

Capture the fun  
Tetra Classic<sup>®</sup> Aseptic



PLAYING

HAVING FUN!

**Kids love  
to use their imagination.**

Building relationships with kids starts with an understanding of what kids love to do. To kids it's all about:

COLLECTING

EXPLORING

The Tetra Classic offers fantastic creative opportunities to add all these things to your brand.

FANTASIZING

LEARNING



Kids love to learn.

Count on it

Four corners

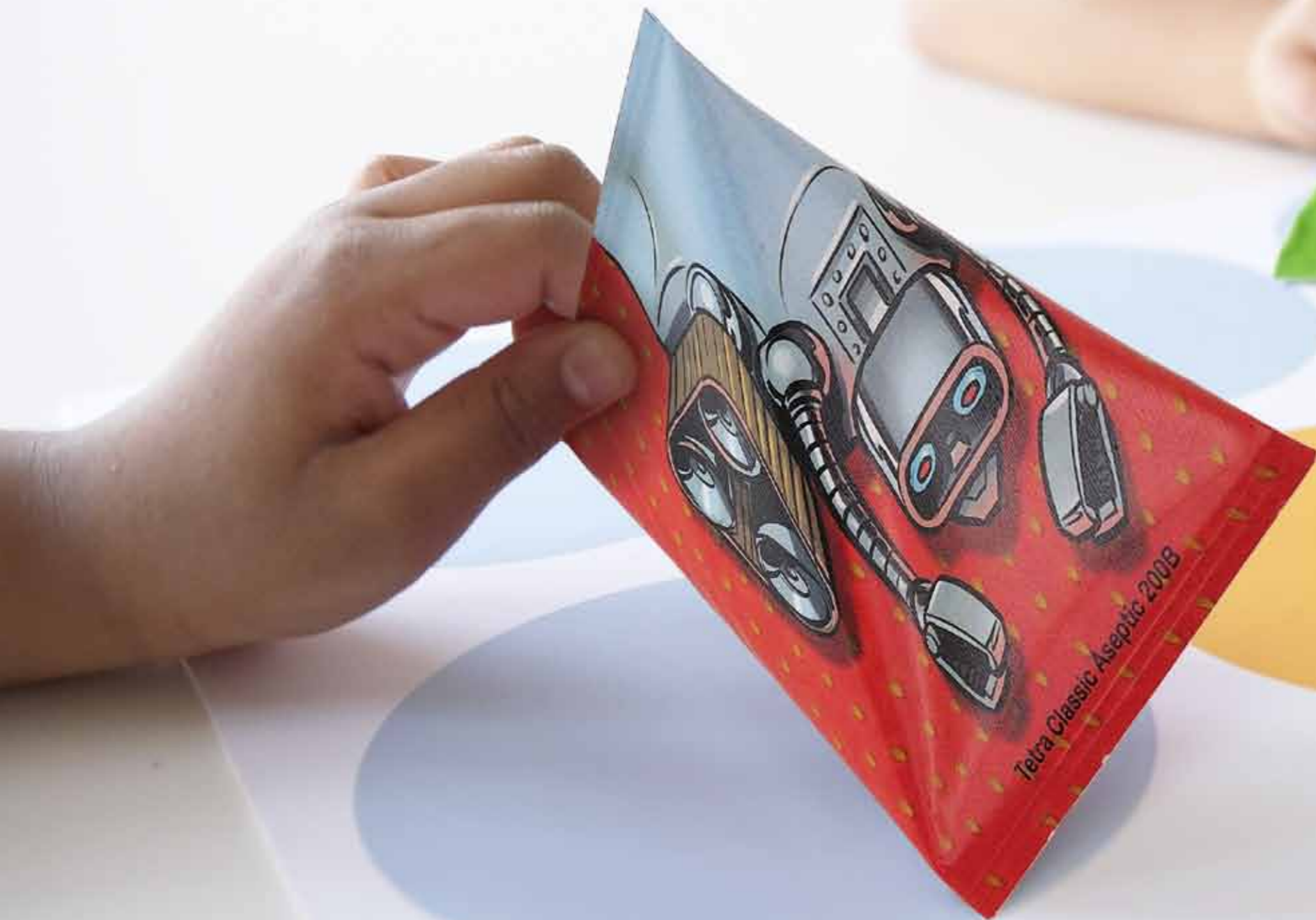
Twelve challenges

It's a quiz

It's educating

Is it difficult? Or not





Kids love to play.

