



By the creator of Shoe Tying Made Simple Writing Made Simple



2010-2011 Product Line JUNCTION OF FUNCTION

WHAT'S YOUR FUNCTION



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#### Safety Warning Notice

New Federal guidelines have prompted us to display any applicable safety labels wherever our products are sold. The goal is to keep you as informed as possible about the products you purchase. If you have any questions about our products, please do not hesitate to e-mail our customer service department at info@juntionoffunction.com or call us at 239-777-4009, Monday – Friday, 8:00 A.M. - 5:00 P.M.



## WHAT'S YOUR FUNCTION?

Welcome to Junction of Function, Inc. We are quite pleased that you have chosen our "fabulous" new product lines to review. I am the creator of all the "made simple" lines which cater to every learning style using a fun, play-based approach to learning fundamental skills. The materials were specifically designed to stimulate a child's senses, which makes the learning experience more memorable. The methods take on a very basic task-analyzed approach using multisensory modalities which build upon a developmental progression.

The methods consider that a child's primary "occupation" is to go to school and to play! We use practical life "experiences" to enhance gross and fine motor skill development. Junction of Function incorporates task analysis with motor skill developmental guidelines, sensorial integration, learning styles, and neurodevelopmental approaches.

Kelly

# Why select Junction of Function, Inc. products?

Junction of Function, Inc. respects the safety of each child. In fact, safety is our number one priority! We test each of our premium quality products. The products have passed all tests based on the United States CPSIA HR4040 Safety Law and the ASTM-F963 Toy Safety Standards, as well as the European Union EN-71 Toy Safety Standards. Junction of Function products are considered to be "heavy metal chemical free", i.e., lead free, non-toxic, and environmentally friendly.

## Why are we better?

Junction of Function's intellectual property includes; Copyrights, Trademarks, and Patents. We offer continuing education courses to instruct teachers, parents, and students on the methodology of our product lines. We also provide follow-up consultation within the school setting when piloting programs in order to collect information for research purposes.

## Why Are Our Products Unique?

Junction of Function products are a child traveler's best friend. Some of the products were designed with a particular interest in being "green friendly" or recyclable and reusable. In fact, some of our products were specifically designed with the "busy bee" adult and child in mind. The Writing Made Simple Tins, Writing Made Simple Dry Erase Boards, and Writing Made Simple Lowercase Flashcards are all reusable and reduce paper usage. The new edition of Shoe Tying Made Simple has been designed in a compact version for use in a car when traveling. You may choose to pop the "Tie My Shoe" instructional music CD into the car radio and teach this skill during travel.

#### **Connect with us on:**



**Our Achievements** 

Junction of Function has been awarded several prestigious toy and educational awards which add confidence regarding the purchase of the products.



#### Dr. Toy 10 and 100 Best Award

The Dr. Toy 100 Best Award Program was created by noted child development authority, Stevanne Auerbach, Ph.D., (a.k.a. Dr. Toy) as a service to consumers who desire to purchase safe, affordable, educationally oriented, stimulating toys and products for children. Junction of Function has won "10 Best" for the Writing Made Simple Letter and Number Magnetic Tin materials and "100 Best" for the Shoe Tying Made Simple program.



#### **Creative Child Magazine's Awards Program**

The 2009 Seal of Excellence Award was given to us for the Writing Made Simple Magnetic Letters and Number Kids and the 2009 Product of the Year Awards was given to Junction of Function for the Shoe Tying Made Simple Kits. Creative Child Magazine's Awards Program is unique in that all products submitted are reviewed by moms, music educators and early education professionals. Products are not reviewed by any one person. They are reviewed by many people-the very people who purchase them.



#### What The Stuff Toy Reviews

What the Stuff Toy Reviews has been developed to provide consumers including moms and dads, manufacturers, and commercial buyers with product reviews and buyer's guides. This includes both ordinary and unusual products available on the market for babies through teens. All items found here in our catalog are reviewed and evaluated by our product specialist team. The purchaser can rest assured that they will find honest and interesting information about each product.



