

four77 SHORELINE

PHOTOREALISTIC PACKAGING BUILD GUIDE • MATERIALS + SOURCING EDITION

Pricing checked September 2026 where a specific current listing was available. Amazon rows are purchasing targets/budget allowances rather than verified exact listings, because the search did not surface stable matching Amazon product pages. Verify those prices at checkout.

Materials & purchasing

Material	Specification / recommended purchase	Where	Current price	Approx. use / box
Kraft presentation box	Celebrate It Kraft Frame Box, 6" × 8" × 1.75"	Michaels	\$2.99 single \$24.50 / 12 (\$2.04 ea.)	1 box
Top foam	10 mm black high-density closed-cell EVA/XLPE sheet	Amazon*	~\$10–15	~6 × 8 in
Relief foam	6–8 mm black high-density closed-cell EVA/XLPE sheet	Amazon*	~\$8–12	~6 × 8 in
Backer foam	2 mm black EVA sheet	Amazon*	~\$7–10	~6 × 8 in
Navy finish	Thin navy adhesive microsuede / velvet fabric sheet	Amazon*	~\$8–12	~6 × 8 in
Pull ribbon	Celebrate It navy grosgrain, 3/8" × 10 yd	Michaels	\$5.99	~2–3 in
Belly-band stock	Recollections Natural 12" × 12" linen-texture cardstock, 60 sheets	Michaels	\$22.99	~1 sheet
Care / lid card	Natural or ivory cardstock; use same linen stock or lighter card	Michaels	included if same stock	<1 sheet
Foam adhesive	Foam-safe contact adhesive / Barge Foam Lock-type adhesive	Amazon*	~\$10–15	small amount
Paper adhesive	Double-sided craft tape / acid-free paper adhesive	Michaels	~\$4–7	small amount
Silica packets	1 g silica-gel packets	Amazon*	~\$6–9 / multi-pack	1 packet
Protective film	Low-tack clear PE watch/crystal protective film	Amazon*	~\$6–10 / roll	few inches

Prototype shopping budget: roughly \$91–\$122 before tax/shipping if buying all reusable supplies from scratch. Much of that inventory carries forward to later boxes. Once materials are on hand and the box is bought in bulk, the target consumable cost remains roughly **\$7–10 per finished package**, excluding labor and shipping carton.

Confirmed Michaels pricing: kraft box \$2.99 individually or \$24.50/12; navy grosgrain \$5.99/10 yd; natural linen-texture cardstock \$22.99/60 sheets. Promotional pricing can reduce the cardstock/ribbon cost, but the build sheet uses regular listed prices.

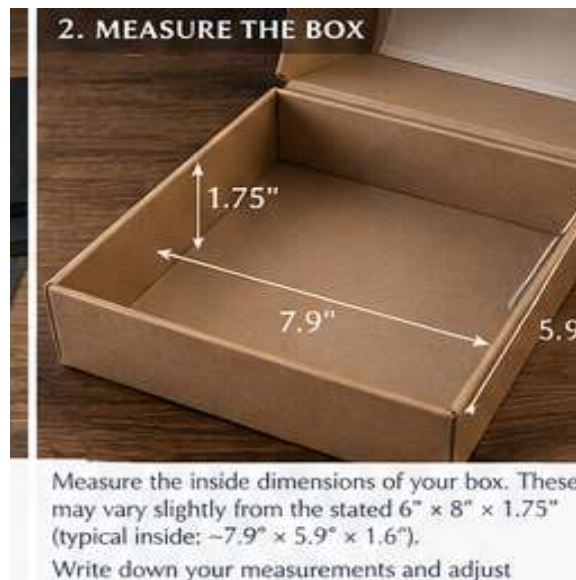
Assembly

The realistic images below are illustrative. Make final cuts from the actual Shoreline and physical Michaels box.



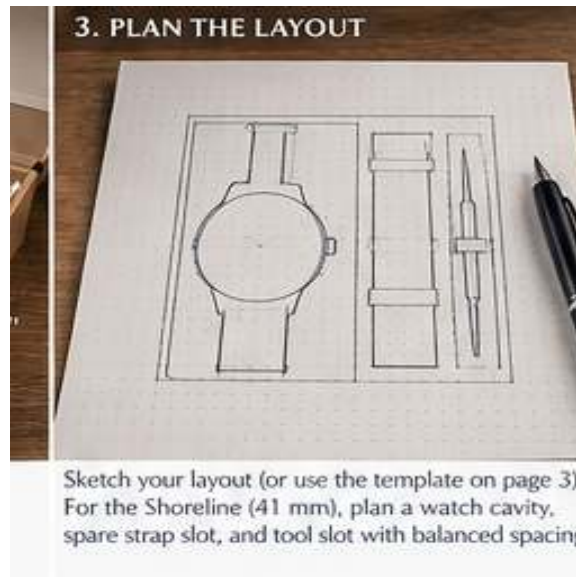
1. Gather the materials

Buy one box first for the prototype. The foam, fabric, ribbon and cardstock quantities above are enough for multiple packages, so the first-box material purchase is much higher than the eventual per-box consumable cost.



