

semco kids.

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**Semco is for a creative life, made easy.**

Semco is for the many! For those with a creative curiosity and a ‘give it a go’ attitude. For those who want to explore and champion self expression. For beginners and the advanced ‘make-it-yourselfers’ who are inspired to make & create without breaking the bank.

Semco kids products are designed not only to engage children but educate through play, building upon the fundamentals of learning. Championing self-expression, discovery, curiosity and the imagination of little minds. Helping kids experience the joy of making something yourself or just simply keeping them busy.

**BRAND POSITIONING**

BEST  
BETTER  
**GOOD**  
ENTRY

**CATEGORIES**

**Childrens Art & Craft**  
 Craft Kits  
 Paint by numbers  
 Dough  
 Furniture & Storage  
 Yarn  
 Papercraft  
 Canvas, Paint & Brushes  
 Diaries, Books, Paper Pads & Stationary  
 Drawing: Pencils, Crayons, Markers, Chalk, Pastels

**BRAND PERSONALITY**

Essential  
 Simple  
 Relevant  
 Practical  
 Friendly  
 Honest  
 Inclusive  
 Discovery  
 Curiosity  
 Teaching  
 Creative  
 Imaginative

**USE OF THIS GUIDE**

The packaging within this guide are very specifically for each product. Each product has very particular icons and callouts used for each items features and benefits. This guide is to be used as a reference for the overall design of Semco Kids products.

It is very important that the callouts on the packaging for each individual product are carefully selected as you cannot engage in conduct that is likely to mislead or deceive customers and you cannot make false or misleading claims.

## LOGO DESIGN

The Semco Kids logo has a primary and secondary option for use.

The primary logo where the words are stacked on top of one another should be used on all possible applications. The secondary logo can be used where the primary stacked version would be too small to be legible to most customers.

### PRIMARY LOGO



### SECONDARY LOGO



## COLOUR & TYPE

The main brand colour for Semco Kids is Red.

There is also a range of secondary colours used throughout the brand, these are explained in further detail within this guide.

The brand typeface is Gotham in both Book and Bold should be used across all brand applications.

PANTONE 200

CMYK 17 100 87 7

RGB 177 37 53

### Gotham Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Gotham Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, colours and composition should remain as indicated in this document - there are no exceptions.



Do not remove overlap colours



Do not apply a gradient to the logo



Do not rotate the logo



Do not distort or warp the logo in any way



Do not resolve the logo in different colours



Do not add a drop shadow



Do not outline the logo



Do not change the typeface or recreate the logo



PANTONE 2726

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CMYK 80 69 0 0

---

RGB 72 91 192



PANTONE 368

---

CMYK 59 2 100 0

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RGB 134 186 65



PANTONE 284

---

CMYK 55 22 0 0

---

RGB 121 169 223



PANTONE 7404

---

CMYK 5 10 86 0

---

RGB 241 218 94



PANTONE 218

---

CMYK 4 72 0 0

---

RGB 218 115 173



PANTONE 528

---

CMYK 31 55 0 0

---

RGB 185 128 208



PANTONE 1375

---

CMYK 0 45 96 0

---

RGB 248 163 64



PANTONE 2587

---

CMYK 58 83 0 0

---

RGB 123 74 168



PANTONE 355

---

CMYK 99 12 100 2

---

RGB 0 146 69

Throughout this brand there will be many icons to show the safety concerns such as age appropriateness and educational values relevant to little minds of each products.

Below are some examples of these icons and where they will commonly be used. It is important to check which of these are relevant for use.



**Older Than  
3 Years**

The appropriate age range should be displayed on all Semco Kids products



**Non  
Toxic**

Not made with chemicals that can be harmful to your child's skin. These toys are also often more environmentally friendly.



**Teaching  
Tool**

Engage a child's senses, spark their imaginations and encourage them to interact with others.



**Creative  
& Artistic**

Encourages artistic development, a safe experience of imaginative play, creative designing and building, experimentation, and exploration.



**Imaginative  
Playtime**

captivates and engages kids in imaginative play. Forming new ideas and being resourceful.



**Sensory  
Experience**

Common senses that toys seek to develop include the sense of touch, sight, and hearing



**Fine Motor  
Skills**

Develops fine-motor skills when a child grasps a toy and learns to manipulate it



**Problem  
Solving**

Encourages children to think as they follow a step-by-step sequence of solving a particular problem.



**Concentration  
Span**

Make learning fun and manageable, and increase a child's interest in learning.

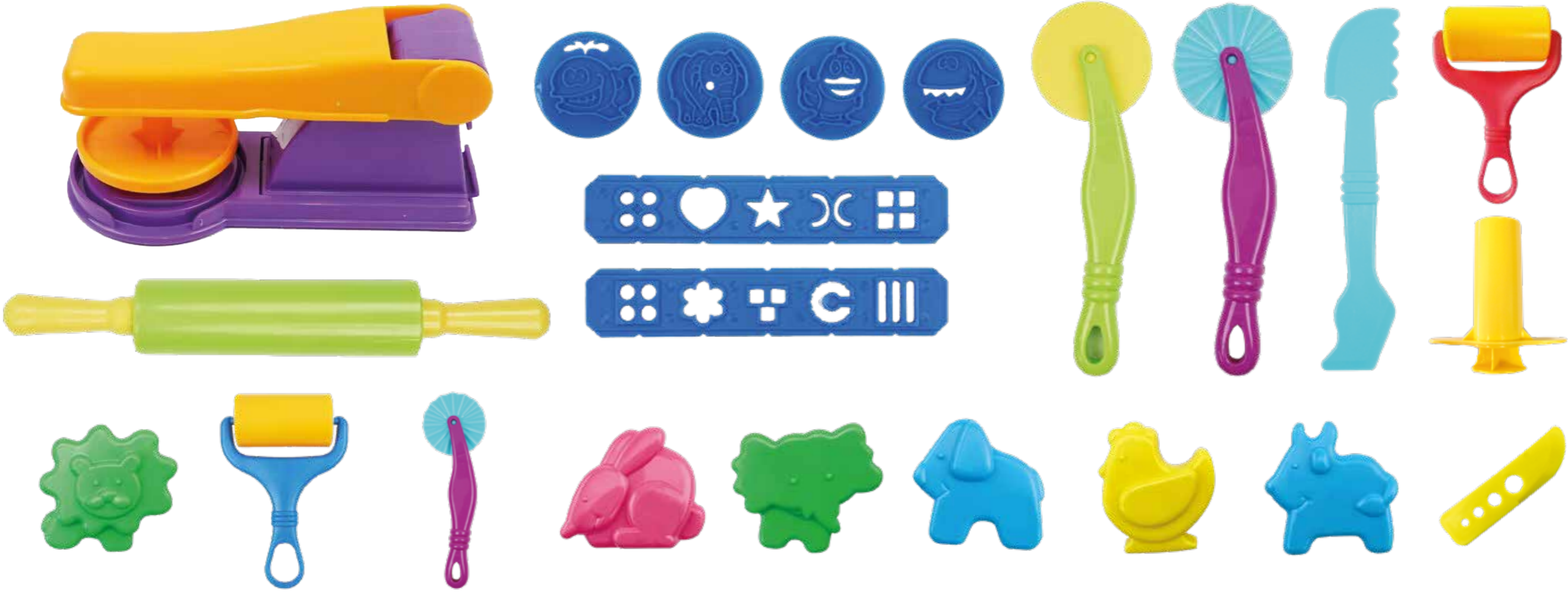


**Social  
Development**

development of social and emotional skills, playing which requires kids to play and interact with other kids or adults.

It is important to have a consistent approach to imagery for Semco

The lighting should be flat with minimal shadowing but with enough to clearly see the products form. The product should be photographed on a slight 3/4 angled view, slightly from above (as shown below). The images should be isolated and all inclusions clearly seen.





**As part of our commitment to social responsibility, it is a MANDATORY requirement of Spotlight Group Holdings that product packaging incorporates the Australasian Recycling Logo (ARL) to help consumers recycle correctly. Use of the ARL is controlled by the Australian Packaging Covenant Organisations (APCO). This guide has been prepared to assist with adding recycling information to packaging. You must ensure that you meet all requirements as outlined on the CHECKLIST on page 4 to use the ARL on packaging and that you adhere to all APCO and ARL user guidelines.**

The ARL is a labeling program that provides the tools to designers to help consumers understand the correct disposal of packaging across both Australia and New Zealand.

**All packaging must go through PREP** (Packaging Recycling Evaluation Portal) to assess the recycling classification of each separate packaging component. Once classified, the standardised label system of ARL can be used on the packaging in conjunction with PREP. Packaging should be assessed in the state it would be after consumption. **‘Does the consumer have to remove this from the main item?’ If yes, it is a separate component.** If no, it is a secondary material.

**PREP assumes packaging is clean and empty at the time of disposal.**



**Recyclable at Kerbside**

The recyclable **‘Opaque’ mobius** communicates that consumers that item should be placed in their kerbside recycling.



**Conditionally Recyclable**

The recyclable **‘Outlined’ mobius** communicates that consumers that item is less widely accepted at kerbside and consumers should **check locally** with their council to determine suitability. This may include being accepted at an alternative location **or an ‘action’** such as ‘remove handles’ can take place by the consumer to make it acceptable at kerbside.



**Not Recyclable at Kerbside**

The bin symbol communicates to consumers to **dispose of their non-recyclable packaging thoughtfully in the general waste bin.** This symbol is also used when PREP is unable to classify recyclability due to insufficient input for evaluation. **You must complete PREP evaluations with all required information.**

**ARL Website URL**

Directs consumers to further information on recycling.

**Separate Component**

Identifies the specific packaging component the label relates to.

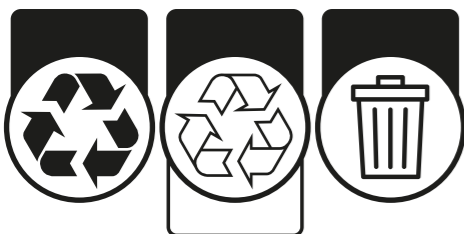
**Classification**

Indicates whether the packaging component is ‘Recyclable’, ‘Conditionally Recyclable’ or ‘Not Recyclable’.

**Instructions**

An approved consumer behaviour or alternative destination that improves the recyclability of the particular packaging component.

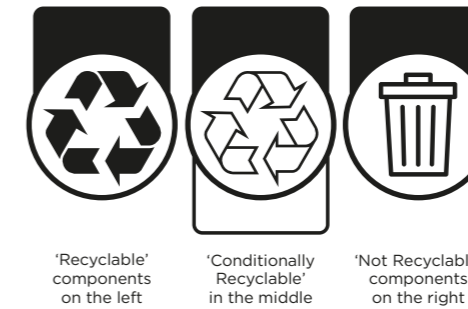
For more information on recycling visit [arl.org.au](http://arl.org.au)



**Horizontal Arrangement**

Horizontal placement is preferred, with vertical placement a secondary option where space doesn’t allow for a consistent horizontal application.

The order of packaging components must position **‘Recyclable’ components to the left, ‘Conditionally Recyclable’ components in the middle and ‘Not Recyclable’ components to the right when horizontal.** When vertical, the ‘Recyclable’ components should be placed at the top, ‘Conditionally Recyclable’ components in the middle and ‘Not Recyclable’ Components at the bottom.



**URL Formatting**

**A URL must always be present** when using the ARL artwork to direct consumers to further information. Please refer to the below options for the use of the ARL URL ([arl.org.au](http://arl.org.au)/[arl.org.nz](http://arl.org.nz)) in correlation with the ARL artwork. If you are selling products exclusively into Australia, use the URL ‘[arl.org.au](http://arl.org.au)’. If you are selling exclusively for the New Zealand market, please use the ARL URL ‘[arl.org.nz](http://arl.org.nz)’. It is preferred that the URL is placed to the top or the right of the ARL artwork.

If products are sold to both markets, it is at the Members’ discretion to refer to the most applicable ARL URL and corresponding artwork(s). Organisations are encouraged to utilise the URL reflective of where most of the product will be sold.

