

Discover the new



Because Knowledge Empowers.

TESSLOFF



Because Knowledge Empowers!

Dear colleagues,

We want to make children curious about the world they live in. With our new concept of the WAS IST WAS Book Series, we invite them to take a closer look at things, to see them in context, to search for answers, and to ask new questions. Reading comprehension and a thirst for knowledge are essential skills in a world full of information – and with the new WAS IST WAS, every child will find something that makes them want to keep reading.

As a children's book publisher, we feel a strong responsibility to care for the world we will leave to future generations. That's why we've set ourselves ambitious sustainability targets in line with the Paris Climate Agreement. We're not there yet, but we're constantly learning and making progress. And of course, our focus on sustainability is also reflected in the new WAS IST WAS books!

The new WAS IST WAS is an ambitious project that has involved all of us here at TESSLOFF in different ways, and we're very proud to present our new books to you! On the following pages we invite you to take a closer look at the concept and layout – and to immerse yourself in our topics.

Have fun discovering the new WAS IST WAS world!

Your TESSLOFF Foreign Rights Team



Helga



Claudia



Laura

WAS IST WAS has been a constant in children's non-fiction for decades. Over the years we've continued to write our successful brand story, and in 2024 we're adding a new chapter – with an all-new WAS IST WAS!

Our vision: To inspire a love of knowledge in every child.

Our ambition: No subject is too difficult to make it simple and understandable for kids.

Shaping the future

With the new WAS IST WAS, we encourage children to become lifelong explorers and scientists – and to use their knowledge to shape our future. Expertise at the highest level, explained in simple terms and always at eye level – that is, and will remain, our brand promise. The new books have been developed on a solid foundation of market research, which confirms that we've never been closer to our target audience – kids and parents love the new WAS IST WAS!

The new WAS IST WAS stands for:

- **Complex topics made simple and fun**
- **The very latest knowledge from renowned experts**
- **An immersive approach to fascinating topics**

For the new WAS IST WAS, we look into tomorrow's innovations, talk to today's experts, and bring ancient ruins back to life – so that we can find the very best topics for our current and future readers, all the while building on our experience as one of Germany's leading publishers of children's non-fiction.

»We invite children to look to the future with curiosity and confidence. The new WAS IST WAS supports them with that!«

Katja Meinecke-Meurer
TESSLOFF CEO

A closer look

We have reinvented WAS IST WAS! We wanted to make sure that our new concept was really in line with what kids aged 8 and up want to read.

Pictures and text support each other and help the reader to understand the topics easily. Speaking of pictures, we've tried to find the best and most striking photos and graphics for each topic - for a real WOW effect on every page that makes you want to know more! The clear layout helps young readers find their way around the book. Elements such as timelines, infographics or extra facts and tips keep things interesting and fun.

Do you prefer to read from start to finish, or skip around and find the most exciting parts first? Whichever way you choose to read the new WAS IST WAS, each double-page spread stands on its own and offers a variety of entry points into the respective topic. Our amazing authors are true experts in their fields! They offer insights and first-hand knowledge that you won't find anywhere else. They all share a passion for passing on their expertise in a way that excites young readers.

Without further ado, here's what the new WAS IST WAS looks like:



Clear, reader-friendly layout for easy orientation

Multiple entry points into the topic

Combination of pictures and text supports intuitive understanding



Exciting SuperFacts

High-contrast text for easy reading

Stunning infographics that put information into context

Powerful, engaging images that spark children's curiosity



Empowerment through easy-to-follow action tips

Expert knowledge on children's eye level

Dinosaurs – Super Lizards from Prehistoric Times



Kids love dinosaurs! WAS IST WAS Dinosaurs is the most successful title in the series and has sold more than a million copies since its first edition. We're continuing the success story with our brand-new concept. With cool facts and pictures, kids find themselves immersed in the life of these superlizards.

DR. MANFRED BAUR
Dr. Manfred Baur has been fascinated by prehistoric animals since childhood. Nobody knows dinosaurs better than him.



Photo Dr. Manfred Baur: © Julia Furch

Jellyfish – Is It All Just Goo?



