

FRONT (4x5in)



16756

The Einstein Way™ Cal-a-Pillow™ Tummy Time Activity Pillow Play Tips

0-12m

9 Elements for
multi-sensory
play



TEACHES



123

Sensory Skills

Gross Motor Skills

Fine Motor Skills

Numbers

BACK (4x5in)



Support System

Avoid the topple! Place Cal behind baby while sitting on the floor. Detach the mirror or piano toy and place just out of baby's reach to challenge their balance and build strength.

Sensory Sojourn

Stretch out and explore! Place the Cal pillow on the floor and lie next to baby during tummy time. Talk about the sensory objects you both can see. As you explore together, describe your actions. Say things like, "Let's crinkle the leaf and squeak the ladybug!"

Mirror Image

Babies love to gaze at themselves! Place the mirror in front of baby and say "Who is that? Where is the baby?" Encourage your child to look at their reflection to engage their eyes and encourage longer tummy time sessions.

Lost & Found

Play hide & seek to teach baby object permanence! Ask baby, "Where is the snail?" Together, find the snail hidden under the pillow's leaf. As baby grows, detach the piano toy and hide it nearby. Ask baby to look for the piano!



Scan to watch these
play tips in action!



Attach Instructions



Play Tip Card Packout - using
1 zip tie attach 4x5 Playtip
card to inside back panel
behind the product utilizing
cutout holes

0.3mm Matte White PP



File Name: 16756_PTC052325

Brand: Baby Einstein

Category: GYMS

Product Name: Cal-a-Pillow

Package Designer: Chelsea A

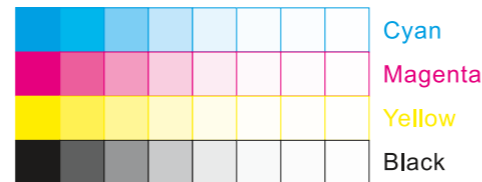
Product Manager:

Engineer:

Languages: Languages on Package 1

Dimensions: see die line

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。