There are two URL options: **‘For more information on recycling visit [arl.org.au](http://arl.org.au)/[arl.org.nz](http://arl.org.nz)’** In the case of limited on-pack labeling area, it is permitted to display only the ARL URL: **‘[arl.org.au](http://arl.org.au)/[arl.org.nz](http://arl.org.nz)’.**

**Placement**

**Placement of the ARL on-pack should reflect how the packaging will be disposed of by consumers.** Outer packaging should have the ARL on-pack relevant to all of the packaging components, whilst the inner packaging components should be labeled with their relevant ARL. For example, a box containing ice-creams will have the Box, Wrap and Stick ARL on the box, whilst the wrap is labeled with the ARL for both the Wrap and Stick (as the stick cannot be printed on individually). **This ensures relevant recycling information of packaging at the time of packaging disposal.**

## Colour

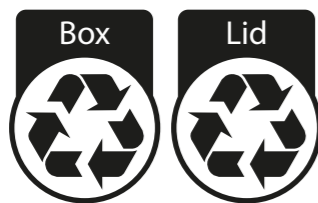
The ARL symbol may be any one solid colour provided the symbol(s) are clear, legible and compatible with the packaging background. The ARL is not permitted to be placed on a busy background. A reversed version has been created for darker backgrounds. Please note: The Recyclable ARL should always have a coloured in/opaque mobius loop, while the Conditionally Recyclable mobius loop remains transparent.

## Separable Component

This includes the main packaging and any items that will be separated by the consumer to consume the product. Each component must have an ARL symbol that is easily identifiable to the consumer.

Only one separable component is to be identified in each ARL Symbol. If the packaging is comprised of more than one separable component with the same classification you must list multiple ARL symbols.

### Best Practice



### Not Permitted



## Separable Component Exceptions

If packaging labeling real-estate is limited, only two not recyclable components can be combined within one standard ARL. Evidence of the item's limited on-pack labeling space must be kept for auditing purposes.

If you have a packaging format that is composed of multiples of the same component, these components may be labeled with one ARL provided they meet the following conditions:

- They are made of the same materials (all primary and secondary materials)
- They have the same recyclability outcome (as they are the same materials),
- The components serve the same functionality, and
- Consumers will identify them as the same component.

For example, you may have multiple 'Dividers' within a larger box - these can be represented by the one, pluralised ARL: 'Dividers'.



## Instructions

Additional information for the consumer action in order to recycle the separable component. This includes instructions for an alternative destination or to check locally for recyclability or consumer behaviour that when performed will improve the recyclability of the packaging. See approved Consumer Behaviours for acceptable actions.

## Approved Consumer Behaviours

There are several Approved Consumer Behaviours supported by APCO and PREP that will increase the recyclability of an item. The common items that require consumer behaviours to be recycled are advised with the PREP Recyclability Evaluation Report.

The instructional text, when placed on-pack, can be wrapped to fit across a maximum of three (3) lines.



### Cardboard: Flatten to Recycle

Applies to cardboard cartons that may not readily crush in a recycling truck such as those used for the storage of electronic equipment. 3D cardboard may travel to plastics stream.



### Aluminum Foil: Scrunch into Ball or Fold to Recycle

Applied to aluminum foil as 2D foil will travel to the paper stream at a Material Recovery Facility (MRF). Ball must be at least 20mm in two dimensions, when 'scrunched', to be recycled.

For items that are larger than 200mm in two directions and will be screened out at the cardboard (OCC) stage of a MRF. When folded once, it must have two dimensions <200mm and must retain these dimensions.



### Small Paper: Place in Used Envelope

Small paper items will be blown away at the recycling facility and not be recovered. Placing them in a used envelope will allow the small paper items to be recovered.



### Less Widely Accepted Packaging Items: Check Locally

For items where the council collection status falls within the Less Widely Accepted thresholds (where between 60-80% in Australia, and 50-80% for New Zealand, of the population have access to a kerbside service). Consumers will need to check with their local council to determine if these materials are accepted in their kerbside recycling bin.



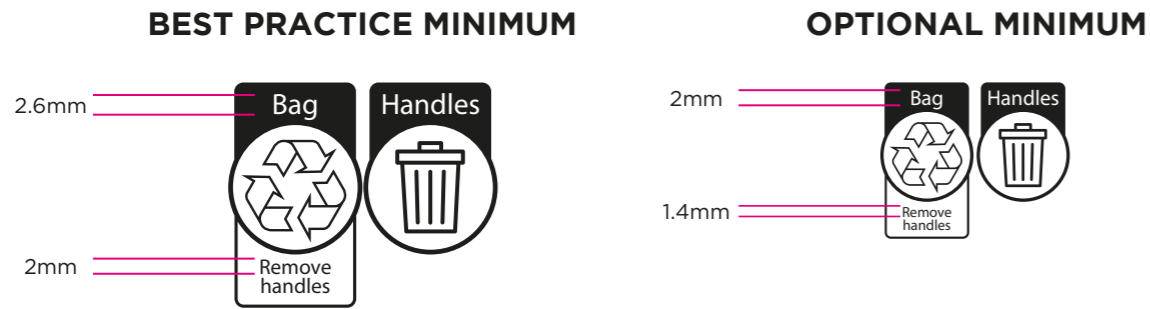
### Comprised of 'Other' Materials: Remove Component

Applicable to packaging that has an attachment that does not meet the secondary material thresholds for recycling the main packaging item. For example, paper bag with material handles. The 'Component' must also be labeled separately to direct the consumer of that item's disposal method.

## DESIGN

The below design considerations must be adhered to when applying the ARL artwork to product packaging.

- Font for the separable component name, URL and any consumer instruction **text must be ITC Avant Garde Gothic, Demi Condensed**.
- The minimum text size for the **component name and URL text is 2mm in height**. For the conditional recyclability instructional text, this can be reduced to a minimum of 1.4mm in height where space is limited. This height is reflective of the tallest uppercase letter.
- There is no maximum text size requirement.



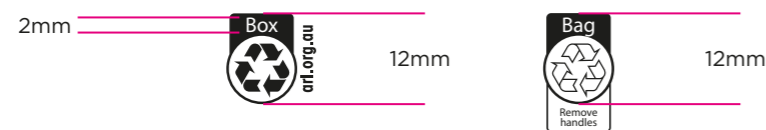
- For larger pack sizes, we recommend that the text size of the ARL be that similar to other text on pack to ensure consumer awareness and legibility.

Members must use the ARL artwork EPS files as they appear when downloaded or as sent by APCO. The ARL designs must not be altered, this includes maintaining the Width Depth ratio of the artwork (not including the instructional tab).

BEST PRACTICE	NOT PERMITTED				
Correct font, URL present, no changes to artwork files	Distorted artwork.	Conditional recyclability instructions on recyclable or not recyclable ARLs.	Multi-coloured ARL.	Difficult to see colours.	Changes to the artwork and incorrect font.

Whilst there is no set location required for the ARL on-pack, the **ARL should always be positioned in an easily accessible position, more than likely placed close to the barcode** where consumers are familiar with locating recycling information or are able to find at the time of disposal.

**The minimum size for the ARL artwork is 12mm high (not including the consumer instructions tab).**



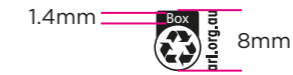
## MICRO ARL STYLE GUIDE

For small packaging projects **where on-pack labeling area is limited**, the Micro ARL may be suitable for use. All User Guide specifications are also applicable to the Micro ARL. The exemption however is that the height of the symbols can be **decreased past 12mm, to as small as 8mm, and the component name text can be reduced to 1.4mm**

Components that are conditionally recyclable are able to be labeled utilising the Micro ARL, however the consumer instructions must still meet the 1.4mm text height requirements.

There are three conditions associated with the use of the Micro ARL:

- It can only be used when the **external surface area of the packaging is less than 100cm<sup>2</sup>**
- The separable **component name can have no more than four letters**. The Member will need to select the separable component name from the approved components list and if it is longer than 4 letters, adopt the synonym in the table, where available.



## USE WITH OTHER LOGOS

The ARL should not be used next to symbols or messaging that may confuse or unnecessarily duplicate the recycling message for consumers, such as littering symbols (e.g. tidy man logo, statements such as 'Please Recycle'), plastic identification codes, or alternative recycling symbols that have not been approved by APCO.

**Other symbols can be used on-pack but should not be used in close proximity to the ARL.**

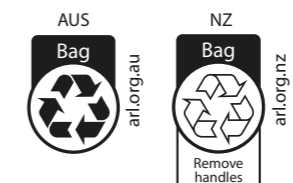
Where possible, it is recommended that these symbols are not printed on the same face of the packaging to provide the greatest distance between labels.

NOT PERMITTED	

## DIFFERENCES IN LABELING ACROSS COUNTRIES

In some instances, the results for packaging sold in both Australia and New Zealand may be different. **To communicate these differences and to indicate where these labels are applicable, organisations can use the ISO standard naming convention with 'AUS' and 'NZ' above the relevant ARL.** This can also be used for those packaging items that may be exported out of Australia and New Zealand where recyclability may differ.

As the ARL is verified by PREP, and PREP contains the recycling data and information for only Australia and New Zealand, the ARL cannot be used as a verified labeling system outside of these markets. Organisations should endeavour to ensure their packaging is labeled appropriately to avoid any potential misleading claims.



## CHECKLIST

You must complete this checklist for each individual item of packaging to ensure the correct ARL symbols are used for each item and are placed on the packaging correctly and appropriately. This guide is created in association with the APCO User Guide, and any reference to 'sections' is a reference to sections within the APCO User Guide.

You must retain and provide any documentation and supporting evidence as proof of PREP Recyclability Evaluation Report to your contact at Spotlight Group to be stored on our R drive.

\* Please note that the final item on this checklist is only relevant to the first on-pack ARL design created by Member to go to market has been approved by APCO.

**It is a MANDATORY requirement of Spotlight Group Holdings that product packaging incorporates the Australasian Recycling Logo (ARL) to help consumers recycle correctly.**

## FURTHER INFORMATION

For further information on this process as well as further information for the previous pages of this guide **please refer to the APCO Australian Recycling Label Program User guide.**

You can also **contact the Spotlight Retail Group Sustainability & Social Responsibility Specialist** for support in this area.

## CHECKLIST FOR ARL APPROVAL:

- Competent User** - PREP user has completed the PREP training and is now a competent user.
- Packaging Specifications Validity** - the Member is confident that packaging specifications input in PREP are valid for the packaging item being evaluated.
- PREP Evaluation Completed and Saved** - Packaging item has been evaluated in PREP by a competent User. PREP Recyclability Evaluation Report is saved in files with supporting evidence.
- Application of ARL** - ARL selection for each separable packaging component is in accordance with PREP Recyclability Evaluation Report and this User Guide.
- Conditionally Recyclable** - Any conditionally recyclable claims have sufficient supporting evidence - i.e. Soft Plastics Module.
- ARL Style Guide** - ARL artwork application is compliant with all ARL Style Guide specifications, including:
- Separable components** - all separable components are clearly labeled as per the ARL Approved Component Names and each component is identified in a separate ARL artwork.
- URL** - contains the ARL URL or approved Member URL
- Colour** - The ARL is one colour and is clear against the background colour
- Design** - ARL artwork has not been manipulated from the original EPS files and is clear (not placed on a busy background)
- Sizing** - the ARL artwork sizing is no smaller than 12mm in height (unless the packaging meets micro-ARL style requirements). In this case, all micro-ARL Style Guide requirements are met.
- Use with other logos** - the ARL artwork is not placed near conflicting logos. Alternative logo use has been approved, i.e. REDcycle logo.
- Labeling across countries** - Members have communicated the ARL is specific to Australia and New Zealand only. Other recycling labels must be identified for their respective countries.
- Internal tracking of ARL use** - Members have internal tracking processes to document all packaging items that are released with the ARL on-pack, including which ARL symbol is used.
- APCO Approval** - *First\** on-pack ARL design created by Member to go to market has been approved by APCO as per Section 3.1.