#### **Parent Tested Parent Approved**

PTPA provides an objective means to discover, appraise, and promote new products designed to enrich family living. The products range from baby clothing, toys, and accessories to parent-centered creations that enhance day to day life. Their mission is to marry innovative companies with discerning consumers. They provide reliable and relevant information to both parties with the intent of improving the consumer access to exciting quality products. Awards are presented to companies whose products are deemed exceptional by a knowledgeable and unbiased panel of experts. Award recipients have access to promotional expertise and extensive advertising and marketing venues.



#### **The National Parenting Seal of Approval**

The National Parenting Center's Seal of Approval program is an independent testing program conducted to judge a variety of products introduced and marketed to the parent/child consumer market.

#### What did they have to say about Writing Made Simple?

This early writing system struck testers as to how effective it was with their own children. It was not just what and how they learned, but how excited they become about learning. When that kind of excitement exists about an educational product, parents take notice. They observed how their childrens' letter recognition increased dramatically, and the manner in which the instructions for helping children use the system properly in order to get the most out of the program. They noted that the directions were well written and easy to follow. The evaluators stated many times over how perfect the set was to take along to a restaurant, to allow the product to be pulled out and squeeze in some fun learning time.

## SHOE TYING MADE SIMPLE

www.junctionoffunction.com

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Announcing the introduction of an innovative method in the art of shoe tying.



The Shoe Tying Made Simple kit is a state of the art method for teaching shoe tying that is both fun and educational for the child and the adult. This multi-sensory approach uses fantastic bicolored laces that are now available in an array of cool new colors. Half the lace is one distinct color and the other half is a separate distinct color. The color-coding helps decrease confusion when learning this developmental feat! The laces were designed to be flat-oval, with a bit of elasticity to guarantee staying tied once the child has formed the double knot! The laces are ideal for childrens' sneakers and have proven to be very cute, hip, and trendy.

The kit is comprised of one pair of bicolored laces plus a full color instructional guide. The guide includes a rhyming verse for each step and a song to accommodate the auditory learner. A free download of "Tie My Shoe" instructional song, which is the companion teaching song, is available on the Junction of Function website at www.junctionoffunction.com. The teaching guide employs visual cues, "dots" and pictures of each step, to aid or abet the visual learner. And for the tactile/ kinesthetic learner, the teaching adult may choose to use the hand-over-hand method in order to formally integrate the steps to the program. The free MP3 download teaching song is available in two versions: pink/white and light blue/yellow.



**ITEM # STMS-TS** \$10.00 18-inch STMS teaching sneaker board Complete with a pair of bicolored teaching laces Available in: Blue & Yellow, Navy & White, Black & White Pink & White, Green & Yellow, It is suggested that you purchase a Marvy Uchida Fabric Pen at your local craft store, or at www.marvy.com "Tie My Shoe" Teaching Song CD Grades: Pre -K, 4+



ITEM # STMS-CD \$2.99

The "Tie My Shoe" teaching song will help children to reinforce the steps of shoe tying. Perfect for the auditory learner!

Available in: Blue & Yellow

Pink & White



## **Teaching Kit**

Grades: Pre -K, 4+



ITEM # STMS-TK \$11.99

Available in: Blue & Yellow, Pink & White, Navy & White, Black & White

The new edition of Shoe Tying Made Simple teaching kit has proven to be a huge hit with children. The design staff innovater has worked diligently to find the very best laces of fine weave in a delightful array of "cool" new colors.

- Full-color instructional brochure
- Rhyming verse with each step in the process
- Free MP3 download of the "Tie My Shoe" teaching song
- One pair of bicolored shoelaces

#### **First Edition Laces**

Grades: Pre -K, 4+



ITEM # STMS-CL \$6.00

Two sizes are available:

- 42-inch laces for young children
- 50-inch laces for adolescents



#### **Sport Laces**

Grades: Pre -K, 4+



ITEM # STMS-SL \$7.50

- Special-order item
- Minimum quantities required
- Fund-raising idea for school
- Support your team and wear sport laces that match your school colors



## Teaching Laces

Grades: Pre -K, 4+



ITEM # STMS-TL \$6.99

Available in: Blue & Yellow Pink & White Navy & White Black & White

- Additional teaching laces can be purchased separately
- 42-inches



## Classic Kit (First Edition)

Grades: Pre -K, 4+



#### ITEM # STMS-CK \$24.00

- Right and left-hand dominant versions
- Pictures and rhyming verse accompany each step
- Navy/Yellow shoelaces included

This classic, stand-up, flip-bound instructional tool has actual reallife pictures of each step of the shoe-tying process. This product is excellent for children who learn at a slower pace.



