

Ellie the Elephant

Mini plush keychain technical pack | Frozen Lake Friends | Product code LWS-MPK-FL-02 | Revision A



CONTROL	VALUE	CONTROL	VALUE
Product	Stuffed mini plush toy with keychain hardware	Intended range	Factory quotation and sample development
Approved size family	80 mm / 100 mm / 120 mm body height	Master scale	100 mm body height = 100% pattern
Artwork status	Five-view character concept approved	Production status	Not certified; golden sample and testing required

1. DIMENSIONAL CONTROL PLAN

All dimensions below exclude the metal clasp unless stated. Width, depth and feature locations are controlled proportionally from the approved five-view art. The factory must enter measured millimetre values from the approved 100 mm golden sample in the blank controlled fields before production.

Size code	Nominal body height A	Pattern scale	Finished tolerance	Hardware	Factory quotation
LWS-MPK-FL-02-S	80 mm	80% of M master	Set after sample capability study	Same approved clasp family; scale loop only if approved	Required
LWS-MPK-FL-02-M	100 mm	100% master	Set after sample capability study	Approved lobster clasp + split ring	Required
LWS-MPK-FL-02-L	120 mm	120% of M master	Set after sample capability study	Same approved clasp family; validate load path	Required

Dimension ID	Measurement	80 mm size	100 mm master	120 mm size	Approval rule
A	Body height: crown to lowest plush point	80 mm nominal	100 mm nominal	120 mm nominal	Confirm on signed golden sample
B	Maximum body width	Scale from master	Factory enter: ____ mm	Scale from master	Match front view silhouette
C	Maximum body depth	Scale from master	Factory enter: ____ mm	Scale from master	Match side view silhouette
D	Eye line from crown	Scale from master	Factory enter: ____ mm	Scale from master	Embroidery placement template
E	Exposed fabric loop length	Factory propose	Factory enter: ____ mm	Factory propose	Reinforced and load tested
F	Clasp + ring overall length	Supplier value	Supplier value: ____ mm	Supplier value	Hardware drawing required
G	Accessory/feature projection	Scale from master	Factory enter: ____ mm	Scale from master	Must pass applicable mechanical tests

DIMENSION RELEASE RULE: no bulk cutting until the measurement table is completed from the signed golden sample and approved by Little World Studios. The 8-12 cm brochure range is a design envelope, not permission to vary finished size within a single SKU.

2. BILL OF MATERIALS AND COMPONENT CONTROL

Component code	Part	Factory specification	Required submission
LWS-MPK-FL-02-FAB-01	Main plush fabric	Short-pile plush/velboa. Factory nominates fibre composition, GSM, pile and approved colour reference.	Supplier sheet, composition, colour swatch, restricted-substance evidence
LWS-MPK-FL-02-FIL-01	Filling	New clean polyester fibre filling; even distribution; no contaminated or unapproved reclaimed fill.	Composition, cleanliness declaration and lot traceability
LWS-MPK-FL-02-EMB-01	Face and markings	Embroidery preferred for eyes, mouth and small details. No glued eyes/beads in the approved base construction.	Thread specification and embroidery strike-off
LWS-MPK-FL-02-THR-01	Sewing thread	Factory selects compatible high-tenacity thread and documents fibre, ticket and colour.	Thread data sheet and seam trial
LWS-MPK-FL-02-LOP-01	Top fabric loop	Woven loop captured into structural seam with internal reinforcement patch.	Construction cross-section and attachment test
LWS-MPK-FL-02-MET-01	Lobster clasp + split ring	Smooth corrosion-resistant metal finish; restricted substances and nickel release considered for target market.	Dimensioned hardware drawing, plating declaration, test report
LWS-MPK-FL-02-LAB-01	Sewn label	Brand, code, batch/date, manufacturer/importer, origin, care and market-required information.	Final artwork and legal review
LWS-MPK-FL-02-PKG-01	Retail pack	Recyclable card or pouch; barcode/SKU, age grading, warnings and responsible operator information.	Dieline, artwork, barcode and transit specification

COLOUR CONTROL

Match Ellie's approved five-view artwork. The factory must supply physical fabric and embroidery swatches under controlled lighting. Pantone/brand colour references are assigned only after physical swatch approval; screen colours must not be used as production standards.

