

SHORELINE

Natural-linen A5 presentation box | Five-unit pilot

BOX	A5 shallow natural linen	BATCH	5 presentation boxes
CLOSURE	Front locking tab; no magnets	INSERT	Dark navy, 12-13mm stack

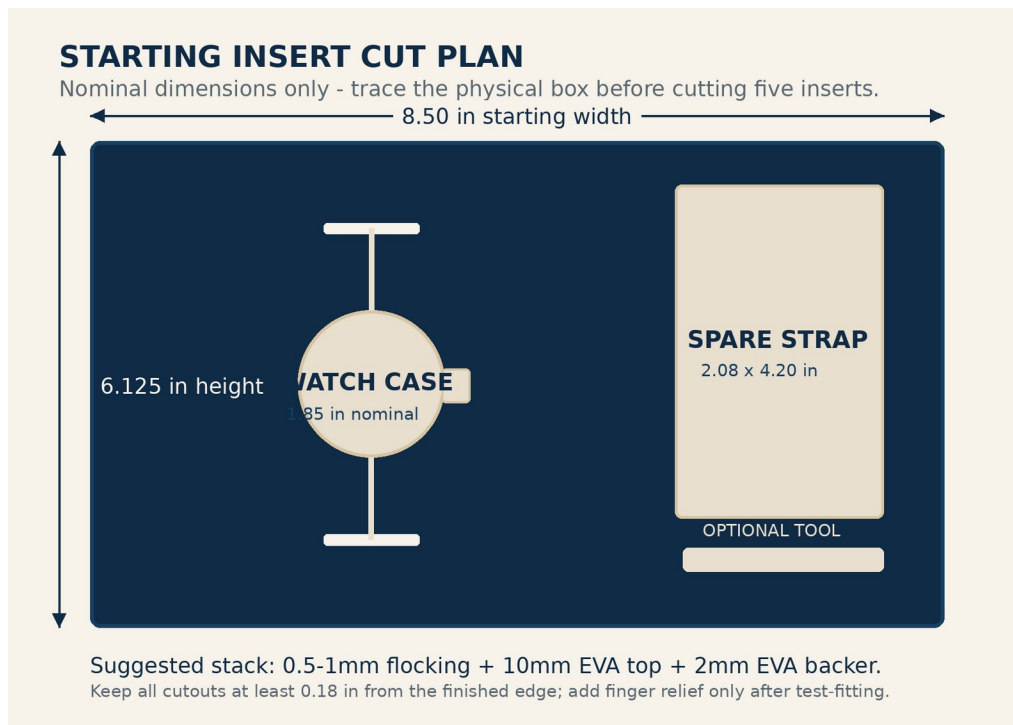


Presentation target: linen exterior, navy fitted insert, spare strap sleeve and restrained paper branding.

BUILD INTENT Create a shelf-ready, book-like presentation using stock components and home-printable pieces. No magnetic closures or hidden magnetic hardware anywhere in the package.

1. Box and insert dimensions

Specified box interior: 8.625 x 6.25 x 1.375 in. **Starting insert blank:** 8.50 x 6.125 in. Final size must be traced from the delivered sample because the manufacturer allows +/- 0.125 in tolerance.



CRITICAL FIT NOTE The 1.85 in case pocket is a starting point for a 41mm Turtle-style case. Add crown relief and finger clearance only after tracing the actual watch. The crystal and crown must never bear against the foam or lid.

Layer stack

- 0.5-1mm self-adhesive microsuede or flocking - optional appearance layer.
- 10mm high-density EVA or XLPE foam - structural top insert and cutouts.
- 2mm dark navy EVA - soft backer beneath the watch and accessory bays.
- Ivory kraft-lined box base - stock box surface; do not glue the insert permanently until the prototype passes fit testing.

2. Bill of materials - five boxes

Material	Qty.	Specification / use
A5 natural-linen box	5	FoldaBox shallow, no magnets or ribbon; mechanical front locking tab.
10mm dark navy EVA / XLPE	1 sheet	Minimum 24 x 24 in; yields six nominal blanks with careful layout.
2mm dark navy EVA	1 sheet	Minimum 24 x 24 in; full-size soft backer for each insert.
Self-adhesive flocking	Optional	One 18 x 48 in roll, dark navy; omit for the least expensive build.
Ivory cardstock	10-15 sheets	80-100 lb stock for lid card, exterior bookplate, sleeve and care/warranty card.
Transfer adhesive	1 roll	Thin permanent acrylic or archival double-sided tape; no magnetic fasteners.
Navy grosgrain	1 yd	3/8 in width; cut into five internal watch lift tabs.
Protective watch film	5 sets	Low-tack film for crystal and caseback during transit.
Silica gel	5 packets	1g packets hidden beneath the removable insert.
Corrugated mailer	5	Approx. 10 x 8 x 3 in; presentation box is not the shipping carton.
Kraft cushioning	1 roll	Paper or honeycomb wrap around the linen box inside each mailer.

