

3.75" 3.75" 18.75" 3.75" 3.75" 3.75" 3.75"

5.75"



bright starts™

We believe joy makes moments last forever.

Bright Starts™ exists to bring more joy to every moment. We believe a sprinkle of silly has the power to turn crazy days into crazy dance parties. We see confetti in the chaos, and we know there's nothing a belly laugh can't fix.

This is when the magic happens. When time stands still, and little moments turn into lasting memories.

How do we do it?!

1. We create opportunities for laughter
2. We tap into the mood-boosting power of uplifting characters
3. We keep kiddos ooh-ing & ah-ing with fun surprises
4. We mix & match with unexpected combinations
5. We use together-time to spark emotional connection

Bright Starts™ helps families make the most out of playtime and to get swept away in the joy that follows. Because joy is what makes moments last forever.

More joy, more connection. Scan to get started.




Poppin' Ball Frog™
Ball Play Toy

1. Drop balls into the frog's mouth for non-stop bouncing fun
2. Roll balls down the frog's side ramps
3. Watch the balls bounce wildly or pop right out for baby to chase
4. Launch balls with a flick of the frog's tongue
5. Press the frog's colorful feet for lights and 50+ melodies and sounds
6. Includes 5 balls

50+
Melodies & Sounds with Lights!

4
Ways to Play

6M+ **having a ball!**

Fine Motor™
Lights & Music™
Cause & Effect™

Drop, Pop, Bounce & Chase!

bright starts™

Poppin' Ball Frog™

Ball Play Toy • Juguete de Bolas • Jouet avec Balles
Ballspielzeug • Zabawka z Piłkami • Giocattolo con Palline
Speelgoed Ballenspel

EN 50+ Melodies & Sounds with Lights!

1. Drop balls into the frog's mouth for non-stop bouncing fun
2. Roll balls down the frog's side ramps
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ES ¡Más de 50 melodías y sonidos con luces!

1. Deja caer las bolas en la boca de la rana para divertirse mientras rebotan sin parar
2. Haz rodar las bolas por las rampas laterales de la rana
3. Observa cómo rebotan las bolas o cómo salen disparadas para que el bebé las persiga
4. Lanza las bolas con un movimiento de la lengua de la rana
5. Pulsa las coloridas patas de la rana para ver las luces y escuchar más de 50 melodías y sonidos
6. Incluye 5 bolas

FR Plus de 50 mélodies et sons avec lumières !

1. Mettre les balles dans la bouche de la grenouille pour vous amuser à rebondir sans fin
2. Les balles descendent les rampes latérales de la grenouille
3. Regardez les balles rebondir ou ressortir et bébé qui les poursuit
4. Lancez les balles par projections de langue de la grenouille
5. Appuyez sur les pattes colorées de la grenouille pour les lumières et plus de 50 mélodies ou sonorités
6. 5 balles fournies

DE 50+ Melodien & Klänge mit Lichtern!

1. Lass die Bälle in das Maul des Frosches fallen, so dass sie endlos hüpfen
2. Rolle Bälle die Froschseitenrampen hinunter
3. Beobachte, wie die Bälle wild umherhüpfen oder direkt herausspringen, damit dein Baby sie jagen kann
4. Bälle mit einem Schnippen der Froschzunge abschleifen
5. Drücke die bunten Füße des Frosches, um Lichter zu sehen und mehr als 50 Melodien und Klänge zu hören
6. Inklusive 5 Bälle

PL 50+ melodii i dźwięków ze światłkami!

1. Wrzucaj piłki do pyszczka żaby, aby bawić się w odbijanie
2. Tocz piłki po bocznych rampach żaby
3. Obserwuj, jak piłki odbijają się i wyskakują, by dziecko mogło je gonić
4. Wystrzeliwanie piłek jednym ruchem języka żaby
5. Naciśnij kolorowe stopy żaby, aby włączyć światelka i ponad 50 melodii i dźwięków
6. W zestawie 5 piłek

IT Più di 50 melodie e suoni con luci!

1. Lascia cadere le palline nella bocca della rana per un divertimento senza fine
2. Lascia rotolare le palline sui due scivoli laterali
3. Guarda il tuo piccolo lanciarsi all'inseguimento delle palline che escono e rimbalzano
4. Lancia le palline facendo scattare la lingua della rana
5. Premi i piedini colorati della rana per attivare luci e oltre 50 melodie e suoni
6. Include 5 palline

NL 50+ melodietjes en geluiden met lichtjes!

1. Stop de ballen in de mond van de kikker voor non-stop stuiterplezier
2. Rol de ballen langs de zijanten van de kikker naar beneden
3. Zie de ballen wild rondstuteren of wegspringen zodat de baby er achteraan gaat
4. Lanceer ballen met de tong van de kikker
5. Druk op de kleurrijke voeten van de kikker voor lichtjes en meer dan 50 melodietjes en geluiden
6. Inclusief 5 ballen

More joy in every moment.™

bright starts™



FRONT Side

kids2™

File Name: 17159_EP_FivefoldInsert_122524.ai
Brand: BS E-Packaging
Category: E-package
Product Name: Poppin' Ball Frog™ Ball Play Toy
Package Designer: Nico Li
Product Manager: Enter Name
Engineer: Enter Name
Languages: Languages on Package 1/7L
Dimensions: 3.75"W x 5.75"H

Packaging Prints
CMYK

Cyan	Magenta	Yellow	Black
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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。