotters

A5 pocket books • Ages 6-14 • Modern spotters guides
Writable • Retail £5.00, trade £3.00, **margin 40%**

In the garden

SKU NS01 • ISBN 978 1 90881 947 5

Go out into the garden and gaze among the flowers, grasses and plant pots. From birds and butterflies to pollinators and plants, each will win you a bronze, silver or gold medal.

In the countryside

SKU NS02 • ISBN 978 1 90881 948 2

Head out into the countryside and explore the fields, hedgerows and waysides. From ladybirds and squirrels to wild flowers and animal tracks, there's wildlife to see all year round.

In trees and woodland

SKU NS03 • ISBN 978 1 90881 961 1
Explore trees, woods and forests. From broadleaved and conifer trees to shieldbugs and fungi, there are Nature Spots to see all year round.

At the seaside

SKU NS04 • ISBN 978 1 90881 962 8
From barnacles and bladder wrack to starfish and sea squirts, head out to the coast and explore sandy beaches, rock pools, clifftops, dunes and saltmarshes.



Can you find all **30** Nature Spots?

Wildlife gifts

For everyone • Ages 8-14 • Range of gifts for nature enthusiasts • **Margin 40%**

Nature notelets

SKU G34 • EAN 507 0 00230 910 9
Retail £12.50, trade £7.50, **margin 40%**

Featuring 4 different designs showing wildlife of freshwater, woodlands, meadows and the coast.
• A mixed set of 8 greeting cards left blank inside for your own messages • Printed on recycled paper • 148 x 148 mm.

Pollinator pack (bee mix)

SKU G25
Retail £20.00, trade £12.00, **margin 40%**

Encourage bees and other pollinators in your garden with our pollinator pack featuring:
• Seedballs • Wildlife gardening booklet • WildID guides to Bees, Butterflies and Day-flying moths.

Nature mugs

SKU G37-40
Retail £12.50, trade £7.50, **margin 40%**

Sit back and enjoy a cuppa in your garden with our enamel mugs. Choose from 4 designs.

- **Freshwater** SKU G37 • EAN 507 0 00230 911 6
- **Woodland** SKU G38 • EAN 507 0 00230 912 3
- **Meadow** SKU G39 • EAN 507 0 00230 913 0
- **Coast** SKU G40 • EAN 507 0 00230 914 7



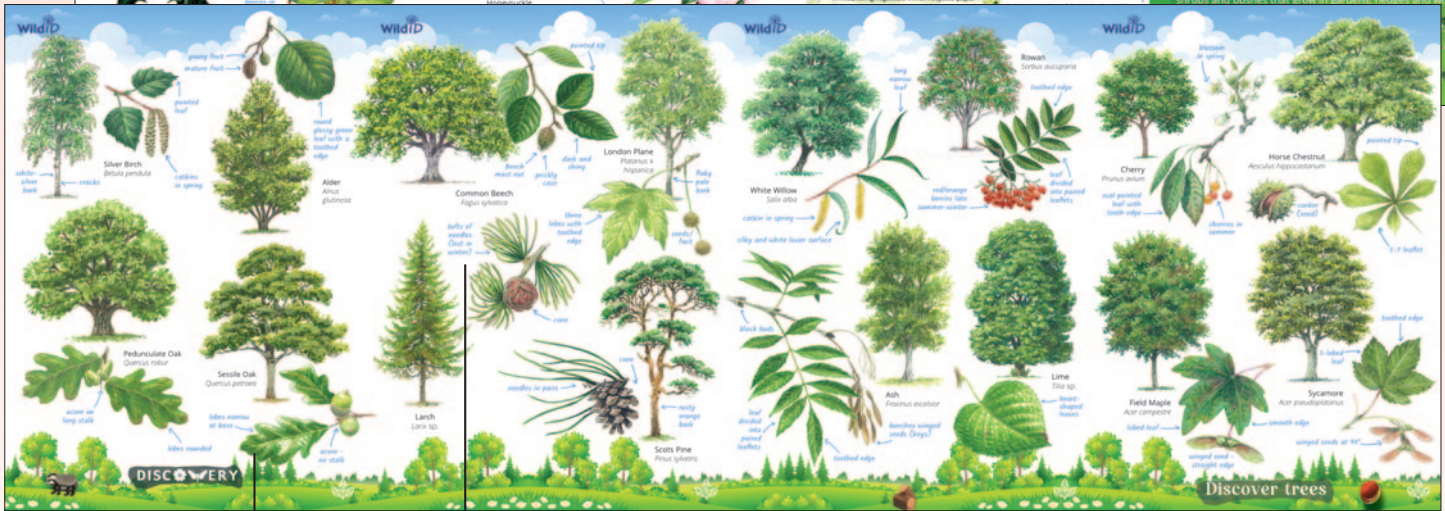
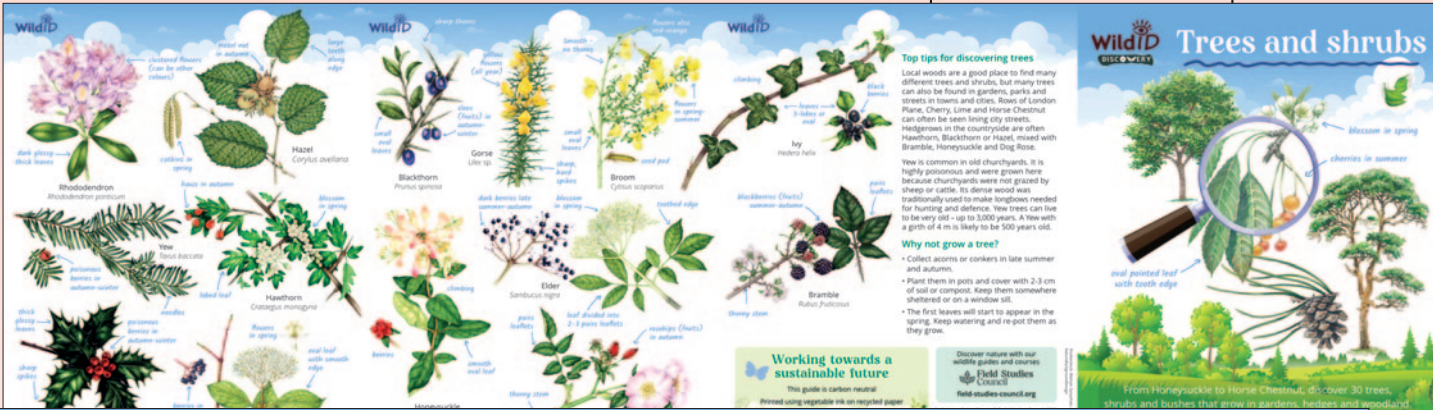