## Games

It's a game. Or many  
It's exciting  
It's expandable  
It's engaging  
It can be anything

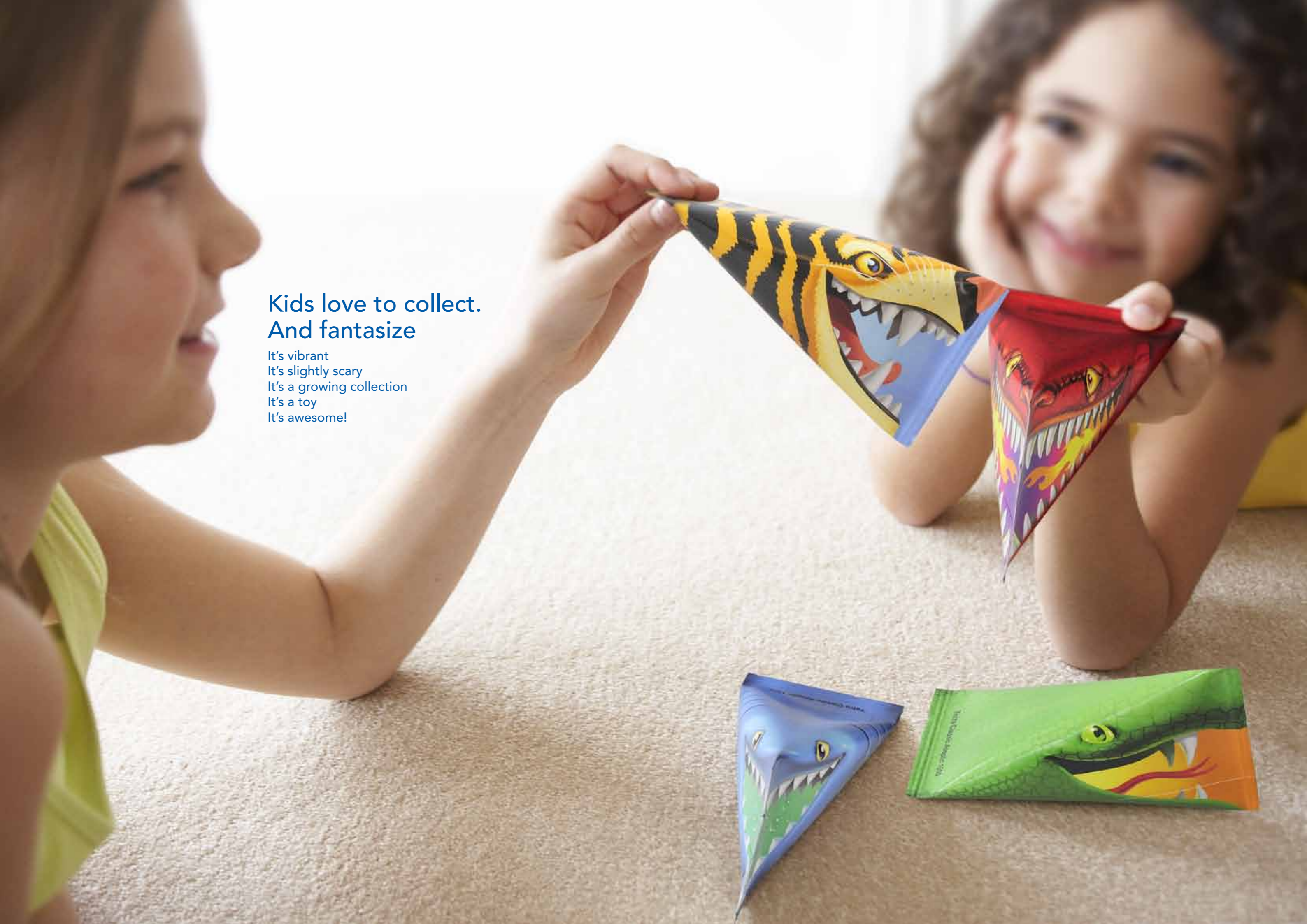


Kids love to explore.  
With words.

Twenty-four letters  
Consonants and vowels  
Up to six letter words  
How is it spelled?  
Who's the fastest?

**Kids love to collect.  
And fantasize**

It's vibrant  
It's slightly scary  
It's a growing collection  
It's a toy  
It's awesome!





**Add a little fantasy, and your  
Tetra Classic package gets a new life**

It's a shape to be used or altered  
It's a surface to be written or painted on  
It's a toy to be  
It's a canvas for future artists  
It's a feed for the imagination



## Conquer the elements

High-speed pursuit  
The pirates' treasure hunts  
A chopper takes you anywhere  
All it takes is old buttons,  
wooden sticks, paint and some fantasy





## Let the play begin

Is the octopus evil?  
Is the clown funny?  
Will the parrot repeat itself?  
Who will save the princess?  
Pull the curtain and enjoy the drama



## Let masquerading play a role

Is the queen a fair ruler?  
What kind of animal is that?  
Is it a jester or a percussion section?  
Either way it's a lot of fun!





## Good design never goes out of style

A true design icon  
Adding value to the products  
A unique shape that bonds with the consumers  
Always open for new ideas  
The kids' favourite