

COLOR V2 · POLAND

Colour. Wash. Repeat.

A little character.

A whole world of colour.

Colourable fruit patterns meet soft, expressive play. Eight personalities. Four fruit worlds.

**PUFFY
MALLOWS**
ART & WASH!

MAKE IT
YOURS.



One Puffy. More ways to play.

Add your colours to the fruit pattern.
Wash. Start a new design. The Art & Wash story, shown in the Color V2 spot.



Colour.

Make the printed fruit pattern your own.



Wash.

The next part of the Art & Wash play loop.



Repeat.

A fresh invitation to play with colour again.

Scenes from the Color V2 spot. For care and washing, follow the instructions supplied with the product.



COLOUR YOU CAN HOLD

Squish it. Style it. Smile.

Soft character play meets a creative activity. The face brings the personality; the fruit pattern becomes your canvas.



**YOUR COLOURS.
YOUR PUFFY.**

Four fruit worlds. Eight personalities.

Two expressions in every fruit family.
Match the face, colour and pattern to
find your favourite.

01 / GREEN APPLE

Fresh faces.



Cat • Open eyes



Dog • Happy eyes



Green apple scent
Apple pattern

02 / BLUEBERRY

Berry bright.



Cat • Golden eyes



Dog • Wink



Blueberry scent
Blueberry pattern

03 / GRAPE

Grape charm.



Cat • Green eyes



Dog • Big smile



Grape scent
Grape pattern

04 / PEACH

Peachy pals.



Dog • Blue eyes



Cat • Wink



Peach scent
Peach pattern

Color V2 collection shown for review. Character labels describe the visible expressions.

A colourful shelf story.

Piankusie Pachnusię: the Polish packaging identity, with individual character artwork and a counter display.



Polish packs in the Color V2 spot



Character + colour.

One Puffy Mallow and three markers, as shown on the supplied Polish artwork.



Counter display artwork · For review

Eight Polish pack artworks.



Green apple



Green apple · Cat



Blueberry



Blueberry · Cat



Grape



Grape · Cat



Peach



Peach · Cat

Supplied EPEE artwork, shown flat. Final market assortment and packaging approval remain subject to confirmation.

PUFFY MALLOWS · COLOR V2 · POLAND KIDZ WORLD · FOR REVIEW

More than a cute face.

01

A creative loop.

The fruit pattern connects colouring to the character. Colour, wash and play again.

02

A choice of personalities.

Eight expressive characters across four fruit families, with matching patterns and scents.

03

A complete shelf story.

Character, markers, individual pack artwork and display presented as one Color V2 range.

TAKE THE COLOUR WITH YOU

Meet your next favourite.

The Color V2 collection, play story and Polish
packaging in one downloadable presentation.