## **Instructional Poster**

Grades: Pre -K, 4+



#### ITEM # STMS-IP \$9.50

24X36 classroom poster with all the steps involved in shoe tying (right-handed version). Hang the poster in a prominent location in the classroom. Consider cutting the poster into sections and laminate them to enhance visual learning.





#### ITEM # STMS-LB \$3.75

8.5x11 laminated, supplemental brochure for left-handed children.



Classroom Package Grades: Pre -K, 4+



#### ITEM # STMS-CP \$125.99

The new classroom kits have been designed for preschool and kindergarten entire classroom usage.

- May be used as a "center" or "circle time" activity
- Kit contains 25 pairs of light blue/yellow teaching laces
- STMS Instructional Poster
- Two copies of the left-hand, laminated instructional brochures
- A mini-CD of the "Tie My Shoe" instructional teaching song



#### Lace Up For The Cause



A portion of the proceeds are donated to the fight to better understand and cure autism.





Writing Made Simple is a unique system for children to learn letter and numeral formations. This product is great for travel, school, and home use because it "sticks" to most refrigerators, filing cabinets, and the new magnetic wall paint.

Product Description: Ages: 3+

Contents: The Writing Made Simple Kit comes complete with 48 visually animated magnetic caricatures, 36 white overlays, and a full-colored developmental instructional brochure.

- Tin-tray packaging for two (lid and bottom)
- Developmental instruction from easiest to hardest
- 36 white overlays (A-Z and 0-9)
- If the kit is used with two children, an additional set of overlays is available
- A piece replacement program is available for purchase

Check out our new Writing Made Simple Letter Kids Game at www.junctionoffunction.com



The Writing Made Simple Formation Station Play Date Map was specifically designed as an introduction to our award winning Writing Made Simple Magnetic Capital Letters and Number Kids tin. Its artistic features make it fun, playful, and inviting to the child. This 24X24 full color map was created to introduce all the letter and number shapes and to help define what jobs they will perform with the various shapes. The map encourages a child to learn top, middle, and bottom as well as right and left corners located on the map.

We have incorporated a figure "8" activity that challenges the young child to cross the midline. Boys may use a toy truck or car, and girls may enjoy using their "pointer finger" to skate around the figure "8"!

The map introduces our Writing Made Simple caricatures. It also provides the opportunity to discuss directionality concepts and the differences in the shapes and orientation of lines and curves. Notice that the shapes on the map are in gray scale, so the child can place the correct magnetic piece on top of the gray scale shape.



### Magnetic Capital Letters and Number Kids

Grades: Pre -K, 4+



ITEM # WMS-MK \$29.99





Kit Contains:

- 48 magnetic puzzle pieces (enough for two players)
- 36 white overlays (A-Z and 0-9)
- Full-color instructional brochure
- Tin-tray packaging for two

Teach children to identify and form all capital letters and numbers 0-9 correctly. The 17 different shapes include lines and curves to instruct the child on correct formations of the letters and numbers. These visually animated caricatures reinforce positional concepts, (i.e, vertical, horizontal, diagonal, and curved lines.)





ITEM # WMS-WO \$ 8.00

This extra set of Writing Made Simple White Overlays has 36 pieces consisting of capital letters A-Z and numbers 0-9. They are recommended for use in the classroom setting and when a parent is instructing two children at the same time.