They live without blood, brains or hearts. They even survived the dinosaurs, and some can kill up to 250 people with their venom. Jellyfish are breaking records everywhere, and they are a trend-animal through and through. In this unrivalled volume, we provide insights into the secret life of these gelatinous creatures.

ULI KUNZ / DR. FLORIAN HUBER
Research divers Uli Kunz and Dr. Florian Huber are eager to finally show jellyfish in the right light.



Photo Uli Kunz: © Florian Huber; Photo Dr. Florian Huber: © Uli Kunz

Including answers to children's most asked questions

	Archaeopteryx
Meaning	Ancient Wing
Time	151–145 million years ago, Jurassic period
Habitat	Forest Areas
Length	approx. 45 centimetres
Weight	up to 1 kilogram
Place of discovery	Solnhofen in Southern Germany
Nutrition	Insects and small reptiles
Where to be seen?	e.g. in Eichstätt, Bavaria in the Jurassic period-Museum

Detailed information in compact form

Your Body – Everything you're made of



Stomach acid can dissolve metal, saliva contains a painkiller, and if you lined up all the blood vessels in your body end-to-end, they would stretch around the entire world. The human body is a miracle. The only way to keep it healthy is to understand it – therefore in this volume we travel to the inside of an eye along a ray of light, and swim with blood cells along vessels.

DR. JOHANNA KLEMENT
As a scientist and doctor, Dr. Johanna Klement loves the challenge of writing about medical topics while including lots of humour for kids.



Photo Dr. Johanna Klement: © Private

Coral Reefs – Right at the Heart of it all!



Coral reefs are the largest structures ever built by a living creature, and among the most species-rich places in the world! They are home to tiny slugs, well-camouflaged seahorses, brightly coloured starfish, and giant turtles. We dive in to find out how reefs are formed, and why they are now under threat.

DR. STEPHANIE HELBER
The marine biologist shares her fascination with the underwater world with kids in this book.



Photo Dr. Stephanie Helber: © Sergey Savenko

Photo Andrea Weller-Essers: © Silke Reents

Democracy – Your Vote Counts



It's one of the most important topics of our time. People protest to make their voices heard, they vote to participate, and we are all invited to express our opinions and discuss issues with each other. We want to share the values of democracy with all children – and encourage them to take an active part in shaping their world.

ANDREA WELLER-ESSERS
Passing on the values of our democracy to kids is close to Andrea Weller-Essers' heart.



Planets – Our Distant Neighbours



The vastness of the universe, the Milky Way and the planets have always fascinated us humans. In this book we immerse ourselves in this mysterious world and travel to the edge of our solar system. We see stars being born, explore giant volcanoes, and visit strange moons. Let's go!

DR. MANFRED BAUR
Already as a teenager, Dr. Manfred Baur looked through a telescope and saw the rings of Saturn, the storms on Jupiter, and the ice caps on Mars.



Photo Dr. Manfred Baur: © Julia Furch

Photo Dela Kienle: © Odile Hain

Horses – Friends, Freedom, Adventure



They used to be just livestock, now they are many children's favourite animal. We discover horses' habitats and take the children along to see a wild Konik herd, a farrier's glowing forge, and the stables where it smells like hay and horses. How do horses perceive the world? What do they like to eat? And why does every horse need a herd?

DELA KIENLE
Journalist Dela Kienle writes articles and non-fiction books for children and of course she has a special bond with horses.



Each title: 48 pp, 22.3 x 29 cm, HC, 8+

The Earth – Our Unique Planet



The Earth is our home and the only known planet that can support life. Throughout its history, continents have formed, mountains have risen, deep ocean trenches have opened up, and volcanoes have erupted. What else makes it special? And how is it being changed by us? An exciting book about our planet and the urgent need to protect it.

KAROLIN KÜNTZEL
She wants to share her fascination for animals, plants and nature with curious children and motivate them to protect the Earth.



Photo Karolin Küntzel: © Franziska Nettel

Photo Dr. Andrea Schaller: © Private

Ancient Rome – A City that Changed the World



Life in Ancient Rome was much more than wars, numbers and vocabulary lists – it was every bit as exciting as a good movie. All you have to do is ask the right questions! In this volume we follow children's curiosity and show unique images that bring Ancient Rome back to life. Topics relevant to our everyday life are explained at children's eye level.

