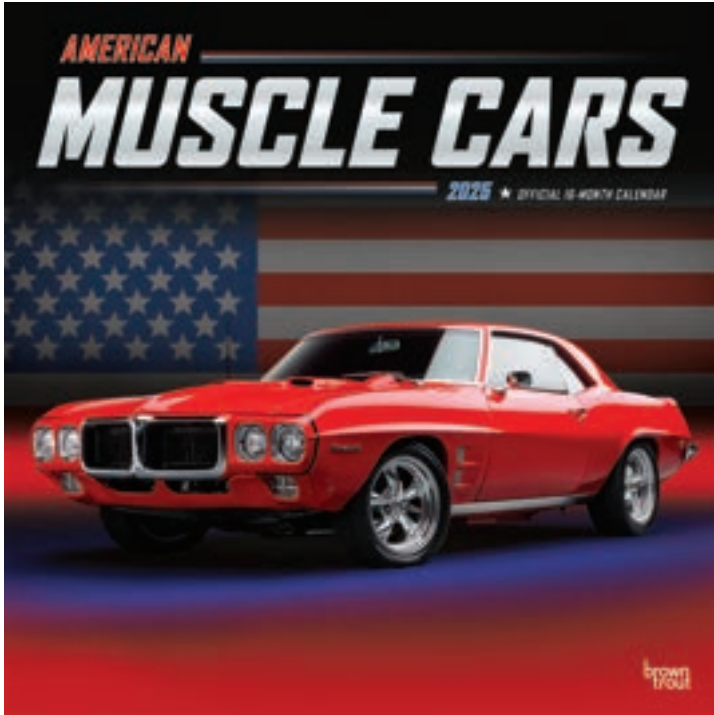




2025



BROWNTROUT CALENDARS/PLANNERS

Entire Contents

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Connecting People
to Their Passions



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ABOUT US

BrownTrout has produced calendars for decades, beginning in 1986. We have come a long way from our humble beginnings as a family business that produced three unique calendars our first year. Over time we emerged as a pioneer and an industry leader, eventually growing to become the largest calendar company in the world. We have affiliate BrownTrout companies in Australia, Canada, and the United Kingdom, and distribution worldwide.

Making calendars is our way of celebrating the world.

At some point years ago our goal was to make a calendar on every noun—a grand project! Making calendars is our way of celebrating the world. We see beauty in scenic landscapes—not only national parks but also country roads and majestic lighthouses. We see beauty in wild animals and domestic pets, in powerful cars and soaring airplanes, in world capitals and foreign lands. Our mission is to represent and inspire through our calendars. *Mindful Living* and *Mindful Eating*, *Outhouses* and *Jackasses*, *Yoga Cats* and *Yoga Silhouettes*. Wherever you find your inspiration, BrownTrout tries to express that inspiration through a calendar.

Part of our mission is to seek out the best license partnerships available. For years we have worked with some of the biggest stars in entertainment, including Grammy Award-winning artists Taylor Swift and the K-pop global sensation BTS. Other ongoing, exclusive collaborations include brands such as Yoga Cats and Dogs, Avanti, House of Turnowsky, Hopper Studios, and the Bonnie Marcus Collection.

Four years ago, BrownTrout acquired Brush Dance Calendars, a specialty publisher focused on New Age and spiritual subjects. Brush Dance has been a great addition, as it fits very well into our offerings. We are now expanding this beautiful range of calendars to cover an ever-larger group of subjects.

Over the past 20 years we have created an award-winning line of high-quality deluxe wall calendars with the major U.S. auto manufacturers. From this collaboration we have created best sellers such as *American Muscle Cars*, *Mustang*, *Dodge Charger*, and *Corvette* calendars, amongst many others.



Back in 1986 we started BrownTrout by creating regional calendars. The states and cities have always been a key part of our line. In addition to the American state and city calendars, we also produce Canadian provincial calendars and regional titles for Mexico, Australia, and the United Kingdom. The regional business continues to be a strong component of our overall offering.

Over the years we have created many other formats besides the standard wall calendar, including minis, engagements (diaries), journals, box calendars, and more. We have also created a large line of planners. For this next year we will again produce Pantone journals and planners.

...we are committed to reducing to zero our use of plastic shrink wrap, poly bags, and other single-use plastics...

BrownTrout has embraced the challenge of making our products more sustainable, with as little negative impact on the planet as possible. We will continue to procure the most environmentally sustainable FSC paper, soy-based inks, and other recycled and/or recyclable materials available. Most importantly we are committed to reducing to zero our use of plastic shrink wrap, poly bags, and other single-use plastics; we will achieve 90% of our goal this year in reducing that part of our carbon footprint. This is a gigantic undertaking as it will mean millions of calendars will be shipped into stores with no plastic packaging to protect them. For every million calendars that we do not shrink wrap, tons of plastic will be saved. We believe that we must take this step to give back to our planet and to our customers.

Our goal has always been to “Connect People to Their Passions.” To do that, we must honor each subject as important to us and to our customers. So, whether your passion is your sweet little dog, or your home state, or the International Space Station, BrownTrout has a calendar for you!