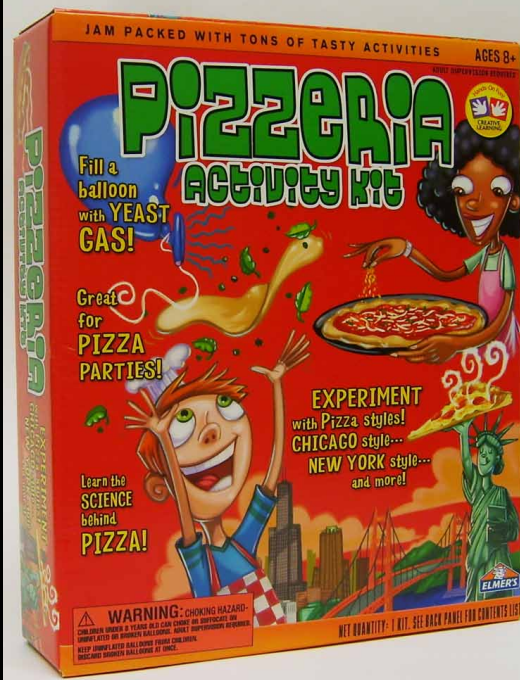


Scientific Explorer



Objective

Create a safe, reliable thermometer for children to use that will be included in Scientific Explorer's pizzeria activity kit.

Strategy

Along with pizza ingredients, cooking supplies and an activity guide, the kit required a thermometer to indicate the necessary temperature to activate yeast. ATI's liquid crystal expertise provided a cost-effective solution ideally suited for mass distribution to toy and children's specialty retailers.

Implementation

ATI manufactured 75,000 liquid crystal thermometers to meet the unique design requirements of Scientific Explorer, as well as the tight deadlines of its packaging and logistics group. In addition, the glass-free, lightweight design fulfilled safety and packaging objectives.

Results

The liquid crystal thermometers provided a reliable and clear temperature indication, contributing to the success of the kit. As a result, Scientific Explorer designed a second edition activity kit and selected ATI to provide the thermometers.