DR. ANDREA SCHALLER
The author has been writing for WAS IST WAS for many years: She knows what kids want to know about history, and how to make it come alive.



Bees – Buzzing Geniuses



Around 200 bees have to work their whole lives to make a single jar of honey. But these hardworking insects are being threatened by shrinking habitats and the use of pesticides. With stunning macro photography and surprising facts, this volume shows what bees can do – and why they're so important for the ecosystem.

NICOLE RÖNDIGS
In this book she shows just how interesting, amazing and important these tiny creatures are.



Photo Nicole Ründigs: © Ulrike Schacht

Photo Dr. Frank Frick: © Dirk Gornickel

Green Energy – Power for the Future



Generating energy without harming the Earth and its climate? It's a monumental task, with huge social implications. This book helps children understand what green energy is, and how it can be produced using the power of the sun, wind and water. It is full of amazing infographics and helpful tips on how to protect the environment.

DR. FRANK FRICK
He has been a scientific author and expert on new energy technologies for many years.



Each title: 48 pp, 22.3 x 29 cm, HC, 8+

Owls – Hunters with Super Senses



We can't hear them. We rarely see them. But they see us - with their big, glowing eyes. Only a few small clues let us know that they might be nearby. Our author knows these clues - she has lived among owls for years, even raising them. Together with her, we reveal their most exciting secrets.

TANJA BRANDT

Tanja Brandt is a falconer and an award-winning photographer. She has cared for and bred owls for many years now, and is involved in owl protection programmes.



Photo Tanja Brandt: © Private

Photo Andrea Weller-Essers: © Silke Reents

Inventions – How Ideas Change the World



How will we communicate in the future? How will we protect our environment? Brilliant inventions and creative minds are more in demand than ever before. We showcase groundbreaking (and sometimes completely accidental!) discoveries - and encourage children to come up with their own ideas.

ANDREA WELLER-ESSERS

She loves getting kids excited about knowledge, because knowledge empowers.



Firefighters – Full Commitment



To save lives, you have to work as a team. Our author is a passionate firefighter and tells us all about his work at the fire station, exciting operations and how even kids can get involved. Featuring lots of insider know-how and state-of-the-art technology.

JÖRG NIESSEN

He has been a fireman for 25 years and has never regretted a single day of it!



Photo Jörg Niessen: © Private

Photo Inga Marie Ramcke: © Annette Schrader

Spiders – Eight-Legged Acrobats



Watch out! Robber spiders, pelican spiders and vampire spiders are just a few of the estimated 50 000 species in the world. Spiders can be found (almost) everywhere - except in Antarctica. They frighten and fascinate us, but they're also vital to the ecosystem. With their superpowers, they keep everything in balance!

INGA MARIE RAMCKE

Her favourite neighbours are house spiders. In the bedroom, they keep mosquitoes away with their sticky webs.



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Fall 2024



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Ancient Rome. A City That Changed The World



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Spring 2025



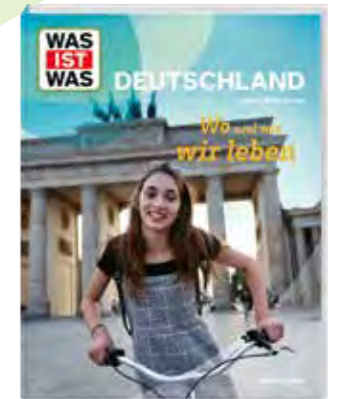
Astronauts. Fly to Space with Us!



Ancient Egypt. Gods, Mummies, Pyramids



Dolphins. Always in a Team



Germany. Where and How We Live



Lizards. Little Dragons up Close



Cats. Strong-Willed Felines



Police. On Duty for You



Mission Control Center. Contact to Space



Rainforest. Wild Green World



Knights and Castles. Let's go to the Middle Ages!



Robots. Helpers with Superpowers



Slime. Gross? No, genius!



Deep Sea. Survival in Darkness



Volcanoes. Pretty Hot!



Trains. All Aboard!

To be continued in Fall 2025

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The latest on WAS IST WAS – the leading international knowledge brand for kids and young people – and more about our other children's books can be found at

www.tessloff.com/verlag/foreign-rights.html



Curious? Sign up for our foreign rights **newsletter**

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