

PUMA x SQUID GAME SEEDING KIT GUIDELINES





SEEDING KIT GUIDE

This guide is designed to be followed when seeding the PUMA x Squid Game collection, ensuring that we keep one consistent look and feel for the collaboration.

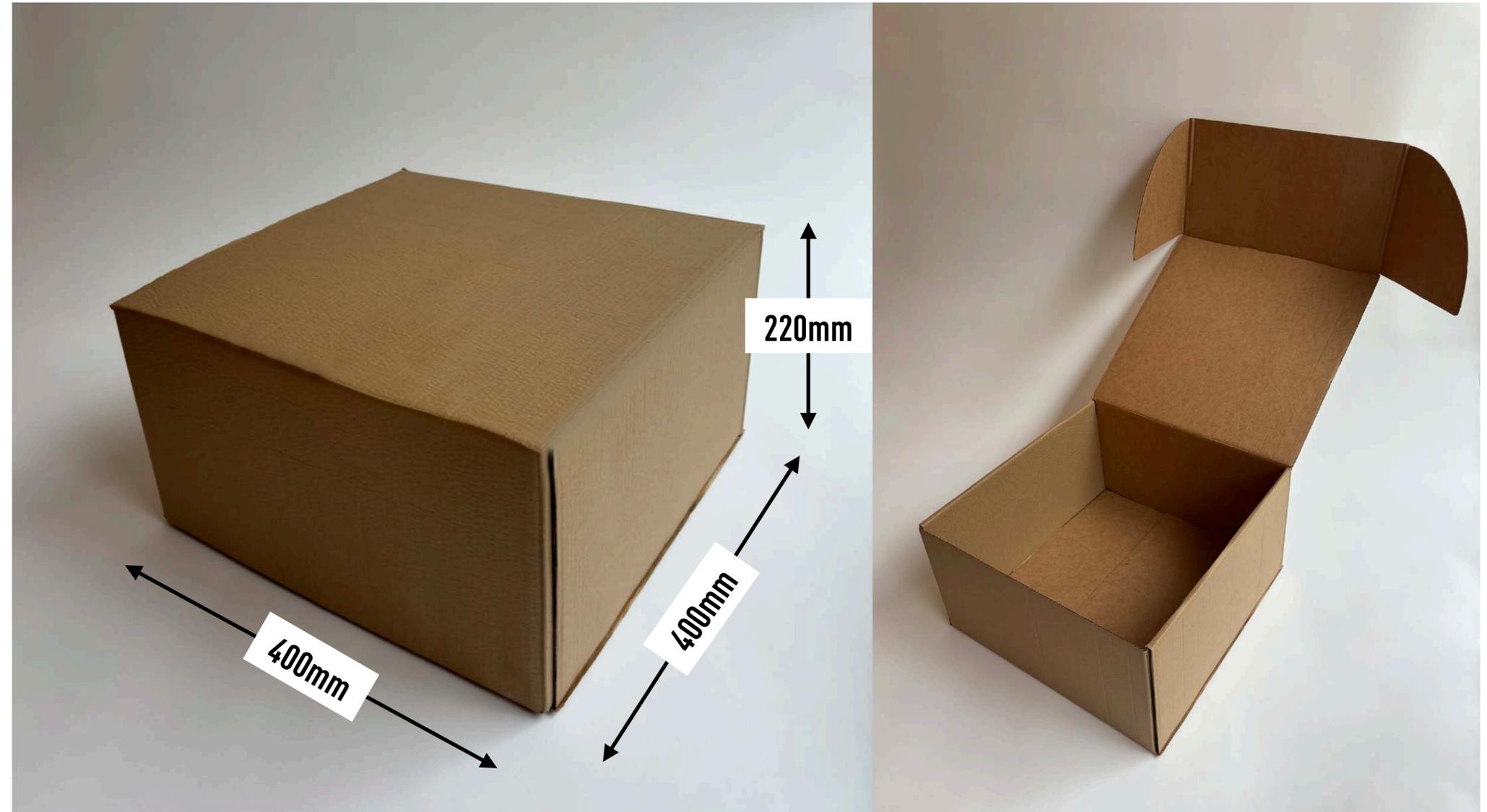
OVERVIEW



BOX DIMENSIONS

PLEASE USE A BOX AT THE DIMENSIONS IN THE IMAGE OPPOSITE:

THE BOX SHOULD BE A BROWN, CARDBOARD POSTAL BOX WITH A LEAF LID.