Discovery guides

For everyone • ages 6+

For first-time explorers and families

Practical and portable: folds to A5 (148 mm × 210 mm)



Clear and attractive colour images

Handy tips

Trees and shrubs (above)

SKU DG02 • ISBN 978 1 91715 409 3

From Honeysuckle to Horse Chestnut, discover 30 trees, shrubs and bushes that grow in gardens, hedges and woodland. Learn to tell a Sycamore from a Maple!

DISCOVERY

- ✓ Our greenest guides ✓ Plastic-free
- ✓ Fully recycled paper (Forestry Stewardship Council accredited)
- ✓ 30 things to see!



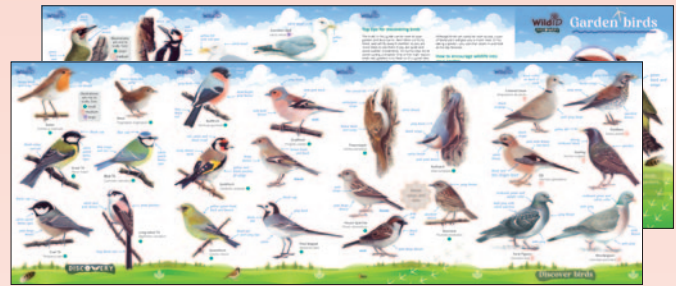


A **new range** of plastic-free, full-colour wildlife guides... printed in the UK on fully-recycled paper.
• Rucksack sized • Retail £4.00, trade £2.40, **margin 40%**

Garden birds

SKU DG01 • ISBN 978 1 91715 408 6

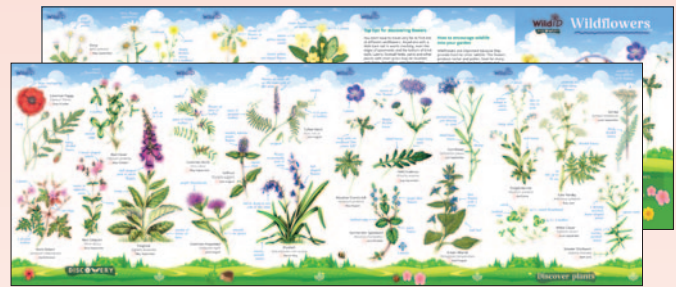
From Wagtails to Woodpeckers, discover 30 common birds that preen, peck and perch around hedges, trees and gardens. Learn to tell a Chaffinch from a Bullfinch!



