

Capture the fun
Tetra Classic[®] 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

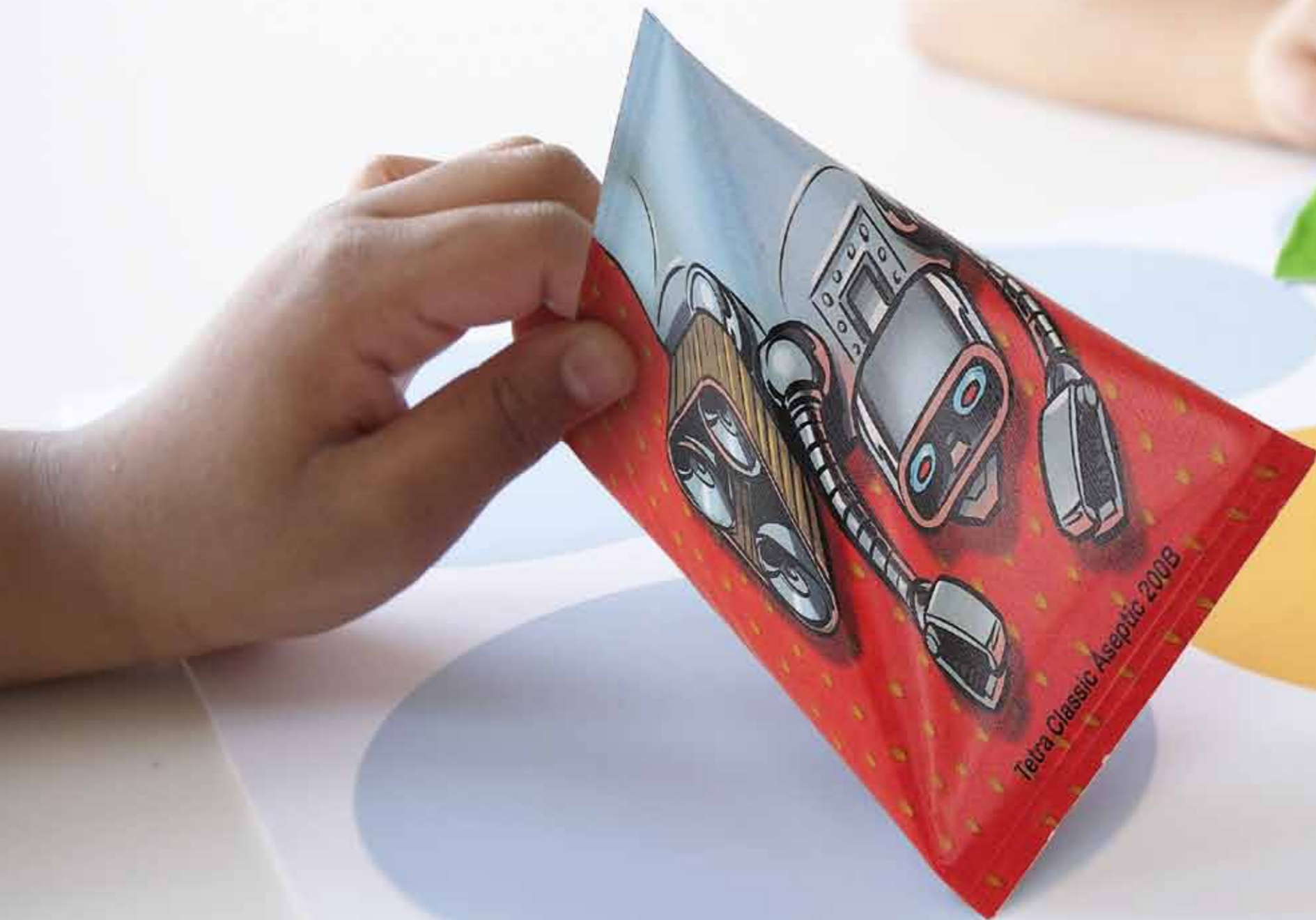
Twelve challenges

