18.75″ | 3.75″ | 3.75″ | 3.75″ | 3.75″ | 3.75″ | 5.75″

baby einstein

We Believe the Future Belongs to the Curious

Baby Einstein™ helps parents cultivate curiosity through experiences of shared discovery and creativity. Why? Because curiosity motivates us to adapt, opens us to new possibilities, and creates a better world.

"I have no special talent. I am only passionately curious."

– Albert Einstein

The Einstein Way™ is a curiosity-driven philosophy inspired by science and built from childhood development research. This encompasses:

Open-Ended Experiences
that invite imagination through child-led play

Real-World Learning
that introduces concepts from the world around us

Multi-Sensorial Engagement
that encourages cognitive growth

Confidence Development
that reinforces the excitement of discovery

Creative Thinking Stimulation
that supports mental agility

Baby Einstein™ is committed to creating products and content that foster confidence, independence, and resilience in the children of today — so they may be the leaders of tomorrow.

Curious from day one.
Scan to start exploring with us.

baby einstein Farm Explorers™

Busy Barnyard™

Grow-With-Me Activity Gym

4 Ways to grow with baby
Diversas formas de crecer con tu bebé
Pour jouer et grandir avec bébé

1. Bat & reach for 3 sensory toys
2. Sort & learn shapes, animals, & colors with 3D barn
3. Lift the barn doors to meet animals
4. Unfold the mat to drive the tractor on the extra-large road mat

TEACHES / ENSEÑA / ENSEIGNE

Tummy Time™ | Shapes™ | Music™ | Fine Motor™ | Animals™ | Numbers™

7 Sensory toys · Juguetes sensoriales · Jouets sensoriels

4 Modes: lay & play, tummy time, sensory shape sorter, & road mat · Modos: túmbate y juega, boca abajo, dasificador sensorial de formas y alfombra de carretera · Modes : jeu allongé, sur le ventre, puzzle sensoriel de formes, et tapis routier

30+ Engaging sounds & melodies · Sonidos y melodías envolventes · Des sons et des mélodies attrayantes

Play tip card inside! Play Tips from the einstein way™

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Busy Barnyard™

Grow-With-Me Activity Gym / Gimnasio de Actividades Crece Conmigo
Centre D'activités Pour Grandir Avec Moi / Mitwachsendes Aktivitätsspielzeug
Mata Edukacyjna Rośnij ze Mną / Palestrina Multiattività Che Accompagna la Crescita del Bambino
Meegroei Activiteitengym

EN Includes soft tractor with melodies & sounds!
4 ways to grow with baby
1. Bat & reach for 3 sensory toys
2. Sort & learn shapes, animals, & colors with 3D barn
3. Lift the barn doors to meet animals
4. Unfold the mat to drive the tractor on the extra-large road mat

ES ¡Incluye un tractor de peluche con melodías y sonidos!
4 Diversas formas de crecer con tu bebé
1. Golpea y alcanza los 3 juguetes sensoriales
2. Ordena y aprende formas, animales y colores con el granero 3D
3. Levanta las puertas del establo para conocer a los animales
4. Despliega la alfombra para conducir el tractor sobre la alfombra de carretera extra grande

FR Comprend un tracteur en peluche avec des mélodies et des sons !
4 Pour jouer et grandir avec bébé
1. Toucher et attraper les 3 jouets sensoriels
2. Trier et apprendre les formes, les animaux, et les couleurs avec l'étable en 3D
3. Soulevez les portes de la grange pour voir les animaux
4. Dépliez le tapis pour faire rouler le tracteur sur le grand tapis routier

DE Enthält einen weichen Traktor mit Melodien und Geräuschen!
4 Entwicklungsmöglichkeiten für Babys
1. Schlagen & Greifen für 3 Sensorik Spielzeuge
2. Formen, Tiere & Farben sortieren & lernen mit 3D-Scheune
3. Öffne die Stalltüren, um die Tiere zu begrüßen
4. Falten Sie die Spielmatte auf, um den Traktor auf der extragroßen Straßenmatte fahren zu lassen

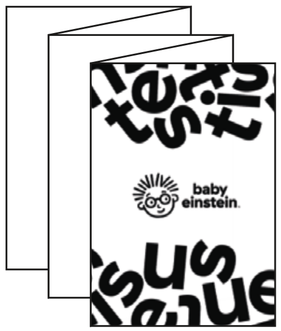
PL Zawiera pluszowy traktor z melodiami i dźwiękami!
4 Rośnie wraz z dzieckiem
1. Uderzanie i chwytanie 3 zabawek sensorycznych
2. Układanie i nauka kształtów, zwierząt i kolorów ze stajnią 3D
3. Unieś drzwiczki stajni, aby spotkać zwierzęta
4. Rozłóż matę, aby przejechać traktorem po dużej macie z drogami

IT Include un trattore di peluche con melodie e suoni!
4 Modalità che crescono con il bambino
1. Colpisci e raggiungi 3 giocattoli sensoriali
2. Układanie i nauka kształtów, zwierząt i kolorów ze stajnią 3D
3. Solleva le porte del fienile per conoscere gli animali
4. Apri il tappetino per far correre il trattore sul grande tappeto stradale

NL Bevat een pluchen tractor met melodieën en geluiden!
4 Manieren om met de baby mee te groeien
1. Slaan en bereiken voor 3 zintuiglijk speeltjes
2. Vormen sorteren en leren dieren, en kleuren met 3D-schuur
3. Til de schuurdeuren op om dieren te ontmoeten
4. Vouw de speelmat uit om de tractor over de extra grote wegenmat te laten rijden

baby einstein

Remarks :
1.SKU No.: For all SKU
2.Size Box: For all boxes
3.Material:105G C2S
4.Surface treatment: Two side Matte Varnishing
5.Printing:Front: 4C, Back: 1C
6.The finished product size: 3.75" x 5.75"
7.Format(加工工序): Z fold(风琴折)



FRONT Side

kids2

File Name:	17327_EP_FivefoldInsert_120425.ai
Brand:	**Baby Einstein**
Category:	E-package
Product Name:	Busy Barnyard™
Package Designer:	
Product Manager:	Enter Name
Engineer:	Enter Name
Languages:	Languages on Package 3/7
Dimensions:	3.75"W x 5.75"H

Packaging Prints
CMYK

Cyan
Magenta
Yellow
Black

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。