2. Measure the box

Measure actual inside length, width and usable depth. Cut the insert to the physical box, not the nominal dimensions.



3. Plan the layout

Make a paper template first. Put Shoreline left-of-center, spare strap to the right and spring-bar tool at the outside edge.

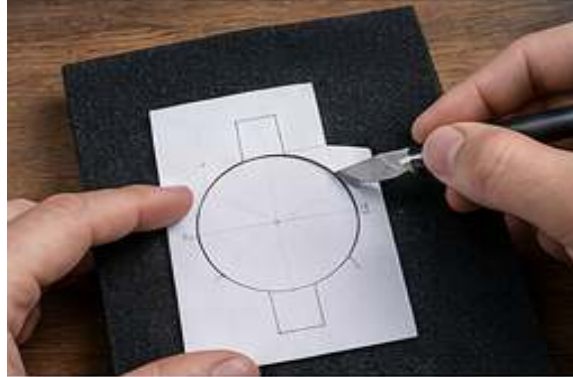


4. Cut the foam blanks

Cut the 10 mm presentation layer, 6–8 mm relief layer and 2 mm backer to the measured internal footprint.

- Foam-safe adhesive (e.g., Barge Foam-Tac)
- Craft knife, ruler, cutting mat
- Optional: silica gel packets, protective film

5. MARK AND CUT THE WATCH CAVITY



Trace a 44–45 mm circle for the case and extend strap channels. Cut carefully with a sharp blade.

5. Cut the watch cavity

Start around 44–45 mm for the nominal 41 mm case, then add narrow strap channels and side finger reliefs. Enlarge only after test fitting.

cut dimensions as needed.

6. CUT STRAP AND TOOL SLOTS



Cut the spare strap slot (about 24 mm wide) and tool slot (about 10 mm wide). Keep edges

6. Cut accessory slots

Cut snug separate cavities for the spare strap and spring-bar tool. Metal accessories must not be able to touch the watch.



7. Create the lower relief

Make the middle-layer opening larger than the visible top opening. This extra hidden clearance allows the watch to sit deeper.



8. Dry-fit the stack

Stack everything without glue. Adjust until the highest crystal/bezel point is about 5–8 mm below the finished surface.

Add small finger reliefs on each side.

9. APPLY MICROSUDE



Apply adhesive to the top foam layer and smooth on the navy microsuède or velvet. Work from one side to avoid wrinkles.

9. Apply microsuède

Bond navy microsuède/velvet to the top layer after the foam geometry is correct. Work gradually to avoid wrinkles.

clean and straight.

10. TRIM THE FABRIC



Trim the fabric on the back side for a clean fit. Use a fresh blade for sharp corners.

10. Trim the fabric

Use a fresh blade to trim around the openings. Keep visible edges clean and avoid bulky folds inside the cavity.

need to be perfect—just functional.

11. ADD THE PULL TAB



Cut a 1" piece of ribbon, fold into a loop, and adhere it to the bottom edge of the insert. This makes removal easy.

11. Add the pull tab

Trap a small loop of 3/8 in navy grosgrain beneath the insert so the finished insert can be lifted out.

should sit 5–8 mm below the top surface.

12. FINAL INSERT



Your completed insert should sit flush in the box with clean edges and consistent spacing.

12. Fit the insert

The finished insert should lie flat and friction-snug in the box without bowing. Keep it removable during prototyping.



Cut linen cardstock to size (approx. 14" x 2.5" for a 6" x 8" x 1.75" box). Print your design and wrap around the box. Use double-sided tape or a small dab of glue to secure.

13. Create the belly band

Score and fold natural linen-texture cardstock around the closed box. Center four77 / SHORELINE on the lid and hide the seam underneath.



Print and trim your inside lid card. Use small pieces of double-sided tape in the corners to secure it to the inside of the lid.

14. Add the inside card

Mount a restrained ivory Shoreline care/message card inside the lid with small pieces of double-sided tape.



15. Pack the watch

Install the watch, spare strap and tool. Add protective film if desired and keep a small silica packet underneath the removable insert.