CHANGE CONTROL

No substitution of fabric, fill, thread, plating, loop, label, packaging supplier or construction method after golden-sample approval without a written deviation request, risk review and re-testing decision.

3. PATTERN, SEWING AND ASSEMBLY SEQUENCE

Step	Operation	Factory control point	Approval evidence
01	Create pattern from front, back, left, right and three-quarter views	Preserve silhouette, face position, markings and stable seated/standing posture shown	Pattern map and first toile
02	Prepare fabric direction and cutting markers	Consistent pile direction; identify mirrored pieces; control cutting distortion	Marker plan and cut-component check
03	Complete embroidery before main assembly	Use location template; secure thread ends; avoid puckering and sharp backing	Embroidery strike-off
04	Assemble appendages and character features	Turn fully; distribute fill; control symmetry and projections	Subassembly inspection
05	Install reinforced top loop	Capture loop and reinforcement in structural seam; no exposed raw edge	Cross-section sample
06	Join body panels	Factory specifies seam type, stitch density and allowance after fabric trial; lock seam ends	Seam trial and in-line standard
07	Turn, fill and close	Even hand feel; no voids, hard lumps or fill migration; secure ladder/closing seam	Filled first sample
08	Attach approved metal hardware	No burrs, sharp edges or plating defects; validate loop and ring closure	Hardware inspection + attachment test
09	Apply label and packaging	Correct code, batch, market operator and warning information	Final artwork approval
10	Final inspection and pack-out	Appearance, dimensions, seam integrity, cleanliness, metal finish and quantity	Inspection report and retained sample

GOLDEN SAMPLE GATES

Gate	Required approval
G1	Feasibility, quotation, MOQ and production timing
G2	Pattern prototype and dimensional table
G3	Fabric, colour, embroidery and hardware submissions
G4	Complete first sample and corrective-action round
G5	Production-representative sample for compliance testing
G6	Signed golden sample, final specification and packaging
G7	Pre-production meeting and purchase-order release

4. QUALITY, LEGAL AND COMPLIANCE RELEASE

The final applicable clauses depend on age grading, materials, construction, warnings and markets. A qualified compliance professional and accredited laboratory must confirm the test plan. This pack is not a certificate.

Market	Primary legal/standards references	Factory/lab deliverables
European Union	Directive 2009/48/EC during transition; EN 71-1:2014+A1:2018; EN 71-2:2020; EN 71-3:2019+A2:2024; REACH (EC) 1907/2006. Prepare for Regulation (EU) 2025/2509 transition and digital product passport requirements.	Safety assessment; technical file; applicable test reports; EU Declaration of Conformity; traceability; CE marking review; responsible economic operator
Great Britain	Toys (Safety) Regulations 2011 and current UK-designated standards confirmed at order date.	Safety assessment; technical documentation; conformity assessment/declaration; accepted marking route; UK manufacturer/importer; English warnings and traceability
United States	16 CFR Part 1250 / ASTM F963-23; CPSIA; applicable 16 CFR small-parts, lead, phthalates, tracking-label and other requirements.	CPSC-accepted third-party laboratory reports where required; Children's Product Certificate; product/package tracking labels; applicable warning review

MINIMUM QUALITY PLAN

Stage	Checks
Incoming	Fabric lot/colour, fill, embroidery thread, hardware dimensions/finish, labels and packaging against approved submissions
In-line	Cut accuracy, pile direction, embroidery location, seam security, loop reinforcement, appendage symmetry and contamination control
Final	Finished dimensions, appearance, hand feel, seam/closure integrity, small-part/attachment assessment, sharp-edge/burr check, labels, barcode and pack-out
Shipment release	Signed inspection report, passing compliance documents, approved golden-sample comparison, batch records and carton specification

OFFICIAL REFERENCES

EU: https://single-market-economy.ec.europa.eu/single-market/goods/european-standards/harmonised-standards/toy-safety_en

UK: <https://www.gov.uk/government/publications/toys-safety-regulations-2011/toys-safety-regulations-2011-great-britain>

US: <https://www.cpsc.gov/Business--Manufacturing/Business-Education/Toy-Safety>

RELEASE STATEMENT

Not certified. Bulk production and any CE, UK or US compliance claim remain prohibited until the production-representative sample, all materials, final labels and packaging have passed the confirmed market-specific assessment and the required declarations/certificates have been issued.