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## NO POLYSTYRENE IN PACKAGING

We are taking the important step to phase out expanded polystyrene (EPS) in all packaging for products under 45kgs. This is part of a targeted approach to phase out problematic single-use plastics in packaging and aligns with government regulations coming into effect.

What is expanded polystyrene (EPS) packaging? Loose fill EPS is protective packaging typically used to protect products during transportation through void fill and cushioning. Loose fill includes packing peanuts and sheeting. Moulded EPS is protective packaging typically found in the packaging of electronics and appliances.

EPS packaging is considered a problematic and unnecessary single use plastic because it is not recyclable using kerbside collection systems, there are limited drop-off services to recycle EPS for customers and if littered, it has a high environmental impact.

This phase out does not apply to polystyrene and/or plastic foam products that we sell, such as bean bag fill and decorating foam. Currently we are only phasing out EPS in business to consumer packaging.

## ENVIRONMENTAL CLAIMS

Many consumers consider environmental claims as a major factor when evaluating products to purchase. Therefore, it is essential that consumers are provided with accurate information in order to make informed decisions. Environmental claims are statements, symbols, graphics, or any combination of these that indicate the environmental aspects of a product or service to the market and consumers. These claims come in a wide range of forms, including statements about environmental sustainability, recycling, energy and water efficiency or impact on animals and the natural environment.

Environmental and sustainability claims are a current priority for the Australian Competition and Consumer Commission (ACCC) and are high risk. You must ensure that you do not make misleading or deceptive environmental, sustainability or green claims. **Heavy penalties can apply.**

Companies or brands which make environmental or 'green' claims should ensure that their claims are scientifically sound and appropriately substantiated. If you wish to make environmental claims about a product, they should be honest, accurate and able to be substantiated. You should clearly explain, in simple language, the significance of the benefit to the environment.

Terms such as 'green', 'environmentally safe' and 'fully recycled' are broad terms that may have more than one meaning. For example, the statement 'safe for the environment' could have many meanings depending on the audience, some may believe this means your product is biodegradable or others may infer that it contains non-toxic ingredients. If a consumer's understanding, inferred from the terms used, conflicts with the facts then they may be misled. To avoid misleading consumers, make sure that you explicitly identify and accurately convey any 'green' attributes.

There may be proof or evidence required to allow the making of environmental claims or the use of logos/symbols such as:

- certifications and other evidence obtained independently or from suppliers (such as factory Scope certificates and Transaction certificates);
- information noted in technical specifications to support claims;
- environmental impact evaluations; and/or
- other evidence to back comparisons or references to other products or services (comparison claims).

It will not be sufficient to make claims based on the unsubstantiated word of the supplier.

You should also be careful that the overall impression you create about the goods or services you sell is not misleading. In other words, it is not enough for each representation to be technically or narrowly correct. It is just as important to look at the overall impression created in the minds of average consumers in the target audience.

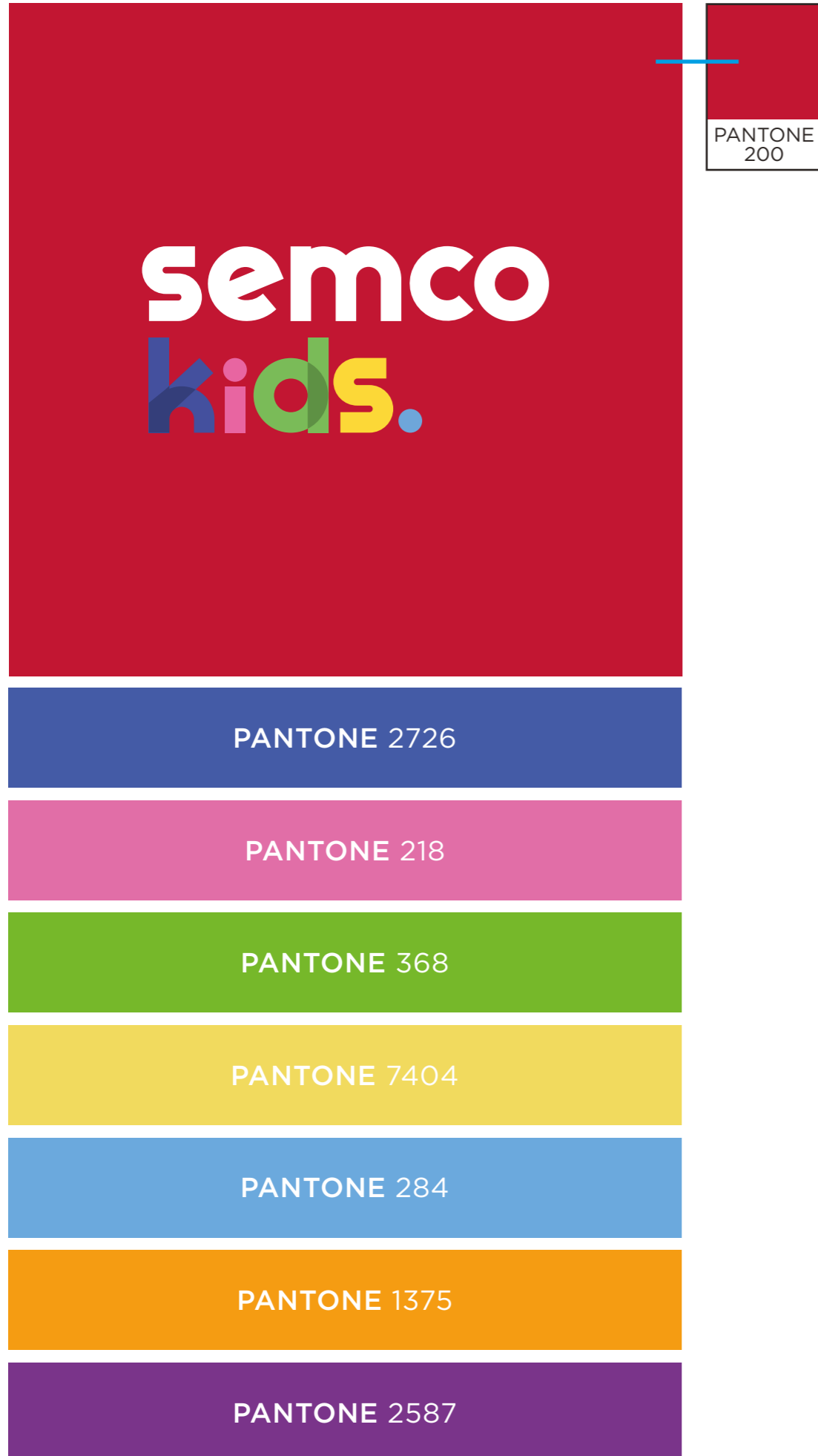
### **Some Important Do's & Don'ts**

#### **DON'T:**

- Mislead consumers - all environmental claims made must be accurate, verifiable, relevant, and not misleading.
- Overstate or exaggerate the environmental benefit - that is being claimed by the product or service. Any claims must consider the environmental loads of a product or service throughout its entire life cycle. You must not overstate the benefits or implications of a certification program.
- Claim a business is 'certified' by a scheme when only some of its products are certified, and not the entire business. Also don't use the word 'certified' used in relation to an entire product, when only certain components of the product are certified.
- Use short and snappy slogans and claims - that do not give a proper explanation of the environmental claims that are being made.
- Use comparative claims (or avoid these if possible) - as these are high risk and the reproducible and repeatable scientific evidence used to support a claim must be available (on hand) when the claim is made. Do not make a claim if you cannot readily verify it claim and show the evidence.
- Use qualifying information to try to displace the overall impression - Consider the wording, slogans or trademarks used. Usually, an explanatory statement or qualifying statement that accompanies the main claim, must be adjacent to the main claim with comparable font size, font colour and background colour.

#### **DO:**

- Avoid general terms - like 'environmentally friendly,' 'green,' or 'sustainable' which may mislead consumers. Also 100% claims (e.g. 100% organic, 100% recycled etc) need to be carefully checked to ensure they are accurate.
- Be specific - the environmental claim should refer to a specific product, product range, service, or process.
- Have the evidence on hand - the evidence and information to support the claim must be on hand/ readily available at the time the claim is made. Do not leave it until the product is ready to launch and the claims are already made to then start checking you have the evidence you need.
- Take responsibility for the claims you make - you must evaluate the evidence/data you have to make the claim yourself. Verification and credibility of the claim remains with the person making the claim. You cannot just rely on the unsubstantiated word of a supplier.
- Include information near the relevant claims - this can be by way of accessible click-through links or other means that give consumers information.
- Present evidence in a way that is easy to understand - avoid complex scientific language or links to complex information. Understanding claims should not require sophisticated expert knowledge. When a symbol or image is used, it should not overshadow the text claim.



# COLOUR QUALITY GUIDE

## COLOUR CONSISTENCY

Please use this card to compare printed Semco Kids packaging colours to, this is to ensure consistency throughout the Semco Kids packaging range. **All packaging must closely match the colours of these swatches so the Semco Kids range is cohesive in store.**

## CARD AND PAPER STOCK QUALITY & FINISH

The quality of the cardstock used within the Semco Kids packaging range is important to maintain the high quality look of the brand.

The cardstock should have a **SATIN finish** and a **GSM of the stock should range between 250-400gsm** depending on the individual product. With the ideal usually being around 350gsm for most products. There are some exceptions to this such as dinner sets and glassware set packaging which should be as thick as required to ensure the products safety as well as maintain the boxes structural integrity.

**Physical samples are to be sent for approval of quality and colour on the first run of each new set of packaging before mass production begins.**

The packaging checklist as seen here must be looked through and checked off whenever working on packaging artwork to assure all packaging artwork is clear, legible, and accurate and all colours, typefaces and logos match those laid out within the brand guidelines document.

If it is the first time any particular product type has been produced or there has been brand update a physical printed copy of the packaging must to the relevant buyer or assistant for approval.

It is important that you have a signed/approved sample of your packaging and that you've specified all the above details within the checklist in a previous run. Material and printing should be verified, packaging should be measured, and colors should match your Pantone colour specifications.

This signed and approved sample of packaging has been created it important to use this as a key example all other packaging should match back too.

Once everything has been ticked off the packaging must be sent to the relevant buyer or assistant for final approval.

## PACKAGING SIGN OFF

All artwork must be sent to Spotlight for approval before printing.

Suppliers - please send artwork to the relevant buyer or assistant. Please use this guide as a reference for all Jolly & Joy products.

### PACKAGING CHECKLIST

#### LOGO

- It is important that the appearance of the logo remains consistent. Its orientation, colours and composition should remain as indicated in the brand guidelines document.

#### COLOUR

- Pantone & CMYK colors are consistent with those outlined in the brand guidelines .
- Colours are consistent with printed packaging example provided.

#### TYPEFACES & FONTS

- Typeface, font type and size are consistent with those outlined in the brand guidelines.

#### DIMENSIONS

- Are packaging dimensions consistent with those outlined in the brand guidelines.
- Do the dimensions of the product packaging allow it to be safe/secure.

#### COPY & MANDATORY INFORMATION

- Proofread the copy
- Barcode and Item number
- Import Information & Country of Origin
- Care & Use
- All labeling is clear, legible, and accurate
- Warning if applicable

#### IMAGERY

- Does image clearly show the product contained within the packaging.
- Does the lighting and colours of the image match those of the product.
- Is image of high quality.
- Does the photography suit the brand guidelines.

#### CARD AND PAPER STOCK QUALITY/FINISH

- Does the finish of the card stock used match that outlined within the brand guidelines.
- Does the GSM of the card stock range between 250-400gsm depending on the individual product. With the ideal usually being around 350gsm for most products.  
\* There are some exceptions to this such and dinner sets and glassware set packaging which should be as thick as required to ensure the products safety as well as maintain the boxes structural integrity.
- Physical samples are to be sent for approval of quality and colour on the first run of each new set of packaging before mass production begins.