Lowercase Flashcards

Grades: Pre -K, 4+



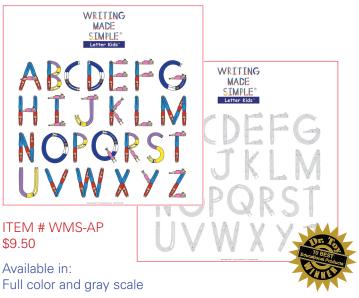
ITEM # WMS-LC \$15.00

- The vinyl, peel-off shapes adhere to the lowercase flashcards
- They reinforce proper stroke formation by encouraging the child to trace the shape with their "pointer finger"

The Writing Made Simple Lowercase Flashcards have proven to be a coveted product. It is the only task-analyzed lowercase manipulative currently available in the market place. Therapists regularly praise this item for it's uniqueness and the added element of fun. This product teaches the correct lowercase letter formations and proper piece placement. Children will also learn correct writing boundaries (starting and stopping lines).

#### WRITING MADE SIMPLE





24 x 24 (Excludes matte and frame.)

Children are intrigued by our caricatures, they begin to familiarize themselves with directional concepts.



## Number Lines

Grades: Pre-K, 4+



ITEM # WMS-NL \$7.00

7.5 x 17 Available in: Full color and gray scale

The Writing Made Simple Number Lines have been task analyzed to teach proper numeral formations from 0-9. This is a great item to hang in the classroom along with the Writing Made Simple Alphabet Poster.





#### **ITEM # WMS-DB** \$15.00

- Great for planes, trains, and automobile rides
- Less expensive than paper and it is clearly reusable
- Neatly packaged for children on the go

Students enjoy using this product during travel. This product was designed for the "green friendly" enthusiast (conserves paper) and it is a wonderful learning activity on planes, trains, and automobiles! This opportunistic activity offers a dry erase marker, the writing rules rhyme, and a nifty popsicle stick spacer. We have located a new item (dry erase crayons) that work magnificently on our writing boards.









- Just write, wipe, and write again
- Turn the mat over and use the back for freehand drawing



#### **Popsicle Spacer**

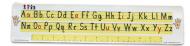
Grades: K-1+



ITEM # WMS-PS \$1.75

The clear popsicle stick is used as a spacer between words. The cropped kids match with the margins (Harry Head Line, Terry Toe Line, Sherry Shoulder Line, and the Barry Belly Line) on the Writing Made Simple paper. Children love this handy tool!





ITEM # WMS-LS \$1.75

This self adhesive strip is designed for use on desktops.It provides a ruler and coding for R/L orientation





#### ITEM # WMS-CP \$9.50

The writing rules poster is intended as a visual aide. Hang it in the front of the classroom.





Tablet Includes:

•7 glossy instructional sheets

•33 yellow sheets

33 blue sheets33 green sheets

The beginner's tablet instructs the child on "how to" form letters properly on the writing lines. It includes prewriting exercises and a script for the teacher to follow when providing instruction.





ITEM # WMS-RT \$ 7.50

105 Sheets of Colored Paper

- 35 Yellow Sheets
- 35 Blue Sheets
- 35 Green Sheets



Grades: K-1+



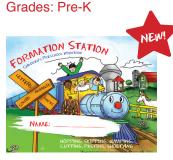
#### ITEM # WMS-GT \$ 6.50

115 Gray Scale Writing Tablets





### Formation Station Pre-K Children's Workbook



#### ITEM # WMS-PKW \$7.50

Formation Station is part of our brand new Pre-K program. This workbook was prepared as a "readiness tool for school" and utilizes a developmental approach. It was designed for four-year-olds.

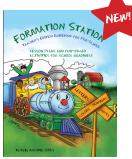
They will:

- Learn how to fold paper, color, cut, and paste
- Learn pre-strokes and directionality concepts
- Learn letters, numbers, shapes, and colors
- Cross the midline and engage in many fun, play-based gross and fine motor skills
- Find "hidden letters" within objects (Seek & Find)
- Learn the steps of the Shoe Tying Made Simple program



### Formation Station Teacher's Edition Pre-K Workbook

Grades: Pre-K



#### ITEM # WMS-PKT \$7.50

The Formation Station Pre–K Teacher's Guide accompanies the Pre–K workbook. It suggests:

- Motor readiness activities for children of all ability levels using a task analysis approach.
- Lesson plans for developing gross and fine motor skills, letter and number formations, right and left discrimination, body awareness, coloring, cutting, pasting, folding, gluing, and beginning handwriting skills.
- Instructions for using: the Formation Station Play Date Map, the Writing Made Simple Magnetic Capital Letters and Number Kids and the Writing Made Simple Lowercase Flashcards.

