

Bikes

A Hobbyist's Presents

Gifts for Passionate People



Guitars

2025 Catalogue

What You'll Find Inside

About AHP, Design Ideas, Kudos, & Who Buys

Products:

- Card Games For Cyclists
- Wrapping Paper For Cyclists

- Card Games For Guitarists
- Wrapping Paper For Guitarists

Contact

About AHP, Design Ideas, Kudos, & Who Buys

AHP (A Hobbyist's Presents) is an umbrella brand developing fun giftware. Founder Eoghan McHugh loves cycling and guitars. He created ACP (A Cyclist's Presents) in 2023 and AGP (A Guitarist's Presents) in 2024.

Products mix data and fun facts with strong and accessible designs and have robust quality material choices appealing to customers who know a cyclist or guitarist.

ACP and AGP products are sold on Etsy and Not On The High Street. Customers in Australia, Europe, and North America have bought products through these platforms.

Who Buys:

- 94% women
- £11.68 average spend/ transaction
- Average of 1.17 products bought per customer
- 500+ sales across all platforms

Kudos

2024

Maintained 5.3% conversion rate

Average 5* customer review

Star Seller status Christmas period on Etsy

2023

"You Think You Know Cycling? Hard Level" awarded Bestseller in its category on Etsy

Maintained 5.5% conversion rate

Average 5* customer review

Star Seller status Christmas period on Etsy

Card Games For Cyclists

ACP card games broadly explore different aspects of cycling. Many of these games have been developed around formats, allowing several themes to be explored and setting up product consistency and recognisability. For example, there are five different quiz games exploring different areas of professional road cycling with more themes to explore.

Each game contains 54 cards: 52 for gameplay plus 2 for the title card and rules.

The cards and boxes are printed on sturdy 300 GSM paper, and the games come shrink-wrapped for protection.

All individual card games (except bundles) measure 90 mm x 65 mm x 18 mm. Bundles include either 3 games (54 mm deep) or 4 games (72 mm deep).



Easy
Card game
Reprinted: 2025
RRP: £9.99

Medium
Card game
Reprinted: 2025
RRP: £9.99

Hard
Card game
Reprinted: 2025
RRP: £9.99

Expert
Card game
Reprinted: 2025
RRP: £9.99

Flashcard bundle
Card game bundle
Reprinted: 2025
RRP: £24.99



Fighting & Cheating
Card game
Released: 2024
RRP: £9.99

Tour de France
Card game
Released: 2024
RRP: £9.99

Cycling Mishaps
Card game
Released: 2024
RRP: £9.99

Women in Bike Racing
Card game
Released: 2024
RRP: £9.99

Fighting, TdF, & Mishaps
Card game bundle
Released: 2024
RRP: £24.99

Card Games For Cyclists

As time goes on, ACP will continue exploring new formats.

Mountains and hill climbs are always highly debated amongst all cyclists, and this theme has a mine of data to explore, giving cyclists one more thing to debate.

Equally, the new "Pedalling Truths" theme naturally lends itself to a diverse range of new products cyclists can collect.



TdF Top Trumps
Card game
Released: 2025
RRP: £9.99



Series to be developed



with more and more



hills!



Tall Tales in Pro Cycling
Card game
Released: 2025
RRP: £9.99



Series to be developed



exploring what may have



happened in cycling

Wrapping Paper For Cyclists

ACP's products are gifts, and it made sense to Eoghan to design wrapping paper, allowing customers a one-stop shop to buy a great-looking product and wrapping paper, adding another fun element acknowledging a gift recipient's hobbies.

The wrapping paper designs are inspired by iconic jerseys, teams, and events from professional road cycling history.

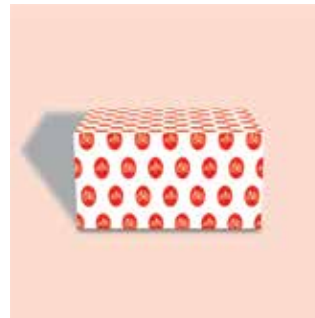
Each pack includes 3 A2-sized sheets (594 mm x 420 mm). and is printed on 115 GSM silk paper for a quality finish.



