



**2023**

**BROWNTROUT**  
CALENDARS/PLANNERS



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# ABOUT US

This catalog marks the 36th year that BrownTrout has produced calendars. 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.

At some point years ago our goal was to make a calendar on every noun, or so we thought. 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

Billie Eilish, as well as the K-pop global sensation BTS. Other ongoing, exclusive collaborations include brands such as Yoga Cats and Dogs, and the Bonnie Marcus Collection. We also work with major U.S. auto manufacturers to create *American Muscle Cars*, *Mustangs*, and *Corvettes* calendars, amongst many others.

We began back in 1986, creating regional calendars. We have a comprehensive line of American city and state calendars, Canadian provincial calendars, and regional titles for Australia and the United Kingdom. The regional business continues to be a strong component of our overall offering.

Over time we 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.

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!