## ORDERING SUGGESTIONS

Preschool Classroom Instructional Suggestions





Items based on 8 students

Product Name	Quantity
Description	Total
Children's Pre- K Workbook	1 per child
The Pre-K activity workbook was developed for four-year-olds	8
Teacher's Pre-K Workbook	1 per class
Teacher's Pre-K Guide is full of developmental lesson plans	1
Formation Station Play Date Map	1 per class
Instructions for using the magnetic shapes	1
Magnetic Capital Letters and Number Kids	4 per class
Writing Made Simple 6-inch tins	4
Writing Made Simple White Overlays	4 per class
Additional set of 36 white overlays (A-Z and 0-9)	4
Writing Made Simple Alphabet Poster	1 each per class
Full color or gray scale capital letters (A-Z)	2
Writing Made Simple Number Lines	1 each per class
Full color or gray scale number lines (0-9)	2
Writing Made Simple Lower Case Flashcards	1 per child
(13) lower case flashcards with red vinyl sticky peel off shapes	8

New Edition Shoe Tying Made Simple Teaching Kits	1 per child
(1) Pair bicolored laces, instructional manual, free MP3 download of instructional song	8
Shoe Tying Made Simple Instructional Classroom Poster	1 per class
(1) Blue/Yellow instructional poster	1
Left-Hand Laminated Shoe Tying Instructions	1 per class
(1) 8.5x11 Left-hand instructional manual	1
"Tie My Shoe" Music CD	1 per class
"Tie my shoe" (1) Blue/Yellow instructional song	1
Shoe Tying Made Simple Teaching Sneaker	1 per class
(2) Blue/Yellow large teaching sneakers	1



Children's Pre- K Workbook	1 per child
The Pre-K activity workbook was developed for four-year-olds	16
Teacher's Pre-K Workbook	1 per class
Teacher's Pre-K Guide is full of developmental lesson plans	1
Formation Station Play Date Map	1 per class
Introduction to the magnetic shapes	1

#### ORDERING SUGGESTIONS

Magnetic Capital Letters and Number Kids	8 per class
Writing Made Simple 6-inch tins	8
Writing Made Simple White Overlays	8 per class
Additional set of 36 white overlays (A-Z and 0-9)	8
Writing Made Simple Alphabet Poster	1 each per class
Full color or gray scale capital letters (A-Z)	2
Writing Made Simple Number Lines	1 each per class
Full color or gray scale number lines (0-9)	2
Writing Made Simple Lower Case Flashcards	1 per child
(13) Lower case flashcards with red vinyl sticky peel off shapes	16
New Edition Shoe Tying Made Simple Teaching I	Kits 1 per child
(1) Pair bicolored laces, instructional manual, free MP3 download of instructional song	16
Shoe Tying Made Simple Instructional Classroom Poster	1 per class
	1 per class 1
Instructional Classroom Poster	
Instructional Classroom Poster (1) Blue/Yellow instructional poster	1
Instructional Classroom Poster (1) Blue/Yellow instructional poster Left-Hand Laminated Shoe Tying Instructions (1) 8.5x11 Left-hand instructions	1 1 per class 1
Instructional Classroom Poster (1) Blue/Yellow instructional poster Left-Hand Laminated Shoe Tying Instructions (1) 8.5x11 Left-hand instructions "Tie My Shoe" Music CD	1 1 per class 1 1 per class
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Instructional Classroom Poster (1) Blue/Yellow instructional poster Left-Hand Laminated Shoe Tying Instructions (1) 8.5x11 Left-hand instructions "Tie My Shoe" Music CD	1 1 per class 1 1 per class



#### **Order Form**

Junction of Function, Inc 8603 Ibis Cove Circle Naples, FL 34119 Phone: 239-777-4009 E-mail: kwilk11247@aol.com www.junctionoffunction.com

