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- Do NOT edit the artwork or die cut without consent from the designer.
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ARTWORK SPECIFICATIONS: PAPER PRODUCT

DATE 12 / 07 / 23

DESIGNED BY MT

REVISÉD BY ***

INFORMATION

MASTER CODE 100330 **VERSION #** 1

DESCRIPTION	No Brain No Gain IFU
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CUSTOMER Kmart

FACTORY CODE 0843

DIMENSIONS (MM)

PRODUCT	Height:148 x Width:105
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FINISH

○ **MATT OIL** Please don't use 膠覆膜, use 啞油 instead

☐ MATT LAMINATION

 UNCOATED

MATERIAL

 SPECIFIED ON SPEC SHEET

○ OTHER: XXX

 **FSC® REQUIRED** 

COLOUR



CMYK

☒ **CMYK**

○ PMS (SEE PANTONE BOX FOR DETAILS)

 WHITE INK

KEY

CUT (SOLID) — **CREASE (DASHED)** - - -

GLUE AREA 

Size: A6 (105 x 148mm)

**“NO BRAIN
NO GAIN!”**

HOW TO PLAY

Setting Up

Lay out the brain cards in piles of the same shape. Make sure they are placed face down so the questions and answers cannot be seen. The aim of the game is to collect the 4 different coloured brain pieces and be the first player to complete their brain.

Gameplay

See below for what each dice colour means:

- Answer an orange brain card question
- Answer a blue brain card question
- Answer a pink brain card question
- Answer a green brain card question
- Choose your own colour card to answer
- Miss your go



The first player rolls the dice and the player to the left of them picks the matching card and asks them the question. If it lands on choose your own, the player who rolled the dice can choose their choice of brain card to answer. If it lands on miss a go, the player who rolled the dice does not get to pick a card or answer a question. Players must answer their questions within the duration of the sand timer.

Made in China
IMPORTED FOR KMART STORES IN
AUSTRALIA AND NEW ZEALAND

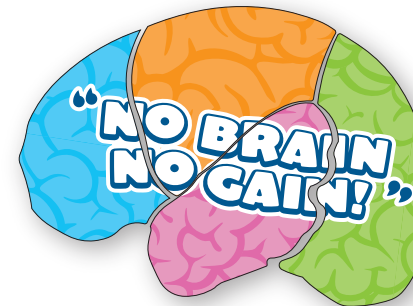
**“NO BRAIN
NO GAIN!”**

If the player answers a question correctly, they keep the card. As players earn more cards they will begin to get closer to building the whole brain. If a player has already won a card of this colour, the newly won card goes on top of the same colour card that they have.

If a player answers a question incorrectly, they do not keep the card; it goes to the bottom of the pile. If a player has already won cards of this colour, they lose 1 card they have won and it goes to the bottom of the pile.

How to win

To win the game and prove you really do have a brain, you must be the first player to collect all four different pieces and complete your brain!



WARNING! Not suitable for children under 3 years.
Contains small parts which may cause a choking hazard.





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ARTWORK SPECIFICATIONS: IFU

DATE 30 / 06 / 23
DESIGNED BY MC
REVISED BY MT

INFORMATION

MASTER CODE 100314 VERSION # 1
DESCRIPTION Speed Challenge Card Game IFU

CUSTOMER Kmart
FACTORY CODE 0843

DIMENSIONS (MM)

PRODUCT Height:135 x Width:80

MATERIAL

☒ SPECIFIED ON SPEC SHEET

- ☐ OTHER: xxx
☐ FSC® REQUIRED 

COLOUR

-  ☒ CMYK
☐ PMS (SEE PANTONE BOX FOR DETAILS)
☐ WHITE INK



Players Recommended: 4 to 8

Contains:
1x Dice
1x Sand timer
100x Game cards
(50 physical and 50 mental challenges)



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Contains small parts which may cause a choking hazard.

HOW TO PLAY

First, get into teams. You can have as many people in your team as you like but we recommend between 2 and 4 players per team.

Next, decide who goes first by rolling the dice.
Whoever roles the highest number plays first.

It is important to set a game time frame at the beginning of the game to avoid any disagreements later on. We suggest you either set a number of rounds, a time limit or until all of the cards have been completed.

Shuffle the cards ready for team number 1, who picks a card from the top of the pile and shows everyone their challenge.

THERE ARE FOUR DIFFERENT TYPES OF GAME CARD:

SINGLE PLAYER

The player takes on the challenge by themselves to see if they can complete this in 1 minute.

HEAD 2 HEAD

2 players from each team take on the challenge to see which team can do the most of that challenge in 1 minute.

TEAM

Members in your team each take it in turns to complete the task before the minute timer is up. It is important you take it in turns as this is what makes this one tricky.

DICE (WORKS FOR ALL ABOVE GAMEPLAYS)

Use the dice to determine how many cards to play in a row, simply roll the dice and play that amount of challenges.

Now, start the minute timer and attempt the challenge on the card to see if you can beat the clock or your opponents.

Once the minute is up, you must stop immediately - no trying to squeeze a few seconds in! If the challenge has been completed, then that person or team keeps the card as their reward. If not, then you will either discard or put to the bottom of the pile depending on the game time decided. The overall winning team is the one who has the most cards.

For an added level of difficulty, you could try doing each of the challenges with your opposite hand. The 1% of true ambidextrous players should find that easy!

135mm

80mm