## PRODUCT INFORMATION

**Product** Dimensions must be displayed on all applicable packaging. This should be on the front of the packaging on all products that require customer to be sure of product sizing (e.g. dimensions for bed linen).

**Set Numbers** must also be shown clearly on the front of all applicable products (e.g. number of Christmas bon bons).

**Product Composition**, it is important to articulate the materials that have been used in the fabrication of a product. For products such as manchester this is critical information and should be shown on the front of the pack.

**Icons** should be shown on the front and sides of the packaging where applicable, please see icons page for further reference.

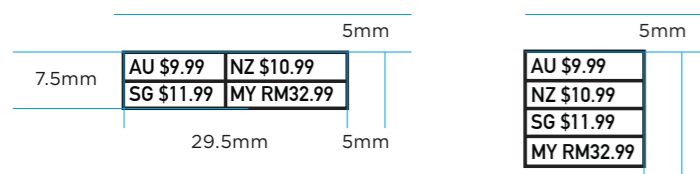
**Care Instructions and Icons** must be included on all products, especially manchester and table top products. All labels must include washing or care instructions. Please ensure that the wording for these instructions is simple and easy to understand. Please ensure that 'Dry Cleanable', 'Do Not Dry Clean' and 'Food Safe' symbols are used where appropriate.

These instructions must also be included on the care tag and on the backstamp of these products. Please see care label and backstamp page for further information.

## PRICING INFORMATION - PARTY

Pricing must be displayed on all packaging under Party products. The below pricing label must be the same size across all packaging and is to be placed on the front panel in the top right hand corner 5mm from both edges where applicable.

Label positioning differs on the swing tags, please refer to packaging guidelines & examples.



## ADDRESS AND COUNTRY OF ORIGIN

The Spotlight Support Office address details must be included on all packaging and labels as well as the country of origin (where the product was made).

There are 2 layout options depending on the available space.

<p><b>Imported by</b> Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205</p> <p><b>Made in China</b></p>	<p><b>Imported by</b> Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205</p> <p><b>Made in China</b></p>	<p><b>Minimum Text Size:</b> 7pt/Auto leading.</p> <p>3.5pt space after paragraph between 'Address' and 'Country of Origin'.</p>
--	--	--

## PRODUCT WARNINGS

Some products will require a warning to highlight potential safety risks to consumers.

These risks may relate to the packaging materials (e.g. the risk of suffocation from plastic covering used to package the product or the actual product (e.g. the risk of suffocation from bean bag filling or the risk of fire from candles).

It is the responsibility of the Merchandise team to ensure the correct warning is in place. Warnings must be clearly visible on the packaging.

<p><b>WARNING:</b> Please keep packaging away from children. Plastic covering may cause a suffocation.</p>	<p><b>Red Text:</b> M 100 Y 100.</p> <p><b>Minimum Text Size:</b> 8pt/10pt leading. Font must be sans serif.</p>	<p><b>WARNING:</b> Must be in bold.</p> <p><b>Red Stroke:</b> 1pt (around the text box).</p>
--	--	--

For large packaging formats, such as 'Bean Bag Fill', the warning is to be scaled up to an appropriate size so that it is clearly visible at a glance.

## BARCODE

A unique barcode must appear on all products. It is essential that the size and print specifications for barcodes are followed to ensure they are able to be scanned.

All Spotlight products require a EAN-13 barcode and it must meet GS1 specifications.

The barcode must be placed within a white area on the packaging label.

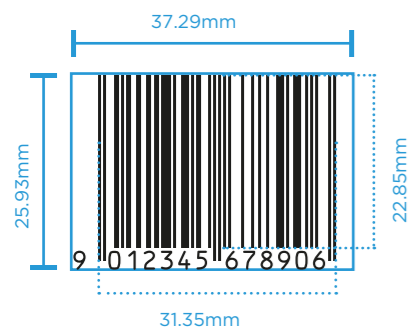
**White Area: 37.29mm (W) x 25.93mm (H)**

**Barcode: 31.35mm (W) x 22.85mm (H)**

If the barcode is required to be smaller to suit the product, DO NOT reduce the above size by more than 80%.

DO NOT shorten the height of the barcode.

Where possible the barcode should be positioned on the back of the packaging on the bottom right hand corner of the pack.



## BARCODE STICKER

In the majority of applications the barcode is to be applied to the packaging as a self adhesive label.

This allows products that come in a variety of colours and sizes to utilise the same packaging and have individual barcodes to be applied to them.

It also allows for **batch numbers/order numbers** to be allocated to packaging, enabling products to be tracked to help ensure that the continuity of colour and quality is maintained between different orders.

The sticker has space for **style** and **colour** information to be added, if required. **Pricing** information can also be displayed on the sticker, but only when requested by the buyer.

When designing the packaging available for the barcode sticker, allow 5mm clear space around it for movement in its application.





**semco**  
**kids.**

**DOUGH & TOOLBOX KIT**

**SET INCLUDES:**  
4 x 56g / 2oz Dough Tubs  
1 x Toolbox  
5 x Press Tools  
5 x Craft Tools

3+ Older Than 3 Years  
Non-Toxic  
Teaching Tool  
Creative & Artistic  
Imaginative Playtime  
Sensory Experience

AUS/NZ  
LCC#1  
For more information on recycling visit [epl.org.au](http://epl.org.au)

**WARNING: CHOKING HAZARD**  
Contains small parts - not suitable for children under 3 years

Adult supervision required. This product contains small parts that may be harmful if misused.

Imported by:  
Spotlight Pty Ltd, 11 Cecil Street,  
South Melbourne, VIC Australia 3205  
Made in China

0 000000 000000

**semco**  
**kids.**

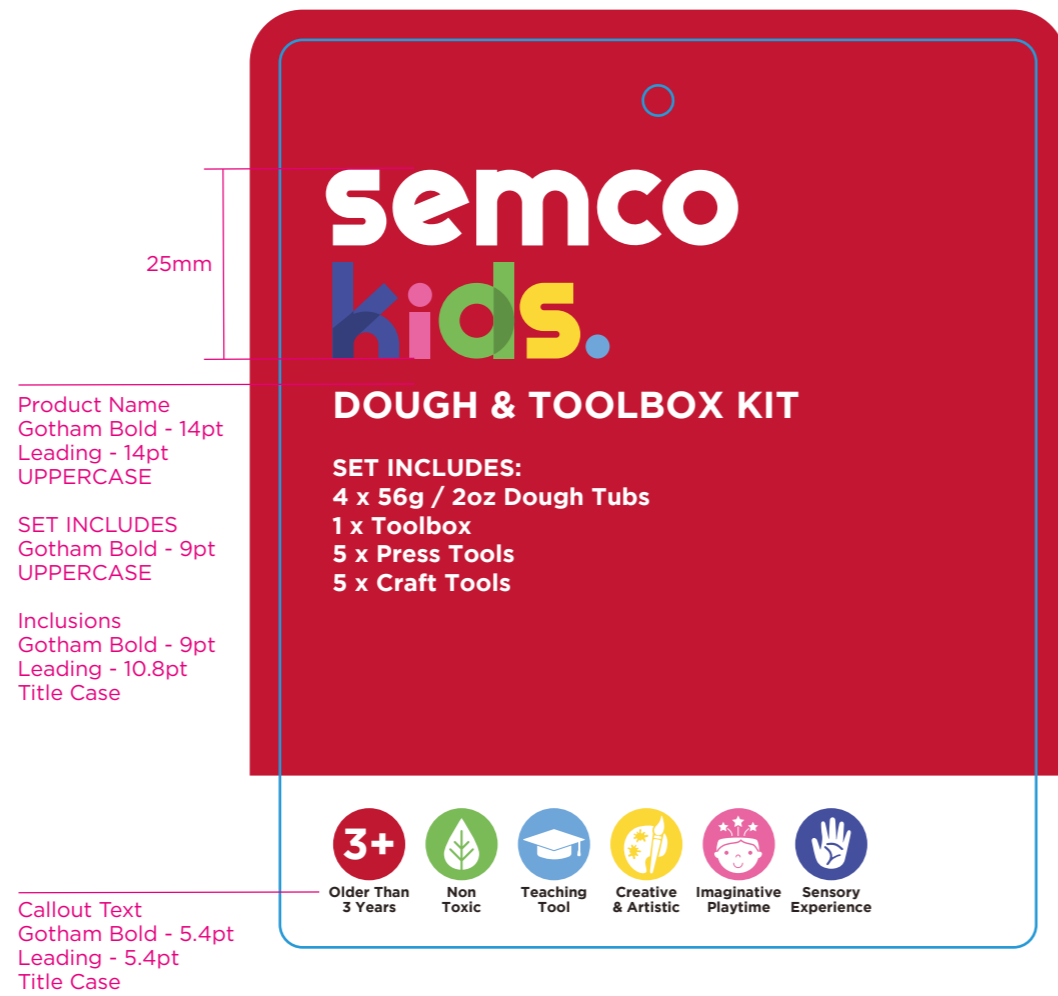
**DOUGH & TOOLBOX KIT**

**SET INCLUDES:**  
4 x 56g / 2oz Dough Tubs  
1 x Toolbox  
5 x Press Tools  
5 x Craft Tools

3+ Older Than 3 Years  
Non-Toxic  
Teaching Tool  
Creative & Artistic  
Imaginative Playtime  
Sensory Experience

**IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.**

**ARTWORK SCALE 100%**



**semco**  
**kids.**

**PAINT BRUSHES SET**

**SET INCLUDES:**

Round Brushes - Sizes 1, 3, 5

Fan Brush - Size 2

Fibert Brushes - Sizes 2, 6

Angle Brush - Size 5/8

Flat Brushes - Sizes 4, 6, 8



Older Than  
3 Years



Non  
Toxic



Teaching  
Tool



Creative  
& Artistic



Imaginative  
Playtime



Sensory  
Experience

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%

Product Name  
Gotham Bold - 24pt  
UPPERCASE

SET INCLUDES  
Gotham Bold - 9pt  
UPPERCASE

Inclusions  
Gotham Bold - 9pt  
Leading - 10.8pt  
Title Case

**semco** **PAINT BRUSHES SET**  
**kids.**

**SET INCLUDES:**  
Round Brushes - Sizes 1, 3, 5  
Fan Brush - Size 2  
Fibert Brushes - Sizes 2, 6  
Angle Brush - Size 5/8  
Flat Brushes - Sizes 4, 6, 8

**3+** Older Than 3 Years  
**Non Toxic**  
**Teaching Tool**  
**Creative & Artistic**  
**Imaginative Playtime**  
**Sensory Experience**

**WARNING: CHOKING HAZARD**  
Contains small parts. Not suitable for children under 3 years.

Adult supervision required. This product contains small parts that may be harmful if misused.

