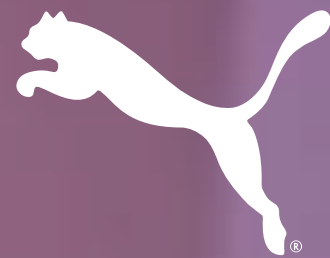


**PUMA x SQUID GAME  
SEEDING KIT GUIDELINES**







# 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

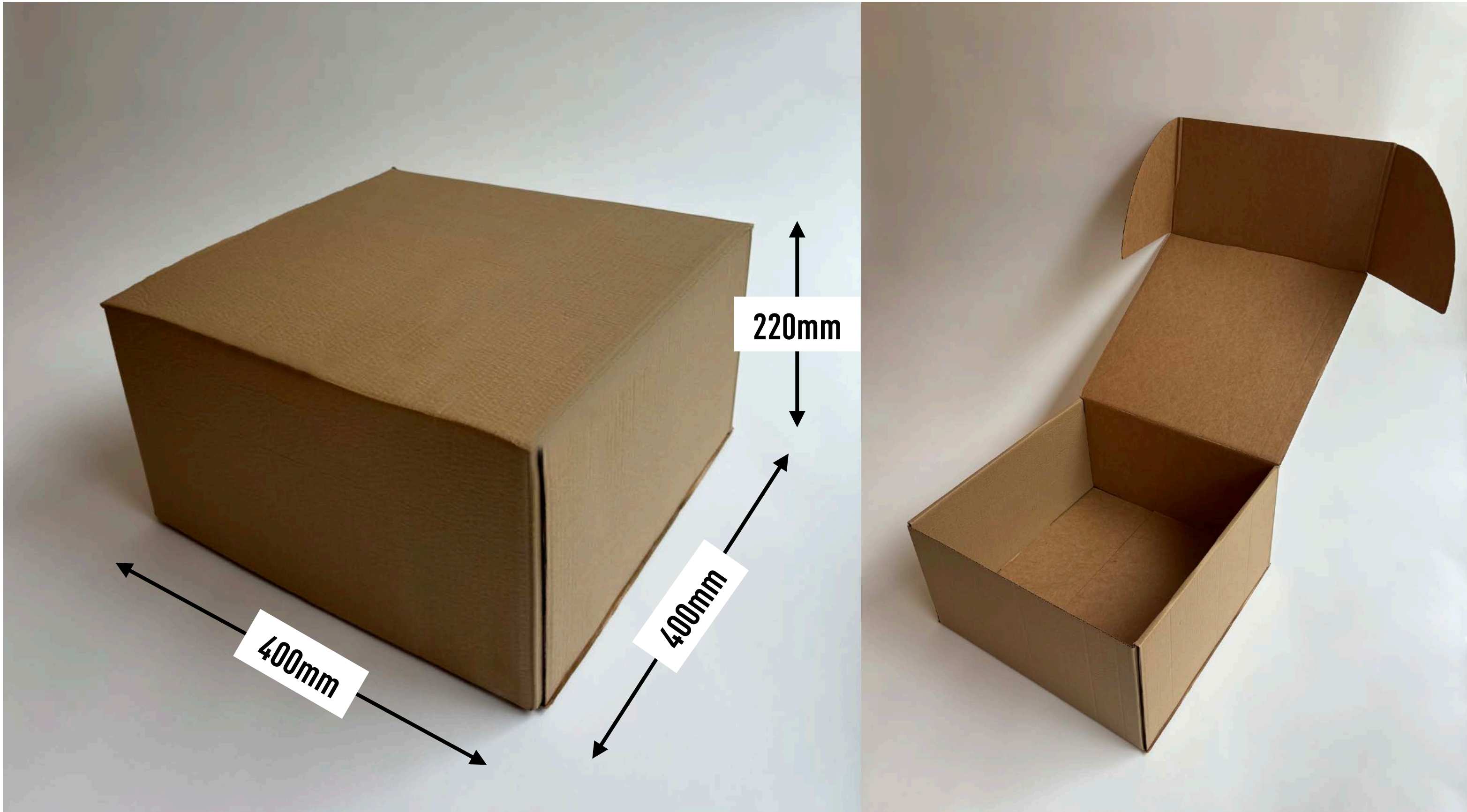




# BOX DIMENSIONS

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

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



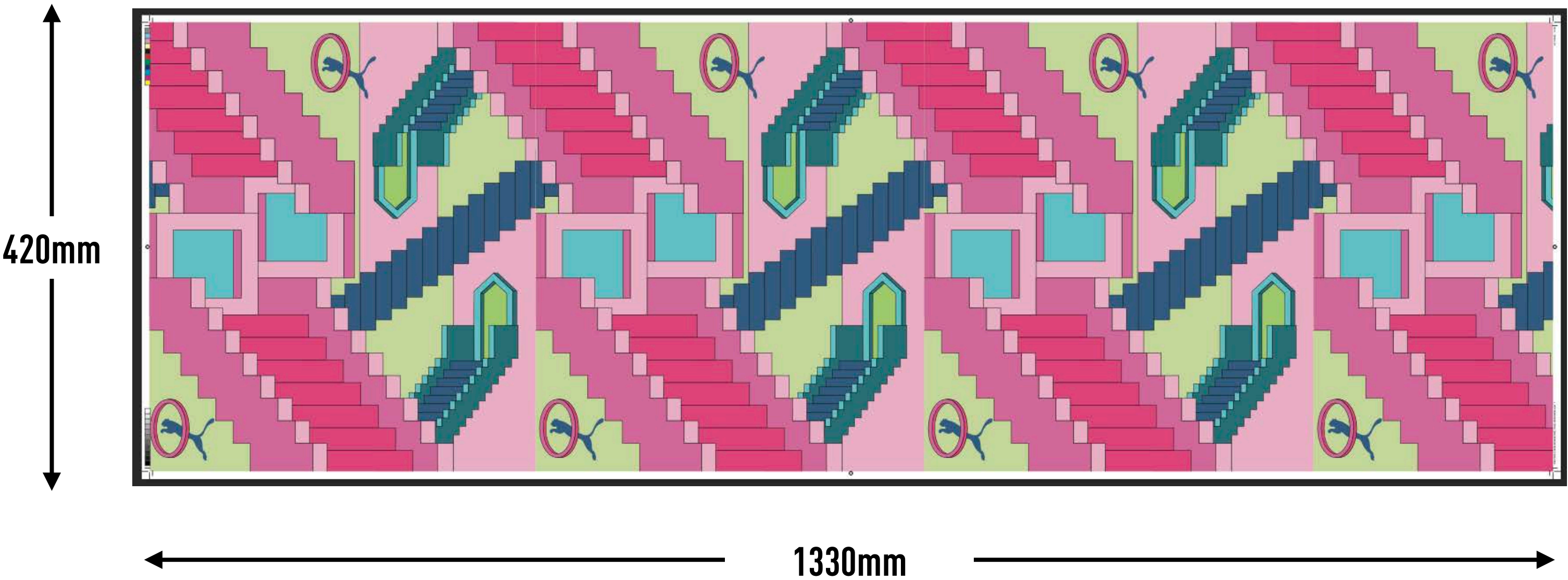
# ARTWORK

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