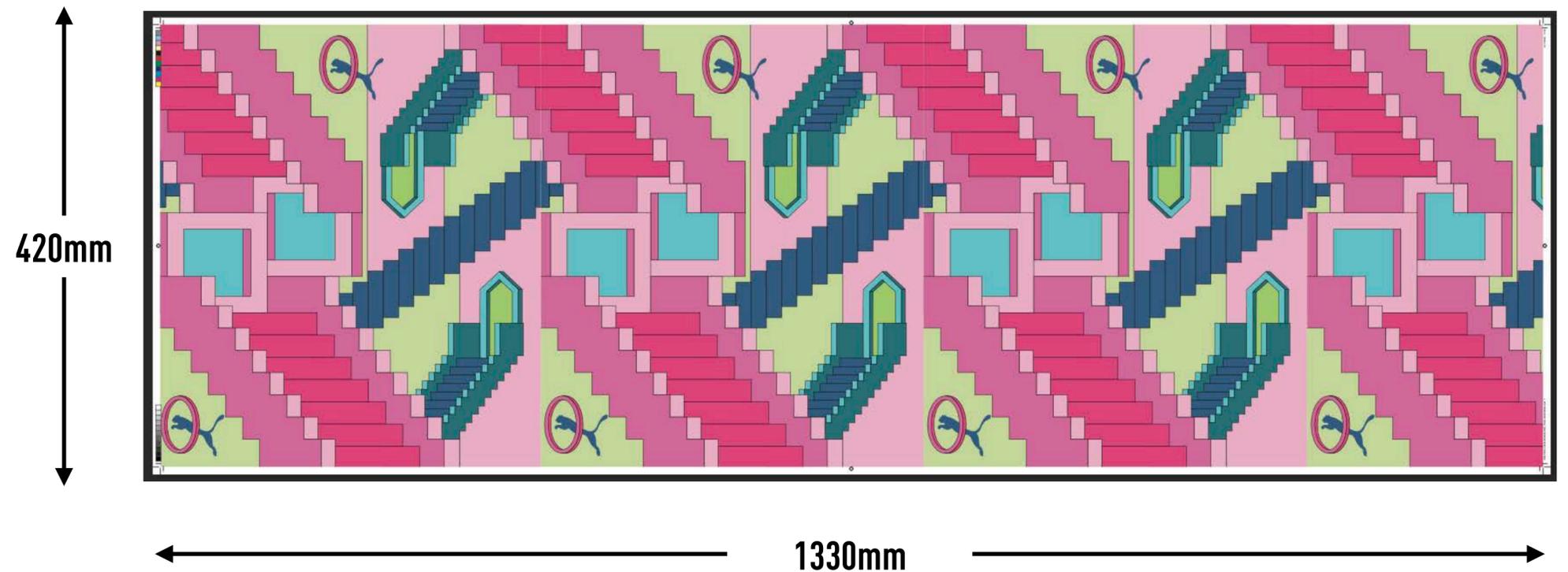
ARTWORK

THE CUSTOM PUMA X SQUID GAMES BOX ARTWORK CAN BE FOUND AT [THIS LINK](#).

THE ARTWORK IS SCALED AND PRINT READY TO FIT A BOX THAT HAS THE DIMENSIONS OF:
400mm x 400mm x 220mm

IF A DIFFERENT BOX IS USED, THE ARTWORK SHOULD BE SCALED ACCORDINGLY.

ARTWORK SHOULD BE PRINTED ON MATTE PAPER AT 220GSM



PRINTED WRAP

THE BOX SHOULD BE WRAPPED IN THE CUSTOM ARTWORK.

THE ARTWORK SHOULD BE FOLDED AROUND EACH CORNER OF THE BOX TO ENSURE A SNUG FIT. ANY EXCESS CAN BE STUCK BACK ONTO ITSELF.

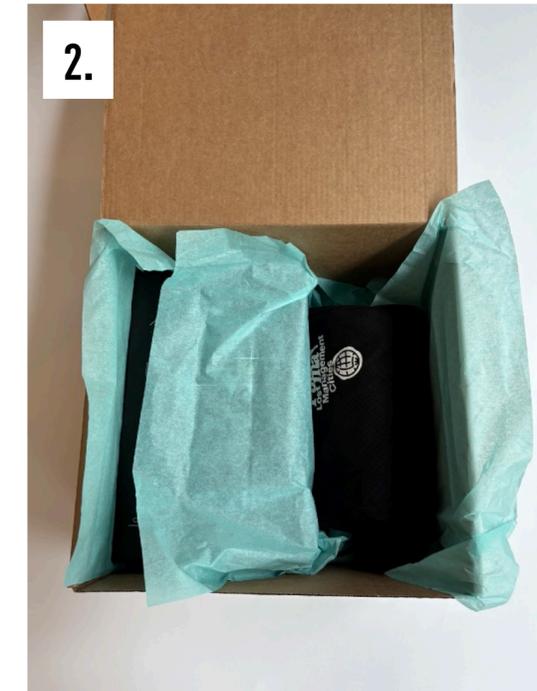


PRODUCT PACKING

THE PRODUCT SHOULD BE PACKAGED AS SEEN IN THE IMAGERY OPPOSITE:

TRACKSUIT SHOULD BE ROLLED AND PLACED NEXT TO THE BOX, WITH TISSUE PAPER OVERLAID ONTO BOTH.

THE SQUID GAMES CARD (FROM THE SHOE BOX) SHOULD BE PLACED ON TOP OF THE PRODUCT.



THANK YOU

