

3.75"
3.75"
18.75"
3.75"
3.75"

5.75"
3.75"
3.75"
3.75"
3.75"



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.



Octoplush™

Musical Toy

Squeeze legs & head



★★★★★

“This is my 3 month old’s favorite toy! We can’t leave the house without his octopus :)”
— New Mom & Baby Einstein Customer



Baby will love:
Hugging her cuddly aquatic friend to hear classical melodies.

Discovering colors—in three languages!—by squeezing all eight legs.

You’ll love:
Supporting your baby’s appreciation of music from an early age.

Adjusting the volume from loud to soft.



Curious minds start young.™

- 3 3 Languages
- 🎵 Promotes color discovery
- 🎵 25+ Melodies and sounds



Octoplush™

Musical Toy / Juguete Musical / Jouet Musical / Musikspielzeug / Zabawka Muzyczna / Giocattolo Musicale

EN Baby will love:
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Adjusting the volume from loud to soft.

FR Béb  adorera :
 treindre son ami c lin aquatique pour entendre des m lodies classiques.
D couvrir les couleurs – dans trois langues ! – en serrant les huit jambes.

Vous adorerez :
Supporter l’appr ciation de votre b b  pour la musique d s un tendre  ge.
Ajuster le volume de fort   doux.

PL Dziecko pokocha:
Przytulanie si  do swojego wodnego przyjaciela i s uchanie klasycznych melodii.
Odkrywanie kolor w – w trzech j zykach! – poprzez  ciskanie wszystkich o miu n g.

Rodzice pokochaj :
Wsparianie zami owania dziecka do muzyki od najmłodszych lat.
Regulacja nasilenia gło no ci od wysokiego do niskiego.

IT La bambina amer :
Abbracciare il suo morbido amico acquatico per ascoltare melodie classiche.
Scoprire colori, in tre lingue!, schiacciando tutte e otto le zampe.

Adorerai:
Supportare l’apprendimento musicale della tua bambina fin dalla tenera et .
Regolare il volume da alto a basso.

ES Al beb  le encantar :
Abrazar su adorable amigo acu tico para escuchar sus melodias cl sicas.
Descubrir colores...  n tres idiomas! Cuando se aprietan las ocho patas.

Te encantar :
Apoyar la apreciaci n de la m sica de su beb  desde una edad temprana.
Ajustar el volumen de alto a bajo.

DE Ihr Baby wird es lieben:
Ihren kuscheligen Freund aus dem Meer umarmen und dr cken, um klassische Melodien zu h ren.
Durch das Dr cken aller acht Beine Farben lernen – in drei Sprachen!

Du wirst es lieben:
Daf r sorgen, dass Ihr Baby schon im fr hen Alter Musik zu sch tzen lernt.
Die Lautst rke von laut auf leise stellen.

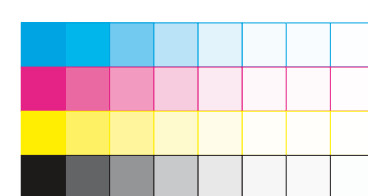


The Best of Friends

Kids II

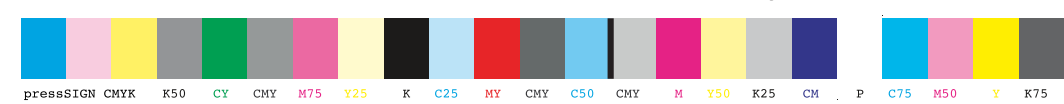
File Name: 30933_EP_TrifoldInsert_031523r1.ai
 Brand: Baby Einstein
 Category: E-package
 Product Name: Octoplush™ Musical Toy
 Package Designer: Ming.Yip
 Product Manager: Enter Name
 Engineer: Enter Name
 Languages: Languages on Package 3/6
 Dimensions: XX" w x XX" h x XX" d

Packaging Prints
CMYK

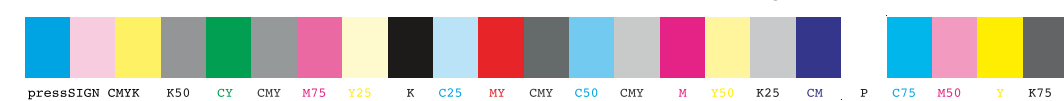


Cyan
Magenta
Yellow
Black

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



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: 146x95mm
- 7.Format(加工工序): Z fold(风琴折)

FRONT Side

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(切口边)。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。