

3.75"
3.75"
18.75"
3.75"
3.75"



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.

Tummy Time Prop & Play™
Prop Mat

1. Tented character face for easy baby viewing
2. Rattle encourages auditory stimulation
3. Satin tags for tactile stimulation
4. Easy-hold character-shaped toy
5. Tummy time support pillow
6. On-the-go plush toy with crinkle material
7. Machine washable





1. Tummy Time 2. Sit & Play

4 Toys



Baby-safe mirror for self-discovery

OM+

- Listening™
- Touch™
- Tummy Time™
- Fine Motor™

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bright starts™

Tummy Time Prop & Play™

Prop Mat • Alfombrilla de Apoyo • Tapis de Soutien
Liegematte • Mała Poduszka • Tappetino per Bebè • Speelmat

EN Baby-safe mirror for self-discovery

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ES Espejo apto para bebés que estimula el autodescubrimiento

1. La parte superior de la alfombrilla con forma de personaje se eleva para que el bebé la pueda ver con facilidad
2. El sonajero favorece la estimulación auditiva
3. Cintillas de satén para estimular el tacto
4. Juguete con forma de personaje y fácil de agarrar
5. Almohada de apoyo para jugar boca abajo
6. Juguete de felpa con material crujiente para llevar a todas partes
7. Alfombrilla que puede lavarse en la lavadora

FR Miroir spécial bébé pour la découverte de soi

1. Face personnage inclinée pour être vue plus facilement par bébé
2. Le hochet favorise la stimulation auditive
3. Étiquettes en satin pour la stimulation tactile
4. Jouet en forme de personnage facile à attraper
5. Coussin de soutien pour jouer à plat ventre
6. Jouet en peluche à emporter en promenade avec des matières qui bruissent
7. Tapis lavable en machine

DE Babysicherer Spiegel zur Selbstentdeckung

1. Geeignetes Figurengesicht, damit es das Baby leicht sehen kann
2. Bunte Rassel regt den Hörsinn an
3. Satinschlaufen fördern die Entwicklung des Tastsinns
4. Einfach zu haltendes Figuren-Spielzeug
5. Stützkissen für die Bauchlage
6. Plüschtier mit Knisterstoffen für unterwegs
7. Maschinenwaschbare Decke

PL Bezpieczna dla dziecka lusterko do odkrywania siebie

1. Daszek z postacią ułatwiający obserwację dziecka
2. Grzechotka zapewnia stymulację słuchową
3. Satynowe metki do stymulacji dotykowej
4. Łatwa do trzymania zabawka w kształcie postaci
5. Poduszka podtrzymująca czas na brzuszku
6. Zabawka pluszowa z szeleszczącym materiałem
7. Można prać w pralce

More joy in every moment.™

bright starts™

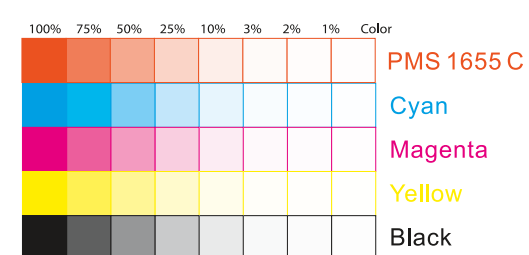


FRONT Side

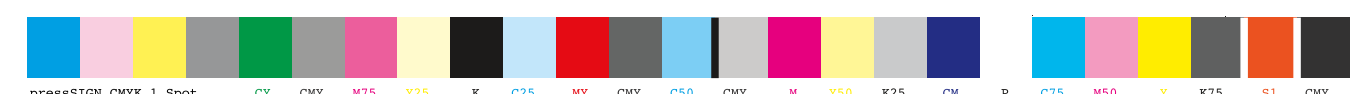
kids™

File Name: 10841_EP_FivefoldInsert_120825.ai
Brand: Baby Einstein
Category: E-package
Product Name: Tummy Time Prop & Play™ Prop Mat
Package Designer: Enter Name
Product Manager: Enter Name
Engineer: Enter Name
Languages: Languages on Package 3/6
Dimensions: 3.75"W x 5.75"H

Packaging Prints
PMS 1655 C plus CMYK



pressSIGN CMYK 1 Spot_Colourbar_ISO 12647-2 Coated White Backing v6_labels_below i1Pro Contrast Bars.eps



pressSIGN CMYK 1 Spot_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。