16. Final protection test

Close gently; there must be zero lid contact. Lightly shake in several orientations; nothing should rattle, migrate or touch the watch.

Protection target

Layer stack: navy microsuede → 10 mm presentation foam → 6–8 mm lower relief → 2 mm solid backer → kraft box bottom.

Fit target: highest crystal/bezel point approximately 5–8 mm below the finished insert surface, no crown pressure, and zero lid contact.

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SHORELINE

AUTOMATIC

PACKAGING BUILD GUIDE

A PREMIUM PRESENTATION FOR YOUR SHORELINE

SIMPLE MATERIALS. THOUGHTFUL DETAILS. A HIGHER TIDE.

1. GATHER MATERIALS



- Michaels 6" x 8" x 1.75" Kraft Frame Box
- EVA foam (10 mm, 6 mm, 2 mm)
- Navy microsuede or velvet (adhesive-backed)
- Linen cardstock (belly band + card)
- Navy grosgrain ribbon (3/8")
- Foam-safe adhesive (e.g., Barge Foam-Tac)
- Craft knife, ruler, cutting mat
- Optional: silica gel packets, protective film

2. MEASURE THE BOX



Measure the inside dimensions of your box. These may vary slightly from the stated 6" x 8" x 1.75".
Typical inside: 7.9" x 5.9" x 1.67".
Write down your measurements and adjust cut dimensions as needed.

3. PLAN THE LAYOUT



Sketch your layout (or use the template on page 3). For the Shoreline 141 mini, plan a watch cavity, spare strap slot, and tool slot with balanced spacing.

4. CUT THE FOAM LAYERS



10 mm (top layer)
6 mm (middle layer)
2 mm (backer)

Cut foam sheets to fit inside the box (typically 7.8" x 5.8"). You'll create three layers: 10 mm (top), 6–8 mm (middle), and 2 mm (bottom).

5. MARK AND CUT THE WATCH CAVITY



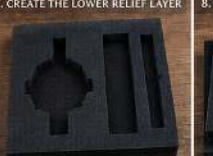
Trace a 44–45 mm circle for the case and extend strap channels. Cut carefully with a sharp blade. Add small finger reliefs on each side.

6. CUT STRAP AND TOOL SLOTS



Cut the spare strap slot (about 24 mm wide) and tool slot (about 70 mm wide). Keep edges clean and straight.

7. CREATE THE LOWER RELIEF LAYER



In the 6–8 mm middle layer, cut a larger, deeper cavity so the watch sits lower. This layer doesn't need to be perfect—just functional.

8. DRY FIT THE STACK



Stack the layers (top + middle + backer) and place in the box to test fit. The watch crystal should sit 5–8 mm below the top surface.

9. APPLY MICROSUDE



Apply adhesive to the top foam layer and smooth on the navy microsuede or velvet. Work from one side to avoid wrinkles.

10. TRIM THE FABRIC



Trim the fabric on the back side for a clean fit. Use a fresh blade for sharp corners.

11. ADD THE PULL TAB



Cut a 1" piece of ribbon, fold into a loop, and adhere it to the bottom edge of the insert. This makes removal easy.

12. FINAL INSERT



Your completed insert should sit flush in the box with clean edges and consistent spacing.

13. CREATE THE BELLY BAND



Cut linen cardstock to size (approx. 14" x 2.5" for a 6" x 8" x 1.75" box). Print your design and wrap around the box. Use double-sided tape or a small dab of glue to secure.

14. ADD THE INSIDE CARD



Print and trim your inside lid card. Use small pieces of double-sided tape in the corners to secure it to the inside of the lid.

15. ADD FINISHING TOUCHES



Place the watch, spare strap, and tool in the insert. Add a silica gel packet (under the insert if desired) and protective film on the crystal.

16. FINISHED PACKAGE



A clean, premium presentation using simple, readily available materials.

LAYER CROSS-SECTION (SIDE VIEW)



- 5–8 mm below surface
- Microsuede (3.5–1 mm)
- Top foam (10 mm)
- Middle foam (6–8 mm)
- Backer foam (2 mm)
- Box bottom

PRO TIPS

- Use a fresh blade for clean cuts
- Test fit frequently
- Keep the watch at least 5 mm below the surface
- Use foam-safe adhesive (no super glue)
- A metal ruler helps with straight cuts
- Buy one box first and measure before cutting all inserts
- Michaels often has cardstock and ribbon on sale
- Amazon is best for foam and microsuede
- Make a test insert before final assembly

TOOLS FOR
BRIGHTER DAYS AHEAD.

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