

For: Lakeshore Learning NATIONAL PRODUCT SUMMIT PRODUCT  
 By Liz Cotone

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**PRODUCT:** EE984 Watch-It-Roll Calming Tube  
 Tone: Professional, but fun. B2B

V.O. (Educational Developer)	VISUAL ON SCREEN
<p>Many classrooms have a calming corner... a space where children can self-regulate their emotions through engaging sensory experiences.</p> <p>For these areas, teachers need items that soothe, calm, and captivate students in short periods of time—helping them become independent in resolving conflicts and managing their feelings.</p> <p>That’s why we’ve developed the Watch-It-Roll Calming Tube—a fun but soothing toy that allows children to relax while they play.</p>	<p>Developer to camera            (on CALMING CORNER set, holding TUBE.)</p>
<p>Children calm down as they focus on the spiraling motion of the balls rolling down the inside of the tube.</p> <p>The ramps inside the tube are nice and smooth, allowing the balls to roll freely when the tube is in a vertical position.</p>	<p>C/U Dev’s hand holding TUBE as balls spiral down.</p>
<p>Children can slow down or change the direction of the balls as they turn the tube one way and then the other.</p>	<p>C/U (Cont’d)            Dev’s hand slowing down and changing direction.</p>
<p>Teachers will love that the Watch-It-Roll Calming Tube is a self-contained and mess-free addition to their calm-down areas—with no loose parts to gather or put away.</p>	<p>Dev on set, picking up TUBE and putting away on shelf with other SENSORY/CALMING PRODUCTS.</p>

<p>They'll also feel great knowing that the tube won't break open if it gets stepped on.</p>	<p>C/U FOOT stepping on TUBE— showing durability.</p>
<p>The end caps are permanently attached to the tube, and we did rigorous testing to ensure that they'll stay in place.</p>	<p>C/U Dev's hand on end of TUBE, trying to pry it off, showing durability.</p>
<p>During development, we put 81 pounds of weight on each side 30 times...</p>	<p>[INSERT: no Dev] TUBE in weight machine in TESTING LAB.</p>
<p>...and we even immersed the tube in water to check that it was watertight.</p>	<p>C/U Dev's hand dunking tube in water-filled ECONOMY SAND &amp; WATER TABLE</p>
<p>We're happy to say, this calming tube is ready to roll!</p>	<p>Dev to camera with TUBE.</p>