

FRONT (4x5in)

30933



The Einstein Way™
Octoplush™ Musical Toy
Play Tips



3m+

25+
Phrases, melodies
& sounds



TEACHES



Colors



Music



Sensory Skills



Fine Motor



Texture

BACK (4x5in)



Hug It Out

Put a squeeze of discovery in baby's day! Encourage your baby to hug the toy to hear soothing sounds. The gentle music will help calm your baby and reinforce cause-and-effect learning!

Colorful Language

Babies' brains are great at processing sounds from other languages! Help baby learn colors in 3 languages by pressing the arms. Repeat each color name while pointing to it to reinforce baby's learning.

Eye Candy

Newborn babies can best see black and white patterns! Flip the Octoplush upside down to allow newborns to gaze at the patterns during tummy time or hold it over their head while you cuddle with baby for great visual stimulation!



Disappearing Act

Now you see him, now you don't! Use the Octoplush to help your baby learn object permanence. Squeeze the toy to make the music play. Then hide it behind your back. Ask baby to find their favorite toy. Celebrate when they find their friend!

Scan to watch these
play tips in action!



Attach Instructions



4x5" Play tips Card to be attached
via ziptie to bottom of box
underneath product

0.3mm Matte White PP



File Name: 30933_PTC011226

Brand: Baby Einstein

Category: Baby Toy

Product Name: Octoplush™ Musical Toy

Package Designer: Chelsea A

Product Manager:

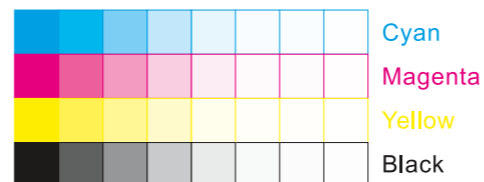
Engineer:

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。