4″ x 5″
double sided print

FRONT



A Legacy of Curiosity

For 30 years, Baby Einstein has sparked curiosity and inspired discovery for families everywhere.

Scan to explore our legacy and see where curiosity leads next.

BACK

hello einstein studios

Hello Einstein Studios brings curiosity to life through storytelling that inspires every generation — from beloved classics to exciting new themes. Our videos for babies and kids spark imagination, laughter, and learning at every age.



Scan to discover how imagination and learning come together on screen.

The Einstein Way

Our learning philosophy, The Einstein Way, centers on curiosity and builds upon what is most important to the Educator parent: STEAM, Brain Development, Montessori Learning, and User-Centered Design.

the einstein way

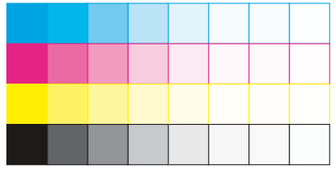
Designed by experts.
Inspired by curiosity.
Made for milestones.™
babyeinstein.com/theeinsteinway

300gsm C2S

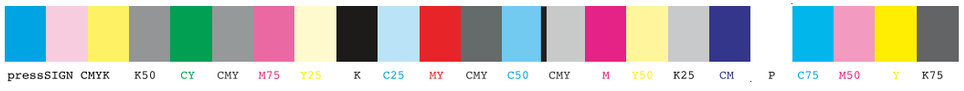
kids2™

File Name: John Lewis BE Insert_2_042726.ai
Brand: **Baby Einstein**
Category: All
Product Name: Product Name
Package Designer: Hayley Z
Product Manager: Christen B
Engineer:
Languages: 1L
Dimensions: 4″ x 5″ 2 sided card

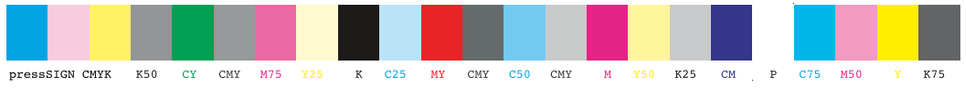
Packaging Prints
CMYK



pressSIGN CMYK_Colourbar_ISO 12647-2 Coated White Backing v6_labels_below i1Pro Contrast Bars.eps



pressSIGN CMYK_Colourbar_ISO 12647-2 Coated White Backing v6_labels_below.eps



There are two color bars on this proof and in the art file. One to be used with X-rite I1 Pro Spectrophotometer. The other can be used with most other spectrophotometers.
Printers must repeat one of the two color bars all the way across the width (gripper edge) of the press sheets on sample runs and production runs. Failure to comply will result in the remaking of film and/or plates at your cost.

数码稿以及设计文件包含了两种色带。一种适用于X-rite（爱色丽）I1 Pro 分光光度计，另一种适用于其它大部分的分光光度计。在打样或者批量生产时，印刷厂必须选择其中一种色带并重复添加直到覆盖整张纸的宽度（叼口边）。没有按照上述要求而导致重新出菲林、出版的费用将由印刷厂承担。