


3.75"
3.75"
18.75"
3.75"
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.


4-in-1 Shop 'n Cook Walker™





1. Slide switch to pop open sandwich
2. Press button or push cart to start popcorn popping
3. Flip switch for fun lights & sounds!
4. Open and close the grilled cheese sandwich
5. Spin egg yolk to hear fun rattle sounds!
6. Off, EN, ES, FR
7. Push the cart and popcorn starts popping!
8. Easy to grip handle for pushing
9. Use handle to separate top from cart for floor play
10. Shape sorting fun!
11. Open door to find shapes
12. Wheels lock for safe stationary play





60+ Melodies, silly sounds & phrases!

-  Cause & Effect™
-  Shapes™
-  Opposites™
-  Gross Motor™

5.75"

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EN 1. Slide switch to pop open sandwich

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ES 1. Desliza el interruptor para abrir el sándwich

2. Presiona el botón o empuja el carrito para que las palomitas de maíz empiecen a saltar
3. Desliza el interruptor para ver luces divertidas y escuchar sonidos graciosos!
4. Abre y cierra el sándwich con queso a la parrilla
5. ¡Gira la yema del huevo para escuchar sonidos de sonajero!
6. Off, EN, ES, FR
7. ¡Empuja el carrito y las palomitas de maíz empezarán a saltar!
8. Manija fácil de agarrar para empujar
9. Usa la manija para separar la parte superior del carrito y jugar en el piso
10. ¡Diversión para ordenar formas!
11. Abre las puertas para encontrar formas
12. Las ruedas se bloquean para jugar en modo fijo de forma segura

FR 1. Faites glisser le bouton pour ouvrir le sandwich

2. Appuyez sur le bouton ou poussez le caddie pour lancer la préparation du popcorn
3. Abaissez et soulevez le bouton pour générer des lumières et des sons rigolos!
4. Ouvrez et fermez le sandwich au fromage fondant
5. Faites tourner le jaune d'œuf pour entendre des cliquetis rigolos!
6. Off, EN, ES, FR
7. Poussez le caddie pour lancer la préparation du popcorn!
8. Poignée facile à attraper pour pousser le jouet
9. Utilisez la poignée pour séparer le dessus du caddie pour jouer sur le sol
10. Trier les formes en s'amusant!
11. Ouvrez la porte pour trouver les formes
12. Les roues se bloquent pour permettre à l'enfant de jouer à l'arrêt sans danger

DE 1. Verschieben Sie den Schalter, um das Sandwich herauszuschiefen zu lassen

2. Drücken Sie auf die Taste oder schieben Sie den Einkaufswagen an, um das Popcorn aufspringen zu lassen
3. Legen Sie den Schalter für lustige Lichter und Töne um!
4. Machen Sie das gegrillte Käsesandwich auf und zu
5. Schleudern Sie Eidotter, um raschelnde Geräusche zu hören!
6. Off, EN, ES, FR
7. Schieben Sie den Einkaufswagen an und das Popcorn wird anfangen, aufzuspringen!
8. Der Schiebegriff ist leicht angreifbar
9. Benutzen Sie den Griff, um die Oberseite des Einkaufswagens abzunehmen und für das Spiel auf dem Boden zu verwenden
10. Spaß beim Sortieren von Formen!
11. Öffnen Sie die Tür, um Formen zu entdecken
12. Die Räder sind für das sichere und nicht bewegbare Spiel verriegelbar

PT 1. Deslize a trava para abrir o sanduíche

2. Aperte o botão ou empurre o carrinho para as pipocas começarem a estourar
3. Vire para ver luzes e ouvir sons engraçados!
4. Abra e feche o sanduíche de queijo grelhado
5. Gire a gema do ovo para ouvir sons divertidos!
6. Off, EN, ES, FR
7. Empurre o carrinho e a pipoca começa a estourar!
8. O suporte fácil de segurar para empurrar
9. Use o suporte para separar a parte de cima do carrinho para brincar no chão
10. Identificação divertida de formatos!
11. Abra a porta para descobrir as formas
12. As rodas se travam para dar mais segurança ao jogar parado


IT 1. Fai scorrere l'interruttore per far aprire il sandwich

2. Premi il pulsante o spingi il carrello per cominciare a far saltare i popcorn
3. Capovolgì l'interruttore per avere luci e suoni divertenti!
4. Apri e chiudi il sandwich al formaggio grigliato!
5. Gira il tuorlo dell'uovo per ascoltare suoni divertenti!
6. Off, EN, ES, FR
7. Spingi il carrello e i popcorn cominciano a saltare!
8. Manico facile da afferrare e spingere
9. Usa il manico per separare la parte superiore dal carrello per giocare sul pavimento
10. Divertimento con le diverse forme!
11. Apri la porta per trovare le forme
12. Le ruote si bloccano per la sicurezza nella giocare da fermi

5.75"



FRONT Side



File Name: 52130_EP_FivefoldInsert_032723r2.ai

Brand: Bright Starts

Category: Category

Product Name: 4-in-1 Shop 'n Cook Walker™

Package Designer: Enter Name

Product Manager: Enter Name

Engineer: Enter Name

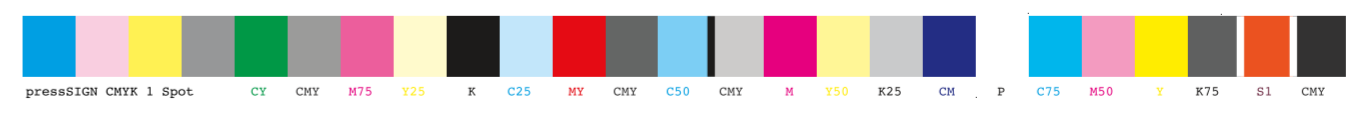
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Dimensions: 3.75"W x 5.75"H

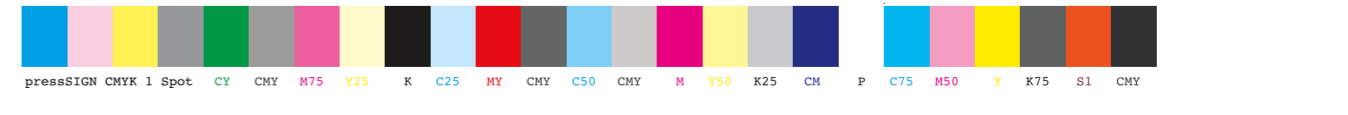
Packaging Prints
PMS 1655 C plus CMYK

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|------|-----|-----|-----|-----|----|----|------------|
| 100% | 75% | 50% | 25% | 10% | 3% | 1% | Color |
| | | | | | | | PMS 1655 C |
| | | | | | | | Cyan |
| | | | | | | | Magenta |
| | | | | | | | Yellow |
| | | | | | | | Black |

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。