Winner's Yellow
Gift wrap
Released: 2024
RRP: £5.99



Mapei Mosaic Retro
Gift wrap
Released: 2024
RRP: £5.99



Pedalling Peaks
Gift wrap
Released: 2024
RRP: £5.99



Race Day
Gift wrap
Released: 2024
RRP: £5.99

Card Games For Guitarists

AGP has giftware based on popular topics from the world of electric guitars.

AGP's products incorporate colours from Fender's famous catalogues from the early 1960s.

Each game contains 54 cards: 52 for gameplay plus 2 for the title card and rules.

The cards and boxes are printed on sturdy 300 GSM paper, and the games come shrink-wrapped for protection.

All individual card games (except bundles) measure 90 mm x 65 mm x 18 mm. Bundles include either 3 games (54 mm deep) or 4 games (72 mm deep).



The Guitars Quiz
Card game
Released: 2024
RRP: £9.99

The Guitars Quiz
Card game
Released: 2024
RRP: £9.99

Six Strings Top Trumps
Card game
Released: 2024
RRP: £9.99

Guitar Guru
Card game bundle
Released: 2024
RRP: £24.99



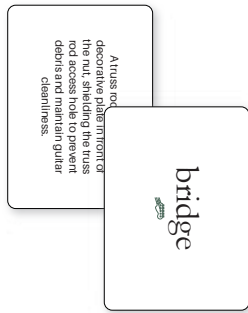
Guitar Gain: More
vs EVEN MORE
Card game
Released: 2025
RRP: £9.99

The Guitar's Golden
Era
Card game
Released: 2025
RRP: £9.99

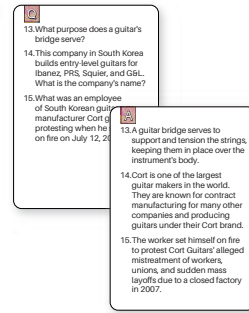
Guitar Tall Tales
True or False?
Card game
Released: 2025
RRP: £9.99

Series to be developed

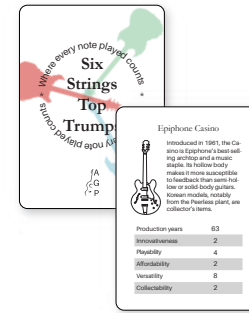
Guitar Card Games Look Like



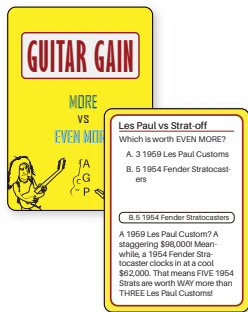
Axemaster



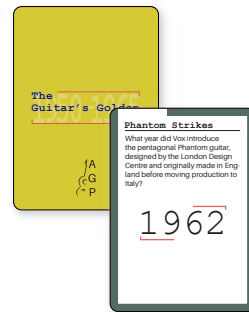
Pick, Play, and Quiz



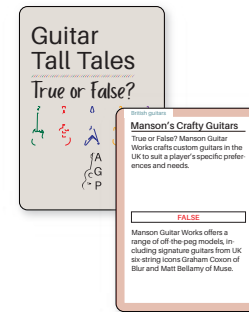
Six Strings Top Trumps



Guitar Gain: More vs EVEN More



The Guitar's Golden Era



Guitar Tall Tales: True or False?

Wrapping Paper For Guitarists

Designing wrapping paper for guitarists only made sense, considering most customers are buying AGP to gift it. They land on a card game they think is ideal as a gift and discover wrapping paper matching the card game thematically and colour, making it easy for them to find a great gift solution in one place.

All wrapping papers incorporate Fender's classic colours as a nod to those great guitars and colours from the 60s.

Each pack includes 3x A2-sized sheets (594mm by 420 mm). Wrapping paper is printed on 115 GSM silk paper for a quality finish.



Humbucker Havoc
Gift wrap
Released: 2024
RRP: £5.99



Guitar Glam
Gift wrap
Released: 2024
RRP: £5.99



Mondrian's Melody
Gift wrap
Released: 2024
RRP: £5.99



Melodic Masterpiece
Gift wrap
Released: 2024
RRP: £5.99

Get in touch to discuss or
stock any of these products.

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