**Imported by**  
Spotlight Pty Ltd, 111 Cecil Street,  
South Melbourne, VIC Australia 3205  
**Made in China**

**AUS/NZ Label**  
Place in used Envelope

For more information on recycling visit [arl.org.au](http://arl.org.au)

**BARCODE**

220mm

120mm

**ARL icons must be approved through the proper channels before printing.**

**semco**  
**kids.**

**PAINT YOUR  
OWN ROCKET**

6 PIECE SET INCLUDES:  
Plywood Printed Shape  
Paint Brush  
4 x Paints

6+

Older Than  
3 Years



Non  
Toxic



Teaching  
Tool



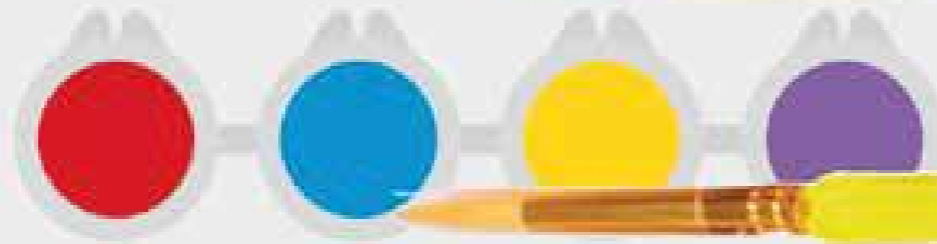
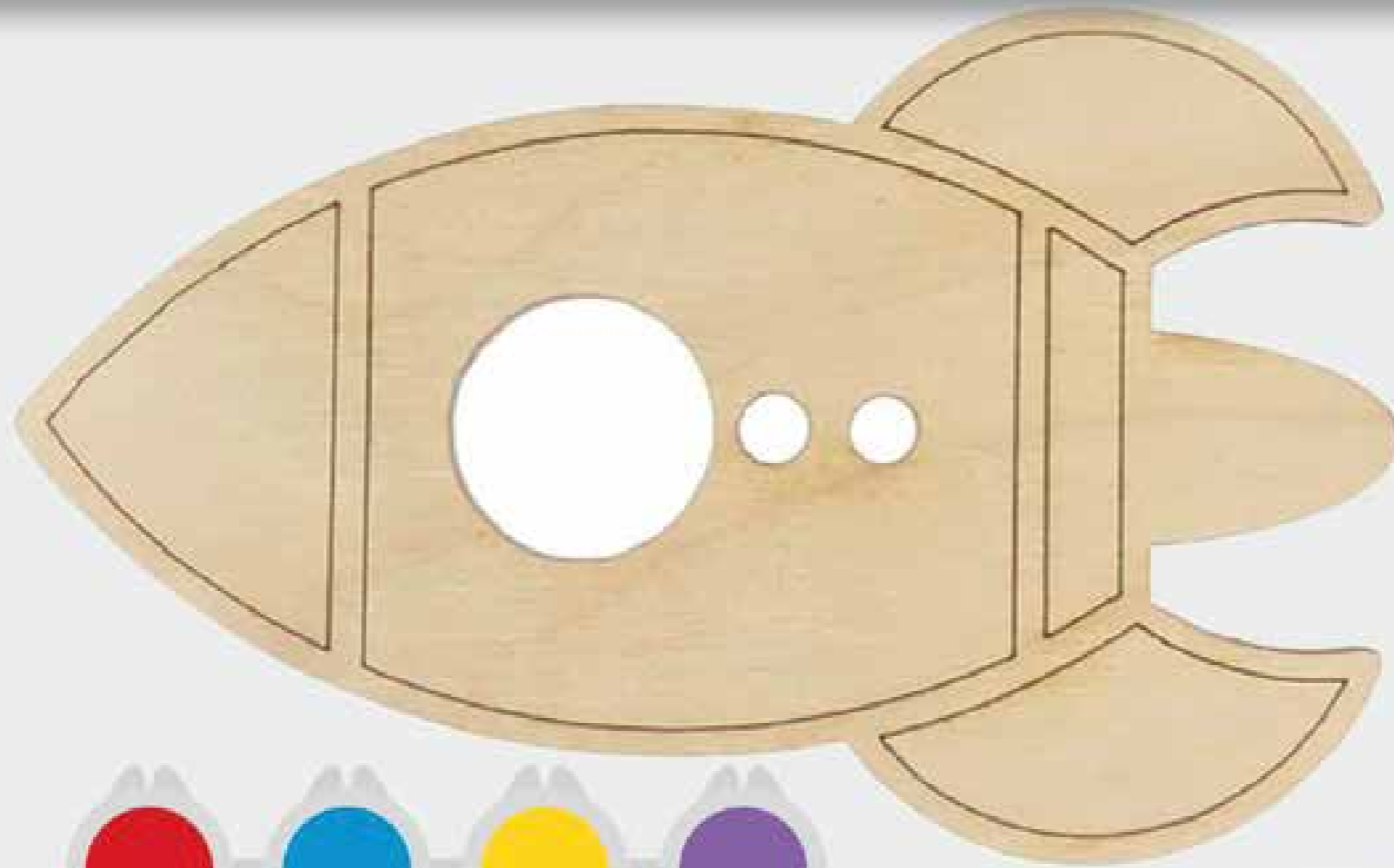
Creative  
& Artistic



Imaginative  
Playtime



Fine Motor  
Skills





IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%

ARL icons must be approved through the proper channels before printing.

The layout is a rectangular header card with a total width of 250mm and a total height of 100mm. It is divided into several sections:

- Top Left (50mm high):** Contains a barcode area, recycling information (AUS/NZ, Box, Bag), and a warning icon (0-3).
- Top Middle (50mm high):** Contains import information: "Imported by Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205. Made in China". Below this is a warning box: "WARNING: CHOKING HAZARD - Contains small parts. Not suitable for children under 3 years. Adult supervision required. This product contains small parts that may be harmful if misused."
- Top Right (50mm high):** Contains "CARE AND USE" and "INSTRUCTIONS" text. "CARE AND USE" states: "Clean brushes in warm, soapy water. Keep paint away from porous and absorbent materials that cannot be laundered." "INSTRUCTIONS" states: "Starting with a clean workspace, cover your crafting area with paper towel or scrap paper, ready to create. Always wear protective clothing whilst creating. Begin by painting your plywood shape, washing your brush in between colors. Make sure to close the lids of your paint pots securely after using." Below this is a "WATER BASED PAINT - NON TOXIC" label.
- Bottom Left (25mm high):** Features the "semco kids." logo.
- Bottom Middle (50mm high):** Contains the product name "PAINT YOUR OWN ROCKET" and the list of contents: "6 PIECE SET INCLUDES: Plywood Printed Shape, Paint Brush, 4 x Paints".
- Bottom Right (50mm high):** Features six benefit icons: "6+ Older Than 3 Years", "Non Toxic", "Teaching Tool", "Creative & Artistic", "Imaginative Playtime", and "Fine Motor Skills".

**Dimensions:** Total width is 250mm. The top section is 50mm high, and the bottom section is 25mm high. The middle section is 25mm high.

**Typography Specifications:**

- Product Name: Gotham Bold - 18pt, Leading - 18pt, UPPERCASE
- SET INCLUDES: Gotham Bold - 9pt, UPPERCASE
- Inclusions: Gotham Bold - 9pt, Leading - 10.8pt, Title Case
- Callout Text: Gotham Bold - 5.4pt, Leading - 5.4pt, Title Case

semco  
kids.

SCENTED DOUGH & TOOLS SET

18 PIECE SET INCLUDES:  
9 x 56g / 2oz Dough Tubs  
8 x Dough Moulds  
1 x Craft Knife

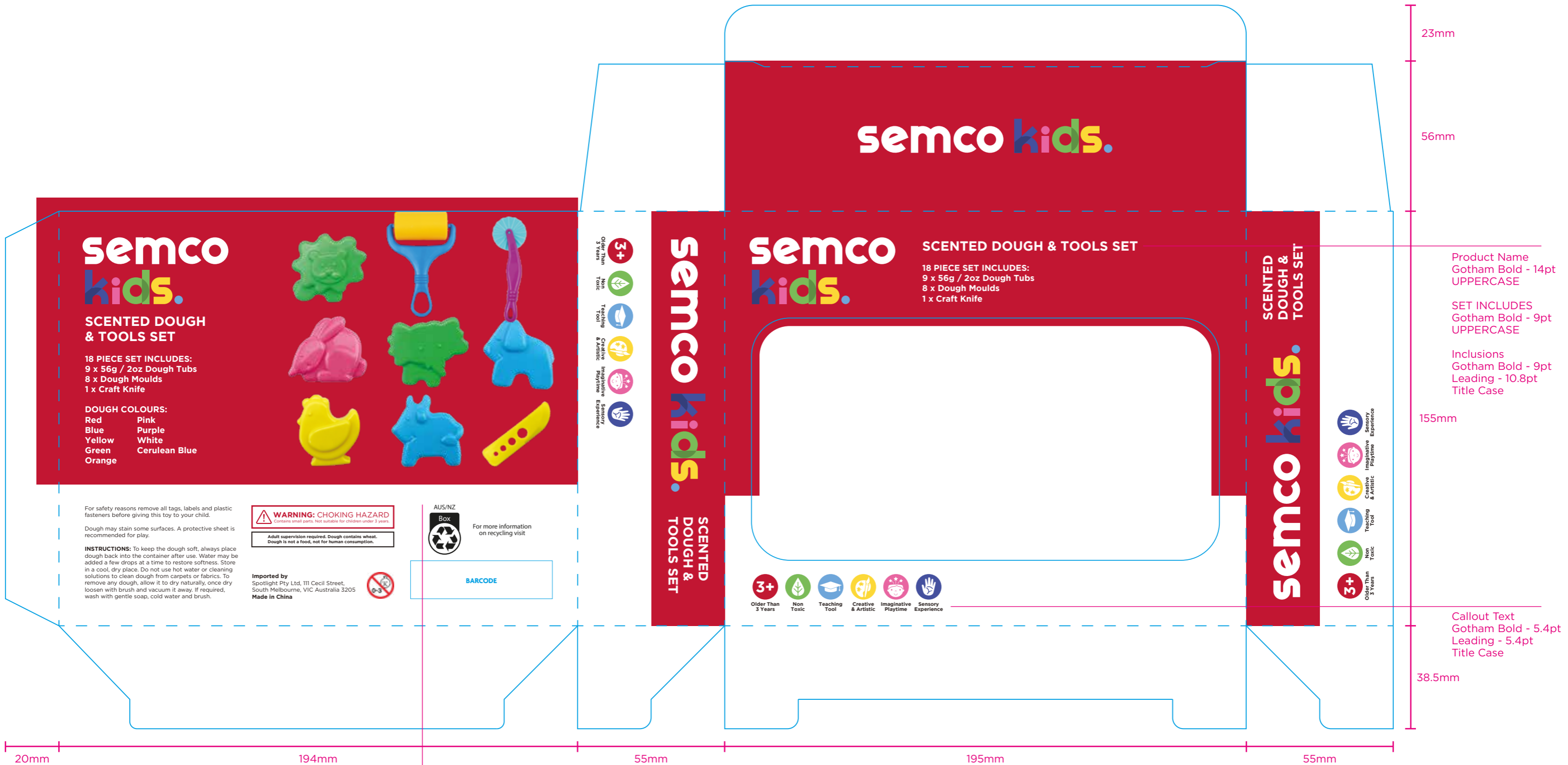


- 3+ Older Than 3 Years
- Non Toxic
- Teaching Tool
- Creative & Artistic
- Imaginative Playtime
- Sensory Experience

semco kids  
18 PIECE SET INCLUDES:  
9 x 56g / 2oz Dough Tubs  
8 x Dough Moulds  
1 x Craft Knife

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 70%



ARL icons must be approved through the proper channels before printing.



