



Transcrasher

— Product Portfolio —

WE CREATE FUN AND DREAMS

2020.10.14

Project Overview

Project Background:

To enlarge the price range of Alpha' s product line and enlarge the mkt share

Project Objective:

Cut into the two popular categories of boy's cards & cars, combine the boy's favorite shooting, transformation, confrontation and collection methods, through a series of design, create a new low-cost trend project

Target Customer:

Covering 4-12-year-old children

Core customers: 4-8-year-old boys



Overview— Launch Plan

简易保险弹射安全可靠

玩法说明:

1

Insert the card into launcher

2

Press and shoot

3

Transform into vehicle



Safety lock at the bottom. Vehicle could be only shoot out when the launcher is put on flat top



安全锁



平放桌面发射



拿手上对着人发射

※请不要拿在手上对着人发射哦



沿车分块边缘接触面轻轻按压,即可轻松拆卸原有车款

Detachable and assemble your own vehicle



Elastic supports the transform and easy to assemble



Product Range Spring 2021

General Information

AGE	Product Name	SKU	Product Ship-out date
4+	Card Racer Single Pack (1 car with 1 launcher)	5	YW: Oct 2020 Ready for order now
4+	Card Collection Poly Bag (No Launcher)	10	YW: Oct 2020 Ready for order now

Single Pack — Robot A



Cardcar



Launcher



Item Number	EU652101
Item Name	Card racer single pack
Selling Point	Card with launcher, fight hard and enjoy the pleasure of crashing
Package Style	Blister Card



Single Pack — Robot B



Cardcar



Launcher



Item Number	EU652102
Item Name	Card racer single pack
Selling Point	Card with launcher, fight hard and enjoy the pleasure of crashing
Package Style	Blister Card



Single Pack — Robot C



Cardcar



Launcher



Item Number	EU652103
Item Name	Card racer single pack
Selling Point	Card with launcher, fight hard and enjoy the pleasure of crashing
Package Style	Blister Card 

Single Pack— Robot D



Cardcar



Launcher



Item Number	EU652104
Item Name	Card racer single pack
Selling Point	Card with launcher, fight hard and enjoy the pleasure of crashing
Package Style	Blister Card 

Single Pack— Robot E



Cardcar



Launcher



Item Number	EU652105
Item Name	Card Racer Single Pack
Selling Point	Card with launcher, fight hard and enjoy the pleasure of crashing
Package Style	Blister Card

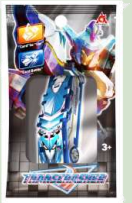


Card Collection Poly Bag (No Launcher)

10 SKU



Item Number	EU652802-EU652811
Item Name	Card Racer Single Pack (No Launcher)
Selling Point	10 different card, fight hard and enjoy the pleasure of crashing
Package Style	Poly Bag



The image features a vibrant red background. On the left side, there is a white, stylized swirl pattern that resembles a flame or a decorative flourish. A large, dark grey triangle is positioned in the center, pointing downwards. Inside this triangle, the words "Thank you!" are written in a clean, white, sans-serif font. The right side of the image is a plain white background, which is partially overlaid by the grey triangle and a white, diagonal-hatched area that tapers towards the bottom right corner.

Thank you!