press pack.

WONDERFULLY CURIOUS PERSONALISED BOOKS FOR THE WHOLE FAMILY
company history.

TAKING KUNG FU PERSONALLY

The Book Of Everyone is a company with lofty ambitions. They don’t just want to produce the best personalised books you’ve ever seen. They want to be kung fu masters in the art of personalisation.

That doesn’t mean they want to appear on TV chopping through piles of books with their bare hands (though that would be pretty impressive obviously). The original Chinese meaning of “kung fu” refers to a discipline or skill achieved through hard work, learning, practice, and dedication.

And that’s exactly what The Book Of Everyone is all about.

HOW IT STARTED

Founded by Jonny, Jason, and Steve, three fathers with backgrounds as creative directors and an appetite for doing things a little differently.

It all began with a birthday present. And some newspapers. When his son Saul was born Steve had a plan. He went straight out and bought copies of the day’s papers. He’s going to give them to Saul when he turns 21 as a little window on the world he was born into. Nice huh.

This got Jonny, Jason, and Steve thinking. In a time when celebrities are famous just for being famous and when every single thing is a photo filtered, hashtagged demonstration of “Brand Me” how do we celebrate the moments and the memories that really count?

Isn’t it important to make the effort to celebrate the things that really make the people around you amazing? And wouldn’t it be great if there was a way for absolutely anyone to be able to create someone special a keepsake as unique they are?

So, they got the kettle boiling, put their thinking caps on, and set to work building a terribly clever, brilliantly simple to use personalisation platform that, using just a name and a date of birth, can instantly create a book about anyone, stuffed full with cool curiosities, fascinating facts, delightful design.
WHO MAKES THE BOOK OF EVERYONE?

You don’t have to be a computer whiz, an artistic genius, or be a pub quiz champion with an encyclopedic knowledge of facts and trivia. All you have to be is someone who wants to put a little effort into celebrating someone in your life.

The Book Of Everyone has a team of super talented developers, artists, and writers to take care of everything else. It’s a daily labour of love and, like any kung fu masters worth their salt, they are always finding ways to get even better at making personalisation more personal.

ACHIEVING KUNG FU MASTERY

It’s this kung fu inspired dedication that sees The Book Of Everyone always trying to go above and beyond to make sure that every atom of effort from their customers is rewarded with more than a little joy.

It’s why the three founders wore pregnancy suits for a month for the launch of special edition for mums. It’s why they’ve partnered with organisations including Well Child and Autism Anglia and added their kung fu approach to supporting charity. It’s why they create free, one off pieces of artwork for their followers on social media, and it’s why they dedicate time each and every day to updating a Twitter soap opera set in the digital ant farm that plays host to the virtual ants that are named after every single book recipient.

The Book Of Everyone want to make the world a bit more wonderful. And absolutely everyone’s invited.

There are already 400,000 people out there who have a book that celebrates them on every page. And the team behind The Book Of Everyone are just getting started.
The Book Of Everyone was born in London on January 20th 2014.

That date was no accident. It was deliberately chosen because it’s statistically, “the most depressing day of the year”.

We love a challenge so what better day could there be to start bringing big fat dollops of wonderful into the world.
so far we’ve:

- Helped celebrate amazing people with 400,000 personalised books in 175 countries.
- Created 150,000 design and copy assets to help people make books that are both beautiful and fascinating.
- Created a community of 89,000 followers on Facebook.
- Built an excellent relationship with our customers - rated 4.8 out of 5 on Facebook and trust score 9.7 out of 10 on Trustpilot.

AND ACCORDING TO THE TERRIBLY CLEVER ALGORITHM THAT FILLS OUR BOOKS WITH FASCINATING FACTS AND COOL CURIOSITIES:

- We’ve smiled at least 596,400 times in the office (but you can probably add another 10,000 for all the summer BBQs).
- And we share roughly 50% of our DNA with a banana. Excellent!
products.

THE BOOK OF EVERYONE

This is where it all started. The original and most popular book. The perfect way to celebrate someone special with a personalised book all about them. Filled with fascinating fact and cool curiosities. Packed with beautiful design. Guaranteed to make smiles widen, hearts thump, laughs echo, and big fat happy tears fall. If The Book Of Everyone are kung fu masters of personalisation then this is their special move.

THE MILESTONE EDITION

Extra special birthdays deserve extra special birthday gifts. Someone with a milestone birthday (from 16 to 100) has plenty to celebrate and plenty of stories to tell. What could be better than taking a nostalgic look back and sharing memories of the adventures they’ve had so far.

WISE(ISH) WORDS FOR KIDS

The most recent addition to The Book Of Everyone library of personalisation. The perfect way to pass on your finest wise(ish) words to the coolest kids you know. From the seriously smart to the seriously silly. Take your pick from the pearls of wisdom we’ve hand-selected or make each and every page your own.

Find all our personalised gifts here
brand assets.

You can find our logo, book images and creative assets here.

If you need something different just email: benhardy@thebookofeveryone.com
press coverage.

THE BOOK OF EVERYONE, OUR PRODUCTS AND CREATIVE PROJECTS HAVE BEEN FEATURED ON:

IT’S NICE THAT
The Book of Everyone: customisation isn’t simply slapping a name on a mug

BUZZFEED
What I never told my dad campaign
3 Pregnant Dads Try Being Moms For 1 Month

We have also partnered with the following charities:

WISE(ISH) WORDS PROJECT WITH WELL CHILD
The national charity for sick children

PERSONALISED SNOWFLAKE FOR POLAR BEARS INTERNATIONAL
contacts.

Any comments or questions?
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