**semco**  
**kids.**

**SET OF 4 DOUGH POTS**

SET INCLUDES:  
4 x 140g / 5oz Dough Pots

DOUGH COLOURS:  
Red                  Green  
Yellow              Blue

**3+**

Older Than 3 Years



Non Toxic



Teaching Tool



Creative & Artistic



Imaginative Playtime

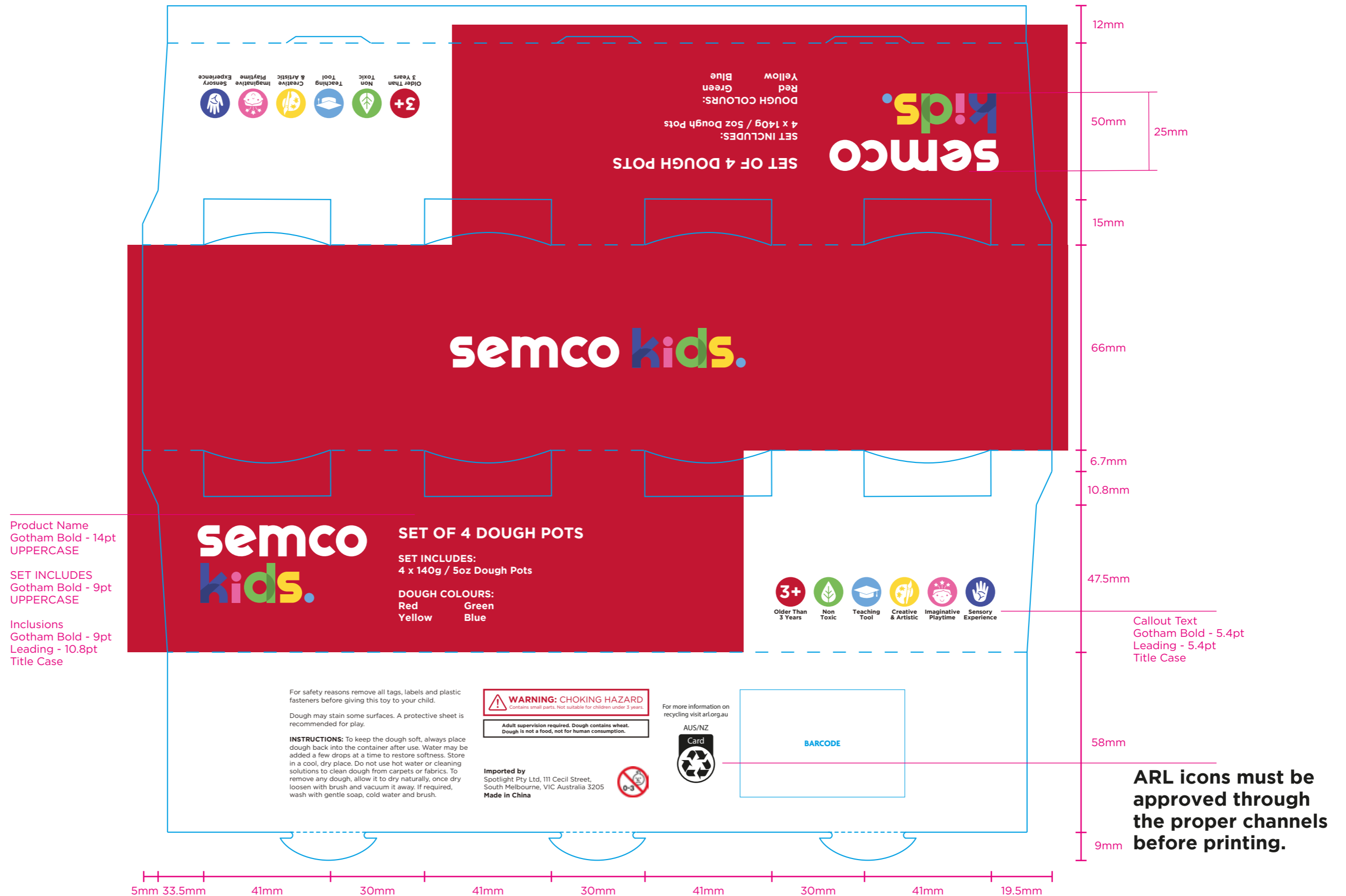


Sensory Experiences

# SET OF 4 DOUGH TUBS

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 80%





semco

OPEN

semco  
kids.

DOUGH BUCKET

SET INCLUDES:  
6 x 150g / 5oz Dough Bags

DOUGH COLOURS:  
Red  
Orange  
Yellow  
Blue  
Purple  
Green

- 3+  
Ages 3+
- Non Toxic
- Teaching Tool
- Creative & Artistic
- Imaginative Playtime
- Sensory Experience

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier.  
All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%



Product Name  
Gotham Bold - 12.5pt  
UPPERCASE

SET INCLUDES  
Gotham Bold - 8pt  
UPPERCASE

Inclusions  
Gotham Bold - 8pt  
Leading - 9.6pt  
Title Case

Callout Text  
Gotham Bold - 4.5pt  
Leading - 4.5pt  
Title Case



**semco**  
**kids.**

**DOUGH & TOOLBOX KIT**

SET INCLUDES:  
4 x 50g / 2oz Dough Tubz  
1 x Toolbox

5 x Press Tools  
5 x Craft Tools

3+

- Eco-Friendly
- Fine Motor Skills
- Sensory Play
- Social Play
- Safety Approved



**MORE TOOLS INSIDE!**  
see Book for more details



IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%

FRONT

25mm

82mm

Product Name  
Gotham Bold - 14pt  
UPPERCASE

SET INCLUDES  
Gotham Bold - 9pt  
UPPERCASE

Inclusions  
Gotham Bold - 9pt  
Leading - 10.8pt  
Title Case

Callout Text  
Gotham Bold - 5.4pt  
Leading - 5.4pt  
Title Case

**semco kids.**

**DOUGH & TOOLBOX KIT**

**SET INCLUDES:**  
4 x 56g / 2oz Dough Tubs    5 x Press Tools  
1 x Toolbox                      5 x Craft Tools

**3+** Older Than 3 Years    **Non Toxic**    **Teaching Tool**    **Creative & Artistic**    **Imaginative Playtime**    **Sensory Experience**

**MORE TOOLS INSIDE!**  
See Back For More Details

BACK

70mm

**semco kids.**

For safety reasons remove all tags, labels and plastic fasteners before giving this toy to your child. Dough may stain some surfaces. A protective sheet is recommended for play.

**INSTRUCTIONS:** To keep the dough soft, always place dough back into the container after use. Water may be added a few drops at a time to restore softness. Store in a cool, dry place. Do not use hot water or cleaning solutions to clean dough from carpets or fabrics. To remove any dough, allow it to dry naturally, once dry loosen with brush and vacuum it away. If required, wash with gentle soap, cold water and brush.

**WARNING: CHOKING HAZARD**  
Contains small parts. Not suitable for children under 3 years.

Adult supervision required. Dough contains wheat.  
Dough is not a food, not for human consumption.

0-3

Imported by  
Spotlight Pty Ltd,  
111 Cecil Street,  
South Melbourne,  
VIC Australia 3205  
Made in China

BARCODE

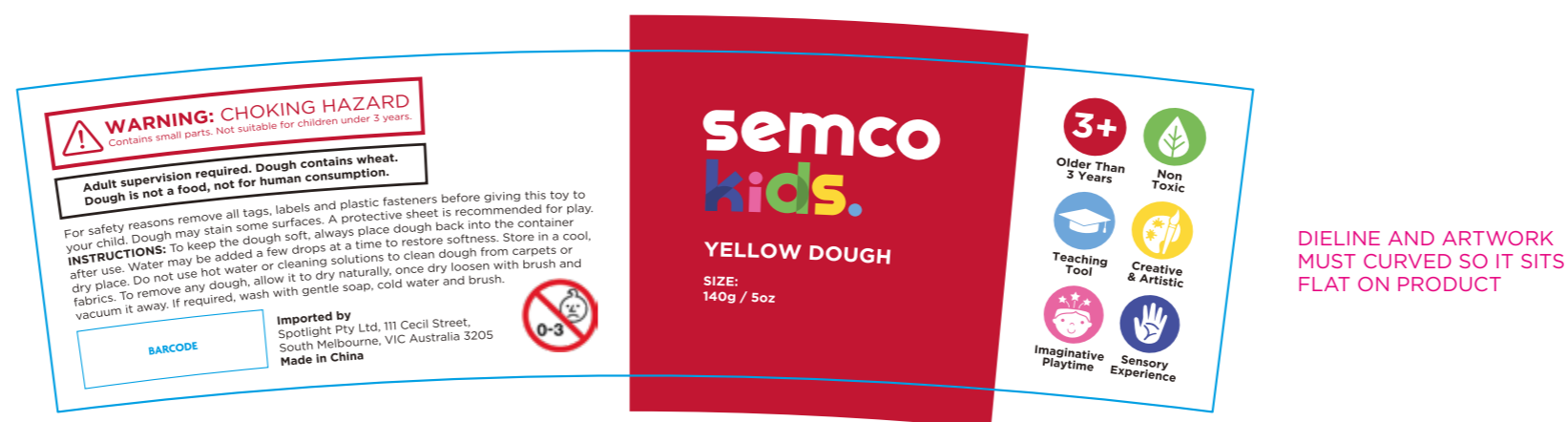
200mm



# DOUGH LABEL - 140g TUB

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier.  
All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%





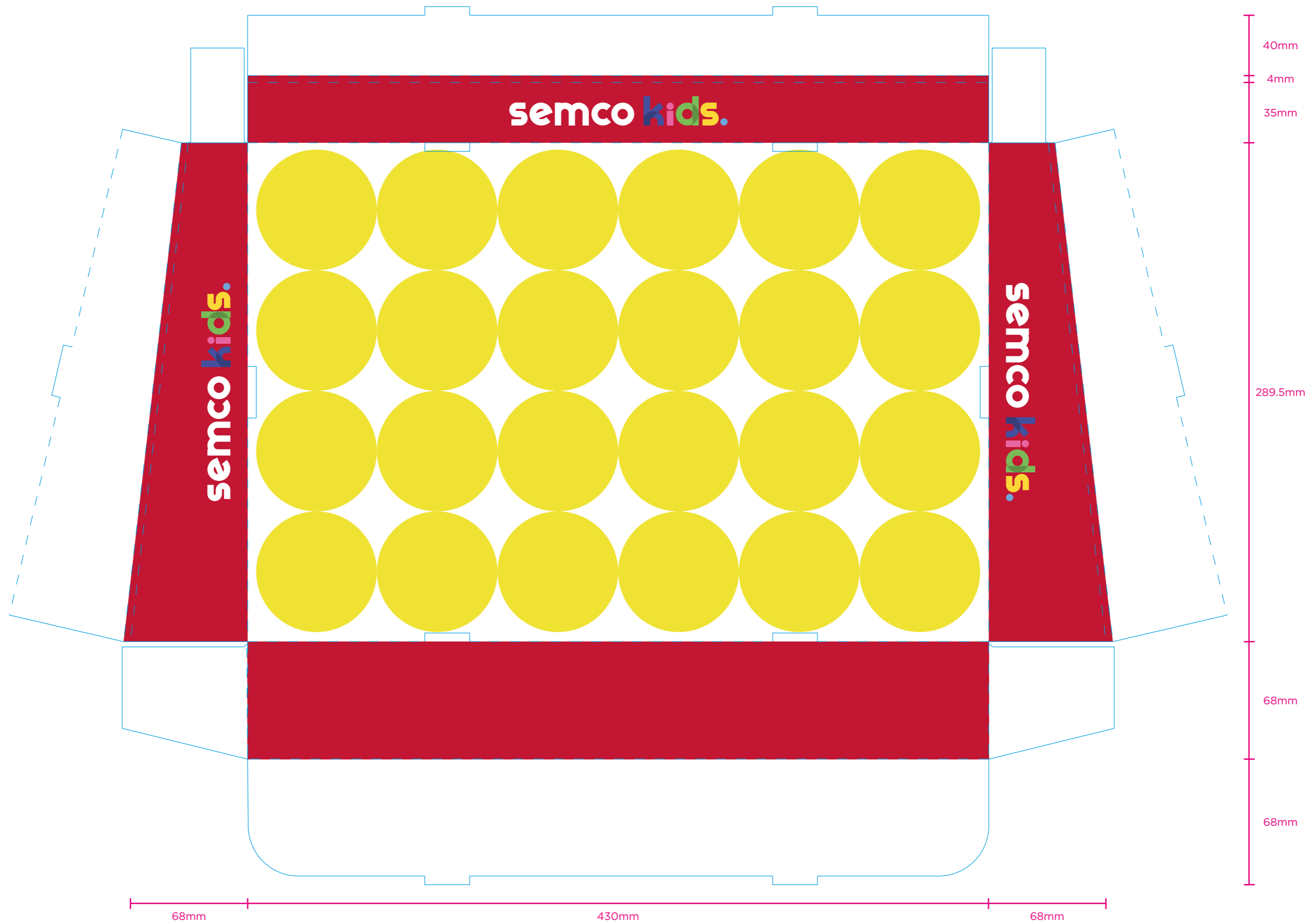
semco kids.

semco kids.

# 140g TUB SHELF READY TRAY (SRT)

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier.  
All information on example must be included when generating new artwork for product.

ARTWORK SCALE 45%



semco kids.

semco kids.