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

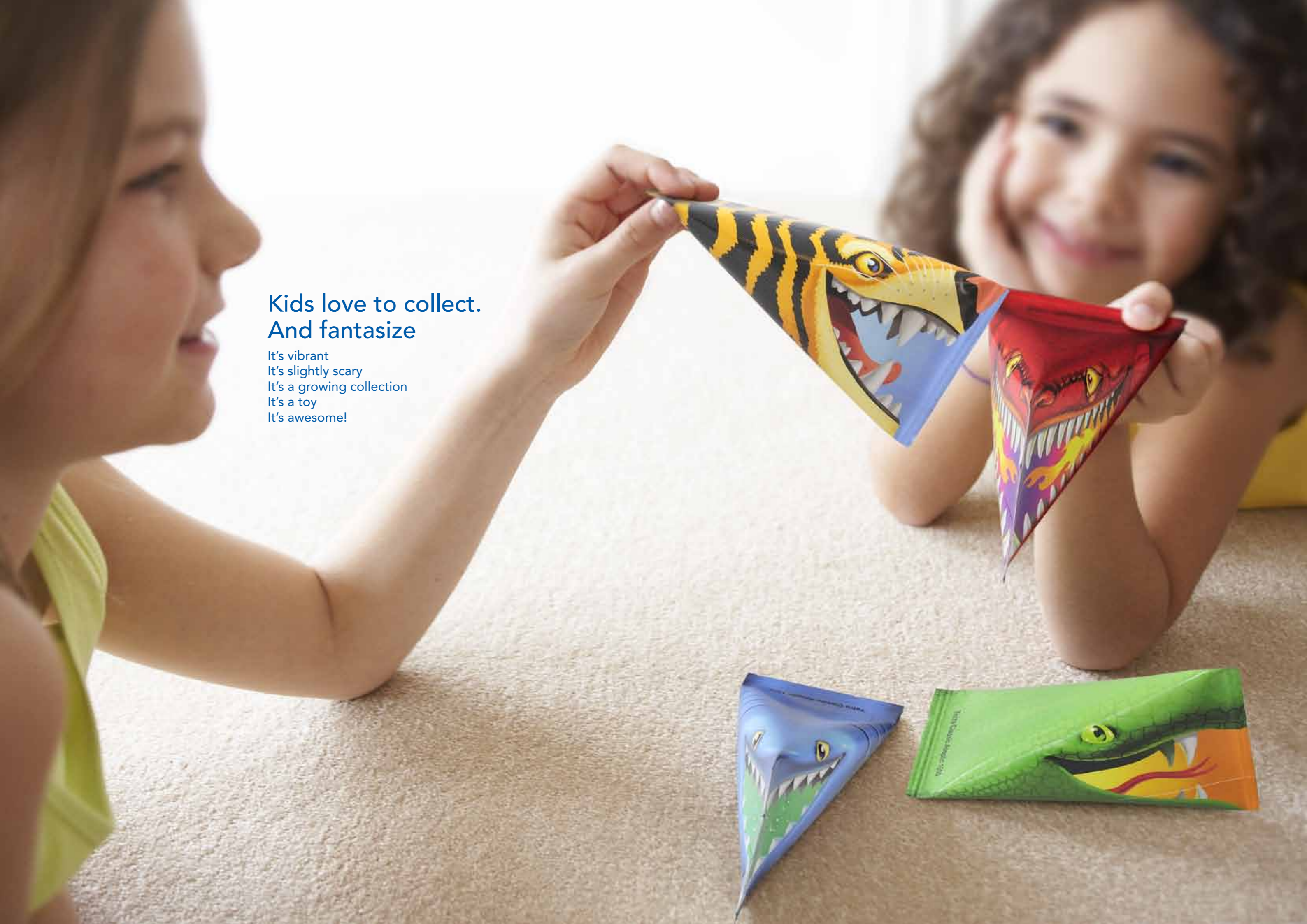


Kids love to explore.
With words.

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