Code	Product	Grades	Price	20% Discount use these prices	Quantity	Total
Shoe Tying Made Simple <sup>®</sup>						
STMS-CK	Classic Kit (First Edition)	Pre-K/K	\$24.00	\$19.20		
STMS-CL	First Edition Laces 042" 050"	Child/Adult	\$6.00	\$4.80		
STMS-CP	Classroom Package	Pre-K/K	\$125.99	\$100.80		
STMS-LU	Lace Up For The Cause 042" 050"	Child/Adult	\$10.99	\$8.79		
STMS-LB	Left-Hand Brochure	Pre-K/K	\$3.75	\$3.00		
STMS-IP	Instructional Poster	Pre-K/K	\$9.50	\$7.60		
STMS-TK	Teaching Kit O Blue & Yellow O Navy & White o Pink & White O Black & White	Pre-K/K	\$11.99	\$9.60		
STMS-TL	Teaching Laces OBlue & Yellow ONavy & White OPink & White OBlack & White	Pre-K/K	\$6.99	\$4.80		
STMS-TS	Teaching Sneakers OBlue & Yellow ONavy & White OBlack & White OPink & White OGreen & Yellow	Pre-K/K	\$11.99	\$9.60		
STMS-CD	Tie My Shoe Teaching Song CD oBlue & Yellow OPink & White	Pre-K/K	\$2.99	\$2.39		
STMS-SL	Sport Laces (Minimum quantities are required)	Child/Adult	\$7.50	\$5.59		
Writing Made Simple <sup>®</sup>						

Writin	ng Made Simple∘				
WMS-LC	Lowercase Flashcards	Pre-K/K	\$15.00	\$12.00	
WMS-AP	Alphabet Poster OFull-Color O Gray Scale	Pre-K/K	\$9.50	\$7.60	
WMS-NL	Number Lines O Full-Color O Gray Scale	Pre-K/K	\$7.00	\$5.60	
WMS-CP	Classroom Poster	K-1	\$9.50	\$7.60	
WMS-PDM	Formation Station Play Date Map	Pre-K/K	\$14.99	\$11.99	
WMS-DB	Dry-Erase Board With Handy Carrying Case	K-1	\$15.00	\$12.00	
WMS-DM	Dry Erase Mat	K-1	\$6.99	\$5.59	
WMS-MK	Magnetic Capital Letters and Number Kids	Pre-K/K	\$29.99	\$24.00	
WMS-WO	White Overlays	Pre-K/K	\$8.00	\$6.40	
WMS-LS	Letter Strips	K-1	\$1.75	\$1.45	
WMS-IT	Instructional Tablets	K-1	\$7.00	\$5.60	
WMS-RT	Replacement Tablets (Color)	K-1	\$7.50	\$6.00	
WMS-GT	Replacement Tablets (Gray Scale)	K-1	\$6.50	\$5.20	
WMS-PS	Popsicle Spacer	K-1	\$1.75	\$1.45	



#### **Order Form**

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Code	Product	Grades	Price	20% Discount use these prices	Quantity	Total	
Comi	ing Soon		1	when ordering 25+ itemS			
FS-PKW	Formation Station Pre-K Children's Workbook	Pre-K/K	\$7.50	\$6.00			
FS-PKT	Formation Station Teacher's Edition Pre-K Workbook	Pre-K/K	\$7.50	\$6.00			
Add the appropriate state and local taxes based on your delivery address.     2010-2011 SHIPPING & HANDLING: Subtotal Under \$50.00 add \$6.95 Subtotal over \$50.00 add 10% of Subtotal Canada, AK, HI and APO: 20% of Subtotal (\$10.50 minimun) Schools: 13% of Subtotal (\$10.50 minimun) Customer responsible for Customs, Duties, and Taxes PURCHASE ORDERS Junction of Function accepts purchase orders from schools and businesses. We will accept pur are signed by an official representative and attach order as a PDF via e-mail or snail-mail. If your business or school does not have a #PO system, you may submit your order on school or company letterhead. Make sure you reference the correct shipping and mailing addre					9	lers that	
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CONNECT							
Blogger	Facebook Linkedin Twitter	You Tube YouTube					

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Kelly Wilk, President 8603 Ibis Cove Circle Naples, FL 34119-7728 Phone: (239)777-4009

> Stamp Goes Here