## RAINBOW CRYSTAL SUNCATCHERS

CREATE & DECORATE A  
CLICK-TOGETHER  
UNICORN

### KIT INCLUDES:

- 3 x Suncatcher Frames
- 3 x Adhesive Backing Sheets
- 3 x Suction Hooks
- Rainbow Cord
- 4 x Crystal Flake Colours
- Instructions Sheet



3+

Older Than  
3 Years



Non-  
Toxic



Teaching  
Tool



Creative  
& Artistic



Imaginative  
Playtime



Sensory  
Experience

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 70%

**semco kids.**

**RAINBOW CRYSTAL SUN-CATCHERS**

15 PIECE SET INCLUDES:  
 3 x Sun-catcher Frames  
 3 x Adhesive Backing Sheets  
 3 x Suction Hooks  
 4 x Crystal Flake Colours  
 Rainbow Cord  
 Instructions Sheet

**semco kids.**

**RAINBOW CRYSTAL SUN-CATCHERS**

CREATE & DECORATE A CLICK-TOGETHER UNICORN

**KIT INCLUDES:**  
 3 x Sun-catcher Frames  
 3 x Adhesive Backing Sheets  
 3 x Suction Hooks  
 Rainbow Cord  
 4 x Crystal Flake Colours  
 Instructions Sheet

Contents may vary.

**WARNING: CHOKING HAZARD**  
 Contains small parts. Not suitable for children under 3 years.

Imported by  
 Spotlight Pty Ltd, 111 Cecil Street,  
 South Melbourne VIC Australia 3205  
 Made in China

AUS/NZ Box  
 For more information on recycling visit

0 000000 000000

**ARL icons must be approved through the proper channels before printing.**

3+ Older Than 3 Years  
 Non Toxic  
 Teaching Tool  
 Creative & Artistic  
 Imaginative Playtime  
 Sensory Experience

**Product Name**  
 Gotham Bold - 14pt  
 Leading - 15pt  
 UPPERCASE

**SET INCLUDES**  
 Gotham Bold - 9pt  
 UPPERCASE

**Inclusions**  
 Gotham Bold - 9pt  
 Leading - 10.8pt  
 Title Case

**Product Name**  
 Gotham Bold - 28pt  
 Leading - 30pt  
 UPPERCASE

**SET INCLUDES**  
 Gotham Bold - 14pt  
 Leading - 14pt  
 UPPERCASE

**Inclusions**  
 Gotham Bold - 14pt  
 Leading - 14pt  
 Title Case

**Callout Text**  
 Gotham Bold - 5.4pt  
 Leading - 5.4pt  
 Title Case

12mm 210mm 30mm 210mm 30mm 11mm 30mm 11mm

semco kids.

SPACE AND TRANSPORT  
WATERCOLOUR POSTER SET

CREATE YOUR OWN POSTERS

24 PIECE SET INCLUDES:

- 4 x A5 Watercolour Sheets
- 4 x A5 Resist Print Design Sheet
- 12 x Colours Printed Paint Palettes
- 2 x Stencils
- Paint Brush

TBC



Older Than  
8 Years



Non  
Toxic



Teaching  
Tool



Creative  
& Artistic



Imaginative  
Playtime



Sensory  
Experience



Fine Motor  
Skills

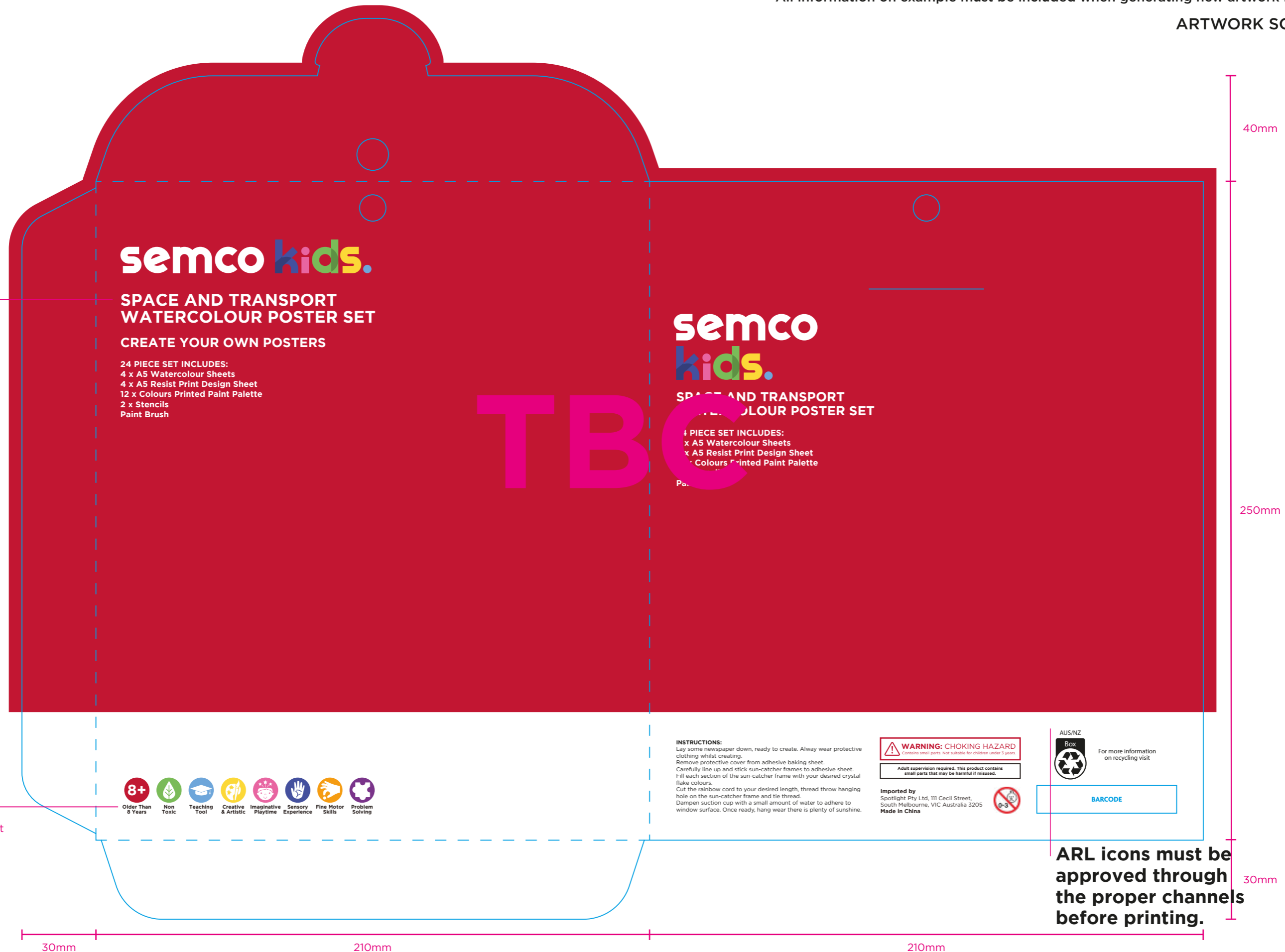


Problem  
Solving



IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 70%



Product Name  
Gotham Bold - 18pt  
Leading - 18pt  
UPPERCASE

SET INCLUDES  
Gotham Bold - 14pt  
Leading - 14pt  
UPPERCASE

Inclusions  
Gotham Bold - 9pt  
Leading - 10.8pt  
Title Case

**semco kids.**

**SPACE AND TRANSPORT  
WATERCOLOUR POSTER SET**

**CREATE YOUR OWN POSTERS**

**24 PIECE SET INCLUDES:**  
4 x A5 Watercolour Sheets  
4 x A5 Resist Print Design Sheet  
12 x Colours Printed Paint Palette  
2 x Stencils  
Paint Brush

**semco kids.**

**SPACE AND TRANSPORT  
WATERCOLOUR POSTER SET**

**24 PIECE SET INCLUDES:**  
4 x A5 Watercolour Sheets  
4 x A5 Resist Print Design Sheet  
12 x Colours Printed Paint Palette  
2 x Stencils  
Paint Brush

TBC



Callout Text  
Gotham Bold - 5.4pt  
Leading - 5.4pt  
Title Case

**INSTRUCTIONS:**  
Lay some newspaper down, ready to create. Always wear protective clothing whilst creating.  
Remove protective cover from adhesive baking sheet.  
Carefully line up and stick sun-catcher frames to adhesive sheet.  
Fill each section of the sun-catcher frame with your desired crystal flake colours.  
Cut the rainbow cord to your desired length, thread through hanging hole on the sun-catcher frame and tie thread.  
Dampen suction cup with a small amount of water to adhere to window surface. Once ready, hang where there is plenty of sunshine.

**WARNING: CHOKING HAZARD**  
Contains small parts. Not suitable for children under 3 years.  
Adult supervision required. This product contains small parts that may be harmful if misused.

Imported by  
Spotlight Pty Ltd, 111 Cecil Street,  
South Melbourne, VIC Australia 3205  
Made in China



**ARL icons must be approved through the proper channels before printing.**



**semco**  
**Kids.**  
**PASTEL COLOURED PENCILS SET**

SET INCLUDES:  
12 x Pre-Sharpended Coloured Pencils



- 3+  
Over 3 Years
- Non-Toxic
- Teaching Tool
- Creative & Artistic
- Innovative Playtime
- Safety Experience

# PENCILS SET PACKAGING

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier.  
All information on example must be included when generating new artwork for product.

ARTWORK SCALE 60%



ARL icons must be approved through the proper channels before printing.

**semco**  
**kids.**

**POLYMER CLAY SET**

SET INCLUDES:  
12 x 15g Polymer Clay Pieces



**3+**

Older Than  
3 Years



Non  
Toxic



Teaching  
Tool



Creative  
& Artistic



Imaginative  
Playtime



Sensory  
Experience

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%



Product Name  
Gotham Bold - 14pt  
UPPERCASE  
  
SET INCLUDES  
Gotham Bold - 9pt  
UPPERCASE  
  
Inclusions  
Gotham Bold - 9pt  
Leading - 10.8pt  
Title Case

Callout Text  
Gotham Bold - 5.4pt  
Leading - 5.4pt  
Title Case

**ARL icons must be approved through the proper channels before printing.**



IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier.  
All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%





**semco**  
**kids.**

**WATERCOLOUR  
PALETTE**

18 PIECE SET INCLUDES:  
1 x Palette  
1 x Paint Brush  
16 x Watercolour Paints





IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier.  
All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%

Product Name  
Gotham Bold - 18pt  
Leading - 18pt  
UPPERCASE

SET INCLUDES  
Gotham Bold - 9pt  
UPPERCASE

Inclusions  
Gotham Bold - 9pt  
Leading - 10.8pt  
Title Case

Callout Text  
Gotham Bold - 5.4pt  
Leading - 5.4pt  
Title Case

25mm

**semco kids.**

**WATERCOLOUR PALETTE**

18 PIECE SET INCLUDES:  
1 x Palette  
1 x Paint Brush  
16 x Watercolour Paints

6+  
Older Than 3 Years

Non Toxic

Teaching Tool

Creative & Artistic

Imaginative Playtime

**INSTRUCTIONS:**  
Watercolour paint pans must be must be wetted and activated before use. Starting with a clean workspace, cover your crafting area with paper towel or scrap paper, ready to create. Always wear protective clothing whilst creating.

**CARE AND USE**  
Clean brushes in warm, soapy water. Keep paint away from porous and absorbent materials that cannot be laundered. Keep your paints in their original packaging. If you need to transfer your paints to a different container, choose one that is airtight and moisture-proof. Store your paints in a cool, dry place. Watercolor is sensitive to heat and moisture, and they can dry out if exposed to the air for a long periods of time. Never store your paints in direct sunlight.

**WATER BASED PAINT - NON TOXIC**

**WARNING: CHOKING HAZARD**  
Contains small parts. Not suitable for children under 3 years.

Adult supervision required. This product contains small parts that may be harmful if misused.