Estimated first-run purchase: \$35-\$60 for presentation materials, plus boxes and outer mailers. Expected consumed presentation material is roughly \$4-\$7 per box.

Paper component sizes

Component	Finished size	Content / placement
Inside-lid card	3.50 x 2.25 in	four77 / SHORELINE; optional QR on reverse
Exterior bookplate	3.50 x 1.25 in	Mount to the spine or lower front cover
Spare-strap sleeve	1.90 x 4.10 in finished	Score and fold; confirm against the actual folded strap
Care / warranty card	3.50 x 2.00 in	Store beneath the removable insert

3. Build sequence

1. **Receive and measure.** Assemble one stock box. Measure the interior at the base, midpoint and top; record the smallest length and width.
2. **Make a paper template.** Cut a cardstock blank first. It should drop in without bowing and lift out without pulling the linen sidewalls.
3. **Cut one unlined prototype.** Use a fresh blade and multiple light passes. Test the case pocket, crown relief, strap slots, spare-strap bay and optional tool groove.
4. **Build the layer stack.** Apply flocking to the top sheet if used, cut it with the EVA, then join the 10mm top and 2mm backer with thin transfer adhesive. Keep adhesive clear of strap pass-throughs.
5. **Fit the watch.** Protect the crystal and caseback. Feed strap ends through the slots beneath the top layer; avoid a sharp permanent crease. Add the internal lift tab.
6. **Add paper components.** Mount the exterior bookplate and lid card square to the box. Place the alternate strap in its sleeve and store care/warranty information beneath the insert.
7. **Validate before duplicating.** Close, invert and gently shake the first completed box. Only then transfer the final template to the remaining four inserts.

Tools

- Self-healing cutting mat, metal ruler and fresh #11 craft-knife blades.
- Digital caliper and flexible steel rule.
- Circle cutter or printed case template; small leather punch for clean relief holes.
- Bone folder, scoring tool and home printer for the paper components.
- Lint roller, microfiber cloth and low-tack masking tape for foam cleanup.

Final quality check

Inspection item	Pass / rework
Lid closes freely with no pressure on crystal, bezel or crown.	☐ PASS ☐ REWORK
Watch remains centered after a gentle inversion and shake test.	☐ PASS ☐ REWORK
Strap lies naturally; no sharp crease or hardware-to-case contact.	☐ PASS ☐ REWORK
No exposed adhesive, foam crumbs, crooked cards or lifting bookplate edges.	☐ PASS ☐ REWORK
Spare strap and tool cannot migrate into the watch pocket.	☐ PASS ☐ REWORK
Silica packet is concealed and outer mailer provides 0.5-1.0 in paper cushioning.	☐ PASS ☐ REWORK
Final measurements and any changes are recorded as the production template.	☐ PASS ☐ REWORK
STOP CONDITION If the lid resists closing or the crystal can touch any interior component, revise the insert. Do not rely on compressing the foam to make the box close.	

4. Sources and prototype record

Primary box

FoldaBox USA - Sample Natural Linen A5 Shallow No Magnets Gift Box, product SAM056060

foldaboxusa.com/products/sample-natural-linen-a5-shallow-no-magnets-gift-boxes-no-ribbon

Prototype measurement record

Measurement	Planned	Measured / final
Box internal length	8.625 in	_____
Box internal width	6.250 in	_____
Box internal depth	1.375 in	_____
Insert finished length	8.500 in start	_____
Insert finished width	6.125 in start	_____
Case pocket	1.850 in nominal	_____
Upper / lower strap slot	0.950 x 0.140 in	_____
Spare-strap bay	2.080 x 4.200 in	_____
Tool groove	2.000 x 0.300 in	_____

Prototype sign-off

Prototype assembled by	_____
Fit-test date	_____
Template revision approved	_____

REVISION NOTE This Rev A sheet is intentionally a pilot-build document. Replace all nominal cut dimensions with the measured values above before producing the remaining four inserts.