Wild flowers

SKU DG03 • ISBN 978 1 91715 410 9

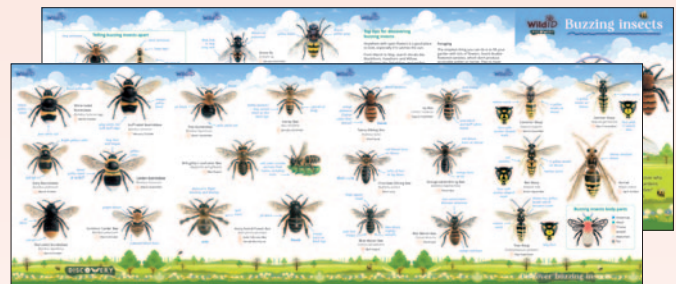
From Clovers to Crane's-bills, discover 30 wild flowers that bloom in gardens, meadows and parks. Learn to tell a Primrose from a Cowslip!



Buzzing insects

SKU DG04 • ISBN 978 1 91715 411 6

From Marmalade Hoverflies to Chocolate Mining-bees, discover 30 stripy insects that buzz, whizz and hover through meadows, parks and gardens. Learn to tell Tree Bumblebee from a Garden Bumblebee!



Fungi

SKU DG05 • ISBN 978 1 91715 412 3

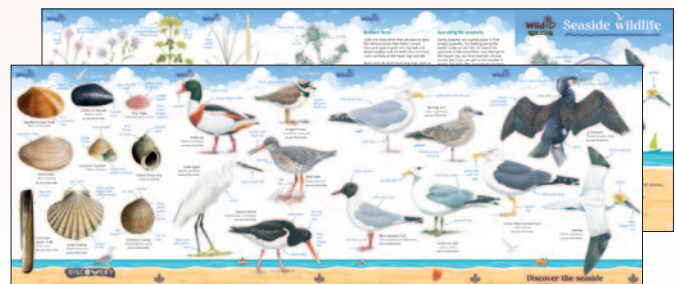
From King Alfred's Cakes to Chicken of the Woods, discover distinctive fungi that grow on wood, in grass and near trees. Learn to tell a Parasol from a Penny Bun!



Seaside wildlife

SKU DG06 • ISBN 978 1 91715 413 0

From Shelducks to Sea-holly, discover seashells, shorebirds and special flowers of cliffs, beaches and sand dunes. Learn to tell a Gannet from a Gull!





In-store displays

Drive impulse sales of WildID and Discovery guides in-store with our specially customised displays.

Counter-top (3 tier – W19×D27×H60 cm)

Fits WildID guides and Wildlife Packs

Counter-top (2 tier – W32×D17×H42 cm)

Fits Discovery guides, Nature Spotters and Wildlife Packs

Metal spinner (W46×D46×H170 cm)

Fits WildID guides. Supplied with merchandising

Discovery guides counter-top (2 tier) • £192

Display type: counter-top
Free on loan (holds 80 guides)

Stock: 80 Discovery guides
Choose any 80 Discovery guides

Margin: 40%.
Cost for full restock: £192

WildID counter-top (3 tier) • £144

Display type: counter-top
Free on loan (holds 60 guides)

Stock: 60 WildID guides
Choose any 60 guides **or** choose from 5 popular mixes* (see above)

Margin: 40%. Cost for full restock: £144

* 5 popular mixes of WildID guides for 3-tier counter-top units

- 1 Gardens package:** Park and garden birds; Butterflies; Garden bugs and beasts.
- 2 Birds package:** Park and garden birds; Ducks, geese and swans; Birds of prey.
- 3 Pollinators package:** Bees; Butterflies; Ladybirds.
- 4 Plants package:** Flowers of walks and waysides; Woodlands; Foraging.
- 5 Seaside package:** Seashells; Seaside flowers; Summer coastal birds.

Special offer prices on this page are valid until 30 November 2026



Ready to order?

Contact our sales team on 01952 208910
publications@field-studies-council.org



◀ **Spinner with half fill • £360**

Special offer prices on this page are valid until 30 November 2026

Display type: **4-sided spinner**

Free on loan (holds 300 guides)

Stock: **150 WildID guides**

Choose any 150 guides **or** 20 of each top sellers 1-5 (see page 7) and 10 of each top sellers 6-10 (see page 8)

Margin: **40%**. Cost for fast top-up: **£180** (10 of each top sellers 1-5 and 5 of each top sellers 6-10). Cost for full restock: **£360**

◀ **Spinner with full fill • £660**

Display type: **4-sided spinner**

Free on loan (holds 300 guides)

Stock: **300 WildID guides**

Choose any 300 guides **or** 40 of each top sellers 1-5 (see page 7) and 20 of each top sellers 6-10 (see page 8)

Margin: **45%**. Cost for fast top-up: **£330** (20 of each top sellers 1-5 and 10 of each top sellers 6-10). Cost for full restock: **£660**





Discover nature

with WildID guides



Do you know a Blue Tit from a Great Tit?

Black cap
Blue cap

- Get to know garden wildlife with over 90 different guides
- Over 125,000 guides used by wildlife lovers and families in 2025
- Join over 200 shops already selling our WildID guides



Ready to order?

Call us on 01952 208910

Email publications@field-studies-council.org

www.field-studies-council.org/trade



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