Imported by  
Spotlight Pty Ltd, 111 Cecil Street,  
South Melbourne, VIC Australia 3205  
Made in China

AUS/NZ Label  
For more information on recycling visit [arl.org.au](http://arl.org.au)

BARCODE

ARL icons must be approved through the proper channels before printing.

semco  
kids.

ACRYLIC PAINTS

SET INCLUDES:  
6 x 3.6mL Paints



3+

Older Than  
3 Years



Non  
Toxic



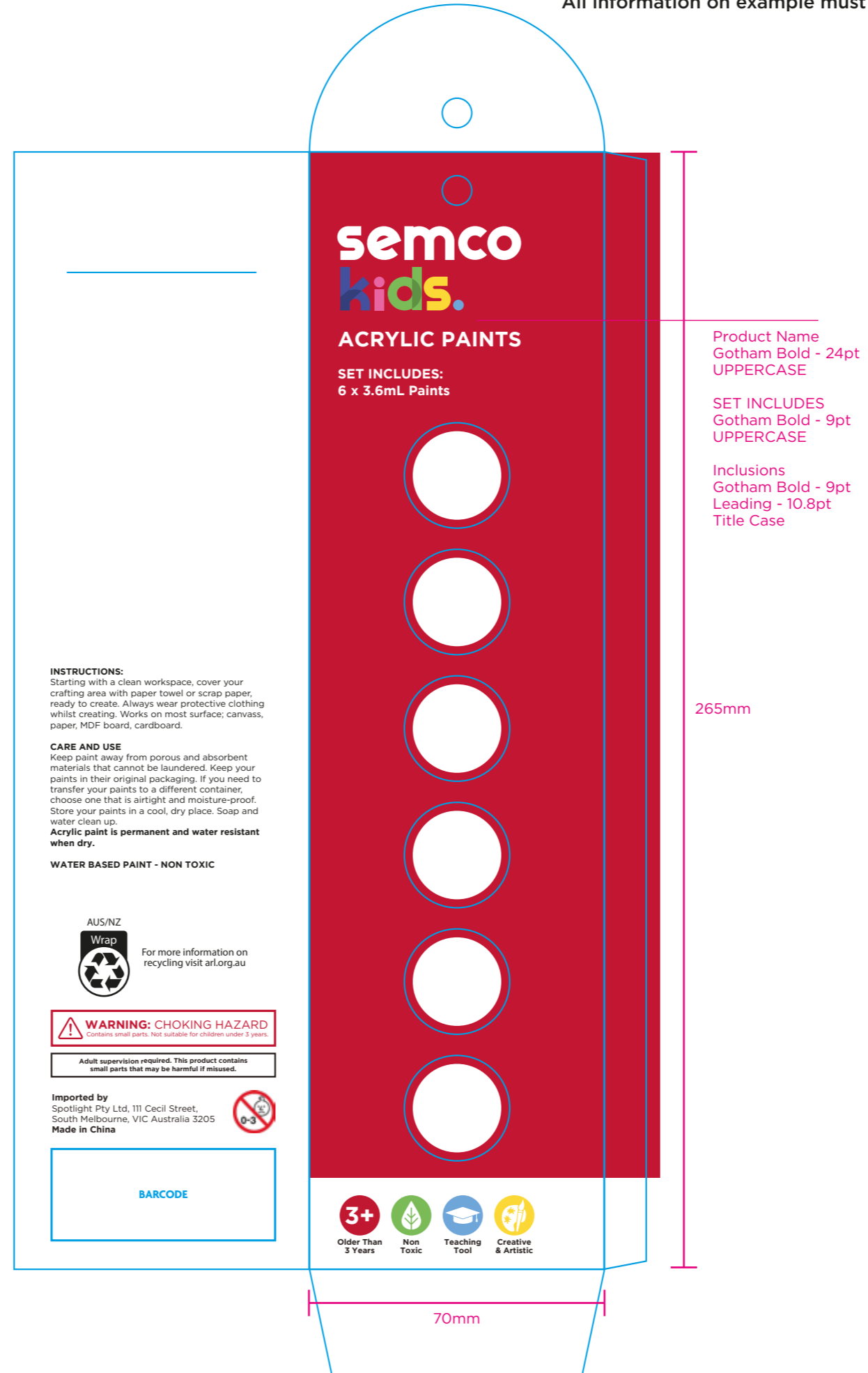
Teaching  
Tool



Creative  
& Artistic

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 80%



Product Name  
 Gotham Bold - 24pt  
 UPPERCASE

SET INCLUDES  
 Gotham Bold - 9pt  
 UPPERCASE

Inclusions  
 Gotham Bold - 9pt  
 Leading - 10.8pt  
 Title Case

ARL icons must be approved through the proper channels before printing.

semco kids.

semco kids.

MINI CERAMIC TEA SET

CREATE & PAINT YOUR OWN MINI TEA SET

14 PIECE SET INCLUDES:  
4 x Teacups & Saucers  
1 x Teapot with Lid  
1 x Sugar Bowl with Lid  
1 x Creamer  
6 x Paints  
1 x Paintbrush



semco kids. MINI CERAMIC TEA SET



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ARTWORK SCALE 60%



10mm 35mm 220mm 35mm 220mm

40mm

270mm

semco kids. MINI CERAMIC TEA SET

semco kids.

semco kids.

MINI CERAMIC TEA SET

CREATE & PAINT YOUR OWN MINI TEA SET

- 14 PIECE SET INCLUDES:  
 4 x Teacups & Saucers  
 1 x Teapot with Lid  
 1 x Sugar Bowl with Lid  
 1 x Creamer  
 6 x Paints  
 1 x Paintbrush

- 8+ Older Than 8 Years
- Non Toxic
- Teaching Tool
- Creative & Artistic
- Imaginative Playtime
- Sensory Experience
- Fine Motor Skills

semco kids.

CREATE & PAINT YOUR OWN MINI TEA SET

- 14 PIECE SET INCLUDES:  
 4 x Teacups & Saucers  
 1 x Teapot with Lid  
 1 x Sugar Bowl with Lid  
 1 x Creamer  
 6 x Paints  
 1 x Paintbrush

CONTAINS EVERYTHING YOU NEED

**INSTRUCTIONS:**  
 Paint may stain, damage furniture or finished surfaces. Protect your work area by covering it. We recommend using a work mat, baking paper, marble or glass tile. Always wear protective clothing whilst creating.  
 Keep paint away from porous and absorbent materials that cannot be laundered. Keep your paints in their original packaging. If you need to transfer your paints to a different container, choose one that is airtight and moisture-proof. Store your paints in a cool, dry place. Soap and water clean up. Clean brushes in warm, soapy water.  
**Acrylic paint is permanent and water resistant when dry.**  
**WATER BASED PAINT - NON TOXIC**  
 Designed for decorative use only.

**WARNING: CHOKING HAZARD**  
 Contains small parts. Not suitable for children under 3 years.  
 Adult supervision required. This product contains small parts that may be harmful if misused.

AUS/NZ Box AUS/NZ Insert  
 For more information on recycling visit

Imported by  
 Spotlight Pty Ltd, 111 Cecil Street,  
 South Melbourne, VIC Australia 3205  
 Made in China

BARCODE

semco kids.

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**kids.**

**PAINT YOUR OWN  
MUGS SET**

**CREATE & PAINT YOUR  
OWN SET OF MUGS**

9 PIECE SET INCLUDES:  
2 x 250ml Mugs  
6 x Paints  
Paintbrush



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**kids.**

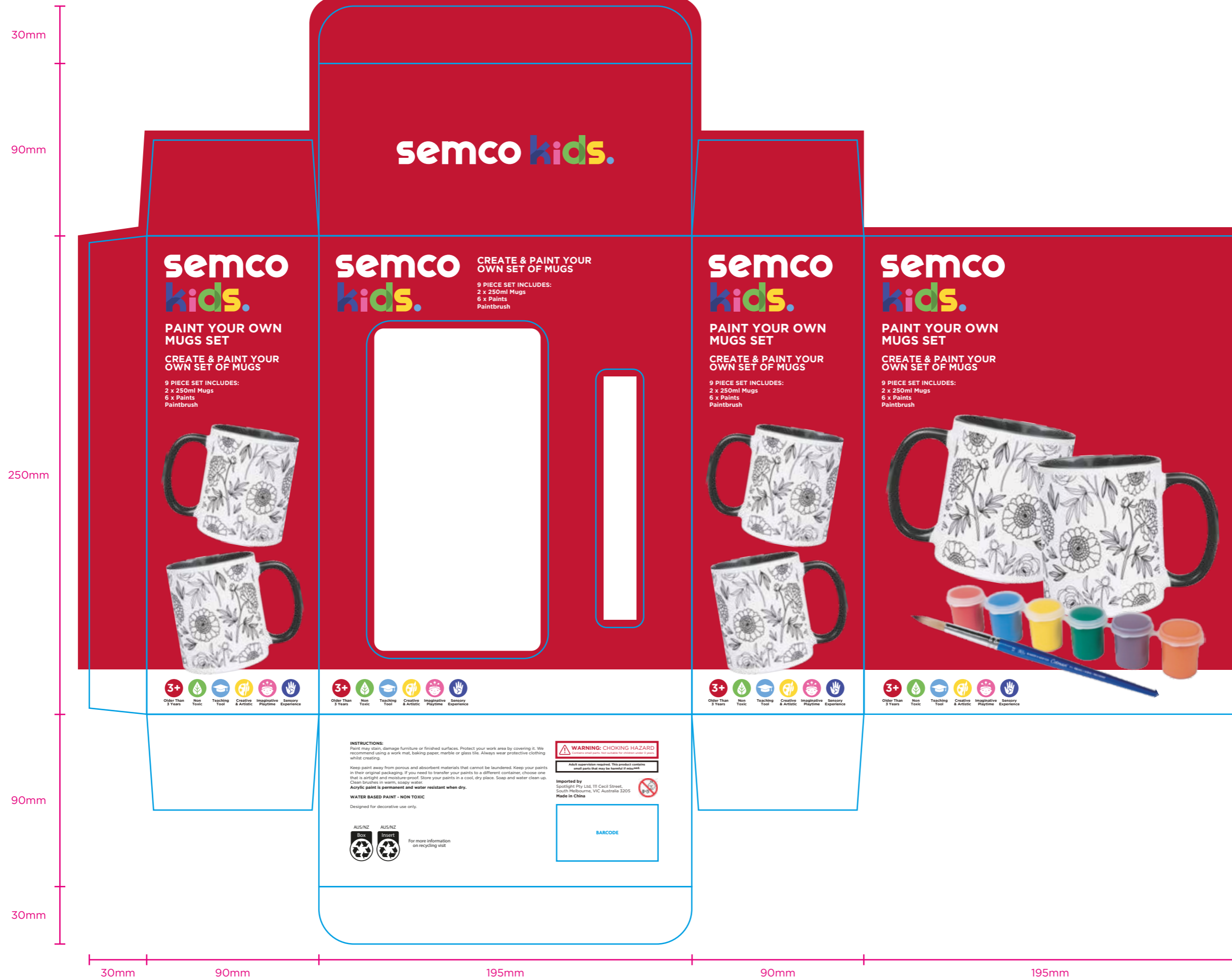
**CREATE & PAINT YOUR  
OWN SET OF MUGS**

9 PIECE SET INCLUDES:  
2 x 250ml Mugs  
6 x Paints  
Paintbrush



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ARTWORK SCALE 50%



**semco**  
**kids.**

## MIXED MEDIA ART SET

DECORATE YOUR OWN ART CASE AND  
CREATE OTHER MIXED MEDIA ARTWORKS

**132 PIECE SET INCLUDES:**

- 24 x Watercolour Paints
- 12 x 3ml Paint Pots
- 40 x Crayons
- 30 x Coloured Pencils
- 10 x Felt Markers
- 5 x Colouring Sheets
- 5 x Paper Sheets
- Plastic Palette
- Paintbrush
- Sketching Pencil
- Pencil Sharpener
- Eraser
- Printed Carry Case

MASSIVE  
**132**  
PIECES

DECORATE  
YOUR OWN  
CASE





IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 55%

